

# Create a ~~stigma~~free Campus

## Launch the Campaign Today!

### What is stigma?

- The negative attitudes and misperceptions about people living with mental health conditions
- A significant barrier to people seeking help for their mental health conditions because they are worried about what people will think about them
- Fear that prevents people from talking openly about their experiences or seeking the help they need

### What Is ~~stigma~~free?

NAMI has partnered with the skincare brand Philosophy to create a campaign that promotes a culture that ends the stigma around mental health conditions and promotes hope and support among individuals, organizations, and campuses.

### How do I join the ~~stigma~~free movement?

- Take the pledge at [www.nami.org/stigmafree](http://www.nami.org/stigmafree) and vow to:
  - Learn about mental health — know the 10 Warning Signs;
  - See the person, not the condition — listen, understand, and share your story; and
  - Take action — spread the word, raise awareness, and make a difference.
- Inspire others to take the pledge
  - Tweet #IAmStigmaFree and share the link [www.nami.org/stigmafree](http://www.nami.org/stigmafree).
  - Deliver the ~~stigma~~free presentation to your NAMI on Campus club, fraternities and sororities, and other student organizations so they learn more about stigma and mental health conditions.
  - Bring the presentation to faculty and staff and ask for their support and ideas for creating a ~~stigma~~free campus. Encourage professors to share the classroom announcement at the beginning of their lectures.
- Keep the conversations going
  - Use ideas in the activity booklet to plan an awareness event — promote your event with #IAmStigmaFree so the whole country can see the difference you're making!
  - Put a ~~stigma~~free sticker on your door, laptop, water bottle and more to make a statement to everyone you meet and start the conversation.
  - Work with faculty, staff, and students to identify the services and supports needed to make your campus ~~stigma~~free.

Thank you for all you do to raise awareness and make  
a positive difference in the lives of students!

A stigma free campus starts with you!