


Brenda Luchetti

- psychiatric counselor
- volunteer advocate for people who struggle with mental illness.
- co-created event where Hoboken, NJ became the nations first Mental Health Stigma Free Zone.





Reducing Prejudice, Instilling Hope

How to educate the public and to help people with depression and bipolar disorder feel good about themselves.

1. Protest

- By asking the public to change can be your protest. You speak up because something is not right
- Letters on line
- Letters in response to negative stereotyping in the media, TV, Newspapers
- Contacting companies and not buying from them if they are derogatory in their advertising campaigns and asking others to do the same.
- Social Media

2. Education

- **Education**
- Police
- Schools
- Speak at churches, clubs, organizations
- Essay Contest
- Self-Stigma

Contact

- Asking business to hire people with mental illness for a couple of hours a week for a small wage. This idea belongs to Dr. Fredrick Freese.
- Ask for help from your local government officials, or the local chapter of the Chamber of commerce.
- I have always thought that a march or a parade is a good way to fight stigma. It is not done in this country. Why not plan one. Simple or extravagant floats or not.
- You might try to contact a celebrity or well known local person to speak at your event
- Nami has a great program called In our own voice. They have volunteers go into the public and tell their story. It is a great program and DBSA should consider a copy cat version.
- Disclosure.

The details of the event

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- Hoboken Stop Stigma is the event that Nami Hudson ran in collaboration with the city of Hoboken on May 19, 2011 to declare Hoboken the first Mental Health Stigma Free Zone in the county.
- One year before the event took place we went into the community and created ways to substantiate our claim.
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This is a breakdown of what we did.

- 1. Got the Mayor and the council members involved for support and we did not ask them for any money.

Essay Contest

- 2. The schools Essay Contest, “Why it is wrong to stigmatize people with mental illness and how it hurts them.” We were able to do this in the 8th and 9th Grade.

Police Training

- 3. Get the police some training in how to handle crisis situations with people who have mental illness, more effectively. Crisis Intervention Training

ArtWork

- 4. Ask the hospitals to have their clients create a unique sculpture made with empty medicine bottles to be displayed the day of the event.

Medicine Bottle Sculpture Mt. Carmel Guild Partial Care Program in Union City, NJ



Medicine Bottle Sculpture by Meadowview Residents



Artwork from Jersey City Medical Center Partial Hospital Program



May 19, 2011

- 5. Set a date and had an event, with speakers, essay contest winners, local mental health leaders and passionate advocates.
- Invite a celebrity. Which we did. I contacted Joe Pantiliano but we couldn't get him. I tried.

May 19, 2011



Bipolar Pride

6. The day of the event will serve as a PRIDE EVENT and day of the celebration for consumers. Make sure to blast the Lady GAGA to set the correct mood.



Access to Information

- 7. Invite all the mental health organizations in the county and invite them to add their literature on the literature table that will be set at the event.

Films at the Library

- 8. Planned for the local library to run a couple of films that teach the public about mental illness.
- We choose “Canvas” and “Minds on the Edge”
This was a taping of a panel discussion that aired on channel 13 that included some major players in mental health.



And just for the record

- You can also connect with
- The churches
- Clubs
- Recreation Groups.

Should of Could of Would of



Hoboken Opens Its
Hearts And Minds
To People With Mental
Illness

First Big Step

- THE COUNCIL OF THE CITY OF HOBOKEN
- MEETING OF JULY 14, 2010
- AGENDA
- Please note: The Hoboken City Council may consider additional Resolutions, Ordinances or any other matter brought before the Hoboken City Council until July 14, 2010 and throughout the meeting; however, pursuant to the State Supervision Act, all Ordinances & Resolutions may be subject to review and approval by the New Jersey Department of Community Affairs.
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- 15.* Resolution supporting the National Alliance for The Mentally Ill (sponsored by Councilwoman Castellano)

HobokenUMC Director of Mental Health



More Speakers



Director Health
and Human
Services Hudson
County

Theresa
Castellano

Governor's
Council on
Mental Health
Stigma

Hoboken Mayor Dawn Zimmer declared Hoboken as the Nation's 1st Mental Health Stigma Free Zone



Future Benefits

- The contacts that you make can last and lead to more ways to continue to do this work.

Essay Contest Winners

Why it is wrong to Stigmatize People with Mental Illness with NAMINJ President and Director of the Governor's council on Mental Health Stigma



Police Training

- . With Hoboken Stop Stigma I was able to break through to the Hoboken Police Department. This was the first police training ever in Hudson county. Believe me it did not come easy

Police Killings could be our Stonewall Riots

- The police department is also a very important place to attempt to make a dent because the police deal with people with mental illness very frequently. The police deal with people with mental illness when there is a crisis. And the police are the people who have tremendous power over what happens to people with mental illness, The decisions an individual officer makes can lead to death and incarceration for the person with mental illness who they are dealing with.

Art in Hoboken High School Honoring UK's Time to Talk Day



“Mental Health Reform The Civil Rights Issue of Our Time”

Patrick Kennedy



Timely and so Important

- As a group of people I see mental illness as the last diversity issue. We have stigmatized, shunned, and excluded those who suffer from mental disorders just as we have done to other groups we considered to be “different,” such as non-white racial groups and homosexuals. Mental illness is the last territory to be explored and normalized. It is time to find ways to include those who suffer from a this way in our society. Compassion and human dignity demands it.

