



**NAMI Partner | StigmaFree Company  
Opportunities 2024 Calendar of Events  
V10: August 29, 2024**

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**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 19<sup>th</sup> – February 25<sup>th</sup>** – 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 18<sup>th</sup>** – [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 6<sup>th</sup>–12<sup>th</sup>**– Mental Illness Awareness Week (*Partner Toolkit available in Fall 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](#)

24<sup>th</sup> – 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](#)

16<sup>th</sup> – 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

1<sup>st</sup> – Self-Injury Awareness Day – [About Self Harm and Understanding Self Harm](#), [Why Some People Harm Themselves](#) – [How to Respond](#)

2<sup>nd</sup> – World Teen Mental Wellness Day

5<sup>th</sup> – Dissociative Identity Disorder Awareness Day

7<sup>th</sup> – NAMI Ask the Expert webinar: [A Fireside Chat with Dr. Marlene Freeman and Dr. Ken Duckworth](#)

8<sup>th</sup> – International Women's Day – [About IWD 2022](#)

11<sup>th</sup> – 17<sup>th</sup> – Brain Awareness Week – [Defeating Stigma with Science](#)

13<sup>th</sup> – NAMI Ask the Expert webinar: [How Employment Supports Mental Health Recovery](#)

15<sup>th</sup> – World Sleep Day

18<sup>th</sup> – 24<sup>th</sup> – National Drug and Alcohol Facts Week

20<sup>th</sup> – Hope Starts With Us: [Living with Bipolar Disorder](#)

25<sup>th</sup> – 31<sup>st</sup> – National Physicians Week

30<sup>th</sup> – 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](#)

31<sup>st</sup> – 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

1<sup>st</sup> - National Stress Awareness Day – [Ways to Manage & Cope with Stress](#)

4<sup>th</sup> – National Alcohol Screening Day

1<sup>st</sup> – 7<sup>th</sup> – National Public Health Week

7<sup>th</sup> – World Health Day

10<sup>th</sup> – National Youth HIV/Aids Awareness Day

12<sup>th</sup> – Day of Silence

14<sup>th</sup> – 20<sup>th</sup> – National Public Safety Telecommunicators Week

16<sup>th</sup> – World Semicolon Day

18<sup>th</sup> – 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](#)

22<sup>nd</sup> – 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

1<sup>st</sup> – National Anxiety Disorders Screening Day

1<sup>st</sup> – 7<sup>th</sup> – Tardive Dyskinesia Awareness Week – [Tardive Dyskinesia](#)

4<sup>th</sup> – International Firefighters’ Day

9<sup>th</sup> – Children’s Mental Health Awareness Week - [About Kids, Teens and Young Adults and Mental Health](#)

6<sup>th</sup> -12<sup>th</sup> – National Nurses Week (Day is May 6<sup>th</sup>) – [NAMI Frontline Wellness and Healthcare Professionals](#)

6<sup>th</sup> – 10<sup>th</sup> – Teacher Appreciation Week

7<sup>th</sup> – Childhood Depression Awareness Day

9<sup>th</sup> – Children’s Mental Health Awareness Day

11<sup>th</sup> – 17<sup>th</sup> – Brain Injury Awareness Week

12<sup>th</sup> – 18<sup>th</sup> – National Women’s Health Week – [Virtual Resources for Black Women](#), [PTSD More Likely in Women](#)

16<sup>th</sup> – Mental Health Action Day

18<sup>th</sup> – [NAMIWalks](#) National Day of Hope

19<sup>th</sup> – 25<sup>th</sup> – National EMS Week – NAMI Frontline Wellness, [People in Public Safety](#)

23<sup>rd</sup> – NAMI Ask the Expert: [Movement Disorders as a Side Effect of Psychiatric Medications with Dr. Craig Chepke](#)

24<sup>th</sup> – World Schizophrenia Awareness Day

27<sup>th</sup> – Memorial Day

## June

[NAMI National Convention](#) | National PTSD Awareness Month | National Men’s Health Month | [LGBTQI Pride Month](#)

4<sup>th</sup> – 6<sup>th</sup> – [NAMI National Convention](#) (in-person in Denver, CO)

10<sup>th</sup> – 16<sup>th</sup> – National Men’s Health Week

12<sup>th</sup> – 18<sup>th</sup> – Global Loneliness Awareness Week

19<sup>th</sup> – Juneteenth

20<sup>th</sup> – NAMI Ask the Expert: [Warmlines, Helplines, and Crisis Lines Offer the Help You Need When You Need It with Hannah Wesolowski, Dawn Brown, Howard Trachtman](#)

25<sup>th</sup> – 7/1 – Deaf-Blind Awareness Week

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

## July

Bebe Moore Campbell Minority Mental Health Month (MMHM) ([Assets available here](#))

4<sup>th</sup> – Independence Day

7<sup>th</sup> – National Bereaved Parents Day

24<sup>th</sup> – International Self-Care Day

25<sup>th</sup> – NAMI Ask the Expert: [A Research Update on Psychedelic Mental Health Treatments with Dimitri Perivoliotis, Ph.D.](#)

## August

Back to School Resources (Resources available [here](#))

4<sup>th</sup> – 10<sup>th</sup> – National Health Center Week

9<sup>th</sup> – International Day of the World’s Indigenous Peoples

12<sup>th</sup> – International Youth Day

17<sup>th</sup> – National Nonprofit Day

30<sup>th</sup> – National Grief Awareness Day

## September

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

2<sup>nd</sup> – Labor Day

10<sup>th</sup> – You Are Not Alone for Parents and Caregivers Book Launch Celebration (RSVP [here](#))

10<sup>th</sup> – NAMI’s 20<sup>th</sup> annual *Inspiring Hope Through Research* event (RSVP [here](#))

10<sup>th</sup> – National Suicide Prevention Day (Partner Toolkit available [here](#))

15<sup>th</sup> – October 15<sup>th</sup> - Hispanic Heritage Month

17<sup>th</sup> – Physician Suicide Awareness Day

19<sup>th</sup> – [Ask the Expert: You Are Not Alone for Parents and Caregivers: Contributor Spotlights: Stories of Lived Experience with Sheldon A. Jacobs, Jodi Bullinger, Alice Held, and Jocelyn Vega](#)

26<sup>th</sup> – Law Enforcement Suicide Awareness Day

## **October**

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

6<sup>th</sup> – 12<sup>th</sup> – Mental Illness Awareness Week (Partner Toolkit will be updated in Fall 2024)

8<sup>th</sup> – 14<sup>th</sup> – OCD Awareness Week

9<sup>th</sup> – Stop Bullying Day

10<sup>th</sup> – National Depression Screening Day

10<sup>th</sup> – World Mental Health Day

11<sup>th</sup> – National Coming Out Day

14<sup>th</sup> – Indigenous Peoples Day

15<sup>th</sup> – Pregnancy and Infant Loss Remembrance Day

16<sup>th</sup> – 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

6<sup>th</sup> – National Stress Awareness Day

11<sup>th</sup> – Veteran's Day

13<sup>th</sup> – 19<sup>th</sup> – Transgender Awareness Week

20<sup>th</sup> – Transgender Day of Remembrance

23<sup>rd</sup> – International Survivors of Suicide Loss Day

28<sup>th</sup> – Thanksgiving

## **December**

National Volunteers Month | Seasonal Depression Awareness Month

1<sup>st</sup> – World Aids Day

3<sup>rd</sup> - International Day of Persons with Disabilities

3<sup>rd</sup> – #GivingTuesday

TBC – NAMI Ask the Expert