Raising Awareness: National Campaigns Throughout the Year

AUGUST

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| August | Description | Website and Applicable Resources |
| National Immunization Month | National Immunization Awareness is an annual observance held in August to emphasize the importance of vaccination. It was established to encourage people of all ages to ensure they are up to date on all recommended vaccines. | www.cdc.gov/vaccines/events/niam.html  healthfinder.gov/nho/PDFs/AugustNHOtoolkit.pdf  **Toolkits:**  www.nphic.org/niam  www.nphic.org/niam-resources |
| Women’s Equality Day  August 26th | Founded in 1971 to commemorate the passage of the 19th Amendment and calls attention to women’s continuing efforts toward full equality. Calls for women to be commended and supported in their organization and activities. | www.nwhp.org/resources/commemorations/womens-equality-day  www.nwhm.org/blog/celebrate-equality-day  **Resources:**  shop.nwhp.org/womens-rights-and-womens-equality-day-resources-c198.aspx  www.nwhp.org/resources/commemorations/womens-equality-day/10-ideas-for-womens-equality-day |

SEPTEMBER

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| September | Description | Website and Applicable Resources |
| Attendance Awareness Month | A nationwide event to recognize the connection between school attendance and academic achievement. | awareness.attendanceworks.org  **Resources:**  www.educationworld.com/attendance-awareness-month-resources-making-attendance-priority |
| Hispanic Heritage Month  Sept. 15- Oct. 15 | Observation began in 1968 which celebrates the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. | www.hispanicheritagemonth.gov/about  **Resources:**  www.timeforkids.com/minisite/hispanic-heritage-month-1  www.smithsonianeducation.org/educators/resource\_library/hispanic\_resources.html  www.nea.org/tools/lessons/hispanic-heritage-month.html |
| National Suicide Prevention Week  Monday thru Sunday surrounding World Suicide Prevention Day, Sept. 10th | A week-long campaign to inform and engage health professionals and the public about suicide prevention and warning signs of suicide. | www.suicidology.org/about-aas/national-suicide-prevention-week  **Resources:**  suicidepreventionlifeline.org & www.sprc.org  https://www.schoolcounselor.org/asca/media/asca/Resource%20Center/Suicide-Suicide%20Prevention/Sample%20Documents/suicide-prevention.pdf |

OCTOBER

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| October | Description | Website and Applicable Resources |
| Bullying Prevention Month | Founded in 2006 by PACER’s National Bullying Prevention Center. The campaign unites communities nationwide to educate and raise awareness of bullying prevention. | www.pacer.org/bullying/nbpm  **Resources:** stompoutbullying.org/index.php/campaigns/national-bullying-prevention-awareness-month  www.schoolcounselor.org/school-counselors-members/professional-development/asca-u/bullying-prevention-specialist-training |
| LGBT History Month | Founded in 1994, the event celebrates the achievements of 31 lesbian, gay, bisexual or transgender icons. | http://lgbthistorymonth.com  **Resources:**  https://gsanetwork.org/lgbthistorymonth  www.schoolcounselor.org/asca/media/asca/PositionStatements/PS\_LGBTQ.pdf |
| National Depression and Mental Health Screening Month | Designed to raise awareness of behavioral and mental health issues and working to reduce the stigma. | https://mentalhealthscreening.org/programs/initiatives    **Resources:** https://nacchovoice.naccho.org/2015/10/08/national-depression-and-mental-health-screening-month-provides-opportunities-for-local-health-departments/ |
| World Mental Health Day  October 10th | A day for global health education, awareness, and advocacy against social stigma. | http://www.who.int/mental\_health/world-mental-health-day/en/    **Resources:**  https://www.schoolcounselor.org/asca/media/asca/PositionStatements/PS\_StudentMentalHealth.pdf |
| America’s Safe School Week  Third Full Week of October | Established by the National School Safety Center in 1984 to motivate key education and law enforcement policymakers, students, parents, and community residents to advocate for school safety. | http://www.schoolsafety.us/safe-schools-week    **Resources:**  https://nationalsave.org/what-we-do/save-events/americas-safe-schools-week/  http://www.nea.org/tools/lessons/56917.htm  http://www.dare.org/school-safety/ |
| Character Counts Week  Third Week of October | Event about the universal values we share, despite differences in political or religious affiliation. | https://charactercounts.org/cc-week/    **Resources:**  http://images.pcmac.org/Uploads/BaldwinCounty/BaldwinCounty/Departments/DocumentsCategories/Documents/Activities%20for%20National%20Character%20Counts!%20Week.pdf  https://resources.charactercounts.org/free-resources/cc-week-resources/ |
| Mix it Up at Lunch Day  Last Tuesday of October | Seeks to break down barriers between students, improve intergroup relations, and help schools create inclusive communities by sitting with different students. | www.tolerance.org/mix-it-up/what-is-mix  **Resources:**  educationforjustice.org/events/mix-it-lunch-day-1 |
| Red Ribbon Week  Last Week of October | Established by National Family Partnership to lead and support our nation’s families and communities in nurturing the full potential of healthy, drug free youth. | redribbon.org  **Resources:**  confidentcounselors.com/2016/10/17/red-ribbon-week-resources  www.elementaryschoolcounseling.org/red-ribbon-week.html |

NOVEMBER

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| November | Description | Website and Applicable Resources |
| Military Family Appreciation Month | Celebration to honor the commitment and sacrifices made by the families of the nation’s service members. | www.military.com/military-family-appreciation-month |
| National Career Development Month | Created by the National Career Development Association to promote career awareness and development. | ncda.org/aws/NCDA/pt/sp/OLD\_ncdmonth  **Resources:**  www.schoolcounselor.org/asca/media/asca/Resource%20Center  Career%20Development/Lesson%20Plans/Career.pdf |
| Native American Heritage Month | A time to celebrate rich and diverse cultures, traditions, histories, and to acknowledge the important contributions of Native Americans. | nativeamericanheritagemonth.gov  www.ncai.org/initiatives/native-american-heritage-month  **Resources:**  www.ncai.org/initiatives/native-american-heritage-month |

DECEMBER

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| December | Description | Website and Applicable Resources |
| Special Education Day  December 2nd | Marks the anniversary of the nation’s first federal special educational law (IDEA) signed into law on December 2, 1975. It is a day to reflect and reform. | specialeducationday.com  **Resources:**  tpcjournal.nbcc.org/the-school-counselor-and-special-education-aligning-training-with-practice |
| Human Rights Day  December 10th | The date honors the United Nations General Assembly’s adoption and proclamation in 1948 of the Universal Declaration of Human Rights. | http://www.ohchr.org/EN/AboutUs/Pages/HumanRightsDay.aspx |

JANUARY

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| January | Description | Website and Applicable Resources |
| Get Organized Month | Dedicated to raising awareness of the benefits of getting organized. | www.napo.net/page/NAPOGOMonth |
| No Name Calling Week  Fourth Week of January | Provides students and educators with the tools and inspiration to create an ongoing dialogue about ways to challenge bullying and name-calling in their communities | www.glsen.org/nonamecallingweek  **Resources:**  www.niot.org/nios/nncw/stopbullying  www.adl.org/education/resources/tools-and-strategies/no-name-calling-week |

FEBRUARY

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| February | Description | Website and Applicable Resources |
| African American History Month | A time to pay tribute to the generations of African Americans who struggled with adversity and their many accomplishments throughout American history. | www.africanamericanhistorymonth.gov  **Resources:**  http://www.smithsonianeducation.org/educators/resource\_library/african\_american\_resources.html  www.nea.org/tools/lessons/black-history-month.htm |
| Career and Technical Educational Month | Campaign to celebrate the value of career and technical education and the achievements and accomplishments from programs across the country | acteonline.org/ctemonth/#.WNw5tdEzVnk  **Resources:**  khake.com  www2.ed.gov/about/offices/list/ovae/pi/cte/index.html |
| National School Counseling Week  First Full Week of February | Highlights the tremendous impact school counselors can have in helping students achieve school success and plan for a career. | www.schoolcounselor.org/school-counselors-members/about-asca-(1)/national-school-counseling-week |
| Random Acts of Kindness Week  Second Full Week of February | An opportunity to unite through kindness, make a difference, and bring smiles to the community. | www.randomactsofkindness.org  **Resources:**  info.character.org/blog/bid/204198/Get-Ready-for-Random-Acts-of-Kindness-Week |

MARCH

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| March | Description | Website and Applicable Resources |
| Read Across America Day  School Day Closest to March 2nd | Reading motivation and awareness program that calls for every child in every community to celebrate reading on March 2, the birthday of Dr. Seuss. | www.nea.org/grants/read-across-background.html  **Resources:**  http://www.readacrossamerica.org  www.readingrockets.org/calendar/readacross |
| National School Breakfast Week  Second Week of March | Celebration of the school breakfast program and a time to bring attention to your breakfast program. | schoolnutrition.org/Meetings/Events/NSBW/2017 |
| International Women’s Day  March 8th | A day to celebrate the social, economic, cultural and political achievements of women and to support a more inclusive, gender equal world. | www.internationalwomensday.com |

APRIL

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| April | Description | Website and Applicable Resources |
| Community Service Month | Emphasizes the importance of volunteering in the community. | dailyconcepts.com/community-service-month  www.nationalservice.gov  community.starbucks.com/en\_us/home |
| National Autism Awareness Month | Campaign to increase understanding and acceptance of autism spectrum disorder, promote inclusions and self-determination, and support opportunity for highest possible quality of life. | www.autism-society.org/get-involved/national-autism-awareness-month  **Resources:**  www.autismspeaks.org |
| World Health Day  April 7th | Celebrated to mark the anniversary of the founding of World Health Organization and provides opportunities for individuals to get involved in activities that lead to better health. | www.who.int/campaigns/world-health-day/2017/event/en  **Resources:**  www.paho.org/world-health-day |
| Earth Day  April 22nd | Worldwide various events held to demonstrate support for environmental protection. | www.earthday.org  **Resources:**  www.epa.gov/earthday  www.nea.org/tools/lessons/earth-day-curriculum.html |

MAY

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| May | Description | Website and Applicable Resources |
| Asian-Pacific Heritage Month | A day to pay tribute to the generation of Asian and Pacific Islanders who enriched America’s history and are instrumental in its future success. | asianpacificheritage.gov  **Resources**  www.teachervision.com/holidays/asian-pacific-american-heritage-month |
| National PTA Teacher Appreciation Week  One Week in May | A time to celebrate teachers and other educators, expressing gratitude for their support of students. | www.pta.org/parents/content.cfm?ItemNumber=3270  **Resources:**  www.nea.org/grants/teacherday.html |
| Screen Free Week (TV Turnoff Week)  First Week of May | Event in which children, families, school and communities are encouraged to turn off screens and ‘turn on life.’ | www.screenfree.org  **Resources:**  www.commercialfreechildhood.org/resource/screen-free-week-organizers-kit |

JUNE

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| June | Description | Website and Applicable Resources |
| National Safety Month | Focuses on reducing leading causes of injury and death at work, on the roads, and in our homes and communities. | www.nsc.org/act/events/Pages/national-safety-month.aspx  **Resources:**  safetycenter.org/top-5-free-resources-for-national-safety-month  healthfinder.gov/NHO/PDFs/June2NHOToolkit.pdf |
| International Children’s Day  June 1st | Global celebration of the rights and wellbeing of children around the world, and to appreciate the role children play in the future of our communities. | www.nationalchildrensday.us |