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Association for Behavioral
Health and Wellness

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ABHW Launches Stamp Out Stigma Campaign to Reach 1 Million People in 2014
*Industry Leaders Come Together to Reduce the Stigma of
Mental Illness and Substance Use Disorders*

Washington, DC - The Association for Behavioral Health and Wellness (ABHW) today announced the launch of the Stamp Out Stigma initiative, aimed at reaching more than 1,000,000 people in 2014 in order to change perceptions and reduce the stigma of mental illness and substance use disorders. The Stamp Out Stigma campaign will encourage people to take the Stamp Out Stigma pledge and share their own personal stories.

“Mental health and substance use disorder diagnoses are more prevalent than heart disease, diabetes, arthritis, migraines, osteoporosis and asthma, yet misconception and misinformation have left many people with mental illness and substance use disorders afraid to talk about their experiences or to seek help,” said Pamela Greenberg, President and CEO of [ABHW](#).

“One in four adults will face a mental illness in a given year. More than 22 million people have a substance use disorder. Even if you are not living with a mental illness or substance use disorder, you can make a lasting impact by speaking up for those who do. That is what the Stamp Out Stigma campaign is all about.”

Through direct outreach by ABHW and its member companies, a website (www.stampoutstigma.com) and active social media platforms, the campaign aims to:

- *Recognize* the high prevalence of mental illness and substance use disorders;
- *Reeducate* ourselves, friends and family on the truths of mental illness and addiction; and
- *Reduce* the stigma of mental illness and addiction and, thus, transform lives.

“This campaign challenges each of us to transform the dialogue on mental health and addiction from a whisper to a sustained, national conversation,” said Kyle Raffaniello, ABHW Board Chair and EVP, Chief Strategy Officer for Value Options.

ABHW member companies participating in the Stamp Out Stigma campaign include: [Aetna Behavioral Health](#), [Beacon Health Strategies](#), [Cenpatico](#), [Cigna](#), [MHN](#), [New Directions Behavioral Health](#), and

ValueOptions. Member companies will leverage existing communications platforms to reach key audiences, including their employees, provider networks and customers, with Stamp Out Stigma resources and information, including: Stamp Out Stigma pledge cards, posters and wrist bands as well as personal stories posted on social media.

The Association for Behavioral Health and Wellness (ABHW) is the national voice for specialty behavioral health and wellness companies. ABHW member companies provide specialty services to treat mental health, substance use and other behaviors that impact health to the nearly 125 million people served by our members. For more information, please visit www.abhw.org.