

*Seek to understand before judging.*

*It's OK to get help!*

*What's normal anyway?*

# #LookBeyond

## #BESTIGMAFREE KALAMAZOO

A campaign to reduce stigma and increase understanding, support and positive attitudes toward people throughout Kalamazoo County living with and/or affected by mental illness, substance use disorders and developmental disabilities.

### What is stigma? Why is it harmful?

*Stigma is a negative attitude or belief that makes people avoid, label, reject or discriminate against a stereotyped group, rather than seeing them as unique individuals. Stigma triggers shame. It discourages people from seeking help, encourages bullying and rejection and isolates marginalized groups.*

### How can I #BESTIGMAFREE?

**LISTEN** to people with lived experience

**EDUCATE** yourself

**TREAT** every person as valuable

**SPEAK** up for fair treatment

**GET** others involved

**OPTIMIZE** your own wellness

## LET'S GO!

LEARN MORE & TAKE THE PLEDGE AT

[www.LookBeyondStigma.org](http://www.LookBeyondStigma.org)

(269) 553-7120



*See me as a whole person.*

**TALK** about it!

*What we have in common > any label.*

# #LookBeyond

## #BESTIGMAFREE KALAMAZOO

A campaign to reduce stigma and increase understanding, support and positive attitudes toward people throughout Kalamazoo County living with and/or affected by mental illness, substance use disorders and developmental disabilities.

### What is stigma? Why is it harmful?

*Stigma is a negative attitude or belief that makes people avoid, label, reject or discriminate against a stereotyped group, rather than seeing them as unique individuals.* Stigma triggers shame. It discourages people from seeking help, encourages bullying and rejection and isolates marginalized groups.

### How can I #BESTIGMAFREE?

**LISTEN** to people with lived experience

**EDUCATE** yourself

**TREAT** every person as valuable

**SPEAK** up for fair treatment

**GET** others involved

**OPTIMIZE** your own wellness

## LET'S GO!

LEARN MORE & TAKE THE PLEDGE AT

[www.LookBeyondStigma.org](http://www.LookBeyondStigma.org)

(269) 553-7120

*I am more than a label.*

*Great minds don't always think alike.*

*#LookBeyondMyDiagnosis!*

# #LookBeyond

## #BESTIGMAFREE KALAMAZOO

A campaign to reduce stigma and increase understanding, support and positive attitudes toward people throughout Kalamazoo County living with and/or affected by mental illness, substance use disorders and developmental disabilities.

### What is stigma? Why is it harmful?

*Stigma is a negative attitude or belief that makes people avoid, label, reject or discriminate against a stereotyped group, rather than seeing them as unique individuals. Stigma triggers shame. It discourages people from seeking help, encourages bullying and rejection and isolates marginalized groups.*

### How can I #BESTIGMAFREE?

**LISTEN** to people with lived experience

**EDUCATE** yourself

**TREAT** every person as valuable

**SPEAK** up for fair treatment

**GET** others involved

**OPTIMIZE** your own wellness

## LET'S GO!

LEARN MORE & TAKE THE PLEDGE AT

[www.LookBeyondStigma.org](http://www.LookBeyondStigma.org)

(269) 553-7120