

A woman with long dark hair, wearing a red and white jacket, is shown in profile from the chest up. She is smiling and has her right arm extended outwards. The background is a soft-focus outdoor setting.

Awareness raising campaign on mental health

Stigma and Discrimination

#InThisTogether

A comprehensive approach to mental health

#MentalHealth #HealthUnion

Delivering on our commitment to promote awareness on stigma around mental health

In line with the EU Comprehensive Approach to Mental Health, we are delivering on our commitment to fight stigma with:

- ✓ An EU support package on stigma (October 2024)
- ✓ A communication campaign to raise awareness on stigma around anxiety and depression





Target audience

People of all genders with a particular focus on:

- **Teenagers and young adults**
- **Media and influencers**

Campaign objectives



Raise awareness of the importance and benefits of tackling stigma around mental health



Increase understanding about the role we can all play in tackling stigma



Confront misconceptions and myths around mental health conditions



Provide reliable sources of information and support



Special focus: anxiety and depression
(most common mental health conditions among the target audience).





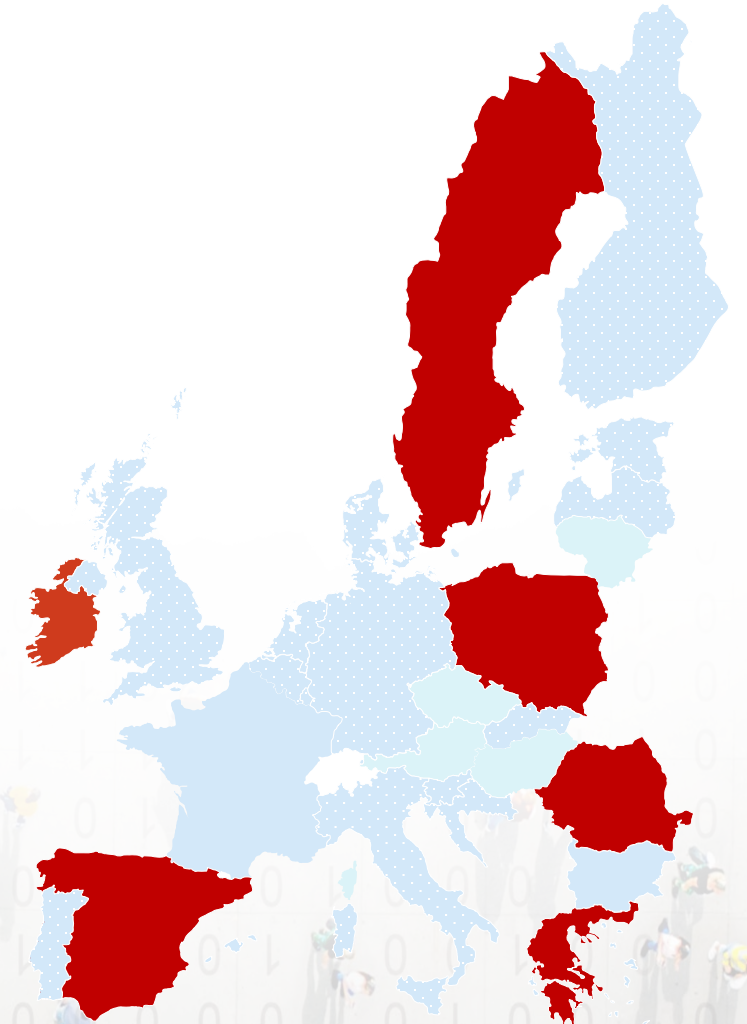
Campaign key messages

- Mental health conditions are **more common than you might think**. We're all in this together
- Together we can **reduce stigma and discrimination** against people with mental health conditions.
- Let's start by **changing the narrative** and terminology around mental health



Campaign scope

- **EU-wide campaign:** Material available in editable formats in all EU languages.
- **Special focus (paid promotion)** in Ireland, Sweden, Greece, Poland, Romania, Spain.



Campaign Material

Video with **testimonials**
from people with lived
experience

Animated clip

Social media
visuals & clips

Campaign **web hub** with
links to relevant material

ec.europa.eu/in-this-together

Teaching guidelines
for schoolteachers

Media and stakeholder
digital kit with editable
social media visuals

Media webinar

#*InThisTogether*



REGISTER NOW

How to talk about **mental health**
in the media

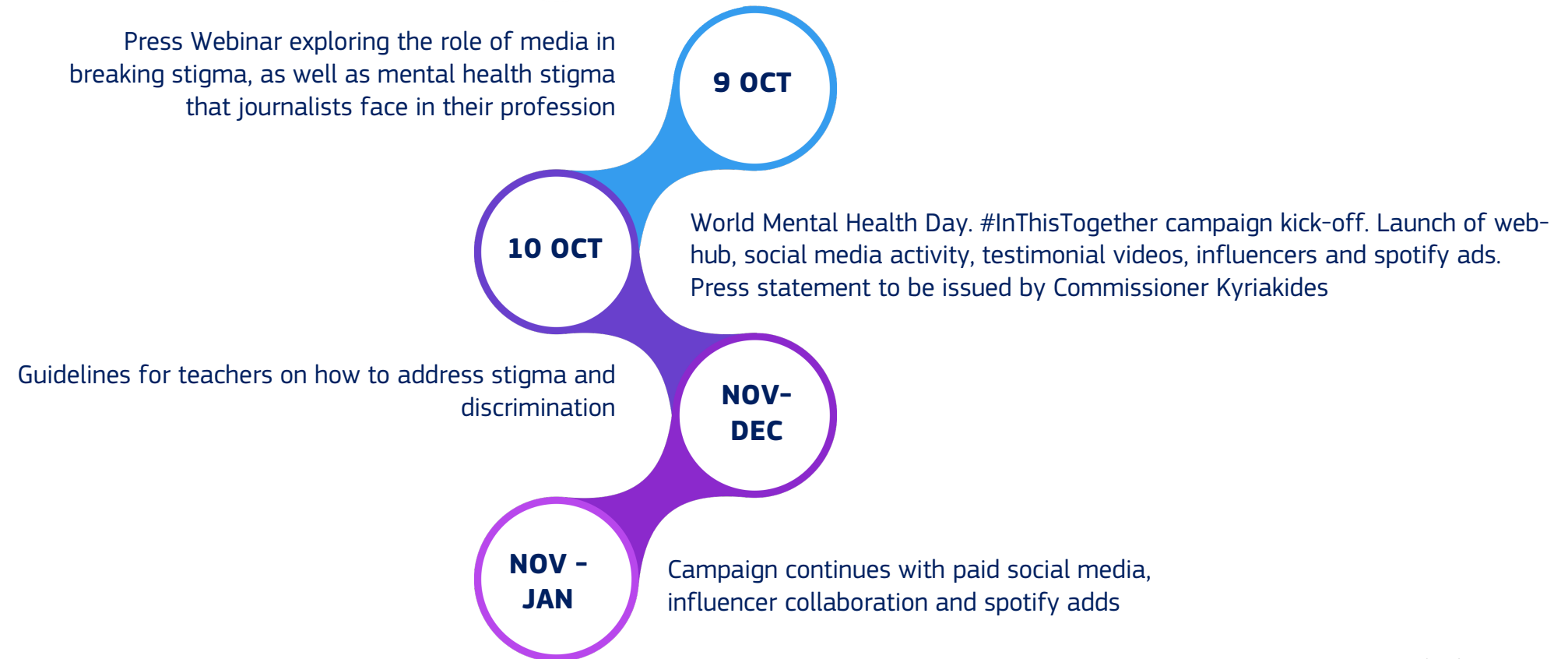
Webinar for media professionals

9 October 2024

10:00-11:00 CEST

Webex

Key Campaign Moments



Campaign timeline : Nov 2024-January 2025

