



NAMI Partner | StigmaFree Company Opportunities

2021 Calendar of Events

V2: February 4, 2021

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

February 7-13 – Eating Disorders Awareness Week – [About Eating Disorders](#). [What to do when a teen is at risk](#)

- Create a social awareness campaign about the [prevalence of eating disorders in the beauty and fashion industry](#). Cite the steps Rare is taking to combat unfair standards around body shape and beauty. #InMyOwnSkin, #JustMe, #FilterFreeMe

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. Consider a video featuring Selena and other mental health advocates. NAMI will also provide a partner toolkit in Spring 2021.

May 22 – [NAMI Walks](#) National Day of Hope; NAMI Walks Greater Los Angeles

- Engage employees and spread awareness by creating a team of Rare employees and/or other leading brands and join a NAMI WALK

September – National Hispanic Heritage Month – [Resources](#). [More](#)

- Share facts about the prevalence of mental health in the Hispanic community across social channels. Consider sharing Selena’s personal experience with mental health in her family

October 3-9 – Mental Illness Awareness Week (Partner Tool Kit available in Summer 2021)

- Host a panel (virtual or in-person) to talk about mental health

November 30 – [#GivingTuesday](#)

- Launch a product for #Giving Tuesday in which a [percentage of proceeds](#) is donated to NAMI

COMPLETE MENTAL HEALTH CALENDAR

January

9 – National Law Enforcement Day – NAMI Frontline Wellness, [People in Public Safety](#)

18 – MLK Day – [Social Graphic](#) and [Social Graphic](#)

28 – NAMI Ask the Expert: COVID-19 Vaccine and people with mental health conditions
[NAMI Covid-19 and Mental Health Guide](#)

29 – NAMI X Harvard virtual town hall, ***Mental Health in the Time of COVID-19, at 1 pm***, part of the Harvard Chan School’s prestigious [Forum programming slate](#).

February

Black History Month – [Mental Health in the Black Community](#). [Opening Up the Convo on Black Men’s Mental Health](#).

TBC – NAMI X Harvard School of Public Health National Conversation— COVID-19, Mental Health, Our Current and Future

3 – National Women’s Physician Day

7-13 – Eating Disorders Awareness Week – [About Eating Disorders](#). [What to do when a teen is at risk](#) – [Reshaping my Relationship w/Myself](#)

11 – NAMI Ask the Expert: TBC

25 – NAMI Ask the Expert. Part I Jail Diversion Series: Documentary and panel discussion. Guest, Judge Steven Leifman, Florida

March

Self-Harm Awareness Month | National Nutrition Month | National TBI Awareness Month

1 – Self-Harm Awareness Day – [About Self Harm. Understanding Self Harm. Why Some People Harm Themselves – How To Respond](#)

8 – International Women’s Day – [About IWD 2021](#)

11 – NAMI Ask the Expert: TBC

15-21 – Brain Awareness Week – [Defeating Stigma with Science](#)

22-28 – National Drug and Alcohol Facts Week

25 – NAMI Ask the Expert. Part II Jail Diversion Series

30 – World Bipolar Day – [About Bipolar – Tell me About Bipolar \(short video\)](#). [What is Bipolar and What’s Misunderstood? – Understanding the Spectrum of Bipolar – For Families](#)

April

National Counseling Awareness Month | Sexual Assault Awareness and Prevention Month | National Minority Health Month

1 – National Stress Awareness Day – [Ways to Manage & Cope with Stress](#)

5 – 11 – National Public Health Week

7 – World Health Day (general health)

7 – National Alcohol Screening Day

7 - World Health Day (physical-mental link)

8 – NAMI Ask the Expert: TBC

12-18 – National Public Safety Telecommunicators Week

22 – NAMI Ask the Expert. Part III Jail Diversion Series

May

May is Mental Health Month! (Partner Tool Kit available in Spring 2021) | Women’s Health Month | National Maternity Depression Awareness Month

6th – NAMI Ask the Expert: TBC

6th– 12th – National Nurses Week (Day is May 6) – [NAMI Frontline Wellness, Healthcare Professionals](#)

7th – Children’s Mental Health Awareness Day – [About Teens & Young Adults and Mental Health](#)

9th – 15th – National Women’s Health Week – [Virtual Resources for Black Women](#), [PTSD More Likely in Women](#)

17th–23rd – National EMS Week – NAMI Frontline Wellness, [People in Public Safety](#)

20th – NAMI Ask the Expert: TBC

22nd – [NAMI Walks](#) National Day of Hope; NAMI Walks Greater Los Angeles

June

National PTSD Awareness Month | National Men’s Health Month | [LGBTQ+ Pride Month](#)

3rd – NAMI Ask the Expert: TBC

14th–20th – National Men’s Health Week

17th – NAMI Ask the Expert: TBC

27th – National PTSD Awareness Day – [7 Tools for Managing Traumatic Stress. More](#)

July

National Minority/BIOPIC Mental Health Awareness Month – [Assets will be updated in 2021](#)

TBC – NAMI National Depression and Mood Disorders Survey Report Release

1st– 3rd – [NAMI National Convention](#), Virtual! (A program will be posted late Spring 2021)

15th – NAMI Ask the Expert: TBC

July 24th – National Self-Care Day

29th – NAMI Ask the Expert: TBC

August

12th – NAMI Ask the Expert: TBC

26th – NAMI Ask the Expert: TBC

September

[National Hispanic Heritage Month](#) | [Suicide Prevention Awareness Month](#) | National Recovery Month | National Alcohol and Drug Addiction Recovery Month (Recovery Month)

5-11 - World Suicide Prevention Week

9th – NAMI Ask the Expert: TBC

10th – National Suicide Prevention Day (Partner Tool Kit available in early Summer 2021)

17th – Physician Suicide Awareness Day

26th – Law Enforcement Suicide Awareness Day

October

National Depression and Mental Health Screening Month | National ADHD Awareness Month | National Bullying Prevention Month

TBC – NAMI Research Award Event (A program will be posted late Spring 2021)

TBC – NAMI Corporate Partners Meeting Series (by invite to NAMI partners)

3rd-9th – Mental Illness Awareness Week (Partner Tool Kit available in Summer 2021)

3rd – 9th – OCD Awareness Week

7th – NAMI Ask the Expert: TBC

7th – 10th – National Depression Screening Day -- [assets](#)

9th – NAMI Walks National Day of Hope; NAMI Walks Greater Los Angeles

10th – World Mental Health Day!

14th – National Emergency Nurse's Day

21st – NAMI Ask the Expert: TBC

28th – National First Responder Day

November

National Family Caregivers Month | Military Family Month

3rd – International Stress Awareness Day

4th – NAMI Ask the Expert: TBC

11th – Veteran's Day

20th – International Survivors of Suicide Loss Day

25th – Thanksgiving

30th – #GivingTuesday

December

2nd – NAMI Ask the Expert: TBC

3rd - International Day of Persons with Disabilities

16th – NAMI Ask the Expert: TBC