

 Sundhedsstyrelsen

TrygFonden

 PsykiatriNetværket

DANSKE
REGIONER



PSYKIATRI
FONDEN
ET GODT LIV
TIL FLERE



Socialstyrelsen



The national campaign for antistigma
in Denmark. See more (in Danish) on
www.en-af-os.dk

Contact

If you have questions or ideas, please contact project manager for the campaign Johanne Bratbo at jb@en-af-os.dk, project coordinator Anja Kare Vedelsby at akv@en-af-os.dk or Lars Toft at lto@en-af-os.dk. You can also call at 3045 0104. A coordination group has been established for each region. Below you will find the contact person for your region:

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Read more about the project and follow the campaign on www.en-af-os.dk and meet us on Facebook EN AF OS. All in Danish.

 ONE OF US

No more doubt, silence and
taboo about mental illness!

The ONE OF US secretariat

– the national campaign for antistigma in Denmark

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The national campaign ONE OF US, which lasts from 2011 – 2020, challenges prejudice about mental illness. With information, activities and debate, ONE OF US wishes to promote knowledge and openness towards people who suffer from or have suffered from mental illness. ONE OF US consists of a whole range of involving activities. Keep up on www.en-af-os.dk (in Danish).



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ONE OF US

At least half a million Danes suffer from mental illness right now. For most people it is temporary and they get well again. For others, the course is more drawn out or the illness is recurring. No matter what, they are one of us.

Many of us don't know enough about mental illness and many prejudices flourish about people with mental illness. It could happen to anyone that they, more or less deliberately, exclude people who suffer from or have suffered from mental illness. Knowledge and good advice about how to meet people with mental illness will improve this. That is exactly what the campaign ONE OF US is launched to do.

What does stigmatisation mean?

Stigma means a "negative characteristic", which is attached to a person as a "social mark". When we mark each other because of mental illness it has several severe consequences. The pain of not being part of society makes you more vulnerable. It makes it extra hard to be ill and can block for a meaningful life and e.g. the job market. It can also prevent people from getting treatment in time. And that is costly; for the individual and for society.

The purpose of ONE OF US

The purpose of ONE OF US is to de-stigmatise mental illness in Denmark; So, no more discrimination and elimination of people who suffer from or have suffered from mental illness. In the campaign, we express it like this: No more silence, doubt and taboo about mental illness.

Specifically, the campaign will work to:

- increase the Danes' knowledge about mental illness
- reduce the distance, which leads to stigmatisation, prejudices and social exclusion
- create a better understanding of mental illness in schools, in the workplace and everywhere else where lives are led.

The campaign ONE OF US

The nation-wide campaign ONE OF US was officially launched on September 19th 2011 and continues to 2020. The effort is launched with a national campaign including targeted regional and local activities.

The campaign focuses on five main themes, where the target groups are service users and relatives, young people (especially students), the workplace, staff in health and social services, the media and the general population.

Become a volunteer

An important part of the campaign is the involvement of volunteers who suffer from or have suffered from a mental illness, are relatives, are active in organisations for service users or relatives, are managers, colleagues, students, politicians or something else, it doesn't matter. Because we need every possible resource to be successful with the ONE OF US campaign.

International Network

ONE OF US is part of The Global Anti-Stigma Alliance (GASA), which is an international network of different national campaigns against stigma. The aim of the network is for the members to share knowledge, evidence, materials and best practices.

The partners behind it

Behind the campaign is a strong network, which was formed in 2010 by the parties: The Danish Health Authority, TrygFonden, The Danish Mental Health Network, Danish Regions, the five regions, The Danish Mental Health Fund, The National Board of Social Services, KL, and The Danish Committee for Health Education. Furthermore, a resource group has been formed for each of the five main themes, consisting of representatives from groups of service users and relatives, professional societies, professionals and the regional psychiatric information centres.

The campaign is managed nationally by the ONE OF US-secretariat, which is located in Copenhagen. To ensure local support, regional coordination groups have also been formed.

See contact information on the back of this leaflet.

ONE OF US