

REMARKS

The Hon. Kim N Wilson, JP, MP

Minister of Health

Mental Health Anti-Stigma Campaign Launch

May 1, 2025 – 11:30 am

City Hall Steps

Good morning, everyone.

It is an honour to stand with you today to officially launch Mental Health Anti-Stigma Month, beginning this May 1st, 2025, a month dedicated to opening minds, shifting narratives, and bringing mental health out of the shadows.

Last year, the Ministry of Health released the Acute Adult Mental Health Integrated Care Pathway Report, a landmark document that highlighted a critical reality: many people in our community still don't know where to turn for mental health support, and far too many are held back by stigma, the fear, judgement, and misunderstanding that surround mental health challenges.

One of the report's key recommendations was clear: We must do more to increase public awareness and prevention. Today marks the beginning of that commitment in action.

Mental Health Anti-Stigma Month is the first of a series of mental health awareness initiatives rolling out in the months ahead.

These efforts are part of our broader mission to create a healthcare system and a society where mental health is treated with the same urgency, care, and compassion as physical health.

Throughout May, we will engage the public through diverse activities: youth workshops, public forums, community art projects, therapy dog sessions, training opportunities, and more.

Each event is designed to spark dialogue, build empathy, and create safe, inclusive spaces where people feel empowered to speak up and seek support.

Because the truth is simple talking about mental health should be as normal as talking about a cold or a broken arm.

No one should suffer in silence. No one should feel ashamed for needing help.

Our campaign's tagline, "We Are Not an Island," reflects that principle.

Yes, Bermuda may be geographically isolated, but when it comes to mental health, no one should ever feel alone. There is no health without mental health. And the responsibility to care, support, and uplift one another belongs to all of us.

Our campaign symbol the umbrella represents protection, resilience, and unity. It reminds us that life can bring storms, but when we come together, we can weather them. Under one umbrella, we are stronger.

This campaign would not have been possible without the incredible work of the Bermuda Hospitals Board Mental Health Anti-Stigma Team MHAS. Their research, dedication, and vision laid the foundation for this important initiative, and I thank them sincerely.

We are also proud to have a dynamic network of partners who have joined us on this journey, including Bermuda Centre for Creative Learning (BCCL), Bermuda College, the Bermuda Health Council, Bermuda Hospitals Board, Bermuda Is Love, Community K9, the Department of Child & Family Services, the Department of Health, MIRRORS, Mount Saint Agnes Academy, the National Educators' Institute, Solstice, and Troika.

Your continued advocacy is helping to reshape our community, and your commitment is deeply appreciated.

Finally, I encourage everyone, individuals, families, schools, businesses, to get involved. Attend events. Start conversations.

Learn how to care for your mental health, and how to support others in theirs. The full May Mental Health Anti-Stigma Campaign Schedule is available at the Ministry of Health table and www.gov.bm or www.healthstrategy.bm.

Let us make this month a turning point.

Let us ensure that mental health is no longer a private struggle, but a shared priority — visible, valued, and supported.

Thank you.