



Media Kit

Pledge Your Support

Our Mission: Help Us Create a Stigma-Free Arizona! Blue Cross Blue Shield of Arizona is paving the way to a stigma-free Arizona, and we can't do it without you. **We are asking you** to visit our behavioral health website, **take the pledge**, and **share it with your network** to help us spread the word! Help us end stigma in Arizona!

Why is this important: More than 1 million Arizonans have a mental health condition, at times leading to other conditions such as substance use disorder. They deserve attention, awareness, and treatment, NOT shame and judgment. We need to create a culture of compassion and understanding around behavioral health, so Arizonans get the support they need.

Step 1: [Watch the video](#) and learn about stigma.

Step 2: Download our [Person-First Language Guide](#) and start practicing today.

Step 3: [Take the pledge](#) to support a #StigmaFreeAZ.

Step 4: Share on social media how you are supporting a #StigmaFreeAZ & Tag **@BCBSAZ**

Messaging:

Let's support our community and create a stigma-free culture.

Speak up and get help, you deserve it. Don't feel shame.

Help us end stigma in Arizona!

Speaking up is a sign of strength!

How are you supporting a "Stigma-Free AZ?"

Fast stats:

- 1 in 7 people say they have experienced substance use disorder
- 1 in 5 adults live with a mental health disorder

How is stigma harmful?

Stigma, both self-directed and from others, is the negative attitudes and behaviors toward people experiencing mental health issues and substance use disorders. Stigma prevents people from getting the help they need. Over 50% of people experiencing mental health issues don't seek help. Stigma and fear of others finding out is listed as a primary reason for nearly 25% of those people.

Shareable Images:

Instagram Story	Instagram Post	Linkedin	Facebook and X, formerly known as Twitter
View/Download	View/Download	View/Download	View/Download

Resources:

[Stigma and Youth Mental Health](#)

[Stigma Free AZ](#)

[See Something, Say Something: Teen Suicide in Arizona](#)

[Everything You Need to Know About the 988 Suicide and Crisis Lifeline in Arizona](#)

[Using First Person Language Effectively](#)

SOME COMMON PHRASES	PERSON-FIRST LANGUAGE
She's crippled or she's quadriplegic	She has a physical disability
She's handicapped or she's disabled	She has a disability
Handicapped parking or bathrooms	Accessible parking or bathrooms
He's confined to a wheelchair	He uses a wheelchair/mobility chair
He's brain damaged	He has a brain injury
She's retarded, mentally retarded, slow, moronic, or special	She has a cognitive disability, or she has a developmental disability
He's special ed	He receives special educational services
She's developmentally delayed	She has a developmental delay
He's mute, dumb, or nonverbal	He has a communication disorder, is unable to speak, or uses a device to speak
She is senile or she is demented	She is living with dementia
He is "normal"	He is a person without disabilities
He's a diabetic	He lives with diabetes
She's an addict	She is in recovery from (or challenged by) a substance use disorder
She's crazy, mental, or emotionally disturbed	She is living with mental health issues
He's homeless	He is without adequate housing
He committed suicide	His death was by suicide