

Fighting Stigma at Work

ONE OF US

No more doubt, silence and taboo about mental illness!

ONE OF US – the national campaign for anti stigma in Denmark
www.one-of-us.nu

Source reference:
EU Compass

Practice description:

- ONE OF US was started in 2011, initiated by the health and social sectors.
- The labour market is one of the five target areas - implementation at national, regional and local level
- Based on social contact activities and printed and digital materials, including films
- Objectives:
 - Lived experience involvement and recognition
 - Knowledge of recovery
 - Timely help-seeking
 - Reflection on culture and language
 - Reduced self-stigma

Outcomes/Results:

- Strategic partnerships with relevant organizations and materials relevant for use on multiple levels worked well with the implementation of the practice.
- Anti-stigma work is dependent on collaborators willing to “open the door” into their own organization and network and ambassadors willing to share their lived experience.
- Ambassadors experience significant improvement in personal recovery and empowerment.

This practice connects to the public health priority:
Mental health at work