

Mental Illness Awareness Week

Let's **#StickItToStigma** for Mental Illness Awareness Week (MIAW)!

During the first full week of October, NAMI and advocates across the country are raising awareness for mental illness. Each year, NAMI Wisconsin provides a packaged activity to supplement the work you're doing in your local community for MIAW.



What is up for 2018 MIAW?

2018 NAMI Wisconsin's MIAW activity is to spread the word through magnetic stickers that can be applied to a car, locker or any metal surface. Included in the package are magnetic stickers and cards that you may give out with the magnetic stickers which explain how to participate. It's pretty simple: Take a picture while applying the magnetic sticker and post on social media with the hashtag **#StickItToStigma** to share with as many people as possible throughout the state of Wisconsin.



Goal of MIAW:

Conversation and dialogue will help eliminate stigma surrounding mental illness. By talking about the realities of a mental illness diagnosis, our community can get on board to promote hope and recovery. Currently, the best and fastest way to communicate with a large audience is through social media: Facebook, Twitter, Instagram, etc. Your social media can reach lots of Wisconsinites! Also, the magnetic stickers will be visible on cars, refrigerators at work, lockers at school, and other locations, and will provide more conversations and exposure for NAMI!

BONUS of Participating!

Each person that posts a picture with their magnetic sticker along with the hashtag **#StickItToStigma** will be entered in a drawing to win \$400 for an affiliate of their choice. If you get 10 different people from your affiliate to participate that is 10 entries into the drawing for your affiliate. Have them add your affiliate name as @! For example: @NAMIJeffersonCountyWI



Jessica, our new ED, is #StickingItToStigma on her car!



Gina, our Adm. Coordinator, is #StickingItTo Stigma on our fridge!

How to Participate?

Step 1: Place your magnetic sticker on your car or other metal location

Step 2: Have someone take a photo of you or take a selfie

Step 3: Post the picture on social media (Facebook, Twitter, Instagram) AND include the hashtag **#StickItToStigma**

Step 4: Include in your post your affiliate, @nami_____



Ways to Use the Magnetic Stickers Photos:

- Plan to visit elected officials or other local celebrities and take a photo of them with the magnetic sticker
- Bring to a Board of Directors meeting and have them place it on their cars
- Hand out at a community event
- Give to a youth group to place on lockers at school
- Use the photos for your own campaign, fundraiser, or newsletters



Crystal, our Policy and Advocacy Dir., is #StickingItToStigma at her desk!



Chelsea, our new intern, is #StickingItToStigma!

#StickItToStigma