



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