NAMI Partner | Stigmafree Company Opportunities
2023 Calendar of Events
V7: July 10, 2023

PLANNING SUGGESTIONS

• **Create a Mental Health Task Force:** With representatives from each department or a key group of interested staff who are passionate and interested in this topic, create a cross-functional task force to begin planning for Mental Health Month (May) and other key moments

• **Align on Key Moments:** Align on key moments that resonate for the team and the larger marketing calendar

KEY MOMENTS SUGGESTED FOR NAMI PARTNER | ACTIVATION IDEAS –

**January** – Mental Wellness Month

**February 26th** – **March 5th** – Eating Disorders Awareness Week – [About Eating Disorders, What to do when a teen is at risk](#)

**April** – Alcohol Recovery Month; Stress Awareness Month

**May** – Mental Health Month + [Women’s Health Month](#)

  • Use this month to launch a large-scale campaign across social channels focused on women and mental health. *Mental Health Awareness Month Partner Toolkit found [here](#).*

**May 20th** – [NAMIWalks](#) National Day of Hope

  • Engage employees and spread awareness by creating a team of employees to join a NAMIWALK

**September** – Recovery Month; National Hispanic Heritage Month – [Resources](#) and [Celebrating Latino Culture and Creating Change](#)

  • Share facts about the prevalence of mental health in the Hispanic community across social channels.

**October 2nd** – **8th** – Mental Illness Awareness Week (*Partner Toolkit available in Summer 2023*)
• Host a panel (virtual or in-person) to talk about mental health

October 7th – NAMIWalks National Day of Hope

November 28th – #GivingTuesday
  • Launch a product for #GivingTuesday in which a percentage of proceeds is donated to NAMI

COMPLETE MENTAL HEALTH CALENDAR

January

3rd – International Mind-Body Wellness Day

9th – National Law Enforcement Day – NAMI Frontline Wellness, People in Public Safety

12th – Hope Starts With Us Podcast: Setting 2023 Intentions with Daniel H. Gillison Jr. featuring Les Brown

16th – MLK Day – Social Graphic and Social Graphic

25th – Hope Starts With Us Podcast: Workplace Mental Health with Daniel H. Gillison Jr. featuring Darcy Gruttadaro, J.D.

February

Black History Month – Mental Health in the Black Community. Opening Up the Convo on Black Men’s Mental Health.

3rd – National Women’s Physician Day

9th – Ask the Expert: You Are Not Alone Book Series - Building a Life with a Diagnosis with Guests Andrea Landry, Nikki Rashes and Elisa Norma

9th – Hope Starts With Us Podcast: Super Bowl of Mental Health – Athlete Well-Being with Daniel H. Gillison Jr. featuring Marcus Smith II, Zach Moore, and Soul Cole

22nd – Hope Starts With Us Podcast: Vicarious Racism & Trauma with Daniel H. Gillison Jr. featuring Kevin Dedner

26th – March 5th – National Eating Disorders Awareness Week – About Eating Disorders, What to do when a teen is at risk – Reshaping my Relationship with Myself
March

Self-Harm Awareness Month | National Nutrition Month | National Traumatic Brain Injury Awareness Month

February 26th – March 5th – National Eating Disorders Awareness Week – About Eating Disorders. What to do when a teen is at risk – Reshaping my Relationship with Myself

1st – Self-Injury Awareness Day – About Self Harm and Understanding Self Harm, Why Some People Harm Themselves – How to Respond

2nd – World Teen Mental Wellness Day

5th – Dissociative Identity Disorder Awareness Day

8th – International Women’s Day – About IWD 2022

9th – NAMI Ask the Expert: You Are Not Alone Book Series, Session Two: Family Communication with Dr. Ken Duckworth and interviewees George Kaufmann and Dante and Chastity Murry

9th – Hope Starts With Us Podcast: International Women’s Day: Gender & Mental Health with Daniel H. Gillison Jr. featuring Elise Banks and Jamie Gray Hyder

13th – 19th – Brain Awareness Week – Defeating Stigma with Science

17th – World Sleep Day

20th – 26th – National Drug and Alcohol Facts Week


23rd – Voices of Recovery Podcast, Episode 1: Healing Family Trauma & Changing with Dr. Ken Duckworth & Diana Chao

25th – 31st – National Physicians Week

30th – World Bipolar Day – About Bipolar – Tell me About Bipolar (short video), What is Bipolar and What’s Misunderstood? – Understanding the
Spectrum of Bipolar, For Family Members and Caregivers

31st – Transgender Day of Visibility

April

National Counseling Awareness Month | Alcohol Awareness Month | National Minority Health Month | Sexual Assault Awareness and Prevention Month | Global Volunteer Month | Stress Awareness Month | Arab American Heritage Month

1st – National Stress Awareness Day – Ways to Manage & Cope with Stress

3rd – 9th – National Public Health Week

5th – Hope Starts With Us Podcast: PTSD and Sexual Assault with Daniel H. Gillison Jr. featuring Imani McGee-Strafford and April Cisneros

6th – National Alcohol Screening Day

6th – Voices of Recovery Podcast, Episode 2: Recovery, Music & Dogs with Dr. Ken Duckworth and Josh Santana

7th – World Health Day

9th – 15th National Public Safety Telecommunicators Week

10th – Ask the Expert: How to Talk About Child Abuse and Neglect with guests Michelle Fingerman, Larel Jacobs, and Dr. Laura Schwab-Reese

13th – Voices of Recovery Podcast, Episode 3: Obsessive Compulsive Disorder & Finding Hop with Dr. Ken Duckworth and Stephen Smith

19th – Hope Starts With Us Podcast: Stress, Anxiety and Coping with Daniel H. Gillison Jr. featuring Dr. Tracy Dennis-Tiwari

20th – Voices of Recovery Podcast, Episode 4: Resilient People & Depressed Cakes with Dr. Ken Duckworth and Sascha Biesi

27th – Voices of Recovery Podcast, Episode 5: Learning, Teaching & Supporting Family with Dr. Ken Duckworth and James Ramirez

May

May is Mental Health Month (MHM) (Partner toolkit available here) | National Anxiety Month | NAMI National Convention | Borderline Personality Disorder Awareness Month | National Maternal Mental Health Month | AAPI Awareness Month | Women’s Health Month
1st – 7th – Children’s Mental Health Awareness Week (Day is May 7th) - About Kids, Teens and Young Adults and Mental Health

2nd – Childhood Depression Awareness Day

3rd – National Anxiety Disorders Screening Day

3rd – Hope Starts With Us: More Than Enough with Daniel H. Gillison Jr. featuring Mayan Lopez

1st – 7th – Tardive Dyskinesia Awareness Week – Tardive Dyskinesia

4th – International Firefighters’ Day

4th – Voices of Recovery Podcast, Episode 6: Panic Attacks, Family & Organizing with Dr. Ken Duckworth and Pooja Mehta

6th – 7th – National Fallen Firefighters Memorial Weekend

6th - 12th – National Nurses Week (Day is May 6th) – NAMI Frontline Wellness and Healthcare Professionals

8th – 12th – Teacher Appreciation Week

11th – Children’s Mental Health Awareness Day

11th – Voices of Recovery Podcast, Episode 7: Bipolar Disorder, Substance Use & Recovery with Dr. Ken Duckworth and Eric Smith


17th – Hope Starts With Us: Asian American and Pacific Islander Mental Health with Daniel H. Gillison Jr. featuring Connie Mom-Chhing, D.M., MPA

18th – Voices of Recovery Podcast, Episode 8: Late-in-Life Diagnosis & Mobile Crisis Teams with Dr. Ken Duckworth and Tera Carter

20th – NAMIWalks National Day of Hope

21st – 27th – National EMS Week – NAMI Frontline Wellness, People in Public Safety

24th – Early Psychosis and Schizophrenia Awareness Day

24th – 27th – NAMI National Convention (in-person in Minneapolis, MN)
25th – Voices of Recovery Podcast, Episode 9: Wellness, Recovery & Action Plans with Dr. Ken Duckworth and Dr. Mary Allen Copeland

29th – Memorial Day

June

NAMI National Virtual Convention | National PTSD Awareness Month | National Men’s Health Month | LGBTQ+ Pride Month

1st – Voices of Recovery Podcast, Episode 10: Dissociative Identity Disorder, Church & Family with Dr. Ken Duckworth and Tracy Green

6th – 8th – NAMI National Convention (virtual)

8th – Voices of Recovery Podcast, Episode 11: Superheroes, Pride & Survival with Dr. Ken Duckworth and Nick Emeigh

12th – 18th – National Men’s Health Week

13th – 17th – Global Loneliness Awareness Week

14th – Hope Starts With Us: Maternal Mental Health & Bipolar Disorder with Daniel H. Gillison Jr. featuring Alessandra Torresani

15th – Ask the Expert: Precision Medicine Research: Hope for the Future with guest Jordan W. Smoller, MD, ScD

15th – Voices of Recovery, Episode 12: Healing in the Service of Others with Dr. Ken Duckworth and Marc DeGregorio

19th – Juneteenth

22nd – Voices of Recovery, Episode 13: The Power of Family & the Power of Recovery with Dr. Ken Duckworth and George Kaufmann and Patrick Kaufmann

27th – July 3rd – Deaf-Blind Awareness Week


28th – Hope Starts With Us: Pride & LGBTQ+ Mental Health with Daniel H. Gillison Jr. featuring Frank Grimsley and Rosemary Ketchum

29th – Voices of Recovery, Episode 14: Love, Marriage & Mental Health Journeys with Dr. Ken Duckworth and Dante and Chastity Murry
July

Bebe Moore Campbell Minority Mental Health Month (MMHM) (Partner toolkit available here)

1st – National Bereaved Parents Day

4th – Independence Day

12th – Ask the Expert: More Than a Number: The Impact of 988 on Reimagining Mental Health Crisis Care with Hannah Wesolowski and David W. Covington, LPC, MBA

24th – International Self-Care Day

August

6th – National Health Center Week

9th – International Day of the World’s Indigenous Peoples

12th – International Youth Day

17th – National Nonprofit Day

30th – National Grief Awareness Day

TBC – NAMI Ask the Expert: TBC

September

Suicide Prevention Awareness Month (SPAM) | National Recovery Month | National Alcohol and Drug Addiction Recovery Month | National Hispanic Heritage Month

10th – 16th – World Suicide Prevention Week

10th – National Suicide Prevention Day (Partner Toolkit will be updated in Summer 2023)
15th – October 15th - Hispanic Heritage Month

17th – Physician Suicide Awareness Day

26th – Law Enforcement Suicide Awareness Day

TBC – NAMI Ask the Expert: TBC

October

National Depression and Mental Health Screening Month | National ADHD Awareness Month | National Bullying Prevention Month | Filipino American History Month | LGBT History Month

1st – 7th – Mental Illness Awareness Week (Partner Toolkit will be updated in Summer 2023)

5th – National Depression Screening Day

7th – NAMIWalks National Day of Hope

9th – Indigenous Peoples Day

9th – 15th – OCD Awareness Week

10th – World Mental Health Day

11th – National Emergency Nurse’s Day

11th – National Coming Out Day

28th – National First Responder Day

TBC – NAMI Partner Day and Research Event

TBC – NAMI Ask the Expert: TBC

November

National Family Caregivers Month | Military Family Month | Men’s Health Awareness Month
1st – National Stress Awareness Day

11th – Veteran’s Day

18th – International Survivors of Suicide Loss Day

19th – International Survivors of Suicide Loss Day

20th – Transgender Day of Remembrance

23rd – Thanksgiving

28th – #GivingTuesday

TBC – NAMI Ask the Expert: TBC

December

National Volunteers Month

3rd – International Day of Persons with Disabilities

TBC – NAMI Ask the Expert: TBC