

# Q4



Smokey Bear remains relevant after **75 years** of tremendous impact.

10

OCTOBER

- Adopt a Dog Month**  
Shelter Pet Adoption
- Crime Prevention Month**  
Gun Safety
- Hurricane Season**  
Emergency Preparedness ⓘ  
Emergency Preparedness-NYC ⓘ
- Learning Disabilities Awareness Month**  
Learning & Attention Issues ⓘ
- LGBT History Month**  
Diversity & Inclusion  
LGBT Acceptance
- National Breast Cancer Awareness Month**  
Breast Cancer Risk Education
- National Bullying Prevention Month**  
Bullying Prevention  
LGBT Acceptance

- National Disability Employment Awareness Month**  
Diversity & Inclusion
- National Financial Planning Month**  
Saving for Retirement
- World Mental Health Day 10**  
Suicide Prevention
- International Day of the Girl 11**  
Empowering Girls in STEM
- National Hispanic Heritage Month Sept. 15–Oct. 15**  
Caregiver Assistance ⓘ  
Diversity & Inclusion  
Pathways to Employment
- Fire Prevention Week 4–10**  
Emergency Preparedness ⓘ  
Wildfire Prevention
- National Teen Driver Safety Week 19–23**  
Texting and Driving Prevention
- Halloween 31**  
Buzzed Driving Prevention ⓘ  
Drug-Impaired Driving Prevention  
Job Training & Employment ⓘ  
Texting and Driving Prevention

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NOVEMBER

- Adopt a Senior Pet Month**  
Shelter Pet Adoption
- American Diabetes Month**  
Type 2 Diabetes Prevention ⓘ
- Holiday Season**  
Adoption from Foster Care ⓘ  
Alzheimer's Awareness  
Buzzed Driving Prevention ⓘ  
Caregiver Assistance ⓘ  
Diversity & Inclusion  
Drug-Impaired Driving Prevention  
Fatherhood Involvement ⓘ  
Ending Hunger ⓘ  
Job Training & Employment ⓘ  
LGBT Acceptance  
Type 2 Diabetes Prevention ⓘ
- End of Hurricane Season**  
Emergency Preparedness ⓘ  
Emergency Preparedness-NYC ⓘ
- Lung Cancer Awareness Month**  
Lung Cancer Screening

- National Adoption Month**  
Adoption from Foster Care ⓘ
- National Alzheimer's Disease Awareness Month**  
Alzheimer's Awareness
- National Family Caregivers Month**  
Alzheimer's Awareness  
Caregiver Assistance ⓘ
- National STEM Day 8**  
Empowering Girls in STEM
- National Animal Shelter Appreciation Week 3–9**  
Shelter Pet Adoption
- Veterans Day 11**  
Alzheimer's Awareness
- World Kindness Day 13**  
Bullying Prevention  
Diversity & Inclusion  
LGBT Acceptance
- America Recycles Day 15**  
Recycling
- Thanksgiving 28**  
Diversity & Inclusion  
Drug-Impaired Driving Prevention  
Ending Hunger ⓘ  
Type 2 Diabetes Prevention ⓘ

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DECEMBER

- Holiday Season**  
Adoption from Foster Care ⓘ  
Alzheimer's Awareness  
Buzzed Driving Prevention ⓘ  
Caregiver Assistance ⓘ  
Diversity & Inclusion  
Drug-Impaired Driving Prevention  
Fatherhood Involvement ⓘ  
Ending Hunger ⓘ  
Job Training & Employment ⓘ  
LGBT Acceptance  
Type 2 Diabetes Prevention ⓘ
- New Year's Eve 31**  
Buzzed Driving Prevention ⓘ  
Drug-Impaired Driving Prevention



OCTOBER 2020

S	M	T	W	T	F	S
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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 2020

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DECEMBER 2020

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		

ⓘ Materials are available in Spanish in some media.