

FOR IMMEDIATE RELEASE

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SLO the Stigma Screening and Press Reception to Launch Public Awareness Campaign

SAN LUIS OBISPO COUNTY, CA, January 22, 2010 – A new media blitz is designed to put the brakes on the stigma surrounding mental illness. SLO the Stigma (SLOtheStigma.org) launches this week in an effort to raise public awareness about mental illness and to guide those in need to the many mental health services in San Luis Obispo County. The official launch will take place during a press reception on February 4, 2010 at 5:30 PM in the Supervisor's Chambers at the County Government Center in San Luis Obispo, 1055 Monterey Street.

Transitions-Mental Health Association has collaborated with 20|20 Creative Group to produce a fifteen-minute documentary telling the stories of four San Luis Obispo County residents with depression, bi-polar disorder or schizophrenia. The stories shed light on their struggles, diagnoses, and treatment...and provide hope to others. A debut screening of the documentary will take place during the reception. The press are invited to meet and interview the participants, county and TMHA stakeholders, and the film makers.

"We think this campaign and the documentary will help countless people," said Frank Warren, Program Supervisor at San Luis Obispo County Behavioral Health Services. The public awareness campaign is a Prevention and Early Intervention program, funded by the Mental Health Services Act of the state of California and will run through June 2011.

The documentary is one component of a broad effort to decrease stigma and raise public awareness of mental illnesses and treatment. Other outreach efforts will include guerilla and event marketing, print media, and TV and radio ads. All efforts direct viewers and attendees to SLOtheStigma.org and the new SLO Hotline: 800-549-4499.

A SLOtheStigma.org website will host the video and provide resource contacts for people seeking help for themselves and for others. The SLO Hotline – a county-wide suicide prevention, mental health and emotional support phone line – will support the campaign by providing mental health information and 24-hour, daily confidential telephone services at 800-549-4499.

To RSVP to the reception or to receive a press kit in advance of the screening, please call Hannah Brown at Transitions-Mental Health Association: 805-541-5144 x 131. Or e-mail: hbrown@t-mha.org.

ABOUT TMHA

Transitions-Mental Health Association (TMHA) is a non-profit organization that helps children and adults live, work and grow in our community. TMHA operates 27 programs at over 35 locations that reach over 2,000 people and 1,500 families in San Luis Obispo and Santa Barbara counties. The emphasis of TMHA's many services is to teach vital independent living skills, building a framework for community re-entry through personal empowerment and hands on experience. For over 30 years, TMHA has been dedicated to providing housing, employment, case management and life-skills support to mentally ill adults, at-risk youth and homeless adults. For more information, contact hbrown@t-mha.org or visit www.T-MHA.org.

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