

# “Ma sei fuori?": a path to awareness on mental health and stigma



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## Background and Objectives

**Mental health issues**, frequently associated with weirdness and danger, **can easily derail the lives of the people who suffer from them**, creating loneliness and isolation.

Due to **stigma**, people with mental health disorders could **experience limitation in their economic, social and cultural human rights**.

**In the effort to fight stigma against mental health issues, Fondazione The Bridge promoted a contest called “Ma sei fuori?”**, targeted to students from secondary school. “Ma sei fuori?” could be translated as “Are you off your rocker?” or, more simply, as “Are you crazy?”; this phrase has been adopted by our juvenile slang to identify a person who’s generally considered “not in line”.

The project **final scope** was to **raise young people’s awareness about mental health issues and stigma**, by stimulating a cultural shift.

## Method and Result

- Issuing of a **public call** to all Italian secondary school’s classes
- Sending of **contest regulation and factsheets** on schizophrenia and stigma, matched with a brief bibliography/filmography.
- Students involved had to develop a **slogan on stigma** linked with music and images.
- **140 classes competed**.
- **The best catchphrase had been voted by a jury** composed of influencers, clinicians, policy makers, writers, patient associations and other KOLs; besides the winning class, the jury issued three special mentions.
- All the **results** had been **broadcasted live on Facebook during a public event**.
- The winning class, as **prize**, got access to **financial resources for didactic use**
- The **winning slogan** will be the core of a **TV spot**.
- The project had been backed by a **communication campaign on TikTok, Instagram, Facebook**, with the involvement of the most famous Italian tiktokers
- On TikTok the campaign reached **4.8 billion views**.

## Conclusion

Projects of this kind, easily **replicable** in other contexts, could help **creating a common language on the impact of stigma**.

**Social stigma** still has a **great impact** on the lives of people with mental issues and disorders. **Tackling bias and discrimination is the first step to raise awareness and build a stronger community**.

As a **community**, we must promote a **responsible behavior** and a **common language to tackle prejudice** on mental health issues; **starting from young people** could be the key to **boost a cultural shift**.