



BUSINESS CASE

According to the Substance Abuse and Mental Health Services Administration (SAMHSA), the annual cost of mental illness is estimated to be \$79 billion. More than three-quarters of that amount—approximately \$63 billion—is due to lost productivity in the workplace because of absenteeism and presenteeism.

One in four U.S. adults will be affected by a mental illness in a given year, and one in two will experience a mental illness in their lifetime. When we factor in loved ones and family members, mental health issues affect all of your employees in some way.

Because we want them to live their lives to the fullest potential, we have developed the Stamp Out Stigma (S.O.S.) campaign. After successfully implementing S.O.S. internally at ValueOptions®, we created a toolkit to help your company develop a custom campaign.

The Facts

- An estimated 26 percent of adults have a diagnosable mental illness in a given year; about 21 percent of children ages 9 to 17 have a diagnosable mental or addictive illness.
- One in two of us will have a mental or emotional health issue during our lifetime.
- Less than one-third of adults with a mental health issue will get help.
- Up to 90 percent of those who get help are able to significantly reduce their symptoms and improve their quality of life.

Our Campaign

The name Stamp Out Stigma (S.O.S.) was selected to describe the campaign's chief mission: to defeat the obstructive nature of mental illness and addiction stigma. Through wearing a visual representation (wristbands) and sharing our own stories, the campaign helps remove the stigma of mental illness and addiction as well as barriers to help-seeking behavior. Green is the campaign color, chosen because it represents health and wellbeing.

This important initiative to Stamp Out Stigma relies on the three R's:

- **Recognize** the signs. Recognize when stigma is creating a barrier to care. Recognize the high prevalence of mental illness.
- **Reeducate** others to help them learn there is help and hope. Reeducate yourself and others on mental and emotional health.
- **Reduce** stigma. Reduce hesitation to seeking care. Reduce misunderstandings. Reduce bullying and insensitivity.

Sources: National Institute of Mental Health, National Alliance on Mental Illness, Substance Abuse and Mental Health Services Administration, Journal of the American Medical Association

Talk about it. Care enough to change a mind. Learn more at: stampoutstigma.com