



# Workplace Action Kit

2020



# What is Stampede Stigma?

Stampede Stigma is a social movement working towards ending the stigma and discrimination experienced by people with mental health issues in Australia.

By supporting Stampede Stigma, YOU can help to change attitudes and behaviour towards people with mental health issues, so they don't have to live in shame, isolation and silence.

## Why a zebra?

Stampede Stigma uses a zebra and subtle humour to engage people to learn about mental health, encourage conversations about stigma and support all of us to take action to reduce stigma and discrimination in our homes, workplaces and communities.

No one should have to fear being treated differently because of their challenges with mental health.

## Please join us!

#stampdestigma



# Why is it important to Stampede Stigma?

We know that many people don't consider mental health relevant to them. They don't believe mental health issues are likely to affect them or people they know. But the reality is mental health issues can affect anyone.

Tackling stigma and discrimination and creating workplaces where people feel able to talk openly about their mental health issues, without discrimination, should be our number one priority.

## Here are the stats:

- 1 in 5 Australians will experience a mental health issue in any given year
- Almost 1 in 2 Australians will experience a mental health issue in their lifetime
- 3 out of 4 say they have faced stigma and discrimination as a result of their mental health challenges.
- 54 percent of people with mental health issues say they are impacted most by such stigma in their place of work.

We believe workplaces can play a pivotal role in helping to end stigma and discrimination. We encourage as many workplaces as possible to support this campaign during Mental Health Month (October 2020) and beyond.

*Help to remove fear  
and awkwardness  
around mental  
health by  
prompting people  
to talk about it.*



# Getting involved

By promoting Stampede Stigma in your workplace you can learn about a serious issue, but have fun doing it.

Here you will find everything you need for your workplace to engage the Stampede Stigma campaign. You can decide which activities work best for you and what level of engagement you are comfortable with.

## Intended outcomes:

- Raise awareness of mental health
- Understand the stigma and discrimination faced by people with mental health challenges
- Open conversations about mental health
- Consider how inclusive and supportive your workplace is of people with mental health issues

## Key messages:

- Mental health issues can affect anyone
- Stigma and discrimination deny people with mental health issues the opportunity to live their lives to the full
- There are things we can all do to make a difference

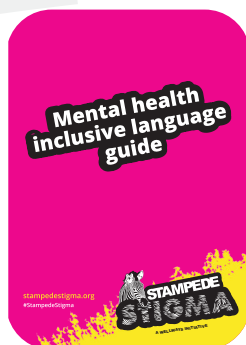


# Getting started

## What can your workplace do to Stampede Stigma?

- ☐ Sign up on the Stampede Stigma website to show your support
- ☐ Download the Stampede Stigma posters and put them up in your workplace
- ☐ Encourage staff to take the quiz
- ☐ Hold a Stampede Stigma morning tea with your staff to discuss and share information and resources about mental health
- ☐ Provide an opportunity for staff to contribute ideas for a workplace to be more inclusive and incorporate this feedback into planning
- ☐ Book a Well Together Workshop
- ☐ Conduct a Workplace audit
- ☐ Ensure that inclusion is explicit in organisation values, mission, position descriptions, website publications and promotional material.
- ☐ Review policies and procedures and to ensure standards for equality and anti-discrimination are included and note if they support inclusion.

## Resources



### Language guide

Distribute the inclusive language guide

*(click here to download)*

*(click here to read online)*



### Speaking notes

These notes can be used when starting conversations with your colleagues about mental health

*(click here)*

## Take the quiz

### Stamped Stigma quiz

Encourage all staff to take the Stampede Stigma quiz

*(click here)*



### Posters

Hang these posters on the walls of your workplace during Mental Health Month

*(click here)*

## For more information

Email [info@stampedestigma.org](mailto:info@stampedestigma.org)

Web [stampedestigma.org](http://stampedestigma.org)



## Resources



### Campaign video

Show video at a staff morning tea

*(click here)*



### Personal stories video

Hear from people who have experienced stigma

*(click here)*



### Well Together postcard

Book a Well Together workshop at your workplace

*(click here)*

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#stampedestigma



# Thank you for your support

Stampede Stigma is a Wellways initiative. Wellways Australia is a leading not-for-profit provider specialising in mental health, disability support, carer, youth and community care services.

Wellways provides services across Queensland, New South Wales, the Australian Capital Territory, Victoria and Tasmania.

We dedicate resources to advocacy, to ensure systems are responsible and equitable, and society is inclusive.

Our Vision is for an inclusive community where everyone can imagine and achieve their hopes and potential. We work with individuals, families and the community to help them imagine and achieve better lives.



"We participated in the Stampede Stigma campaign for the first time in 2019 as a way to raise awareness of mental health in our workplace.

"We loved the fun zebra mascot Daz, which allowed us to shine a light on a serious issue in a non-threatening way. We used the campaign posters, shared the language guide with all staff on our intranet and encouraged staff to take the online quiz.

"We look forward to once again participating in the campaign in 2020."

Bill, HR Manager



Wellways acknowledges Aboriginal and Torres Strait Islander People as the traditional owners and custodians of the land on which we live, work and play and pays respect to their Elders past, present and future.

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#stampedestigma