



## *Moving beyond Labels*

# Newsletter

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### *The Latest from Loretta...*

I am feeling invigorated! In the past three weeks I attended two conferences where stigma was the talk. Yes, stigma! Very exciting!

In San Francisco I attended the 7th International *Together Against Stigma: Each Mind Matters* conference. Over 850 people attended this gathering of the world's most influential leaders on the stigma associated with mental illness, in the areas of research, policy and advocacy. This was the largest of the six previous events, and the first to take place in the US. A recurring theme throughout the conference was the recognition of stigma as a social justice issue: when people are stigmatized they are not valued equally and consequently excluded socially. This rings true for *all* stigmatized identities, and is the focus of the work we do.

Last week, at the Eastern Psychological Association's Annual Conference in Philadelphia I attended several symposiums about stigma that covered many different identities: sexual orientation, weight, age, race, gender, mental illness and disease. One discussion delved deeper: how stigma affects minorities and their study of STEM (science, technology, engineering and math) academic disciplines. It was wonderful to see such a broad range of areas being addressed!

The most exciting observation was the people that I spoke with at both events shared our interest in building collaborations with other groups and organizations outside of the identity that they represent to create social change!

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### *Highlights*

- We were thrilled to have received a scholarship to attend the *7th Annual International Together Against Stigma Conference: Each Mind Matters* in San Francisco. We are very grateful for this opportunity, afforded to us by the [California Mental Health Service Authority](#) (CalMHSA) and the [Mental Health Association of San Francisco](#).
- In January, Loretta had a meeting with US Representative Jim Himes where B Stigma-Free and its vision of combating stigma through intersectionality and cross-pollination was introduced. We look forward to building upon our new relationship to grow B Stigma-Free's influence and impact.
- B Stigma-Free's model of **cross-pollination to create social change** was enthusiastically received when Loretta presented at a symposium and also a round-table discussion about collaboration at the Eastern Psychological Association's Annual Meeting last week.
- Welcome our newest [Partner](#), the [Coalition for the Elimination of AIDS-Related Stigma at](#)

[Howard University](#).

- In case you missed the latest blog articles, you can [check them out here](#). Some of the highlights: Dr. Erika Hall presented her research on how White people perceive the term Black more negatively compared to the term African American; Terry Real, author of *I Don't Want to Talk About It*, explains that due to stigma men often mask depression as anger or irritability; and Dr. Valerie Earnshaw exposed the long-standing and changing stigma toward people with HIV/AIDS.

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## Spotlight

We are delighted to announce the initiation of B Stigma-Free's [Board of Directors](#). These nationally recognized, inspirational visionaries will provide the leadership as we become an effective change agent. We continue to build our Board with accomplished leaders who share our passion for a stigma-free society.

- **Dr. Dana Beyer** is a retired eye surgeon who was a candidate for the Maryland state Senate in 2014. She is currently Executive Director of Gender Rights Maryland, the state's trans political organization that worked the gender identity bill to passage in 2014. In 2009 she helped organize and co-authored The Dallas Principles. She led the coalitions that passed the Baltimore, Howard and Montgomery County gender identity anti-discrimination laws, and defended the Montgomery County law against national right-wing forces in 2008. She was on the workgroup at the Washington Psychiatric Society that wrote the Gender Dysphoria text for the DSM 5, declassifying being transgender as a mental disorder. She was the first out trans graduate of the Senior Executive Program in State and Local Government at Harvard University's Kennedy School of Government. [Read more](#).
- **Tom Kaylor** is a Principal and National Financial Services Industry leader in the Valuation Services practice of Deloitte Transaction and Business Analytics LLP. He has nearly 25 years of experience providing valuation, M&A, and financial and strategic analyses in the financial services area. He has significant experience serving financial services firms and has led global projects involving international locations and assets for some of the largest commercial bank acquisitions over the past 15 years. [Read more](#).
- **Marvin Pannell** is Director of Digital Strategy and Content Marketing for New York Life Investment Management LLC. In this role he provides strategic leadership, champions marketing automation, and drives execution of the digital marketing roadmap for retail annuity products. Specifically, Marvin manages all aspects of executing high profile and complex lead nurturing and content campaigns, leveraging websites, paid and owned media, email, and interactive tools with the objective of maximizing share of voice for New York Life's retirement income products, and ultimately driving sales through financial professionals in multiple sales channels. [Read more](#).

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## On the Horizon

We are working on improving our stakeholder engagement, both making our message more captivating to the general population and also better meeting the needs of our Partners. Keep an eye out on the website for some updates, and if you have suggestions please let us know!

Another way to stay connected with us is through social media. [Follow us on Facebook](#) - it is the easiest way to stay connected in-between newsletters. When you like our activities you let your friends know what we're doing and you help spread the word!

Most people think of Pinterest as a place to organize recipes or design ideas. It can be so much more! If you haven't visited [B Stigma-Free's Pinterest page](#), do! We've got a Board for every Spotlight, and more. Here we collate interesting articles, infographics, images and other relevant and must-read items that b. Our latest Board is [Songs that b stigma-free](#), inspired by Mary Lambert's pop-tune, "Secrets."



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