END THE STIGMA

PREJUDICE + **DISCRIMINATION** = **STIGMA**

NEGATIVE ATTITUDES *AND* **NEGATIVE RESPONSES** *MAKES A PERSON* **FEEL UNWANTED & SHAMED**

S T I G M A T I Z E D

STOP USING LABELS

Only 50% of Canadians would talk to a friend or family about a **MENTAL ILLNESS**

COMPARED TO

68% who would talk about
72% who would talk about a diagnosis of **CANCER**

46% of Canadians thought people use the term mental illness as an excuse for bad behavior

42% of Canadians were unsure whether they would socialze with a friend who has a mental illness

55% of Canadians said they would be unlikely to enter a spousal relationship with someone who has a mental illness

WHAT YOU CAN DO

Educate yourself and others, pass on facts, challenge myths and stereotypes

Be aware of how mental illnesses affect peoples behavior and attitudes.

Talk openly about mental health. Choose how you speak to those with mental illnesses.

Focus on postivites, offer support and encouragement, and include everyone.

Don't use labels for people with mental illnesses

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