



# #LiveStigmaFree

Thank you so much for participating in our campaign and standing up and using your voice to end the stigma surrounding mental illness. It takes courage to be open and honest about one's struggle and we are grateful that you have chosen to use your experiences to raise awareness.

Unfortunately, many people go undiagnosed or untreated due to fear, embarrassment, and misconceptions due to the stigma against mental illness. The purpose of #LiveStigmaFree is to end the stigma – negative and unfair beliefs - surrounding mental illness and start an open conversation about mental health in our community. By bringing light to this issue, we can open the door for people to find the help that they need without shame.

## Here are some tips for telling your story:

- Be yourself and take your time – jot down a few notes to help you along
- **Introduce yourself** with your **first name, age, and relationship to this issue**.  
For example: “I’m Sara, I’m 22, and I have Schizophrenia.” Or “I’m Gable, I’m 26, and my brother has anxiety.”
- **Start with, “Stigma is...”**
  - o Example:  
“Stigma is, pretending my medication is for headaches when it’s really for my depression.”
- **Tell us your story of mental illness and the stigma you experienced from it.**  
**What do you want the public to know about who you are as a person?**  
**Why does stigma need to end? (Be as personal as you want).**
  - o Here are a few ideas to get you started:  
“I decided to speak up about the stigma of mental illness because....”  
Or “Mental illness is real and so is the stigma around it. I’ve seen/experienced/witnessed this personally...” or “I was afraid to talk about my diagnosis because...”
- **End your video with:** “That’s why I’m living stigma free.”

## Here are some helpful tips on recording your story:

- Make your video up to **38 seconds**  
(including 4 seconds at the start and 4 seconds at the end without any movement)
- Wear an outfit that expresses your style
- Refrain from using profanity
- Choose a place with sufficient lighting – take a few test pictures first to check
- Speak clearly and avoid places with loud background noises or echoes.
- Take a look at your background and decide if you want you want everything you see on the internet. If you can see it, your audience can see it.
- Stabilize your phone on a stand or tripod and make sure you’re easily visible.
- Avoid looking at the lens when recording. Try watching yourself on the screen instead.
- Remove any nametags, school clothing, or IDs before recording. SAFETY FIRST online.

**Please upload and email it to [Larry.Betz@YouthHome.org](mailto:Larry.Betz@YouthHome.org)**