**Mental Health Stigma Newsletter Article Template (short version)**

*(Note: This newsletter article template needs to have info included from your organization before it is issued.)*

**New Social Marketing Campaign Takes on Stigma Around Mental Health**

***The Project’s Goal is to Lower Stigma so People Get the Help They Need***

A new Colorado social marketing campaign is designed to reduce the stigma around mental health treatment so that people who need this care will access it. The campaign, called “Let’s Talk Colorado,” is sponsored by a coalition of public and private health agencies including *(put your organization’s name here).* This work is part of the Colorado State Innovation Model (SIM) grant to better integrate physical and behavioral health.

To ensure the project meets its goal of lowering the stigma around mental illness and mental health care, the project team used a series of focus groups to test messages designed to resonate with both patients, medical providers and the public generally. The revised messages were then integrated into a variety of materials including a short video, social media content, a presentation and flyer.

The Let’s Talk Colorado campaign stresses there is no right or wrong words to use when talking to someone struggling with mental illness. Instead, the campaign emphasizes to be “present” when talking with someone with mental illness and to consider offering tangible, specific help. For example, instead of asking, “What can I do to help?” say, “I’d like to bring you dinner tonight. I will drop it off at 5 pm. Will you be home then?”

“We are so pleased that *(your organization’s name)* was able to participate in this project,” said *(your org’s spokesperson followed by their title)*. “As we dived in we learned so much about how stigma impacts those who are struggling, and why people with mental illnesses are often reluctant to self-identify. We as a society have much work to do to allow people with mental health challenges to feel it’s okay to talk about their illness, and to seek care.” *(Note, your org’s spokesperson can insert a unique quote here if they’d like to.)*

For more information on the campaign, and for links to the campaign’s materials and resources, go to [LetsTalkCO.org](http://www.letstalkco.org/).