

Indiana Recovery Council

The Indiana Recovery Council is an established committee reporting to and advising the Family and Social Services Administration's Division of Mental Health and Addictions. For 2019-2020, IRC will be conducting a stigma-reduction campaign called Stigma Never Helps.

Indiana Recovery Council

Stigma-Reduction Campaign Marketing Objectives

- Drive education and understanding around effects of stigmatizing behavior.
- Provide marketing resources to statewide mental health providers.

Stigma-Reduction Campaign Communication Objective

- Compel the public to engage with StigmaNeverHelps.com about stigma and its effects on those struggling with mental health issues.
- Lessen use of stigmatic verbiage and phrases, especially when related to those seeking or in need of help.

Indiana Recovery Council Marketing Kit

Individuals can visit StigmaNeverHelps.com/Resources to download the marketing kit assets.

The kit includes:

- Stigma Never Helps Campaign Teaser Videos
- Authentic Stigma Story Testimonials
- PowerPoint Templates
- Stigma Never Helps Fact Sheet
- Stigma Never Helps T-shirt Template
- Social Media Posts
- Digital Ad Assets

Stigma Never Helps

When someone is in need of help when dealing with a disease like mental illness or substance-use disorder, it's difficult to make that first step. Stigma creates an additional barrier that needs to be removed.

The “Stigma Never Helps” video teasers will showcase how stigma impedes the recovery process and can deter individuals from seeking help. The videos will drive our audience to the website where they can learn more about stigma's impact.

We believe understanding is the first step in ending stigma.



Stigma Never Helps

A series of testimonial videos further drives home the pressure that stigma can put on those in need of help. These videos, along with the teaser concept, can be used to illustrate how stigma creates a ripple effect and barrier for those seeking treatment.



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In 2017
19.7 Million
American Adults (aged 12 & older)
Battled a Substance-Use Disorder



**1 in 5 Adults in America
Experience a Mental Illness**

**75% of People
with a Mental Illness
Have Experienced **Stigma****



**Of the People Who Needed Treatment,
Only About 19% of Them Received It**

in 2017
8.5 Million
American Adults Suffered
from BOTH a Mental Illness
AND a Substance-Use Disorder

Suicide
**2nd Leading Cause of Death of
Youth Ages 15 - 24**
**10th Leading Cause of Death
for all Americans**

Stigma is 100% Curable

Facts 1, 4 & 5

Key Substance Use and Mental Health Indicators in the United States: Results from the 2017 National Survey on Drug Use and Health

Fact 2

<https://nami.org/NAMI/media/NAMI-Media/Infographics/GeneralMHFacts.pdf>

Fact 3

<https://deconstructingstigma.org/facts>

Fact 6

<https://www.nami.org/stigmafree>



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“Stigma can stem from this idea that this little piece of information tells you so much more about a person than it really does.”

“Stigma can prevent us from living fully, because stigma never helps.”

- Sarah Gunther

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“He wrote me off, like I was beyond help is how I internalized that. It definitely stuck with me when I was thinking about or even considering seeking help in the future.”

“I realize stigma is something hard to overcome, but find someone you trust and love, find a peer recovery coach... those people understand, and they will help get you the resources and pathways that you’re seeking.”

- Spencer Medcalf

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“People started to look at me differently. This is truly a disease. Treat it like a disease, that I’m in recovery. You wouldn’t be afraid of me if I was in remission from cancer. Why are you afraid of me because I’m a recovering addict?”

“One of the things I try to do to help myself and the people that come to my workshops is how to empower themselves so we’re not as affected by what you think about me.”

- DaVinci Richardson