



STAND UP 2 STIGMA

MISSION

It is the mission of the Stand Up 2 Stigma Movement to reduce stigmatizing language, thoughts, and behaviors by promoting **positivity, hope, inclusion, and acceptance** of behavioral health issues throughout the community.

Behavioral health covers the full range of mental and emotional well-being; from the basics of how we cope with day-to-day challenges of life, to the treatment of mental illnesses, such as depression or personality disorder, as well as substance use disorder and other addictive behaviors.

The Stand Up 2 Stigma Movement does not stand up for just one sub-group of behavioral health. It is the aim of this Movement to end ALL stigma surrounding mental illness and substance use disorders.

WHO CAN JOIN THE MOVEMENT?

The Stand Up 2 Stigma Movement is open to all who are interested in supporting our mission! This movement is for health and human service agencies, professionals, educators, parents, guardians, friends, family, those who live with behavioral health disorders, and anyone else who passionately pursues stigma reduction efforts surrounding behavioral health.

HOW CAN YOU JOIN THE MOVEMENT?

You can join the movement by:

- Connecting to our resources on our website: www.ceicmh.org/stand-up-2-stigma
- Sharing our posts on social media: www.facebook.com/ceicmh
- Wearing our merchandise and brandishing the S↑2S logo everywhere you go!
shop.spreadshirt.com/CMHA-CEI

WHEN DOES THE MOVEMENT END?

The Stand Up 2 Stigma Movement is an ongoing movement towards acceptance, respect, positivity, and inclusion. **It will not end**, only adapt to the ever changing climate of behavioral health within our communities.