

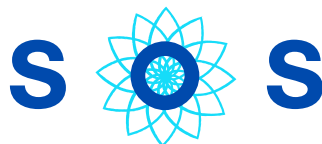


# SCIENCE OVER STIGMA

COLLABORATING FOR IMPACT IN ADDRESSING MENTAL HEALTH & WELLBEING

*Johnson & Johnson*

A ROUNDTABLE EVENT  
HOSTED BY  
JOHNSON & JOHNSON



WORLD  
ECONOMIC  
FORUM

AT WORLD ECONOMIC FORUM  
SUSTAINABLE DEVELOPMENT  
IMPACT SUMMIT

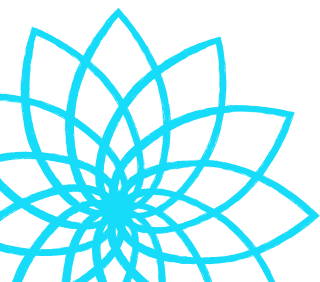
## SOS ROUNDTABLE DISCUSSION ON STIGMA

More than 60 participants from organizations around the world gathered during a virtual World Economic Forum Sustainable Development Impact Summit Affiliated Session hosted by Johnson & Johnson to share information about their organizations and initiatives in mental health, discuss the challenge of stigma in a changing mental health landscape impacted by COVID-19, and share new thinking in breakout sessions about how to address stigma through collaborative and collective action.

VIGNETTE OF PAINTING BY  
JEFF SPARR  
PEACELOVE FOUNDATION

## INTRODUCING SOS




During the session, Johnson & Johnson introduced a new global collaborative initiative - Science Over Stigma - to bring the social, biologic and medical sciences to bear on solving for stigma related to mental illness for people around the world.

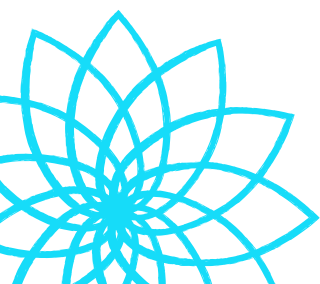


## PANEL DISCUSSANTS

<p>Seema Kumar Global Head Office of Innovation, Public Health and Scientific Engagement Johnson &amp; Johnson</p>	<p>Laurie Flynn Executive Director (Retired) NAMI</p>	<p>Garen Staglin Co-Chair Healthy Brains Global Initiative</p>	<p>Arnaud Bernaert Head of Shaping the Future of Health and Healthcare World Economic Forum</p>	<p>Paul Stoffels, MD Executive Vice Chairman and Chief Scientific Officer Johnson &amp; Johnson</p>
				

## ROUNDTABLE & BREAKOUT LEADERS

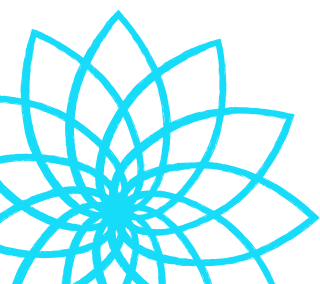
<p>Seema Kumar Global Head, Office of Innovation, Public Health and Scientific Engagement Johnson &amp; Johnson</p>	<p>Craig Kramer Mental Health Ambassador Johnson &amp; Johnson</p>	<p>Husseini Manji, MD, FRCPC Global Head, Science for Minds Johnson &amp; Johnson</p>
		



**SOS  
ROUNDTABLE  
DISCUSSION  
ON STIGMA  
REGISTERED  
PARTICIPANTS  
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Garen Staglin  
Daniel Shin  
Nawal Roy  
Ryan Triplette  
Olivier Oullier  
Kim Samuel  
Naeem Dalal  
Kenneth Cole  
Joshua Gordon  
Milena Osorio  
Murali Doraiswamy  
Elisha London  
Lisa Paulson  
Phil Campbell  
Shekhar Saxena  
Ginger Smith-Swintosky  
Stela Meirelles  
Alexandra Prull  
Eric Windeler  
Phillip Schermer  
Shuranjit Singh  
Tom Chiodo  
Alexander Winterling  
Heather Stuart  
Nicholas Ruesch  
Matt Kaplan  
Jeff Sparr  
Diedre, Joy, Kim  
Jennifer Sparr  
Nicole Harburger

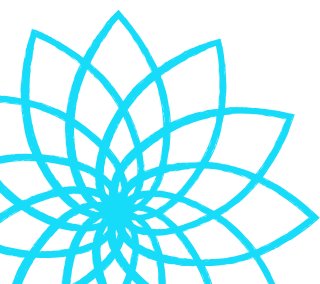
One Mind/HBGI  
MCM  
Holmusk  
Canary Global Strategic  
EMOTIV  
Samuel Centre for Social Connectedness  
Global Shapers Community  
Kenneth Cole Productions  
National Institute of Mental Health  
International Committee of Red Cross  
Duke University  
United for Global Mental Health  
Entertainment Industry Foundation  
Springer Nature  
Harvard T H Chan School of Public Health  
Johnson & Johnson  
Johnson & Johnson  
Johnson & Johnson  
Jack.org  
Project Healthy Minds  
Taraki  
WETA.org  
Huma  
  
Ulm University  
PeaceLove Foundation  
PeaceLove Foundation  
PeaceLove Foundation  
PeaceLove Foundation  
Mighty Good



**SOS  
ROUNDTABLE  
DISCUSSION  
ON STIGMA  
REGISTERED  
PARTICIPANTS  
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Guy Goodwin  
Kimberly Allen  
Siegfried Kasper  
Allan Young  
Andreas Meyer-  
Lindenberg  
Robert Gebbia  
Brad Herbert  
Marion Leboyer  
Ranga Krishnan  
Scott Rauch  
Gabriel Rebolón  
Shawna Butler  
Charles Lattarulo  
Paul Gionfriddo  
Cathy Baron  
DJ Forza  
Carlos Sanvee  
Virginia Amann  
Diane Pressman  
Jessica Freifeld  
Laurie Flynn  
Kelly McCain  
Evelyn Avilas  
Daniel Gilson  
Anisha Padukone  
Mariel Sander  
Tom Insel  
Aimee Freund  
John Gundlach

University of Oxford  
Via Positiva  
Meduniwien  
King's College London  
  
zi-Mannheim  
AFSP  
Brad Herbert Associates and HBGI  
Inserm  
Rush University  
McLean Hospital  
Fundación Sangre Panamá  
Johnson & Johnson  
American Express  
Mental Health America  
Johnson & Johnson  
YMCA  
YMCA  
Johnson & Johnson  
Johnson & Johnson  
Johnson & Johnson  
NAMI  
World Economic Forum  
World Economic Forum  
NAMI  
Live Love Laugh Foundation  
HBGI  
Mindstrong Health  
Mighty Good  
Mighty Good



# ABOUT THE SCIENCE OVER STIGMA INITIATIVE

**There can be no health  
without good mental health.**

**Science Over Stigma aims to bring  
the collective power of individuals  
and organizations to bring the  
biologic, medical and social  
sciences to bear on ending the  
stigma that is a barrier to good  
mental healthcare.**

**A NEW COALITION OF PUBLIC,  
PRIVATE, AND NON-GOVERNMENT  
ORGANIZATIONS COMMITTED TO  
ENDING STIGMA RELATED TO  
MENTAL HEALTH CHALLENGES**



# PLATFORMS

## ADVOCACY

Integrate the ecosystem

## SCIENCE & RESEARCH

Demystify mental illness

## ARTS & CULTURE

Engage hearts and minds  
at scale



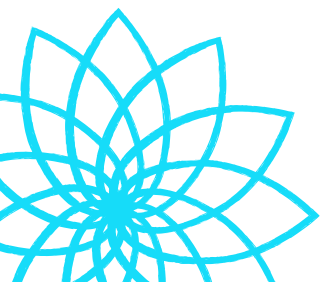
A GLOBAL COALITION  
FOR  
MENTAL HEALTH

SCIENCE OVER

STIGMA  
SUFFERING  
SYSTEMIC INEQUALITY



FOR INFORMATION ABOUT SOS, PLEASE EMAIL  
OFFICE OF THE CHIEF SCIENTIFIC OFFICER,  
JOHNSON & JOHNSON  
[RA-OBIUS-OFFICECSO@ITS.JNJ.COM](mailto:RA-OBIUS-OFFICECSO@ITS.JNJ.COM)



# ADVOCACY

**INTEGRATE THE ECOSYSTEM OF INITIATIVES TO IDENTIFY CONSISTENT MESSAGING AND OPPORTUNITIES FOR COLLECTIVE IMPACT.**



## KEY IDEAS FROM THE BREAKOUT SESSION

Harness social media simultaneously and across ALL organizations and individuals, and in conjunction with influencers, to share stories with the broader public and particularly with young people

Elevate government lobbying efforts by engaging multiple organizations simultaneously

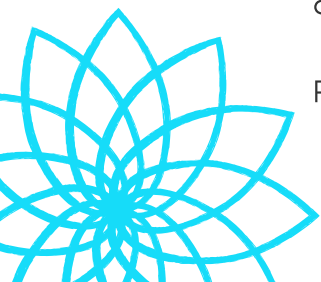
Identify and collectively leverage celebrity connections to influence film and entertainment depictions of mental illness

Advocate for collective organizational reporting of productivity as a workplace mental health measure (vs suicide eg)

Develop best practice standards for collective communication that uses a common messaging framework, lexicon and standards of approach (eg bringing together facts with compelling narrative)

Conduct a messaging gap analysis and messaging and positioning workshop with multiple organizations

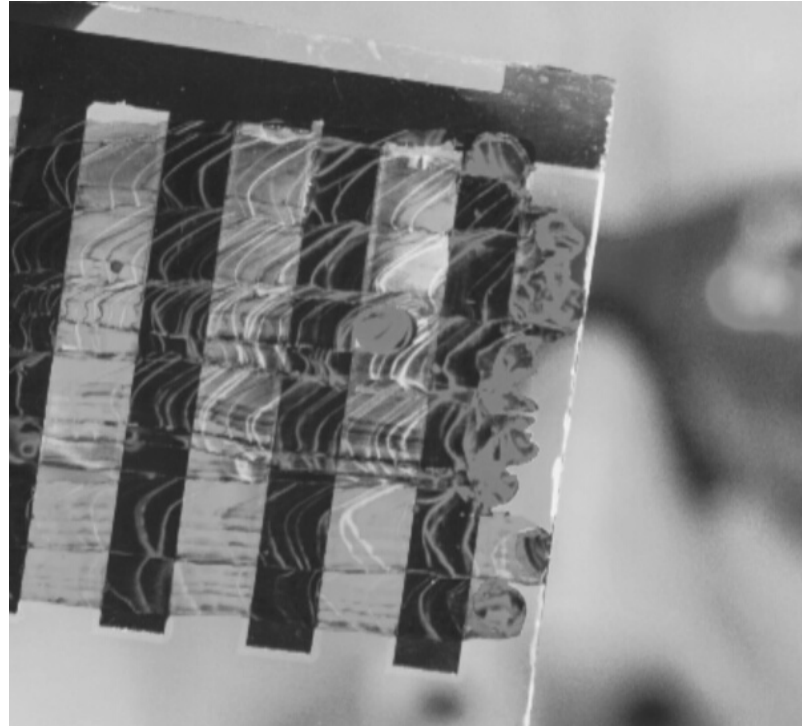
Publish a compendium of programming, resources and initiatives





# SCIENCE & RESEARCH

**CREATE  
UNDERSTANDING  
THAT MENTAL  
HEALTH IS  
PHYSICAL HEALTH.**



## KEY IDEAS FROM THE BREAKOUT SESSION

Organize a science journalist education initiative

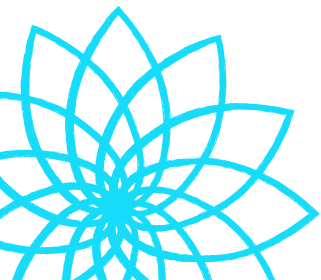
Host "Science in the Public Square" community-based sessions with scientists, researchers, physicians and others to demystify mental illness

Consider adopting the term "Brain Health" vs mental health or psychiatric health across all organizations (changing the terminology could possibly help people understand that there is a scientific basis)

Create science communications materials for children and youth that can be used in classrooms by teachers to amplify understanding about mental health as brain health, and stigma

Partner with WEF to advance global dialog through a regular series authored by member organizations of SOS

Conduct a study to assess understanding of mental health as brain health and willingness to share about mental health conditions openly, as well as rationale for sharing or not sharing



# ARTS & CULTURE

**CAPTURE HEARTS AND MINDS AT SCALE WITH THE POWER OF STORYTELLING, THE EXPRESSIVE ARTS & CELEBRITY TO FUEL DIALOGUE.**



ARTWORK BY JEFF SPARR  
PEACELOVE FOUNDATION

## KEY IDEAS FROM THE BREAKOUT SESSION

Need to better engage youth using mobile devices and more effectively and collectively migrate mental health messaging to digital models and platforms; go where they are

Leverage trusted sources with wide reach to share information and resources

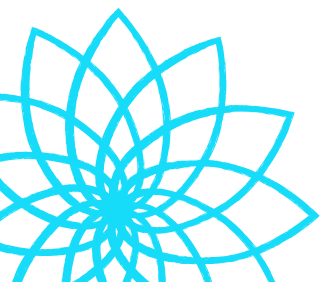
Ensure mental health is understood as a civil rights issue, as many people with mental health conditions aren't included in healthcare systems, which is a form of discrimination

Use arts to communicate that the problem is medical, but the treatments are medical and social; ensure focus on the fact that treatments work

Collectively partner with tech companies to ensure that mental health sources achieve "influencer" status on social media platforms like LinkedIn

Bring together related and comorbid focus areas - eg substance abuse with mental health conditions, with the aim of improving impact across both

Leverage arts and celebrity to reach healthcare providers, not just people suffering from mental health conditions, with messaging about stigma and stigma reduction



# NEXT STEPS

**"INDIVIDUALLY WE ARE POWERFUL, BUT COLLECTIVELY WE ARE A FORMIDABLE FORCE FOR GOOD"**



## DEAR FRIENDS:

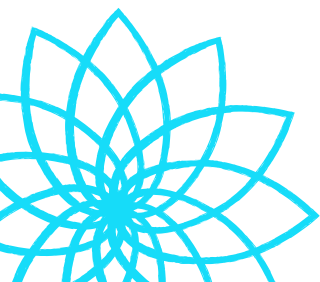
We are so pleased you were able to join us for our Science Over Stigma event.

With the emergence of the COVID-19 pandemic, societal unrest and other challenges, we remain deeply concerned about the rising numbers of people suffering from mental health conditions including depression and anxiety, which affects hundreds of millions of people in the world. More needs to be done to address the growing mental health crisis, and especially to reduce stigma that causes people to suffer in silence and prevents access to resources that could help.

We are deeply appreciative of the work you do, and we are so glad we had an opportunity to hear from so many of you about what your focus areas are this year and ongoing. Together we made great progress in identifying some areas where we can make collective impact, and we hope you will help us continue the momentum. We invite you to join us as part of the Science Over Stigma coalition, which is open to individuals and public, private, and nongovernment organizations committed to ending stigma related to mental health challenges.

As an initial step in the creation of such a coalition, we are establishing three working groups to address the pillars we identified for collective action: Advocacy, Science & Research, and Arts & Culture. We invite you to join one of the three, which will begin meeting by the end of the year. Our aim is to catalyze action and outcomes that can be shared to a wider audience during the World Economic Forum Annual Meeting, now scheduled for May of 2021. We'll be in touch with Zoom links to all three working groups - please join those you are interested in.

With gratitude,  
Husseini Manji, Global Head, Science for Minds  
Craig Kramer, Mental Health Ambassador  
Seema Kumar, Global Head, Office of Innovation, Public Health and Science Engagement  
Johnson & Johnson



**THANK YOU AGAIN FOR JOINING US.  
OUR SPECIAL GUEST SPEAKERS FROM  
PEACELOVE FOUNDATION  
INVITE YOU TO FIND PEACE OF MIND  
VIA A COMPLIMENTARY VIRTUAL CLASS.**



## Experience a PeaceLove Virtual Class

We invite you to participate in a simple creative activity and start your own journey to find peace of mind.



### **TRANSFORMATION COLLAGES**

In this experience, you will begin an inspiring transformation of unhealthy behaviours and thought patterns into a positive alternative path.

**Access the class: [b.link/peacelove](https://b.link/peacelove)**

For further information: [PeaceLove.org](https://PeaceLove.org)

