



Destigmatization: Bebe Moore Campbell, Los Angeles

A successful and established author, Ms. Campbell considered herself an open-minded person, until a family member was diagnosed with a mental illness. Feelings of shame and embarrassment prevented her from providing the love and support that can be crucial to recovery. Having realized the impact of stigma first-hand, Ms. Campbell began using her artistic talents to raise awareness. Her recent novel, *72 Hour Hold*, which refers to the amount of time the mentally ill in California can be hospitalized without their consent, received rave reviews and informed millions about the pervasive stigma of mental illness. She also established and grew a chapter of the National Alliance on Mental Illness (NAMI), and continues working to reinforce the idea that recovery is possible.