

#InThisTogether

#InThisTogether: Tackling stigma and discrimination around mental health

Suggested social media copies for #InThisTogether campaign:

1. There is no health without mental health.
Many of us struggle with mental health issues and may feel like we don't belong.
Let's open the discussion and end the stigma and discrimination around mental health.
2. It's hard being cast aside for the way you feel.
Mental health affects us all and it's ok not to feel ok sometimes.
Let's end the stigma and discrimination around mental health.
3. Many of us struggle with mental health. Let's open up and talk about it and end the stigma and discrimination.
4. Mental health is part of life. Sometimes we feel great and sometimes we don't.
One of the best ways to deal with mental health challenges is to open up to someone we trust.
Everyone has the right to good mental health.
5. Call to Action: Mental health: Let's end the stigma!

Quotes for visual assets:

1. Mental health issues are more common than you think.
2. How we talk about mental health can either build bridges or create walls.
3. Martin: "I would like to tell people who are suffering mental health issues: Remember that there is hope."
4. Maxime: "We tend to only see the pathology. And this prevents us from seeing the person behind it."
5. Antonella: "A lot of people are going through the same thing. Together we can help each other."