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**What it means to become a**

**CEO Against Stigma**

1. Personal Leadership - Educate yourself and other top

executives in understanding mental illness and best practices

in the workplace. Start by sending a memo to all employees

stressing the importance of stamping out stigma.

I will act as an Ambassador for CEOs Against Stigma by seeking to enlist fellow CEOs whom I believe share my commitment to a stigma- free workplace.

2*. In Our Own Voice* - Bring NAMI's ***“In Our Own Voice"***(lOOV)

presentations into the workplace to further understanding and

empathy about mental illness. IOOV has been documented as

one of the most effective anti-stigma programs in America.\*

3. Stigma-Free Workplace - Work with NAMI to promote

productivity by encouraging open dialogue among employees

about mental illness. Start by distributing and posting NAMI

Mass. materials for employees and managers.

4. Helpful Health Benefits - Examine employee health and

welfare benefits to ensure availability of effective benefits for

mental illness and addiction.

5. EAP - Strongly consider an Employee Assistance Program

(EAP), and if you have one, make sure it is welcoming to all

with mental health issues and effective in providing assistance

to them.

6. Public Awareness - Participate with NAMI Mass., through

linked websites and media awareness, in educating the public

about how to move beyond stigma.

\*Patrick W. Corrigan, Jenessa R. Shapiro, "Measuring the impact of programs that challenge the public stigma

of mental illness" *Clinical Psychology Review 30 (2010) 907-922;* Patrick W. Corrigan et al. "Changing

stigmatizing perceptions and recollections about mental illness: the effects of NAMl's “*In Our Own Voice"*

*Community Mental Health Journal, 46(2010), 517-522.*

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