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 19th – February 25th – 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. *(NAMI will provide a Partner Toolkit in Spring 2024)*.

May 18th – [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 6th – 12th – Mental Illness Awareness Week *(Partner Toolkit available in Summer 2024)*
• Host a panel (virtual or in-person) to talk about mental health

**October 10**th – NAMIWalks National Day of Hope

**December 3**rd – #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

16th – MLK Day – Social Graphic and Social Graphic

18th – NAMI Ask the Expert: An Evidence-Based Conversation on Violence and Mental Illness with Eric Elbogen, Ph.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

20th – 26th – National Eating Disorders Awareness Week – About Eating Disorders, What to do when a teen is at risk – Reshaping my Relationship with Myself

TBC – NAMI Ask the Expert

**March**

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

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]

11th – 17th – Brain Awareness Week – [Defeating Stigma with Science]

15th – World Sleep Day

18th – 24th – National Drug and Alcohol Facts Week

25th – 31st – National Physicians Week


31st – Transgender Day of Visibility

TBC – NAMI Ask the Expert

**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]

1st – 7th – National Public Health Week

7th – World Health Day

7th – National Alcohol Screening Day

15th – 19th – National Public Safety Telecommunicators Week

TBC – NAMI Ask the Expert
May

May is Mental Health Month (MHM) (Partner toolkit available in Spring 2024) | National Anxiety Month | NAMI National Convention | Borderline Personality Disorder Awareness Month | National Maternal Mental Health Month | AAPI Awareness Month | Women’s Health Month

1st – National Anxiety Disorders Screening Day

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

4th – International Firefighters’ Day

4th – 5th – National Fallen Firefighters Memorial Weekend

5th – 11th – Children’s Mental Health Awareness Week - About Kids, Teens and Young Adults and Mental Health

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

6th – 10th – Teacher Appreciation Week

7th – Childhood Depression Awareness Day

9th – Children’s Mental Health Awareness Day

12th – 18th – National Women’s Health Week – Virtual Resources for Black Women, PTSD More Likely in Women

16th – Mental Health Action Day

18th – NAMIWalks National Day of Hope

19th – 25th – National EMSWeek – NAMI Frontline Wellness, People in Public Safety

24th – Early Psychosis and Schizophrenia Awareness Day

27th – Memorial Day

TBC – NAMI Ask the Expert
June

NAMI National Convention | National PTSD Awareness Month | National Men’s Health Month | LGBTQI Pride Month

4th – 7th – NAMI National Convention (in-person in Denver, CO)

10th – 16th – National Men’s Health Week

12th – 18th – Global Loneliness Awareness Week

19th – Juneteenth

24th – June 30th – Deaf-Blind Awareness Week


TBC – NAMI Ask the Expert

July

Bebe Moore Campbell Minority Mental Health Month (MMHM) (Assets will be updated for 2024)

3rd – National Bereaved Parents Day

4th – Independence Day

24th – International Self-Care Day

TBC – NAMI Ask the Expert

August

Back to School Resources (Resources available here)

4th – 10th – 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

September

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

8th – 14th – World Suicide Prevention Week
10th – National Suicide Prevention Day (Partner Toolkit available in Summer 2024)
15th – October 15th - Hispanic Heritage Month
17th – Physician Suicide Awareness Day
26th – Law Enforcement Suicide Awareness Day
TBC – NAMI Ask the Expert
TBC – Annual Partner Day
TBC – 20th annual Inspiring Hope through Research event (More details available here)

October

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

6th – 12th – Mental Illness Awareness Week (Partner Toolkit will be updated in Summer 2024)
10th – National Depression Screening Day
10th – [NAMIWalks](#) National Day of Hope

14th – Indigenous Peoples Day

8th – 14th – OCD Awareness Week

10th – World Mental Health Day

9th – National Emergency Nurse’s Day

11th – National Coming Out Day

28th – National First Responder Day

TBC – NAMI Ask the Expert

**November**

[National Native American Heritage Month](#) | National Family Caregivers Month | Military Family Month | Men’s Health Awareness Month

6th – National Stress Awareness Day

11th – Veteran’s Day

23rd – International Survivors of Suicide Loss Day

20th – Transgender Day of Remembrance

28th – Thanksgiving

TBC – NAMI Ask the Expert

**December**

National Volunteers Month
3rd - International Day of Persons with Disabilities

3rd – #GivingTuesday

TBC – NAMI Ask the Expert