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 Partner Toolkit available [here](#)).

**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**<sup>th</sup> – NAMIWalks National Day of Hope

**December 3**<sup>rd</sup> – #GivingTuesday
  • Launch a product for #GivingTuesday in which a percentage of proceeds is donated to NAMI

**COMPLETE MENTAL HEALTH CALENDAR**

**January**

3<sup>rd</sup> – International Mind-Body Wellness Day

9<sup>th</sup> – National Law Enforcement Day – NAMI Frontline Wellness, People in Public Safety

10<sup>th</sup> – Hope Starts With Us podcast episode: Manifesting Health in 2024

16<sup>th</sup> – MLK Day – Social Graphic and Social Graphic

18<sup>th</sup> – NAMI Ask the Expert webinar: An Evidence-Based Conversation on Violence and Mental Illness

24th – Hope Starts With Us podcast episode: Pressure, Professional Football and Pivoting

**February**

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

3<sup>rd</sup> – National Women’s Physician Day

7<sup>th</sup> – Hope Starts With Us podcast episode: Racism as an Adverse Childhood Experience

16th – NAMI Ask the Expert webinar: "I Am Not Sick, I Don't Need Help!" How To Help Someone with Mental Illness Accept Treatment

21<sup>st</sup> – Hope Starts With Us podcast episode: Race and Insanity in a Jim Crow Asylum

26<sup>th</sup> – 3<sup>rd</sup> – 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 | Disability Awareness Month | Criminal Justice Awareness Month | Women’s History 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

7th – NAMI Ask the Expert webinar: A Fireside Chat with Dr. Marlene Freeman and Dr. Ken Duckworth

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

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

13th – NAMI Ask the Expert webinar: How Employment Supports Mental Health Recovery

15th – World Sleep Day

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

20th – Hope Starts With Us: Living with Bipolar Disorder

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](#)

4th – National Alcohol Screening Day

1st – 7th – National Public Health Week

7th – World Health Day

10th – National Youth HIV/AIDS Awareness Day

12th – Day of Silence

14th – 20th – National Public Safety Telecommunicators Week

16th – World Semicolon Day

18th – NAMI Ask the Expert: [How Employment Supports Mental Health Recovery with George H. Brice, Jr., Robert Drake, MD, Ph.D., Peggy Swarbrick, Ph.D., FOATA](#)

22nd – Earth Day

May

May is Mental Health Month (MHM) (Partner toolkit available [here](#)) | National Anxiety Month | Borderline Personality Disorder Awareness Month | National Maternal Mental Health Month | AAPI Awareness Month | Women’s Health Month | NAMIWalks Spring | Jewish Heritage Month

1st – National Anxiety Disorders Screening Day

1st – 7th – Tardive Dyskinesia Awareness Week – [Tardive Dyskinesia](#)

4th – International Firefighters’ Day

9th – 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

11th – 17th – Brain Injury Awareness Week

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 EMS Week – NAMI Frontline Wellness, People in Public Safety

24th – World 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

25th – 7/1 – Deaf-Blind Awareness Week

July
Bebe Moore Campbell Minority Mental Health Month (MMHM) (Assets will be updated for 2024)
4th – Independence Day
7th – National Bereaved Parents Day
24th – International Self-Care Day

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

September
Suicide Prevention Awareness Month (SPAM) | National Recovery Month | National Alcohol and Drug Addiction Recovery Month | National Hispanic Heritage Month | NAMIWalks Fall
2\textsuperscript{nd} – Labor Day

10\textsuperscript{th} – National Suicide Prevention Day (Partner Toolkit available in Summer 2024)

15\textsuperscript{th} – October 15\textsuperscript{th} - Hispanic Heritage Month

17\textsuperscript{th} – Physician Suicide Awareness Day

26\textsuperscript{th} – Law Enforcement Suicide Awareness Day

TBC – NAMI Ask the Expert

TBC – Annual Partner Day

TBC – 20\textsuperscript{th} annual \textit{Inspiring Hope through Research} event (More details available \textit{here})

\textbf{October}

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

6\textsuperscript{th} – 12\textsuperscript{th} – Mental Illness Awareness Week (Partner Toolkit will be updated in Summer 2024)

8\textsuperscript{th} – 14\textsuperscript{th} – OCD Awareness Week

9\textsuperscript{th} – Stop Bullying Day

10\textsuperscript{th} – National Depression Screening Day

10\textsuperscript{th} – World Mental Health Day

11\textsuperscript{th} – National Coming Out Day

14\textsuperscript{th} – Indigenous Peoples Day

15\textsuperscript{th} – Pregnancy and Infant Loss Remembrance Day

16\textsuperscript{th} – International Pronouns Day
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

13th – 19th – Transgender Awareness Week

20th – Transgender Day of Remembrance

23rd – International Survivors of Suicide Loss Day

28th – Thanksgiving

TBC – NAMI Ask the Expert

December

National Volunteers Month | Seasonal Depression Awareness Month

1st – World Aids Day

3rd – International Day of Persons with Disabilities

3rd – #GivingTuesday

TBC – NAMI Ask the Expert