



**Creating
a Kinder, More
Compassionate World
Through the
Power of Storytelling.**



Awareness Calendar

Using Story to Build Empathy Throughout the Year



Activate by contacting lindsay@jlyfilms.org | www.empathyengine.org

EVERY MONTH (EVERGREEN)

- Any time of year — *WBYP*
- Any time of year — *YI*

JANUARY

- National Mental Wellness Month — *A&D*

FEBRUARY

- Burn Awareness Week (varies by year, typically Feb) — *Burns, Care*
- World Cancer Day (Feb 4th) — *Cancer*

MARCH

- Cerebral Palsy Awareness Month — *R&S*
- World Down Syndrome Day (March 21) — *DS, YI*
- National Social Emotional Learning (SEL) Day

APRIL

- Autism Acceptance Month — *Autism*
- National Child Abuse Prevention Month — *WBYP*

MAY

- Food Allergy Awareness Month — *MC*
- Food Allergy Awareness Week May 9-15
- Mental Health Awareness Month — *A&D*

JUNE

- Men's Mental Health Month — *A&D*

JULY

- National Cleft & Craniofacial Awareness & Prevention Month — *CLP; FA*

AUGUST

- Back-to-School Inclusion — *WBYP*

CONTACT & LICENSING

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SEPTEMBER

- Childhood Cancer Awareness Month — *Cancer*
- Suicide Prevention Awareness Month — *A&D*

OCTOBER

- National ADHD Awareness Month — *A&D*
- National Bullying Prevention Month — *YI, WBYP*
- Down Syndrome Awareness Month — *DS*
- National Depression and Mental Health Screening Month — *A&D*
- Mental Illness Awareness Week (early Oct) — *A&D*
- Mental Illness Awareness Week (Oct. 5- Oct. 11 — *A&D*
- Child Health Day (Oct. 6) — *All Films*
- Bullying Prevention Awareness Day (Oct. 7) — *All Films*
- World Mental Health Day (October 10) — *A&D*
- PACER's Unity Day for 2026 (October 21)— *YI, WBYP*

NOVEMBER

- American Diabetes Month — *TID*
- National Family Caregivers Month — *Care, All Films*
- World Kindness Day (November 13 varies by year) — *All Films*
- International Survivors of Suicide Loss Day (November 22 varies by year) — *A&D*

DECEMBER

- International Day of Persons with Disabilities (December 3) — *R&S FA, CLP, YI*
- Special Education Day (December 2) — *All Films*

AWARENESS FILM KEY

A&D — *Just Like You* — Anxiety & Depression
Burns — *Just Like You* — Burns
Care — *I Care for a Child Burn Survivor*
Cancer — *Just Like You* — Cancer
DS — *Just Like You* — Down Syndrome
Autism — *Just Like You* — Autism
FA — *Just Like You* — Facial Anomalies
CLP — *Just Like You* — Cleft Lip & Palate
TID — *Just Like You* — Type 1 Diabetes
WBYP — *The Walk Beside You Promise*
YI — *You're Invited* (Belonging, inclusion, autism-aligned)
MC — *May Contain: My Life, Danger and Two Sides* (Food Allergies)
R&S — *Rise and Shine* (Cerebral palsy)*Coming Soon

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