This is Emma
Since her diagnosis, she's managed to deal with a lot of problems.

1981
- learns to ride a bike

1988
- first skiing trip - to Austria

1993
- first sign of mental health problems

1994
- suicide attempt

1997
- diagnosed with schizophrenia
- graduates from university
- starts first job

1999
- gets promoted

2000
- meets current boyfriend

2001
- supports the mind out for mental health campaign
Especially other people’s.

Some friends ‘warn’ other people about Emma – for example before she meets them for the first time. Not surprisingly, she gets treated differently.

When Emma first went for driving lessons, the instructor said she was ‘unteachable’ because of her diagnosis.

Every time Emma sees in the media words like ‘nutter’ and ‘psycho’, she knows she’s more likely to experience prejudice and harassment.

After leaving university, Emma decided to tell the truth about her diagnosis when applying for jobs. She sent out 30 applications and only one organisation bothered to reply.
IGNORANCE
AROUND ONE THIRD OF THE PUBLIC DON’T KNOW THE DIFFERENCE BETWEEN LEARNING DISABILITY AND MENTAL ILLNESS.

PREJUDICE
60% OF PEOPLE WITH MENTAL HEALTH PROBLEMS BELIEVE THE DISCRIMINATION THEY EXPERIENCE IS DIRECTLY LINKED TO NEGATIVE MEDIA COVERAGE.

FEAR
40% OF THE PUBLIC ASSOCIATE MENTAL HEALTH PROBLEMS WITH VIOLENCE. IN FACT, THEY ARE MUCH MORE AT RISK FROM YOUNG MEN UNDER THE INFLUENCE OF ALCOHOL.

DISCRIMINATION
47% OF PEOPLE WITH MENTAL HEALTH PROBLEMS HAVE EXPERIENCED DISCRIMINATION IN THE WORKPLACE.

Don’t be part of the problem.
**mind out for mental health** is an active campaign to stop the stigma and discrimination surrounding mental health. The campaign is built around partnership and public action. Everyone can play a part.

**COMPANIES**
can address their policies and put mental health issues high on the company agenda. They can also help spread campaign messages and materials to employees and the public.

**YOUTH AND STUDENT ORGANISATIONS**
can organise workshops for their members, distribute campaign materials and activity packs, and provide platforms for campaign speakers at conferences and events.

**VOLUNTARY SECTOR ORGANISATIONS**
can distribute campaign messages and materials to their members and supporters.

**JOURNALISTS AND BROADCASTERS**
can attend briefings and workshops, and make sure they are fair and fully informed in their coverage of mental health issues.

**EVERYONE**
can wear the **mindout for mental health** campaign tag on World Mental Health Day, Wednesday 10th October 2001.

Return the form overleaf or log on to [www.mindout.net](http://www.mindout.net) to find out more.