

Stigma Free OC

SOCIAL MEDIA TOOLKIT





**I am more than
my behavior.**

StigmaFreeOC

What is Stigma Free OC?

Stigma Free OC is a county-wide movement which aims to clear the stigma associated with mental illness and addiction. Stigma can make it difficult to see people for who they really are beyond the conditions they are living with. This campaign is dedicated to raising awareness of these illnesses by creating an environment where people are seen and supported in their efforts to achieve wellness and recovery.

Why It Matters

When a person of any age, race, ethnicity, religion or income level is labeled by their illness or condition, they experience judgment and prejudice. This can bring about feelings of shame, embarrassment, distress, hopelessness and reluctance to seek or accept help. As a result, people suffer in silence with untreated conditions. Ending stigma supports people in getting the help that they need in a timely manner.

Why Young Children?

When it comes to thinking of or treating mental health needs, young children often get overlooked. But their needs are real and what affects them in their early years can have long-lasting impacts on their future health and happiness. Furthermore, whether they have diagnosed mental health needs or just behavioral issues, an underlying developmental gap may need to be addressed.

Why Moms and Dads?

Children's health, development and mental well-being are largely tied to their parents and caregivers. So when their parents' mental health and stress are being managed, the children benefit. Postpartum depression is well-known, but there are more nuanced and complex mental-health issues at play. And while mothers may receive the bulk of the attention, let's not forget fathers' mental health and the important role they play.

A photograph of a man in profile holding a baby. The image is overlaid with vibrant, abstract scribbles in shades of blue, yellow, and pink. The text 'I am not my postpartum depression.' is written in large, white, sans-serif font across the upper portion of the image.

I am not my
postpartum
depression.

StigmaFreeOC

How You Can Help

I am more than
my condition.

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SOCIAL MEDIA IMAGES

You can also use the content in this toolkit for Facebook, Instagram, Twitter and LinkedIn. The images can be seen and downloaded at [Stigma Free OC's site](#).

SOCIAL MEDIA ACCOUNTS

You can post directly from your account or repost, retweet/quote tweet from the following accounts
(Facebook | Twitter):

- First 5 Orange County:
[@First5OrangeCounty](#) | [@First5OC](#)
- OC Health Care Agency:
[@OCHealthInfo](#) | [@OCHealth](#)
- Be Well Orange County:
[@BeWellOC](#)

HASHTAGS

When posting on social media, please include the following hashtags, as space allows:

- #StigmaFreeOC
- #MentalHealthAwareness
- #TakeThePledge

Social Media Messages



I am not a
label.

StigmaFreeOC

MESSAGE #1

When a child is showing challenging behavior, how do you see them? We are working to open eyes, minds and hearts to those who may be dealing with issues beyond their control. Let's get them help to lead a happy, healthy life. #StigmaFreeOC

Learn more at
StigmaFreeOC.com



I am not my
diagnosis.

StigmaFreeOC

MESSAGE #2

When someone has a mental illness or an addiction, do you see the condition or the person? In a #StigmaFreeOC, we see people as they truly are no matter the condition they're living with. Take the pledge to be stigma free at StigmaFreeOC.com.



I am more than
my mood.

StigmaFreeOC

MESSAGE #3

When a parent's mental health is taken care of, their children are better off as well. Then if a child has mental health issues or challenging behavior, their caregiver is more adept at nurturing and getting the help they need. #StigmaFreeOC

Learn more at
StigmaFreeOC.com



I am not my
postpartum
depression.

StigmaFreeOC



Soy más que
mi diagnóstico.

StigmaFreeOC



Đừng chỉ đánh giá
hành vi của tôi.

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Images In Spanish and Vietnamese

In addition to English images for social media, there are also images with translation in Spanish and Vietnamese. The images can be seen and downloaded at [Stigma Free OC's site](https://www.stigmafreeoc.com).

Posters and Action Plan

In addition to social media images in English, Spanish and Vietnamese, there are also posters in all three languages that can be printed.

To request printed posters, [click here](#) or contact First 5 Orange County's Rhonda Esera at rhonda.esera@cfcoc.ocgov.com.

There is also a Stigma Free OC Action Plan for families and child care providers on ideas, information and resources to increase empathy and compassion, and decrease stigma.

Read and download the Action Plan at [Stigma Free OC's site](#).



Không phải tôi chỉ
bị trầm cảm sau
khi sinh đâu.

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Questions? Contact Us

If you have questions or comments about this toolkit,
or if you're having problems accessing or downloading assets, please contact:

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