



# Newsletter

December 2014



## *The Latest from Loretta...*

It has been just one year since Cheryll and I first had the idea of B Stigma-Free,<sup>TM</sup> and began work to create a more accepting and respectful society through social change. Seeing what we've accomplished in this short time is exciting! Now, we are finally becoming official! I'm pleased to share with you our first Newsletter. From now on they will be arriving in your In Box quarterly!

I would like to thank each of you for your belief in B Stigma-Free's vision, and its potential to impact change. Your ongoing support has meant so much to us, and has been inspirational. When the monumental tasks ahead seem daunting, you have been our motivation to keep going. We couldn't have accomplished what we have without your championing of the cause.

Much of the past 7-8 months has been spent learning about and building relationships with existing national organizations that also care about stigma. In August we joined [Obesity Action Coalition](#) (OAC) and their campaign to put an end to fat-shaming apps by calling on Amazon, Apple, Google and Microsoft to remove these from their systems. This month we signed onto the Healthcare Bill of Rights, because all people should feel safe talking with our healthcare providers about our sexual partners, sex lives, sexual orientation, HIV status, and gender identity. Now, we're beginning to formalize these connections. OAC, [CenterLink](#) and [iFred](#) are official collaborators, and are listed on our [Partners page](#). More organizations will be signing on soon.

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## *Highlights*

Here is a recap of just some of our accomplishments this year:

- Wonderful [blog articles that build understanding](#) by helping the reader gain insight through the authors' experiences. Subscribe to the blog feed on the top right corner of the page so you don't miss any of the articles. Topics follow our monthly Spotlights. In May the Carter Center guest blogged about how mental illness is stigmatized in the Latino community; in September the American Foundation for Suicide Prevention's CEO wrote about how stigma impedes efforts to combat suicide. The articles are interesting and easy reads. Check 'em all out!
- Our [searchable database of clinical research](#) about stigma is loaded with peer-reviewed journal articles to keep you informed. Our goal is to be the go-to destination when trusted, quality resources are needed.
- B Stigma-Free's professional and organization membership list is growing! These providers embrace our message and serve their local communities. They can be found in our searchable [Resource Directory](#). Tell your friends and colleagues that a free membership and listing in the Directory is available: use coupon code INTRO14.

- B Stigma-Free's 1st [high school club](#), Fairfield Ludlowe High School, in Fairfield, Connecticut has held its first couple of meetings and is engaging students to **b**.
  - You can now show your support for B Stigma-Free with a car magnet or baseball cap, available in [our Store](#).
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## Spotlight

This month we focus our attention on our wonderful [Advisory Council members](#) who have volunteered their time and expertise to help guide us as we grew from an idea into the beginning of a movement. Each member shares with us their particular skills, and helps us **b** better at what we strive to do. Their generosity of thoughts and ideas has been instrumental in getting us to where we are today. Please join us and give a heartfelt Thank You to:

- Pat Corrigan, PhD
  - Irwin Krieger, LCSW
  - William B. Lawson, MD, PhD, DLFAPA
  - Andrea Leonardi, MA
  - Deborah Lipschitz, MD
  - Michael Morris, PhD
  - Rebecca Puhl, PhD
  - Catherine E. Semcer
  - Marilyn Spivack
  - Janie Victoria Ward, PhD
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## On the Horizon

In the coming weeks our newly forming Board of Directors will have its first meeting. We will introduce our leaders in the next newsletter. And, soon after establishing the Board, we will complete our 501c3 application to be a registered non-profit organization.

Another exciting development is the development of local B Stigma-Free Coalitions. In addition to making headway on a national level, our efforts to grow local alliances will move forward in the coming months. Our plan is to have two parallel messages: from the national leadership of existing non-profit organizations, and also grassroots, community engagement.

We added a counter to [the Pledge](#) so we can watch our numbers increase. If you haven't yet taken the Pledge, please do! And then tell your friends through social media. As a budding organization we need your help spreading the word about the work we are doing.



Stay Connected

