Patients with mental illnesses frequently report discrimination and lack of support from healthcare professionals. Be part of the solution by taking steps to Be Aware and Be StigmaFree.

We learn stigma from
- Movies
- Newspapers
- Social media
- Culture
- Our families
- School
- Interactions with healthcare professionals

1 BE AWARE OF THE MESSAGES SURROUNDING YOU

2 CHANGE YOUR LANGUAGE TO CHANGE THE WORLD

Train yourself to use person-first language where you do not label by diagnostic criteria or a person’s role in treatment

SAY THIS | NOT THIS
---|---
She has schizophrenia | She is schizophrenic
He died by suicide | He committed suicide
She is living with depression | She is suffering from depression
The drug screen is positive for cocaine | The drug screen is dirty

3 PUT EMPATHY INTO ACTION

- **Promote** mental health first aid training for students, pharmacists, and technicians
- **Ensure** mental health training in pharmacy schools
- **Provide** psychiatric medication counseling to improve adherence and reduce inappropriate medication use

Be Aware. Be StigmaFree.
Support the AAPP Foundation in our efforts to reduce stigma
Donate at aappf.org/pledge

The Power to Be stigmacfree