



Frequently Asked Questions

What does stigma mean in the context of mental illness and why must it be addressed?

Many people living with a mental illness report that negative stereotypes about mental illness, and the resulting potential for discrimination, causes them more suffering than the illness itself. As a result, two thirds of those suffering from mental illness are too afraid to seek the help that they need.

Mental illness affects people of all ages and from all walks of life. It can take many forms, including depression, anxiety and schizophrenia. Most individuals find ways to live with their illnesses but how they are treated by others often proves to be more of a challenge than the illness itself.

What can a reduction in the stigma associated with mental illness achieve?

Stigma surrounded many diseases in the past, but concerted efforts to confront these attitudes resulted in change for the better, including better treatment, more funding for research, and greater understanding from family, friends and colleagues. The goal is to achieve the same level of acceptance and understanding regarding mental illness.

How is Bell “engaging in a national conversation” surrounding mental health?

- “Engaging in a national conversation” means working with Canadians to help get the message out and break down the stigma surrounding mental illness.
- Reducing stigma is the first pillar of Bell Let's Talk and is at the core of our annual Bell Let's Talk Day campaign.
- Bell Let's Talk Day, this year on January 25, 2017, is one way we are helping to start and sustain the conversation about mental health issues.
- By taking an active role in the conversation, Bell hopes to lead by example and encourage others to participate.
- By focusing on mental health and dedicating resources, we're confident that we can positively contribute to the goals of de-stigmatizing mental illness, improving community care and access, supporting research and enhancing workplace health.

What is the call to action for people to participate?

On Bell Let's Talk Day, Bell will contribute 5 cents to mental health related initiatives for every text message sent, and mobile and long distance call made by Bell and Bell Aliant customers, every tweet and Instagram post using #BellLetsTalk, Facebook video view and use of the Bell Let's Talk geofilter on Snapchat. Canadians can also learn more about the [five simple ways](#) to end stigma and download the [Bell Let's Talk toolkit](#) and begin their own conversation about mental health at home, school or in the workplace.

Is Bell Let's Talk Day about raising additional funds for mental health?



Bell Let's Talk Day is about increasing awareness, reducing stigma and helping to change behaviours and attitudes about mental health issues.

Do you know specifically where the money raised from this campaign will go?

The Bell Let's Talk campaign is not about raising money but raising awareness and ending stigma. All contributions are made by Bell. You can learn more about the campaign and the organizations Bell supports [here](#).

How can people who are not Bell customers support Bell Let's Talk Day?

Everyone can take part by tweeting or posting on Instagram using #BellLetsTalk, by viewing the Bell Let's Talk Day video on Facebook and by using the Bell Let's Talk geofilter on Snapchat. They can also download the [Bell Let's Talk toolkit](#) and start a conversation about mental health. Canadians can also learn more about the [five simple ways](#) to end stigma. Our anti-stigma ads can be found on the [Bell Canada](#) YouTube account.

What can I do to help end stigma?

Dr. Heather Stuart, the first Bell Mental Health and Anti-Stigma Research Chair at Queen's University, offers these 5 simple ways to communicate about mental illness without fear or stigma:

- Language matters: pay attention to the words you use about mental illness
- Educate yourself: learn, know and talk more, understand the signs
- Be kind: small acts of kindness speak a lot
- Listen and ask: sometimes it's best to just listen
- Talk about it: start a dialogue, break the silence