



Ohio MIND (Mental Illness- No Discrimination) Movement

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FOR IMMEDIATE RELEASE
October 10, 2014

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Imagine a World Free From Discrimination

COLUMBUS, OH: Today, in recognition of World Mental Health Day, the Ohio MIND Movement, of which the Ohio Psychiatric Physicians Association is an active member, announced plans to launch a statewide video contest to raise awareness among young people about the harm of discrimination against those living with a mental illness. The theme of the contest will be ***Imagine a World*** ... where all individuals living with mental illness are free from discrimination and actively seek treatment, wellness and recovery.

The contest invites youth ages 14-24 to create a 30-60 second video that captures how they believe the world would be if discrimination against mental illness did not exist. Video submissions will be accepted beginning in January 2015. Cash prizes will be awarded to the top 5 videos.

"We are confident that this contest will help get them talking about the impact of discrimination on those living with mental illness and imagine how life might be different if people were to view mental illness as not different from any other illness. It is vital that we reach young people before their beliefs become firmly established if we want to positively impact how future generations perceive mental illness," said Katie Dillon, Co-Chair of the MIND Movement Steering Committee and Media Specialist for NAMI Ohio.

"We are more than excited to watch the creative force behind these videos create a ripple effect among us. Our hope is that the images and words will stir people living with the pain of untreated mental illness to get the help they need and deserve. It will be an opportunity for art and technology to intersect and save lives," said Maggie Hallett, Co-Chair of MIND Movement and Director of Development and Marketing for Mental Health America of Franklin County.

"The stigma of mental illness is a very real and destructive force in our society, which frequently causes those most in need to refrain from seeking potentially lifesaving treatment. This contest is a creative way to shine a light on this important issue, and hopefully in the process change some minds and reverse some prejudices," said Steven Jewell, MD, President-elect of the Ohio Psychiatric Physicians Association.

One-half of all chronic mental illness begins by the age of 14; three-quarters by age 24. Of those, over 50% never receive treatment. Fear of stigma is often cited as the reason why many people do not seek treatment. Early identification and treatment is vital to recovery. Refusal to seek treatment due to fear of discrimination can lead to isolation, reduced quality of life, self-stigma and even suicide.

The MIND (Mental Illness-No Discrimination) Movement is a collaboration of Ohio agencies, organizations, and individuals joining together in the fight to end the discrimination surrounding mental illness. The mission is to ensure that all individuals living with mental illness are free from discrimination and actively seek treatment, wellness and recovery.

For more information about the video contest visit www.ohiomindmovement.com.

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