



Mayors Wellness Campaign
Put your community in motion.



ADDRESSING MENTAL HEALTH AWARENESS

CREATE A STIGMA FREE COMMUNITY

- Mental health encompasses emotional, psychological and social well-being. It affects how a person thinks, feels, and interacts with others.
- A person's mental health determines how they cope with the stresses of life, interact with others and make decisions.
- Create a community free of prejudice against those with mental health issues by implementing community events geared towards reducing the stigma of mental health.

ACTION STEPS

Spread the Word

- Endorse Mental Health Awareness Month in May by promoting links to mental health resources and local services that support the community, particularly residents with mental illness.
- Consider partnering with groups like **Shatterproof**, that spread the word to end mental health stigma.
- Work with local partners through the New Jersey affiliate of the **National Alliance on Mental Illness**.

FOLLOW THEIR LEAD!

Tell the Mayors Wellness Campaign what you did so we can spotlight your work here!

Meditate

- Create community events in partnership with local professionals focused on meditation. Events might include yoga, mindful meditation, or a breathing techniques class.
- School-based meditation events are a great way to incorporate youth.
- At each event, educate participants about mental health, offer anti-stigma materials, and discuss the importance of meditation for mental health.

Stigma-Free Journals

- Advocate for a stigma-free, mental health-positive township.
- Offer community events where residents can discuss or write about their experience with mental illness.
- Involve local public health officials, social workers, and local health care professionals.

Get the Experts

- Partner with your local hospital, clinic, or other health care providers that provide mental health services such as counseling for your residents.
- Invite mental health professionals to speak at community workshops and events to provide a clinical perspective on mental health issues and the negative impact of existing stigmas.



MORE RESOURCES

Mental Health America: An Index of Mental Health Information

Role of Community and Faith Leaders in Mental Health

Project Helping: Ideas for Ending the Stigma

National Academies Press: Four Approaches to Reducing Stigma

Nine Ways to Fight Mental Health Stigma