

5 simple ways to help end the stigma around mental illness



1. language matters

Words can help...but they can also hurt. Pay attention to the words you use.

how you can help:

Explain to friends and colleagues who use words like "psycho" or "nut" without thinking that their comments may be hurtful and provide an alternative view.

2. educate yourself

Myths exist about mental illness that contribute to stigma. Learn the facts.

how you can help:

Learn more, know more. Be knowledgeable and help fight stigma with facts.

3. be kind

Small acts of kindness speak volumes.

how you can help:

Don't stand by if someone is being labelled or bullied. Treat a person who has a mental illness with the kindness and care you give to people with other illnesses through a friendly smile, a helping hand, a phone call or visit.

4. listen and ask

Sometimes it's best to just listen.

how you can help:

Don't trivialize someone's illness. Instead, say: "I'm sorry to hear that, it must be a difficult time. Is there anything I can do to help?" through a friendly smile, a helping hand, a phone call or visit.

5. talk about it

Start a dialogue, not a debate.

how you can help:

Break the silence. Talk about how mental illness touches us all in some way directly or through a friend, family member or colleague. Stories of lived experience are the best way to help eradicate stigma. Support mental health and anti-stigma programs in your community.



On January 28th, you can help end the stigma around mental illness by texting your loved ones, sharing Bell Let's Talk photo on Facebook, or tweeting #BellLetsTalk. Let's do this, TWG!

