



# WhatMakesUs

## Partner Resources: Mental Health Stigma Reduction Campaign Omaha and Council Bluffs

Thank you for your commitment to reduce mental health stigma in the Greater Omaha and Council Bluffs area! *Together we can educate the community about mental health and show that individuals with a mental health condition are just like anyone else!*

**Can you help us spread the word? Below are some sample assets and copy you can share on your social media channels about our campaigns.  
Just right click to download and share images.**

### Campaign Information

**WhatMakesUs** is a contact-based campaign that humanizes the 1 in 5 people who struggle with a mental health condition each year. Through testimonials from community members, people will learn that individuals with mental health conditions are just like their own neighbors, friends, and family members. What makes us is so much more than whether or not we live with a mental health condition. As a community partner, we need your help to encourage individuals to share their own story.

**Spokesimals** is an education-based campaign inspired by the unconditional love and understanding that animals provide. These messages are for everyone, not just people who have an interest in mental health or live with a mental health condition. We believe the more you know about mental health, the less society will allow mental health conditions to be stigmatized.

**WHAT MAKES US: Social Media Content**

Find What Makes Us on Social Media!  
IG: @whatmakesusmw  
Twitter: @whatmakesusmw  
Facebook: @whatmakesusmw  
Use the hashtag #WhatMakesUs and link to the [submission site here](#).

**Assets**



**Copy**

What makes us special? What makes us human? What makes us, us? We're defined by many things, but a mental health condition is not one of them. Share your story with mental health today to reduce the stigma for a better tomorrow.  
#WhatMakesUs  
@whatmakesusmw

We all have a story to tell.  
Share yours today.

WHATMAKESUS.COM

1 in 5 adults experiences a mental health condition each year. That person may be your neighbor, your friend, your family, or you. Share your story with mental health today to show that #WhatMakesUs is not defined by whether or not we have a mental health condition. [Link Here](#)  
@whatmakesusmw

