

# Q4 2017

## October

**Adopt a Dog Month**  
Shelter Pet Adoption

**Crime Prevention Month**  
IT'S ON US: Sexual Assault Prevention

**Learning Disabilities Awareness Month**  
Learning & Attention Issues ⓘ

**National Breast Cancer Awareness Month**  
Breast Cancer Risk Awareness

**National Bullying Prevention Month**  
Bullying Prevention

**National Disability Employment Awareness Month**  
Diversity & Inclusion

**National Domestic Violence Awareness Month**  
IT'S ON US: Sexual Assault Prevention

**National Youth Justice Awareness Month**  
Pathways to Employment

**National Hispanic Heritage Month Sep 15–Oct 15**  
Caregiver Assistance ⓘ

College Access  
Diversity & Inclusion  
Pathways to Employment

**Fire Prevention Week 8–14**  
Emergency Preparedness ⓘ  
Wildfire Prevention ⓘ

**World Mental Health Day 10**  
Childhood Exposure to Violence

**National Coming Out Day 11**  
Diversity & Inclusion

**National Teen Driver Safety Week 15–21**  
Texting and Driving Prevention ⓘ  
Underage Drinking and Driving Prevention

**World Food Day 16**  
Reducing Food Waste

**World Stroke Day 29**  
High Blood Pressure  
Stroke Awareness  
Type 2 Diabetes Prevention ⓘ

**Halloween 31**  
Buzzed Driving Prevention ⓘ  
Texting and Driving Prevention ⓘ  
Underage Drinking and Driving Prevention

## November

**American Diabetes Month**  
Type 2 Diabetes Prevention ⓘ

**College Application Season**  
College Access  
Supporting Minority Education  
Teacher Recruitment

**Holiday Season**  
Adoption from Foster Care ⓘ  
Buzzed Driving Prevention ⓘ  
Caregiver Assistance ⓘ  
Diversity & Inclusion  
Financial Literacy  
Hunger Prevention ⓘ  
Meals on Wheels Volunteer Recruitment  
Reducing Food Waste  
Type 2 Diabetes Prevention ⓘ  
Underage Drinking and Driving Prevention

**Lung Cancer Awareness Month**  
Lung Cancer Screening

**National Adoption Month**  
Adoption from Foster Care ⓘ

### National Family Caregivers Month

Caregiver Assistance ⓘ

**National Animal Shelter Appreciation Week 5–11**  
Shelter Pet Adoption

**America Recycles Day 15**  
Recycling ⓘ

**Transgender Day of Remembrance 20**  
Diversity & Inclusion

**Thanksgiving 23**  
Diversity & Inclusion  
Hunger Prevention ⓘ  
Meals on Wheels Volunteer Recruitment  
Reducing Food Waste  
Type 2 Diabetes Prevention ⓘ

**International Day for the Elimination of Violence Against Women 25**  
IT'S ON US: Sexual Assault Prevention



ⓘ Materials available in Spanish in some media.

## December

**College Application Season**  
College Access  
Supporting Minority Education  
Teacher Recruitment

**Holiday Season**  
Adoption from Foster Care ⓘ  
Buzzed Driving Prevention ⓘ  
Caregiver Assistance ⓘ  
Diversity & Inclusion  
Financial Literacy  
Hunger Prevention ⓘ  
Meals on Wheels Volunteer Recruitment  
Reducing Food Waste  
Type 2 Diabetes Prevention ⓘ  
Underage Drinking and Driving Prevention

**New Year's Eve 31**  
Buzzed Driving Prevention ⓘ  
Underage Drinking and Driving Prevention

## October

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## November

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## December

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



PSACentral.org  
Preview & Download: Digital Posters and Bulletins  
Preview & Order: Paper Standard Poster and Bus Shelters  
Preview & Contact Us: Flex materials can be ordered through your regional contact



PSACentral.org  
Preview & Request: Web Banners, Mobile Banners, and Streaming; email Banners@AdCouncil.org for specific sizes