CNSA Community Health
Monthly Observance Toolkit
October 2015

We would like to bring education and awareness to mental health stigma. CNSA wants your local chapter to take the pledge against the stigma surrounding mental health and spread awareness.

What is stigma?
An attempt to label a particular group as less worthy of respect than others. A mark of shame, disgrace, or disapproval that results in discrimination.

Stigma prevents people with mental illness from seeking out care and affects the level of care they receive.

BE THE CHANGE

We encourage you to start a campaign to inform students and healthcare workers about mental health and how attaching stigma affects those with mental illness. You can get participants involved by inspiring them to take action and make the pledge against stigma.

Support the cause by:

Sharing
- Spread the word on social media
- Share your experiences
- Join/start discussions
- Talk to people in school, hospital, clinics, and skilled nursing facilities
- Involve your friends and family

Going Green
- Wear a green ribbon on your shirt, jacket, backpack, or anywhere visible.
- Wear green clothing, shoes, shoelaces, or fingernail polish.
- Show your green support on social media, which will spark discussion and encourage others to do the same.

With education and awareness, we can help in community growth towards ending the negativity attached to mental illness.

Plan an Event

- "A – Thon" Night: Choose an activity (walk, dance, bowl, jump rope, sculpt, paint, etc.) and create a fun night, while collecting pledges and donations.
- Movie Night: Host a screening of an appropriate movie, such as Silver Linings Playbook, and include a post-movie mental health conversation.
- Hold a mental health awareness fair.
- Hold a community yard sale or bake sale with proceeds going to NAMI or BC2M

Additional Resources:

➢ Mental Health Connection: Anti-Stigma Campaign
  http://www.mentalhealthconnection.org/anti_stigma_materials.php

➢ National Alliance on Mental Illness
  http://www.nami.org/get-involved/raise-awareness

➢ Bring Change 2 Mind
  http://bringchange2mind.org/get-involved/take-the-pledge/