JANUARY

National Financial Wellness Week
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in December 2017.

Civic and Social Literacy
New Year’s Day 2018 – January 1
Martin Luther King, Jr. Day – January 15
International Holocaust Victims Remembrance Day – January 27

Health Literacy
Flu Season (Reminders)
Cervical Health Awareness Month
National Birth Defects Prevention Month
National Glaucoma Awareness Month
National Radon Action Month
National Winter Sports TBI Awareness Month
Thyroid Awareness Month
National Folic Acid Awareness Week – January 7-13
National Drug Facts Week – January 22–28

Financial Literacy
National Financial Wellness Month

FEBRUARY

Library Lovers Month
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in December 2017.

Information Literacy
Digital Learning Day – February 22
>> Civic and Social Literacy

Presidents’ Day – February 19
Black History Month

>> Health Literacy

Flu Season (Reminders)
Low Vision Awareness Month
American Heart Month
National Wear Red Day (Go Red for Women) – February 2
International Prenatal Infection Prevention Month
National Children’s Dental Health Month
Teen Dating Violence Awareness Month
African Heritage & Health Week – First week in February
World Cancer Day – February 4
Give Kids a Smile Day – First Friday in February
Congenital Heart Defect Awareness Week – February 7-14
National Black HIV/AIDS Awareness Day – February 7
National Donor Day – February 14
National Eating Disorder Awareness Week – February 27–March 5
American Red Cross Month

>> Financial Literacy

Random Acts of Kindness Week - February 11-17
America Saves Week - February 26-March 3

>> All Literacies

Library Lovers Month
Winter Safety Toolkit provided by Ready.Gov:
wwwREADY.GOV/WINTER-TOOLKIT

MARCH

Intellectual Freedom Day
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in December 2017.

>> Basic Literacy

Read Across America Day – March 2
Grammar Day – March 4
Proofreading Day – March 8
International Read to Me Day - March 19
World Poetry Day - March 21
Information Literacy

Teen Tech Week – March 4-10
Freedom of Information Day – March 16

Civic and Social Literacy

World Wildlife Day – March 3
International Women’s Day – March 8
Women’s History Month
Pi Day – March 14
St. Patrick’s Day – March 17
Girl Scout’s Birthday – March 12

Health Literacy

National Nutrition Month
National Problem Gambling Awareness Month
Save Your Vision Month
National Ovarian Cancer Awareness Month
Workplace Eye Wellness Month
National School Breakfast Week – March 5-9
National Patient Safety Awareness Week – March 11-17
National Women and Girls HIV/AIDS Awareness Day – March 10
World Kidney Day – March 8
National Poison Prevention Week – March 19-25, 2017
(2018 dates not posted yet)
Brain Awareness Week – March 12-18
National Native American HIV/AIDS Awareness Day – March 20
National Youth Violence Prevention Week – March 19-23
American Diabetes Alert Day – March 27
World Tuberculosis Day – March 24

All Literacies

PA 4-H Week – March 11-17
PA Charter Day – March 11

APRIL

Money Smart Week & National Library Week
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in March.

Basic Literacy

PA One Book
DEAR (National Drop Everything & Read Day) – April 12
Children’s Book Day – April 2
National Poetry Month
Children’s Book Week - April 30-May 6
>>Civic and Social Literacy

Earth Day – April 22

>>Health Literacy

National Public Health Week – April 2 – 8
Sexual Assault Awareness Day of Action – April 3
National Alcohol Screening Day – April 5
World Health Day – April 7
National Youth HIV and AIDS Awareness Day – April 10
National Infant Immunization Week – April 21-28
National Infertility Awareness Week – April 23-29 2017
(2018 dates not posted yet)
Every Kid Healthy Week – April 23-27
National Sleep Awareness Week – April 23-29, 2017
(2018 dates not posted yet)
World Immunization Week – April 24-30
Alcohol Awareness Month
Irritable Bowel Syndrome Awareness Month
National Autism Awareness Month
National Child Abuse Prevention Month
National Distracted Driving Awareness Month
National Donate Life Month
National Facial Protection Month
National Minority Health Month
Occupational Therapy Month
Sexual Assault Awareness and Prevention Month
Sexual Assault Awareness Month of Action
STI Awareness Month
Women’s Eye Health and Safety Month

>>Financial Literacy

Tax Day – April 17
Money Smart Week – April 21-28

>>All Literacies

National Library Week – April 8-14
National Library Workers Day – April 10
National Bookmobile Day – April 11
School Library Month

MAY

Civic Literacy Starts with Voting
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in March.
>> Basic Literacy

Password Day - May 3  
World Press Freedom Day - May 3  
Biographers’ Day - May 16  
Get Caught Reading Month

>> Information Literacy

Choose Privacy Week - May 1-7

>> Civic and Social Literacy

Cinco de Mayo - May 5  
Memorial Day - May 28  
National Library Legislative Day - May 7-8  
World Day for Cultural Diversity for Dialogue and Development - May 21  
Military Appreciation Month  
National Foster Care Month  
Asian Pacific American Heritage Month  
Law Day - May 1  
Loyalty Day - May 1  
Peace Officers Memorial Day - May 15  
National Defense Transportation Day - May 18  
Armed Forces Day - May 19  
National Maritime Day - May 22

>> Health Literacy

Arthritis Awareness Month  
Better Hearing and Speech Month  
Food Allergy Action Month  
Global Employee Health and Fitness Month  
Global Youth Traffic Safety Month  
Healthy Vision Month  
Hepatitis Awareness Month  
International Mediterranean Diet Month  
Melanoma/Skin Cancer Detection and Prevention Month  
Mental Health Month  
National Asthma and Allergy Awareness Month  
National Celiac Disease Awareness Month  
National Osteoporosis Awareness and Prevention Month  
National Physical Fitness and Sports Month  
National Stroke Awareness Month  
National Teen Pregnancy Prevention Month  
Preeclampsia Awareness Month  
Ultraviolet Awareness Month  
National Physical Education & Sport Week - May 1-7  
Children’s Mental Health Awareness Week - May 2-8  
Hand Hygiene Day - May 5  
National Nurses Day  
National Bike to School Day - May 9  
National Women’s Health Week - May 14-20  
National Stuttering Awareness Week - May 14-20
JUNE

Summer Reading, Summer Learning
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in May.

Basic Literacy
Summer Reading
Summer Setback

Civic and Social Literacy
LGBT Book Month
Flag Day - June 14
Armed Forces Day - June 30

Health Literacy
National Summer Safety Month
Fireworks Safety Month
Cataract Awareness Month
Men’s Health Month
Myasthenia Gravis Awareness Month
National Aphasia Awareness Month
National Congenital Cytomegalovirus Awareness Month
National Safety Month
National Scleroderma Awareness Month
National Cancer Survivors Day - June 3
Men’s Health Week - June 11-17
National Lightning Safety Awareness Week - June 18-22
World Sickle Cell Day - June 19

All Literacies
National Missing Children’s Day Observance - May 25
Teacher Appreciation Week - May 7-11
National Charter Schools Week - May 6-12
Emergency Medical Services Day for Children - May 23
National Women’s Health Week - May 13-19
JULY

Summer Reading, Summer Learning
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in May.

>>Basic Literacy

Summer Reading
Summer Setback
International Zine Month

>>Civic and Social Literacy

Independence Day - July 4
National Parks & Recreation Day

>>Health Literacy

Cord Blood Awareness Month
International Group B Strep Awareness Month
Juvenile Arthritis Awareness Month
National Cleft & Craniofacial Awareness & Prevention Month
World Hepatitis Day - July 28
UV Safety Month
Bereaved Parents Awareness Month
National Grilling Month
Social Wellness Month

AUGUST

National Traumatic Brain Injury Awareness Month
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in May.

>>Basic Literacy

Summer Setback

>>Health Literacy

Children’s Eye Health and Safety Month
Contact Lens Health Week – observed August 21-25, 2017 (2018 dates not available yet)
National Breastfeeding Month
World Breastfeeding Week – August 1-7
National Immunization Awareness Month
Psoriasis Awareness Month - Note: World Psoriasis Day is October 29, 2018
National Health Center Week – August 12-18
SEPTEMBER

Library Card Sign Up & Prescription Opioid and Heroin Epidemic Awareness Month

*Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in August.*

>> Information Literacy

Banned Books Week – September 23 – 29
Banned Websites Awareness Day – September 25

>> Civic and Social Literacy

Labor Day – September 3
9/11 Patriot Day – September 11
International Day of Peace – September 21
Civic Awareness Month
National Hispanic Heritage Month – September 15 - October 15

>> Health Literacy

National Preparedness Month
National Recovery Month
National Sickle Cell Month
National Yoga Awareness Month
Newborn Screening Awareness Month
Pain Awareness Month
Prostate Cancer Awareness Month
Sepsis Awareness Month
Sports Eye Safety Month
Whole Grains Month
National Suicide Prevention Month
National Suicide Prevention Week – Monday through Sunday surrounding National Suicide Prevention Day
National Suicide Prevention Day – September 10
National Child Passenger Safety Week – observed September 17-23, 2017 *(2018 dates not available yet)*
Fruit and Veggies – More Matters Month
Healthy Aging Month
National Atrial Fibrillation Awareness Month
National Childhood Obesity Awareness Month
National Food Safety Education Month
National ITP Awareness Month
Head Lice Prevention Month

>> Financial Literacy

College Savings Month
Free Money Day – September 15

>> All Literacies

Library Card Sign-Up Month
International Literacy Day – September 8
OCTOBER

Friends of the Library Week & National Medical Librarians Month
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in August.

>> Basic Literacy

National Book Month
Teen Read Week - October 7-13

>> Information Literacy

National Cyber Security Awareness Month

>> Civic and Social Literacy

National Crime Prevention Month
Fire Prevention Week - October 7-13
Columbus Day - October 8
Day of the Girl - October 11
Great ShakeOut - October 18

>> Health Literacy

Domestic Violence Awareness Month
Eye Injury Prevention Month
Health Literacy Month
Home Eye Safety Month
National Breast Cancer Awareness Month
National Bullying Prevention Month
National Dental Hygiene Month
National Down Syndrome Awareness Month
National Medical Librarians Month
National Physical Therapy Month
Sudden Infant Death Syndrome (SIDS) Awareness Month
National Walk to School Day - October 3
Mental Illness Awareness Week - October 7-13
World Mental Health Day - October 10
National Depression Screening Day - October 11
Bone and Joint Health National Awareness Week - October 12-20
Metastatic Breast Cancer Awareness Day - October 13
International Infection Prevention Week - October 14-20
National Health Education Week - October 15-19
National Latinx AIDS Awareness Day - October 15
World Food Day - October 16
World Pediatric Bone and Joint Day - October 19
National Healthcare Quality Week - October 21-27
Respiratory Care Week - October 21-27
International Stuttering Awareness Day - October 22
Red Ribbon Week - October 23-31
World Psoriasis Day - October 29
>> Financial Literacy

World Savings Day - October 31

>> All Literacies

National Friends of Libraries Week - October 21-27

NOVEMBER

**National Novel Writing Month, Small Business Saturday & Giving Tuesday**

Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in October.

>> Basic Literacy

Picture Book Month
National Novel Writing Month
Family Stories Month

>> Civic and Social Literacy

Native American Heritage Month
Military Family Appreciation Month
National Adoption Month
DHS Critical Infrastructure Preparedness Month
Military History Month
World Tsunami Awareness Day - November 5
Veteran’s Day - November 11
Thanksgiving Day - November 22
JFK Assassination Remembrance - November 22
Small Business Saturday - November 24
International Games Day - October 29-November 4, 2017
(2018 dates not available yet)

>> Health Literacy

American Diabetes Month
COPD Awareness Month
Diabetic Eye Disease Month
Health Literacy Month
Lung Cancer Awareness Month
National Alzheimer’s Disease Awareness Month
National Family Caregivers Month
National Healthy Skin Month
National Hospice Palliative Care Month
National Stomach Cancer Awareness Month
Gastroesophageal Reflux Disease Awareness Week - November 20-26
Great American Smokeout - November 15
International Survivors of Suicide Day - November 17
National Family Health History Day - November 22
(coincides with Thanksgiving)
>> Financial Literacy
National Entrepreneurship Month

>> All Literacies
National Family Literacy Month

DECEMBER

Human Rights Day
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in October.

>> Civic and Social Literacy
Pearl Harbor Day - December 7
Human Rights Day - December 10

>> Health Literacy
Safe Toys and Gifts Month
National Influenza Vaccination Week - December 2-8
World AIDS Day - December 1

We hope this editorial calendar and the media toolkits are helpful for your libraries’ programming this year. If there are questions about any of the listed designations, feel free to send an email to paforward@palibraries.org and a member of the PR & Marketing Committee will follow up with you. Have a wonderful 2018 programming year!

~ MEMBERS OF THE PENNSYLVANIA LIBRARY ASSOCIATION’S PR & MARKETING COMMITTEE; AMY KRIZE SUVEG, CHAIR