



Key messages

A. We all face mental health challenges at some point in our lives. We are not alone

Core

Mental health issues are **more common** than you might think. It is time to **end all forms of stigma and discrimination** against people with mental health issues.

Points to include

Mental health challenges are a common human experience, shaped by our experiences and the world around us. Collective effort and empathy are needed to create environments for inclusion and recovery. Younger individuals are more likely to report having experienced emotional or psychosocial problems.

B. It's okay to talk about mental health. Let's start the conversation

Core

Words Matter. Changing the way people see us/ them and terminology around mental health can help reduce stigma and discrimination.

Points to include

Mental Health is of concern to us all. Talking about mental health, normalising conversations about it, and knowing how to support people experiencing mental distress are some of the ways, in which we can help end stigma and discrimination

C. We are all in this together. Mental health challenges are a part of life, but by supporting each other, we can overcome them.

Core

Mental health is part of being human, let us act now to stop stigma and discrimination and build a community where everyone feels understood, included and supported.

Points to include

Most of us have experience of mental health issues, and none of us should have to face them alone.

By fostering a warm, supportive and empathetic culture, we can create a world where seeking help is encouraged and not judged.

Together we can challenge and dismantle stigma and discrimination, leading to a society more inclusive for recovery.

Let's build communities where we all feel valued and heard, allowing us all a chance at overcoming mental health challenges together.