



# CHANGE THE NARRATIVE:

## YOUR WORDS MATTER

HOW PERCEPTIONS CAN HURT PEOPLE WHO ARE  
STRUGGLING WITH MENTAL HEALTH & SUBSTANCE USE

START THE CONVERSATION. BUILD CONNECTION. HELP THOSE  
AROUND YOU.



### COMMUNITY VOICES

The “Change the Narrative” campaign was created to raise awareness for mental health and substance use, and their impact in our community.

#### SHAME CAN...

Prevent people from getting the help they need

Make people feel lonely

Create barriers to healthcare services

### WHAT IS STIGMA OF MENTAL HEALTH & SUBSTANCE USE?

Stigma means treating people unfairly because of their struggles, which can include:

- Not respecting the help they are getting

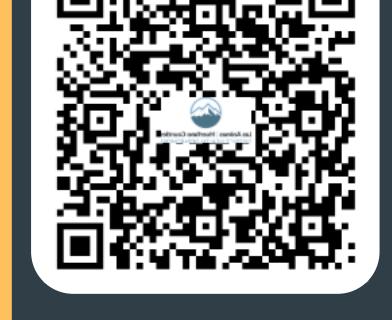
- Judging them for having and navigating a problem with mental health and/or substance use

- Making unfair guesses about who they are

- Using unkind or rude words

VISIT THE HEALTH  
DEPARTMENT TO  
LEARN MORE...

WE ARE STRONGER  
TOGETHER.  
RECOVERY IS  
POSSIBLE.



SCAN ME



“

People are scared of being judged for what they're going through

- LAH youth, 2025