

MEMO

TO: [All Staff]  
FROM: [Name]  
DATE: [Date]  
SUBJECT: Being a Stigma*free* Company

Greetings,

For years [Company] has been a leader in encouraging progress and creating opportunity. Today, I invite you to join me in helping to do our part to promote mental health awareness within our company and community.

I am proud to announce our partnership with NAMI, the National Alliance on Mental Illness, on the stigma*free* initiative. Mental illness affects 1 in 5 people in the United States. It does not discriminate based on race, gender or background. When people living with mental health conditions are defined or labeled by their illness, they may become part of a stereotyped group that experiences shame, blame and secrecy. Fighting stigma starts with all of us. That is why I am asking that we agree to cultivate a company culture of caring and engagement around mental health.

As members of a stigma*fre*e company, we can make a difference in several ways:

* **Learn the Facts:** Mental illness is very prevalent, and those affected by mental health conditions often encounter invisible barriers that prevent them from getting the support they need. Learning the facts about mental health conditions will help break down these barriers.
* **Change the Conversation:** You can be a valuable advocate to individuals affected by mental health conditions in our community. Simply changing the way that we speak about mental health in everyday conversations can play a huge role in fighting stigma.
* **Get** **Involved:** Visit [www.nami.org/stigmafree](http://www.nami.org/stigmafree) to take the stigma*free* pledge and learn more about how you can use your strengths to take action and get more involved in this vital cause.
* [Insert any additional information on company’s plans for stigma*free* partnership.]

I am proud that [Company] is making strides to emphasize the importance of overall health and wellness and am thankful to NAMI for their support. Fighting the stigma of mental illness starts with us. Together, we can work to see the person, not the condition.

Sincerely,

[Name]