



For immediate release

10 October 2020

Wellways starts a stampede in support of Mental Health

October 10 is World Mental Health Day and Wellways Australia has once again thrown its support behind innovative public mental health awareness campaign, Stampede Stigma.

Now in its second year, Stampede Stigma is a campaign to help change community attitudes and behaviour towards people with mental health issues.

A national campaign, Stampede Stigma was launched last year by the campaign's ambassador, comedian and media personality Anthony 'Lehmo' Lehmann surrounded by giant blow up zebras, the symbol of the campaign.

"It's a campaign everyone should feel able to support," said Lehmo.

"Stampede Stigma is a campaign literally about stopping the stigma, the perceptions we as a community have about mental health and those who are living with mental health issues.

"It's about removing the feeling of shame and not having to keep the impacts of mental health challenges hidden from our family, friends and work colleagues.

"And it's about learning how to support the people we know who are struggling with their own mental health not to feel isolated," said Lehmo.

Last year the campaign reached over 2 million Australians, spreading the message 'no one should have to fear being treated differently because of their mental health.'

"The stats on mental health in Australia are confronting," said Lehmo. "It shouldn't come as a surprise to hear that 1 in 5 Australians will experience mental health issues in any given year."

"It's concerning that 1 in 2 Australians will experience a mental health issue in their lifetime.

"But what's really worrying is that 3 out of 4 Australians living with a mental health issue have said they experience stigma and discrimination in their daily lives because of their mental health.

And of those who have experienced stigma and discrimination, 54% of people say they experience stigma in their place of work. It's the sad truth that stigma and discrimination ruin lives," said Lehmo.

Lehmo's recording a series of ads for Stampede Stigma aimed at changing community attitudes and behaviour towards how Australians view mental health. The ads will be released on 10 October to coincide with World Mental Health Day.

To learn more and sign up to support Stampede Stigma visit stampedestigma.org

-ENDS-

Thank you for joining the herd to
#StampedeStigma
stampedestigma.org



About [Stampede Stigma](#)

Stampede Stigma is a campaign to end the stigma and discrimination faced by those experiencing mental health issues.

We're working to change attitudes and behaviours towards people with mental health issues, so that they don't have to live in shame, isolation and silence. We aim to create inclusive and supportive environments, in which people are comfortable to discuss their experiences, because no one should have to fear being treated differently because of a mental health issue.

Stampede Stigma is a Wellways Australia initiative.

About [Wellways Australia](#)

Wellways Australia is a leading not-for-profit organisation dedicated to ensuring all Australians lead active and fulfilling lives in their community. We work with individuals, families and the community to help them imagine and achieve better lives.

We advocate for change to make sure people can access the best possible care and information when they need it. We provide a wide range of services and assistance for people with mental health issues, disabilities, youth, those requiring community care and carers.

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