



TLLLF launches unique nationwide awareness campaign for World Mental Health Day

- Deepika Padukone, TLLLF Founder, urges mental illness survivors to share their stories using the #NotAshamed campaign hashtag -

Bengaluru, 10th October 2018: In line with its mission to spread awareness and reduce the stigma surrounding mental health, [The Live Love Laugh Foundation](#) (TLLLF) has launched a unique nationwide awareness campaign inviting survivors of mental illness to come out and share their stories.

The campaign features real-life survivors of mental illness.

Deepika Padukone, Founder, TLLLF, said, “Through our work, we have realized that the biggest barrier preventing those suffering from mental illness from reaching out for help is the social stigma attached to the disease. This must change. Society must embrace the needs of all who are affected. Those suffering mental illness should not feel ashamed to seek support. Our campaign this year aims to ensure those who are suffering depression or any other mental illness feel comfortable in asking for help.

“Starting today, I urge mental illness survivors to share their stories using the #NotAshamed campaign hashtag. We believe this will be empowering for the individual who shares his or her story, as well as give confidence to others who are silently suffering from depression, to come out and seek help,” she added.

A TLLLF survey undertaken in 2017 across 8 Indian cities revealed that more than 75% of those surveyed, displayed fear and would like to keep a safe distance from people perceived as having a mental illness. 42% of those surveyed said that they may display anger 'sometimes' or 'always' towards those with mental illness while almost half of the participants in the survey, used words such as 'Retard' or 'Crazy/Mad/Stupid' while describing people with mental illness.

Due to this social stigma, lack of awareness and limited access to professional help, only 10-12% of people suffering from mental health problems in India seek help.

Anna Chandy, Chairperson of the Board of Trustees, The Live Love Laugh Foundation, said, “Stigma stems from a general lack of understanding about mental health. This forces people to suffer in silence and further isolate themselves. Stigma excludes all who do not fit into what is deemed as proper.

“As an advocate for mental health I am encouraging individuals from every walk of life, including doctors and mental health professionals themselves, to speak openly about their mental health and not to hesitate to ask for help. We hope #NotAshamed will be a real game changer for mental health in India and will organically unfold into a movement”, she added.



The campaign

TLLLF's campaign includes a teaser in which real-life survivors, whose identities are initially masked, pose relevant questions such as "I suffered from depression, should I be ashamed?" "I met a psychiatrist for my depression, should I be ashamed?" or "I suffered from a mental illness, should I be ashamed?". The audience is then prompted to respond with a simple NO or YES.

In the second stage, the survivors' faces are revealed and they boldly declare that they are "NotAshamed," to acknowledge their experience with mental illness.

Besides Deepika, other real-life survivors who are part of the #NotAshamed campaign include Vivek and Malvika, who are entrepreneurs; Sandhya, who is a journalist; Anovshka, who is a digital marketer; Muzzammil, who is a tailor; Anand, who is a businessman; Tara, who is a visual artist; Rindamma, a homemaker; Malavva, who owns a shop; and Thomas, who is a retiree.

The campaign covers Print, Outdoor, Radio, Television and Digital.

Background:

[The Live Love Laugh Foundation](#) (TLLLF) was set up in 2015 as a Charitable Trust to champion the cause of mental health in India, with a focus on depression, stress and anxiety. The main aim of TLLLF is to reduce stigma and create awareness around mental health.

Since inception TLLLF has undertaken landmark initiatives such as the launch of #DobaraPoocho - India's first award-winning public awareness campaign on mental health, and several on-ground activities such as mental health awareness programs for school students and teachers which has already reached more than 70,000 students and more than 13,000 teachers in approximately 450 schools across six Indian states; a sensitization program on mental health for doctors that has covered 2500 physicians; and a rural mental health programme in Davangere district in Karnataka providing free psychiatric treatment for approximately 800 individuals. In addition, TLLLF undertakes awareness programmes through engagement on social media and outreach via print, TV, radio and digital media outlets.

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