JANUARY

World Braille Day
Look for your Media Kit distributed by the Pennsylvania Library Association's PR/Marketing Committee in November 2018.

>> Civic and Social Literacy

New Year’s Day 2019 – January 1
Martin Luther King, Jr. Day – birthday January 15; observance January 21
International Holocaust Victims Remembrance Day – January 27
National Day of Racial Healing – observed January 16 in 2018; 2019 date not available

>> Health Literacy

Flu Season (Reminders)
Cervical Health Awareness Month
Glaucoma Awareness Month
National Birth Defects Prevention Month
National Blood Donor Month
Thyroid Awareness Month
National Radon Action Month
National Winter Sports TBI Awareness Month
World Braille Day – January 4
National Folic Acid Awareness Week – observed January 7–3, 2018; 2019 dates not available
National Drug Facts Week – January 22 – 29
World Leprosy Week – January 27- February 2
World Leprosy Day – January 27, 2019

>> Financial Literacy

National Financial Wellness Month

FEBRUARY

American Saves Week
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in November 2018.
>> Basic Literacy
Children’s Authors and Illustrators Week – February 4-10
Library Lovers Day – February 14

>> Information Literacy
Digital Learning Day – February 28
National Entrepreneurship Month

>> Civic and Social Literacy
Valentine’s Day – February 14
Presidents’ Day – February 18
Black History Month

>> Health Literacy
Flu Season (Reminders)
Low Vision Awareness Month
American Heart Month
National Wear Red Day (Go Red for Women) – February 1
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 26–March 4
American Red Cross Month

>> Financial Literacy
America Saves Week - February 25-March 2

>> All Literacies
Library Lovers Month
Random Acts of Kindness Day – February 17

MARCH

International Reading Day
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in November 2018.

>> 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 3-9
Money Smart Week - March 30 - April 6

>> 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
Workplace Eye Wellness Month
National School Breakfast Week – March 4-8
National Patient Safety Awareness Week – March 10-16
National Women and Girls HIV/AIDS Awareness Day – March 10
World Kidney Day – March 14
National Poison Prevention Week – March 17-23
Brain Awareness Week – March 11-17
National Native American HIV/AIDS Awareness Day – March 20
American Diabetes Alert Day – March 26
World Tuberculosis Day – March 24

>> All Literacies

PA Charter Day – March 10

APRIL

National Library Week
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in January 2019.

>> 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 29 - May 5

>> Civic and Social Literacy

Earth Day – April 22
>> Health Literacy

National Public Health Week – April 1 - 7
Sexual Assault Awareness Day of Action – April 2
National Alcohol Screening Day – April 11
World Health Day – April 7
National Youth HIV and AIDS Awareness Day – April 10
National Infant Immunization Week – April 26 - May 3
National Infertility Awareness Week – April 21 - 27
Every Kid Healthy Week – April 22-26
World Immunization Week – April 26 - May 3
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
STD Awareness Month
Women’s Eye Health and Safety Month

>> Financial Literacy

Tax Day – April 15

>> All Literacies

National Library Week – April 7 - 13
National Library Workers Day – April 9
National Bookmobile Day – April 10
School Library Month

MAY

Choose Privacy Week

Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in January 2019.

>> Basic Literacy

Biographers’ Day – May 16
Get Caught Reading Month
Password Day – May 2
World Press Freedom Day – May 3

>> Information Literacy

Choose Privacy Week – May 1-7

>> Civic and Social Literacy

Armed Forces Day - May 18
Asian Pacific American Heritage Month
Cinco de Mayo – May 5
Holocaust Remembrance Day – May 2
International Day Against Homophobia, Transphobia, and Biphobia – May 17
National Military Appreciation Month
International Firefighter’s Day – May 4
International Worker’s Day (May Day) – May 1
Jewish American Heritage Month
Law Day - May 1
Loyalty Day - May 1
Memorial Day – May 27
Military Appreciation Month
National Day of Prayer – May 2
National Defense Transportation Day - May 17
National Foster Care Month
National Maritime Day - May 22
Peace Officers Memorial Day - May 15
Ramadan – Begins May 5
World Day for Cultural Diversity – May 21

>> Health Literacy

Arthritis Awareness Month
Better Hearing and Speech Month
Bike-to-Work Day – May 17
Bike-to-Work Week - May 13-17
Clean Air Month
Food Allergy Action Month
Global Employee Health and Fitness Month
Global Youth Traffic Safety Month
Hand Hygiene Day - May 5
Healthy and Safe Swimming Week – May 21-27, 2018
   (2019 dates not posted yet)
Healthy Vision Month
Heat Safety Awareness Day - May 31
Hepatitis Awareness Month
HIV Vaccine Awareness Day - May 18
International Mediterranean Diet Month
International Nurse’s Day – May 12
Lupus Awareness Month
Lyme Disease Awareness Month
Melanoma/Skin Cancer Detection and Prevention Month
Mental Health Month
National Asthma and Allergy Awareness Month
National Bike Month
National Bike to School Day - May 8
National Celiac Disease Awareness Month
National Children’s Mental Health Awareness Day - May 9
National Mental Health Awareness Month
National Nurses Day – May 6
National Osteoporosis Awareness and Prevention Month
National Physical Fitness and Sports Month
National Senior Health & Fitness Day - May 29
National Stroke Awareness Month
JUNE

LGBT Book Month
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in January 2019.

>> Basic Literacy

Summer Reading
Summer Setback

>> Civic and Social Literacy

LGBT Book Month
Flag Day - June 14
National Camping Month
National Great Outdoors Month

>> Health Literacy

National Summer Safety Month
National Headache Awareness Week June 2-9
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 2
Men’s Health Week - June 10 - 16
World Sickle Cell Day - June 19
National Fresh Fruit and Vegetable Month

National Women’s Health Week – May 12-18
PA Beef Month – Not confirmed for 2019
PA Egg Month – Not confirmed for 2019
Preeclampsia Awareness Month
Teen Pregnancy Prevention Month
Ultraviolet Awareness Month
World Asthma Day – May 7
World Autoimmune Arthritis Day - May 20
World Lyme Day – May 1
World Multiple Sclerosis Day – May 30
World No Tobacco Day – May 31

>> All Literacies

National Missing Children’s Day – May 25
National Teacher Day – May 7
Teacher Appreciation Week – May 6-10
International Biological Diversity Day – May 22
Pet Week – May 5-11
World Brother Day – May 24
World Turtle Day – May 23
JULY

**Parks and Rec Day & National Outdoor Month**

*Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in April 2019.*

>> **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

**Digital Resources**

*Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in April 2019.*

>> **Basic Literacy**

- Summer Setback
- International Beer Day - August 3
- International Cat Day - August 8
- National Dog Day - August 26

>> **Civic and Social Literacy**

- Coast Guard Birthday - August 4
- Purple Heart Day - August 7
- World Humanitarian Day - August 19

>> **Health Literacy**

- Children’s Eye Health and Safety Month
- World Breast Feeding Week - August 1 - 7
- National Immunization Awareness Month
- Psoriasis Awareness Month
SEPTEMBER

Library Card Sign Up Month
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in April 2019.

>> Information Literacy
Banned Books Week (2019 dates not yet available)
Banned Websites Awareness Day (2019 dates not yet available)
National Video Game Day - September 12

>> Civic and Social Literacy
Labor Day – September 3
9/11 Patriot Day – September 11
International Day of Peace – September 21
National Hispanic Heritage Month – Starts September 15
International Day of Charity - September 5
International Day of Democracy - September 15
Constitution Day and Citizenship Day - September 17
World Tourism Day - September 27

>> Health Literacy
National Preparedness Month
National Recovery Month
National Yoga Month
Newborn Screening Awareness Month
Pain Awareness Month
World Sepsis Month
Whole Grains Month
National Suicide Prevention Month
National Suicide Prevention Week – September 8 - 14
National Suicide Prevention Day – September 10
National Child Passenger Safety Week – September 15-21
Healthy Aging Month
National Atrial Fibrillation Awareness Month
National Childhood Obesity Awareness Month
National Food Safety Education Month
Head Lice Prevention Month

>> Financial Literacy
College Savings Month
Free Money Day – (2019 date not yet available)

>> All Literacies
Library Card Sign-Up Month
International Literacy Day – September 8
National Coffee Day - September 29
OCTOBER

**Fire Prevention Week**
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in July 2019.

**Basic Literacy**
- Teen Read Week - October 13-19

**Information Literacy**
- National Cyber Security Awareness Month

**Civic and Social Literacy**
- National Crime Prevention Month
  - Fire Prevention Week - October 6-12
  - Columbus Day - October 14
  - Day of the Girl - October 11
  - Great ShakeOut - October 17

**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 2
- Mental Illness Awareness Week - October 6-12
- World Mental Health Day - October 10
- National Depression Screening Day - October 10
- Bone and Joint Health National Awareness Week - October 12-19
- Metastatic Breast Cancer Awareness Day - October 13
- International Infection Prevention Week - October 13-19
- National Health Education Week - October 14-18
- 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 20-26
- Respiratory Care Week - October 20-26
- 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 20-26

**NOVEMBER**

**International Games Day**

Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in July 2019.

**Basic Literacy**

Picture Book Month
National Novel Writing Month

**Civic and Social Literacy**

Native American Heritage Month
Military Family Appreciation Month
National Adoption Month
National Adoption Day - November 23
DHS Critical Infrastructure Preparedness Month
World Tsunami Awareness Day - November 5
Veteran’s Day - November 11
Thanksgiving Day - November 28
JFK Assassination Remembrance - November 22
Small Business Saturday - November 30
International Games Day - November 16

**Health Literacy**

American Diabetes Month Alert Day - March 26
COPD Awareness Month Diabetic Eye Disease Month Lung Cancer Awareness Month
National Family Caregivers Month
National Healthy Skin Month
National Hospice Palliative Care Month
Gastric Cancer Awareness Month
Great American Smokeout - November 21
International Survivors of Suicide Day - November 17

**All Literacies**

National Family Literacy Month
DECEMBER

World AIDS Day
Look for your Media Kit distributed by the Pennsylvania Library Association’s PR/Marketing Committee in July 2019.

>> Civic and Social Literacy
Pearl Harbor Day - December 7
Human Rights Day - December 10
International Civil Aviation Day - December 7
Wright Brothers Day - December 17
International Migrants Day - December 18

>> Health Literacy
Safe Toys and Gifts Month
World AIDS Day - December 1
International Day of Persons with Disabilities - December 3

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 successful 2019 marketing and programming year!

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