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CAC Corner: "Rethink Mental Illness" Campaign Launched

Center for Persons With Disabilities

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CAC CORNER: "RETHINK MENTAL ILLNESS" CAMPAIGN LAUNCHED

December 1, 2011 by cpehrson

This CAC Corner blog is written by Adina Zahradnikova, Executive Director of the Utah Disability Law Center, and a member of the CPD Consumer Advisory Council.

Dear Friend of the DLC,

As you probably know, the Disability Law Center (DLC) has been working hard to protect the legal and human rights of people with disabilities in Utah since 1978. Over those 33 years, the DLC has been working to create a community that we can all be proud of—a one where every Utahn, regardless of their abilities, is able to live, work and thrive without fear that they will be discriminated against, bullied in school, denied access to basic programs and services or be the victims of abuse and neglect. Since our inception over 30 years ago, we have been able to help more than 50,000 Utahns with disabilities on issues from serious abuse and neglect to enforcing the core provisions of the Americans with Disabilities Act.

In addition to our legal advocacy services, we are a recognized leader on disability outreach and education. When we are able to positively impact community understanding about disability, we help to reduce the disparate treatment that often arises from fear, misunderstanding and stigma.

Stigma and fear continue to be a particular challenge for people living with a mental illness. Fear, isolation and discrimination are common experiences. Recent data from the Center for Mental Health Services indicates that 1 in 4 people will experience a serious mental illness at some point in their life.

As a result, the DLC is launching a multimedia anti-stigma campaign that challenges people to “rethink mental illness.” The campaign will be seen on local television, heard on radio, seen on outdoor billboards and in print. The anti-stigma commercial will begin airing on Monday, November 21st on KSL Channel 5 as well as other local stations. We hope that you will join with us in promoting the campaign and providing support and informational resources to people living with mental illness and their families.

Thank you for your support and commitment to the rights and well-being of the more than 400,000 Utahns with disabilities.

To learn more about the DLC or this campaign, you can visit our website or call us at 1-800-662-9080.

Sincerely,

Adina Zahradnikova, DLC Executive Director