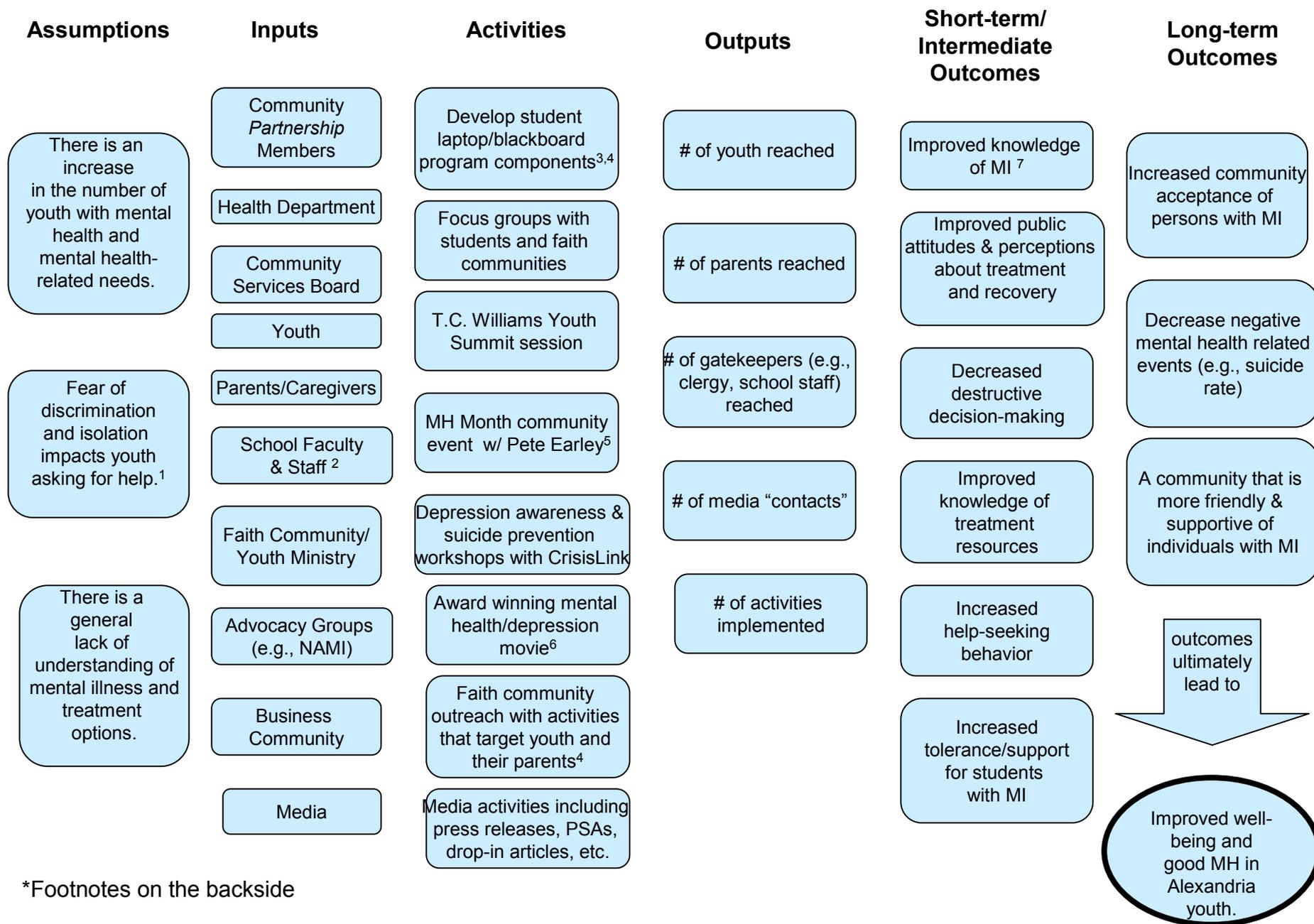


Draft Anti-Stigma Campaign: Theory of Change

April 2007



*Footnotes on the backside

***Footnotes**

- ¹ The *President's New Freedom Commission on Mental Health (2003)* identified the stigma surrounding mental illness as the major obstacle preventing people from seeking care.
- ² Faculty & staff may include teachers, school psychologists, counselors, social workers, school nurses, and administrators.
- ³ Links to real life stories, MH resources, mental health screening, etc.
- ⁴ Formative research, including focus group discussions & surveys, are being conducted with youth, clergy and youth ministers to create messages, materials & appropriate channels and activities.
- ⁵ Pete Earley is the author of "Crazy: A Father's Search Through America's Mental Health Madness."
- ⁶ "Eternal High" has won 23 national film festival awards. It was made while the filmmaker was unaware he was clinically depressed, followed by a speech to his school after receiving treatment (detailing his experience with depression, suicidal thoughts, anxiety, self-injury, self-medicating substance abuse, stigma and his treatment).
- ⁷ Based on key communication messages:
 1. Mental illness can be treated and persons with mental illness can recover.
 2. Young people with mental illnesses are like everyone else.
 3. It is not shameful to have a mental illness.
 4. It is good to seek help.
 5. Young people with mental health problems do better in societies or communities that are supportive.