



Dear Staff,

## Shatter the Stigma campaign launch

During Mental Health Week (7-15 October 2023), Metro North Health launched a campaign aimed at reducing stigma connected to mental illness and harm from drug and alcohol use.

Shatter the Stigma raises awareness of the negative impact that stigma relating to mental illness and harm from drug and alcohol use has on individuals, their families, and their recovery. It also recognises that, by feeling stigmatised or ashamed, people may be less inclined to seek support or access services when they're experiencing challenges.

Shatter the Stigma was developed by Mackay Hospital and Health Service (HHS) in 2016 as a campaign to promote awareness of the negative impacts of stigma and improve mental health literacy. It was adopted by the Wide Bay HHS in 2020 and showcased by Clinical Excellence Queensland in 2022 to be rolled out state-wide in every HHS.

The Queensland Health Shatter the Stigma campaign is a key action under Priority 5 of [Better Care Together: A plan for Queensland's state funded mental health, alcohol and other drug services to 2027](#) (Better Care Together).

The Metro North Executive endorsed the implementation of Shatter the Stigma across Metro North. Leaders from each facility/directorate joined the Metro North Steering Committee and also coordinated local working groups with 'stigma champions'. The Steering Committee and working groups were responsible for launching the campaign at their facility/directorate.

Thank you to all Metro North staff involved in launching the Shatter the Stigma campaign.

For more information on Shatter the Stigma see the [QHEPS page](#).



Left: Cherside Community Health Centre  
Right: Cabolture Hospital



Right: Oral Health Centre



Left: Valley Clinic



Right: Oral Health Centre



Left: Redcliffe Community Centre



Right Caboolture Satellite Hospital



Left: The Prince Charles Hospital  
Right: Surgical, Treatment and Rehabilitation Services (STARS)

Best wishes  
Kathryn and Lisa