



STIGMA: the facts

What is stigma?

- ❖ Stigma (or Prejudice) describes a negative and unfavourable attitude
- ❖ Stigma causes those living with a mental illness to be labeled, stereotyped and feared.

What is discrimination?

- ❖ Discrimination is the actions that result from stigma.
- ❖ It's how you treat those living with mental health problems because of how you think about them.

Why does it matter?

- ❖ Many people living with mental health issues say the stigma of the disease is worse than the illness itself.
- ❖ Stigma is seen as one of the key barriers preventing people from seeking help.

Imagine if ... You broke your leg, and your friends and family decided you were only looking for attention when it affected your ability to walk? Imagine if ... everyone around you treated you as if you had a serious character flaw because of that leg? How likely would you be to admit you had a problem? How likely would you be to seek treatment?

- ❖ Seven million Canadians will need help for mental health problems this year alone.
- ❖ Many will not get it because of the stigma attached to the illness.
- ❖ Every single Canadian is affected by mental health issues – either directly with firsthand experience, or indirectly in someone they know.
- ❖ Every day 500,000 Canadians do not go to work due to psychiatric problems.
- ❖ Mental illness costs the Canadian economy an estimated \$33 to \$50 billion per year in lost productivity.

There is hope. Recovery is possible.

There are effective treatments.

Mental illness is a disease like any other disease.

It's important to seek help.

But we all have a role to play.

