



About the Guide

Nearly 60 million people in the United States face the day-to-day reality of living with a mental health condition. Throughout the year, and during the months of May and October in particular, NAMI, the National Alliance on Mental Illness, launches campaigns to raise awareness. Such campaigns fight stigma, provide support, educate the public and encourage advocacy for equal care.

This guide is intended to help NAMI's partners and StigmaFree Companies coordinate their public awareness efforts with us for a larger impact.

KEY AWARENESS EVENTS:

May	Mental Health Month
July	National Minority Mental Health Awareness Month
September	Suicide Prevention Month
October	Mental Illness Awareness Week (Oct. 7-13)
October	ADHD Awareness Month
Spring/Fall	NAMIWalks events in 82+ communities

ABOUT STIGMAFREE COMPANY

Being a StigmaFree Company creates the foundation for a culture of openness, acceptance, understanding and compassion. As your partner, we provide consultation, programs and assets to support your efforts in helping to create a culture that values employees' overall health, including emotional well-being and mental health.

ABOUT #CURESTIGMA

#CureStigma is our 2018 anti-stigma campaign for Mental Health Month and all other awareness events. It is our campaign for "take action" as part of being StigmaFree.

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Questions?

Please contact Katrina Gay, National Director, Strategic Partnerships, at kgay@nami.org.

Brand Information

EDITORIAL STYLE & WORD USAGE

- Follow NAMI Identity Guide at <http://www.nami.org/identity>
- Mental Health Month (MHM), not Mental Health Awareness Month
- Mental Illness Awareness Week (MIAW)
- NAMI, the National Alliance on Mental Illness
- National Minority Mental Health Awareness Month. Note: “Minority Mental Health” month is recommended over the awkward acronym NMMHAM.
- StigmaFree (capital S, capital F)
- CureStigma (capital C, capital S)
- Hashtags:
 - Year-round: #CureStigma
 - May: #MentalHealthMonth
 - July: #MinorityMentalHealth
 - Sept: #SuicidePrevention
 - Oct. 7-13: #MIAW
 - For more events, visit <http://www.nami.org/Get-Involved/Awareness-Events>.
- Tags:



@NAMICommunicate



@NAMICommunicate



@OfficialNAMI

LOGOS

- NAMI logo files are available for download at <http://www.nami.org/identity> or upon request to Nathan Lemon at nlemon2@nami.org.
 - We encourage you to use and share these in your campaigns. When designing your own materials, you may use the StigmaFree logo, the CureStigma graphics and your organizational logo, but you should not use the official NAMI logo without clearance by a NAMI rep.

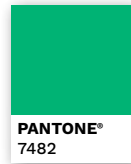
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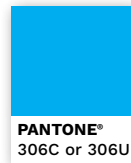
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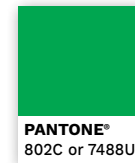
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C96 M4 Y97 K0



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C100 M0 Y0 K0



#00ea2e
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C99 M0 Y100 K0

*Accent colors: See Official NAMI Color Palette at <http://bit.ly/1pGGGZW>

RECOMMENDED FONTS

- Franklin Gothic
- Work Sans
- Museo Slab (or Roboto Slab as an alternative)
- Proxima Nova (or Open Sans as an alternative)

INSPIRATION, SAMPLES, AND DOWNLOADS

- CureStigma Campaign page: <http://www.curestigma.org>
- Awareness Events: <http://www.nami.org/Get-Involved/Awareness-Events>
- NAMI's StigmaFree Company page: <http://www.nami.org/stigmafreeco>

General Information

FAST FACTS

- 1 in 5 adults in the United States lives with a mental health condition.
- 1 in 25 (10 million) adults in the United States lives with a serious mental illness.
- 60 million people in the United States face the day-to-day reality of living with a mental illness.
- Half of all lifetime mental health conditions begin by age 14 and 75% by age 24, but early intervention programs can help.
- African Americans and Hispanic Americans used mental health services at about half the rate of whites in the past year, and Asian Americans at about one-third the rate.
- 90% of those who die by suicide have an underlying mental illness. Suicide is the 10th leading cause of death in the United States, but suicide is preventable.
- The best treatments for serious mental illnesses today are highly effective; between 70 and 90% of individuals have significant reduction of symptoms and improved quality of life with the right treatments and supports.
- Individuals with mental health conditions struggle on average 10 years before engaging in treatment.
- Even though most people can experience relief from their symptoms and support for their recovery, less than half of the adults in the U.S. who need mental health services and supports get the help they need.
- Additional facts and citations are available at <http://www.nami.org/Learn-More/Mental-Health-By-the-Numbers>.

WHAT IS STIGMA?

People experiencing mental health conditions frequently face negative labeling, bullying and even discrimination, which often makes their journey to recovery longer and more difficult.

Stigma is when someone, or you yourself, views you in a negative way because you have a mental health condition. Some people describe stigma as shame that can be felt as a judgement from someone else or a feeling that is internal, something that confuses feeling bad with being bad. People often describe stigma as originating in external, internal and institutional ways.

Navigating life with a mental health condition can be tough, and the isolation, blame and secrecy that is often encouraged by stigma can create huge challenges to moving forward in one's recovery journey. Learning how to cope with stigma and how to avoid and address stigma are important. NAMI is committed to replacing stigma with hope through our StigmaFree campaign. Learn more at <http://www.nami.org/stigmafree>.

Messaging

OBJECTIVE

To inspire mental health awareness and engagement with NAMI and partners, coinciding with mental health awareness events in 2018.

THEME & MESSAGING

Manifesto: This is how we talk about stigma. All of our messaging should reinforce the analogy of stigma being a harmful virus, but one that is 100% curable.

There is a virus spreading across America. It harms the 1 in 5 Americans affected by mental health conditions.

It shames them into silence. It prevents them from seeking help. And in some cases, it takes lives.

What virus are we talking about? It's stigma. Stigma against people with mental health conditions.

But there's good news. Stigma is 100% curable.

Compassion, empathy and understanding are the antidote. Your voice can spread the cure.

Join NAMI, the National Alliance on Mental Illness.

Together we can **#CureStigma**.

ACTIVITIES

#CURESTIGMA CAMPAIGN

Stage 1: CureStigma PSA—NAMI is producing a broadcast PSA with our celebrity ambassadors where we position stigma against mental health as a virus. At the end of the PSA, people will be asked to take a three-question quiz to see if they have stigma by visiting www.CureStigma.org.



Stage 2: A Quiz to CureStigma—At CureStigma.org, people will take a quick quiz to determine their level of stigma. Based on their answers, people will get a result that indicates how they can cure stigma. The result will also generate a custom ple3dge that people can share on their social media channels.

Q1 Which one of the following phrases best describes depression?

- A Depression isn't real.
- B People who are depressed need medication.
- C Depression is just sadness.
- D Depression is a common and serious medical condition.

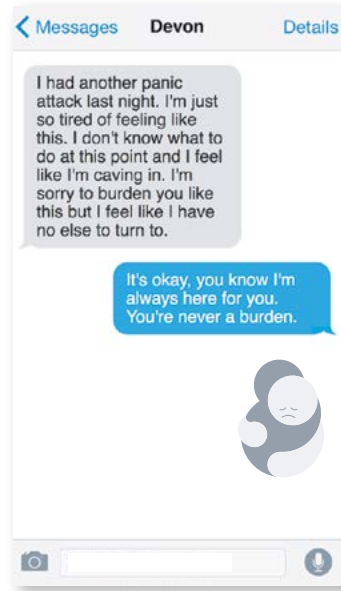
Q2 What would you say to a friend who wants to see a therapist?

- A I support you. Also, I'm always here if you need me.
- B Why? Life's not so bad.
- C Toughen up, you baby.
- D Okay...that's weird.

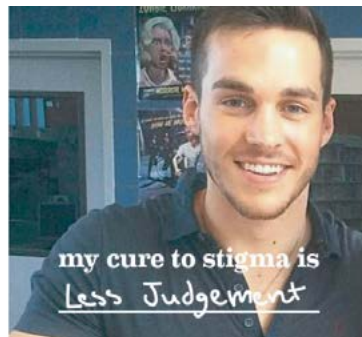
Q3 Would you work with someone who has a mental illness?

- A Maybe, if they were on meds.
- B Probably not, they could be dangerous.
- C Yes, I don't mind.
- D I'd prefer not to.

Stage 3: Empathi Sticker Pack—After taking the pledge, people will get an emoji/sticker pack that helps them to take action on their anti-stigma pledge in text messages and other digital communications. The empathi sticker pack allows people to support and understand people who may be struggling and to offer encouragement, too.



Stage 4: Social Badges and Video—To further our message, we will create a way for people to turn their profile photos into their personal cure for stigma. In addition, video testimonials mirroring the broadcast PSA will be cultivated and shared.



*Celebrity Likeness for illustration purposes only.

NAMI will provide a coordinated set of graphics (<http://www.CureStigma.org>) that you may mix-and-match for your events. Some are specific to an individual awareness event, while others may be used to raise awareness at any time of year. Note that we encourage emerging, topical creative and will keep you alert to new art and themes.

WORKPLACE ENGAGEMENT

During May and throughout the year, including during other calendar awareness events, engaging the workplace and employees, associates, leaders and customers in the commitment to mental health and being #StigmaFree, assets and resources are available to assist with informing and igniting your custom initiatives. Please feel encouraged to reach out for support or additional suggestions. Here is a partial list to get the creative ideas in-motion.

- Support our public awareness campaign:
 - Use the CureStigma emoji stickers and social filters in your internal, intranet initiatives
 - Share the CureStigma PSA and messaging on your company’s social media channels
 - Include a CureStigma or StigmaFree message on your email replies
 - Post flyers, posters in break rooms and other common areas
- Encourage a culture of understanding and acceptance:
 - Host a lunch-and-learn, town hall or motivational speaker on mental health
 - Host a NAMI In Our Own Voice presentation
 - Host a chair yoga event at the office
 - Support desk side “encouragers” including inspirational quotes, pins and other items
 - Create and replenish break room “mental health break” baskets of quotes, peppermints, stickers, a gratitude jar and other items
 - Start a company super team for NAMIWalks
 - Send the StigmaFree company video and a message from senior leadership to all-associates to announce your commitment to the cause
 - Encourage a day that supports one “walking meeting,” outside if possible, to encourage creativity, reduce stress and promote positive mental health for everyone
 - Convene an employee work group dedicated to encouraging a StigmaFree culture at work; use the NAMI guided video to support their efforts
 - Provide Cheer Boxes for employees to request to extend kindness to one another; visit mentalthappy.com for more info
- Host company friend- and fund-raisers at the office, for on and off-site staff:
 - Hold a board game tournament
 - Host a spin-a-thon, golf tournament, bowl-a-thon fun run or other event with associates
 - Hold a chili cook-off, cookie contest or other food fest contest
 - Hold a “Casual Day” or “Festive Friday” dress code buster to the top fundraising department; make it themed (80’s, Gamer, etc.) for more fun
 - Offer a top parking space or spaces for the employee or team that raises the most funds
 - Plan and execute a scavenger hunt and donate for those who sign up
 - Offer company gift matching for donations secured during the campaign

SUGGESTED CALLS TO ACTION (CTAS) AND SAMPLE MESSAGING

Some sample messaging is unique to Mental Health Month. These are only examples—please feel free to adapt the language/hashtag to apply to a different awareness event

CTA	URL	Sample Message
Visit NAMI to learn more about all the ways to get involved	www.nami.org/Get-Involved	I'm inspired to build better lives for myself and others. Are you? Visit www.nami.org/Get-Involved #CureStigma #StigmaFree
Engage in the #CureStigma campaign! Take the quiz, get the empathi pack, turn your profile picture into a personal cure for stigma and more.	www.CureStigma.org	My cure for stigma is _____. #CureStigma #StigmaFree
Tag social media posts with #CureStigma and #StigmaFree	www.nami.org/stigmafree www.CureStigma.org	Customized messages available upon request.
Visit NAMI to learn more about mental health conditions	http://www.nami.org/Learn-More	1 in 5 of us has a mental health condition. It is important to learn, see, take action during #MentalHealth Month #CureStigma #StigmaFree
Find support for living with a mental health condition	http://www.nami.org/Find-Support/Living-with-a-Mental-Health-Condition	Mental illness can slow us down, but we don't need to let it stop us. Support and understanding are key. Help #CureStigma and connect with others.
Know the warning signs	http://www.nami.org/Learn-More/Know-the-Warning-Signs	Don't be afraid to reach out if you or someone you know needs help. Learning all you can about mental health is an important first step. #CureStigma #StigmaFree
Take NAMI's StigmaFree pledge	http://www.nami.org/stigmafree	Mental health matters to everyone. Take the first step and pledge to learn more, see the person and take action. Take the #StigmaFree pledge; join the movement. http://www.nami.org/stigmafree #CureStigma
Take the short quiz and learn how you can help CureStigma	http://www.CureStigma.org	Learn how you can take action to help be part of the mental health movement. Visit www.CureStigma.org . #StigmaFree
Donate to NAMI	http://www.nami.org/Donate	This #MentalHealthMonth, please help NAMI provide education, support and awareness on behalf of people with mental illness and their families. Donate today at http://www.nami.org/Donate
Visit NAMI Store to get StigmaFree swag	http://bit.ly/namistorestigmafree	Inspired to be #StigmaFree? Show it off with shirts and swag from the NAMI Store. http://bit.ly/namistorestigmafree