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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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