








## 2018 Awareness Calendar

To help affiliates plan their outreach to communities and social media followers, MHA has created the following document to inform you of different health awareness observances or topics we plan to address throughout the year. By no means is this a comprehensive list of all the health observances that take place during the year, and we encourage you to highlight those which we have not included if they fit with your work or community partnerships.

We will also be creating new materials throughout the year which are not listed below, but will be promoted across our social media channels. Please keep an eye out in our weekly *News from National* e-newsletter and across our social media accounts for these new materials. If you want to sign up for *News from National*, you can do so [here](#). Below is a list of MHA's handles on social media.

 /mentalhealthamerica  
 @mentalhealtham  
 @mentalhealthamerica  
 /mentalhealtham  
 /mentalhealthamerica  
[www.mentalhealthamerica.net](http://www.mentalhealthamerica.net)

### January

- Social media content in the first part of the month will focus on new year's resolutions, self-care, and assessing mental health with a screening
- National Drug and Alcohol Facts Week: January 21-28<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/alcohol-use-and-abuse-what-you-should-know>
    - <http://www.mentalhealthamerica.net/alcohol-substance-abuse-and-depression>
    - <http://www.mentalhealthamerica.net/conditions/co-occurring-disorder-and-youth>
    - <http://www.mentalhealthamerica.net/conditions/co-occurring-disorders>
    - <http://www.mentalhealthamerica.net/conditions/risky-business-prescription-drug-misuse>
    - <http://www.mentalhealthamerica.net/conditions/risky-business-marijuana-use>
  - Call to Action: Take the Substance Use screen at [mhascreening.org](http://mhascreening.org)

## February

- Heart Month
  - MHA is partners with an organization called Women Heart and will likely collaborate on activities to possibly include cross-promotion of materials on social media, a Twitter chat, and/or a blog post.
- Eating Disorders Awareness and Screening Week: February 26 – March 4<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/eating-disorders>
    - <http://www.mentalhealthamerica.net/conditions/eating-disorders-and-youth>
    - <http://www.mentalhealthamerica.net/blog/are-you-risk-eating-disorder>
    - <http://www.mentalhealthamerica.net/conditions/7-important-facts-about-eating-disorders>
    - <http://screening.mentalhealthamerica.net/content/why-it-so-hard-recover-eating-disorder>
    - <http://screening.mentalhealthamerica.net/content/how-can-i-explain-my-eating-disorder-other-people>
    - <http://screening.mentalhealthamerica.net/content/can-you-have-eating-disorder-if-you-arent-skinny>
    - <http://screening.mentalhealthamerica.net/content/i-hate-my-body>
  - Call to Action: Take the Eating Disorders screen at [mhascreening.org](http://mhascreening.org)

## March

- MS Month
  - MHA is partners with the Multiple Sclerosis Society and will likely collaborate on activities to possibly include cross-promotion of materials on social media, a Twitter chat, and/or a blog post.
- National Sleep Awareness Week: March 4-11<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/get-enough-sleep>
    - <http://www.mentalhealthamerica.net/sleep-and-student-college-concerns>
    - <http://www.mentalhealthamerica.net/conditions/rest-relaxation-and-exercise>
    - <http://www.mentalhealthamerica.net/melatonin>
    - <http://screening.mentalhealthamerica.net/content/i-cant-stop-sleeping>
- Brain Awareness Week: March 12-18<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/issues/prevention-and-early-intervention-mental-health>
    - <http://www.mentalhealthamerica.net/b4stage4-get-informed>

\*\*\*MHA's May is Mental Health Month toolkit will be launched mid-March. Visit [www.mentalhealthamerica.net/may](http://www.mentalhealthamerica.net/may) to download the toolkit.\*\*\*

## April

- Alcohol Awareness Month & Alcohol Screening Day: April 5<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/alcohol-use-and-abuse-what-you-should-know>
    - <http://www.mentalhealthamerica.net/alcohol-substance-abuse-and-depression>
    - <http://www.mentalhealthamerica.net/conditions/co-occurring-disorder-and-youth>
    - <http://www.mentalhealthamerica.net/conditions/co-occurring-disorders>
    - Call to Action: Take the Substance Use screen at [mhascreening.org](https://mhascreening.org)
- Volunteer Week: April 15-21<sup>st</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/help-others>
    - <http://www.mentalhealthamerica.net/meaningful-work-and-recovery>
    - <http://www.mentalhealthamerica.net/taking-good-care-yourself>

## May

- May is Mental Health Month!!!
  - Use the content from MHA's toolkit and online at [www.mentalhealthamerica.net/may](http://www.mentalhealthamerica.net/may)

## June

- PTSD Month
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/post-traumatic-stress-disorder>
    - <http://www.mentalhealthamerica.net/conditions/coping-disaster>
    - <http://screening.mentalhealthamerica.net/content/how-can-i-help-loved-one-ptsd>
    - <http://screening.mentalhealthamerica.net/content/what-can-i-do-recover-ptsd-my-own>
    - <http://screening.mentalhealthamerica.net/content/how-do-i-get-service-animal>
    -
  - Call to Action: Take the PTSD screen at [mhascreening.org](https://mhascreening.org)
- Men's Health Month
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/infographic-mental-health-men>
  - Call to Action: Take a screen at [mhascreening.org](https://mhascreening.org)

## July

- July is Minority Mental Health Month!!!
  - Content from MHA's Mental Health Month campaign will be translated to Spanish and posted online at [www.mentalhealthamerica.net/conditions/minority-mental-health](http://www.mentalhealthamerica.net/conditions/minority-mental-health)
    - Content from MHA to promote or pull from:
      - <http://www.mentalhealthamerica.net/conditions/infographic-minority-mental-health>
      - <http://www.mentalhealthamerica.net/blog/minority-mental-health-notacharacterflaw>
        - Black & African Americans
          - <http://www.mentalhealthamerica.net/african-american-mental-health>
          - <http://www.mentalhealthamerica.net/conditions/african-american-pioneers-mental-health-0>
          - <http://www.mentalhealthamerica.net/conditions/bipolar-disorder-and-african-americans>
          - <http://www.mentalhealthamerica.net/conditions/what-bipolar-disorder-guide-hope-and-recovery-african-americans>
          - <http://www.mentalhealthamerica.net/conditions/depression-and-african-americans>
        - Latino & Hispanic
          - <http://www.mentalhealthamerica.net/issues/latinohispanic-communities-and-mental-health> (there is a list of additional pages of mental health information in Spanish on this page)
        - Native American
          - <http://www.mentalhealthamerica.net/issues/native-american-communities-and-mental-health>
        - Asian & Pacific Islander
          - <http://www.mentalhealthamerica.net/issues/asian-americanpacific-islander-communities-and-mental-health>
        - LGBTQ+
          - <http://www.mentalhealthamerica.net/lgbt-mental-health>
          - <http://screening.mentalhealthamerica.net/content/how-do-i-find-lgbtq-friendly-therapy>
      - <http://screening.mentalhealthamerica.net/content/how-do-i-find-religious-focused-therapy>
    - Call to Action: Take a screen at [mhascreening.org](http://mhascreening.org) OR for anxiety or depression screens in Spanish visit [www.mentalhealthamerica.net/pruebas-de-salud-mental-en-espanol](http://www.mentalhealthamerica.net/pruebas-de-salud-mental-en-espanol)

## August

\*\*\*MHA's Back to School (possibly under a different name) toolkit will be launched mid-August. Visit [www.mentalhealthamerica.net/back-school](http://www.mentalhealthamerica.net/back-school) to download the toolkit and access online information.\*\*\*

- College mental health awareness promotion
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/life-campus> (there is a list of additional pages of mental health information geared to college students on this page)
    - <http://screening.mentalhealthamerica.net/self-harm>
  - Call to Action: Take a screen at [mhascreening.org](http://mhascreening.org)

## September

- Recovery Month
  - MHA is partners with SAMHSA on development of this campaign. Visit [www.recoverymonth.gov](http://www.recoverymonth.gov) to access the toolkit and other promotional materials.
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/recovery-support>
    - <http://www.mentalhealthamerica.net/conditions/infographic-life-recovery>
    - <http://www.mentalhealthamerica.net/b4stage4-get-help>
    - <http://www.mentalhealthamerica.net/tools-recovery>
    - <http://www.mentalhealthamerica.net/recovery-journey>
    - <http://www.mentalhealthamerica.net/recovery-assistance-programs>
  - Calls to Action:
    - Help is available, and people recover. Find your local MHA affiliate at <http://www.mentalhealthamerica.net/find-affiliate> to get started.
    - Share your story of recovery at <http://www.mentalhealthamerica.net/share-your-story>.
- Suicide Prevention Week: Sept. 9-15<sup>th</sup> & World Suicide Prevention Day: Sept. 10<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/suicide>
    - <http://www.mentalhealthamerica.net/preventing-suicide-older-adults>
    - <http://www.mentalhealthamerica.net/conditions/child-and-adolescent-suicide>
    - <http://www.mentalhealthamerica.net/conditions/depression-teens>
    - <http://www.mentalhealthamerica.net/young-people-and-suicide-safeguarding-your-students-against-suicide>
    - <http://screening.mentalhealthamerica.net/content/im-afraid-im-going-kill-myself-0>
    - <http://screening.mentalhealthamerica.net/content/someone-i-care-about-killed-themselves>
    - <http://screening.mentalhealthamerica.net/content/i-want-die>

- Call to Action: If you or someone you know is in crisis, call 1-800-273-8255 or text “MHA” to 741741, 24 hours a day/7 days a week, to connect with a trained crisis counselor

## October

- Let’s Talk About Meds Month
  - Content from MHA to promote or pull from:
    - Medication (general)
      - <http://www.mentalhealthamerica.net/medication>
      - <http://www.mentalhealthamerica.net/how-can-i-get-information-about-medications>
      - <http://www.mentalhealthamerica.net/questions-ask-provider>
      - <http://www.mentalhealthamerica.net/prescription-assistance>
      - <http://www.mentalhealthamerica.net/blog/three-keys-safe-prescription-drug-use>
      - <http://screening.mentalhealthamerica.net/content/i-think-my-medication-making-me-feel-worse>
      - <http://screening.mentalhealthamerica.net/content/i-cant-deal-side-effects-my-medications>
      - <http://screening.mentalhealthamerica.net/treatment> (you can filter by medication to find different articles)
    - Tardive Dyskinesia
      - <http://www.mentalhealthamerica.net/tardive-dyskinesia>
      - <http://www.mentalhealthamerica.net/conditions/infographic-tardive-dyskinesia-serious-side-effect>
      - <http://www.mentalhealthamerica.net/conditions/infographic-5-steps-taking-tardive-dyskinesia>
      - <http://www.mentalhealthamerica.net/blog/i-have-tardive-dyskinesia-i-am-one-lucky-ones>
- Health Literacy Month
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/b4stage4-philosophy> (this is the main page for b4stage4 information and has a quick explainer video and links to additional pages that explain the importance of addressing mental health in a very basic way)
- Mental Illness Awareness Week: Oct. 7-13<sup>th</sup>
  - Content from MHA to promote or pull from:
    - Psychosis
      - <http://www.mentalhealthamerica.net/conditions/psychosis>
      - <http://www.mentalhealthamerica.net/conditions/infographic-life-psychosis>
      - <http://www.mentalhealthamerica.net/conditions/schizophrenia>

- <http://www.mentalhealthamerica.net/conditions/psychosis-schizophrenia-children-and-youth>
  - <http://screening.mentalhealthamerica.net/psychosis>
- Depression
  - <http://www.mentalhealthamerica.net/conditions/depression> (there is a list of additional pages of depression info on this page)
  - <http://www.mentalhealthamerica.net/conditions/infographic-life-depression>
  - <http://screening.mentalhealthamerica.net/depression>
- Bipolar
  - <http://www.mentalhealthamerica.net/conditions/bipolar-disorder> (there is a list of additional pages of bipolar info on this page)
  - <http://www.mentalhealthamerica.net/conditions/infographic-life-bipolar>
  - <http://screening.mentalhealthamerica.net/bipolar>
- Anxiety
  - <http://www.mentalhealthamerica.net/conditions/anxiety-disorders> (there is a list of additional pages of anxiety-related info on this page)
  - <http://www.mentalhealthamerica.net/conditions/infographic-life-anxiety>
  - <http://screening.mentalhealthamerica.net/anxiety>
- Calls to Action:
  - Learn what mental illness feels like at <http://www.mentalhealthamerica.net/feelslike>
  - Share your experience dealing with mental illness by tagging your social media posts with #mentalillnessfeelslike
  - If you think you may be experiencing signs of a mental illness, visit [mhascreening.org](http://mhascreening.org) to screen for common conditions.
- National Depression Screening Day: Oct. 11<sup>th</sup>
  - Content from MHA to promote or pull from:
    - (see depression links above)
    - Call to Action: Take the Depression screen at [mhascreening.org](http://mhascreening.org)

## November

- Sexual Health Month
  - MHA is partners with the Society for the Advancement of Sexual Health and will likely collaborate on activities to possibly include cross-promotion of materials on social media, a Twitter chat, and/or a blog post.
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/risky-business-sex>
    - <http://screening.mentalhealthamerica.net/content/i-cant-stop-having-sex>
- National Family Caregivers Month

- MHA is partners with the National Association for Caregivers and will likely collaborate on activities to possibly include cross-promotion of materials on social media, a Twitter chat, and/or a blog post.
- Content from MHA to promote or pull from:
  - <http://www.mentalhealthamerica.net/family-friends>
  - <http://www.mentalhealthamerica.net/conditions/infographic-family-caregivers-month>
  - <http://www.mentalhealthamerica.net/conditions/caregiving-person-mental-illness>
  - <http://www.mentalhealthamerica.net/conditions/caregiver-basics-what-you-need-know>
  - <http://www.mentalhealthamerica.net/conditions/being-effective-caregiver>
  - <http://www.mentalhealthamerica.net/conditions/fostering-self-determination-caregiver>
  - <http://www.mentalhealthamerica.net/conditions/caregiver-and-community-inclusion>
  - <http://www.mentalhealthamerica.net/sites/default/files/Community%20Inclusion%20from%20the%20Perspective%20of%20Caregivers%20FINAL.pdf>
  - <http://screening.mentalhealthamerica.net/content/how-can-i-help-loved-one-ptsd>
  - <http://screening.mentalhealthamerica.net/content/how-can-i-help-loved-one-bipolar>
  - <http://screening.mentalhealthamerica.net/content/how-can-i-help-loved-one-anxiety>
  -
- The Great American Smokeout: Nov. 15<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/smoking-and-mental-illness-quick-facts>
    - <http://www.mentalhealthamerica.net/conditions/infographic-smoking-and-mental-illness-double-dilemma>
    - <http://www.mentalhealthamerica.net/conditions/infographic-smoking-and-mental-illness-case-quitting>
    - <http://www.mentalhealthamerica.net/infographic-smoking-and-mental-illness-stop-smoking-start-quitting>
- Survivors of Suicide Day: Nov. 19<sup>th</sup>
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/conditions/coping-loss-bereavement-and-grief>
    - <http://www.mentalhealthamerica.net/conditions/helping-children-cope-loss>
    - <http://screening.mentalhealthamerica.net/content/someone-i-care-about-killed-themselves>



## December

- Social media content will focus on gratitude, self-reflection, opportunities for self-improvement in the new year, and coping during the holiday season.
  - Content from MHA to promote or pull from:
    - <http://www.mentalhealthamerica.net/stay-positive>
    - <http://www.mentalhealthamerica.net/self-help-tools>