



**NAMI Partner | StigmaFree Company
Opportunities 2024 Calendar of Events
V4: February 8, 2024**

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 10th – [NAMI Walks](#) National Day of Hope

December 3rd – [#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

16th – NAMI Ask the Expert: ["I Am Not Sick, I Don't Need Help!" How To Help Someone with Mental Illness Accept Treatment with Xavier Amador, Ph.D.](#)

26th – 3rd – 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

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

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

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](#)

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

22nd – Earth Day

TBC – NAMI Ask the Expert

May

May is Mental Health Month (MHM) (Partner toolkit available in Spring 2024) | 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

27th – National PTSD Awareness Day – [7 Tools for Managing Traumatic Stress](#) and [Posttraumatic Stress Disorder](#)

TBC – NAMI Ask the Expert

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

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](#) | NAMIWalks Fall

2nd – Labor Day

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)

8th – 14th – OCD Awareness Week

9th – Stop Bullying Day

10th – National Depression Screening Day

10th – World Mental Health Day

11th – National Coming Out Day

14th – Indigenous Peoples Day

15th – Pregnancy and Infant Loss Remembrance Day

16th – International Pronouns 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

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