



# odd socks day

3 October 2014

...because anyone can have an odd day

Register online  
[www.oddsocksday.org.au](http://www.oddsocksday.org.au)

Call 1800 558 268



## Grow

A proven program for mental wellbeing

**Odd socks day** is a national anti stigma campaign, lead by Grow. It's a light-hearted approach to reminding people that anyone, at any time can have an odd day.

The Odd socks day campaign aims to educate, inform and challenge attitudes, and dispel myths and misunderstandings of mental illness, which contribute to stigma and discrimination.

Stigma is undoubtedly still one of the biggest barriers to people seeking help and recovery from mental illness. The Australian Bureau of Statistics identifies that around one in two Australians will experience a mental illness at some point in their lives, and one in five Australians will experience a mental illness in any year.

With these statistics, we sincerely believe that people need to be educated on matters of stigma and discrimination and made aware that how they treat people with a mental illness really does make a difference to their lives and recovery.

Our members tell us that one of their greatest obstacles to recovery from mental illness is stigma. So, Grow is taking on the challenge to lead this campaign because we believe we have an obligation to shift attitudes so that all people with a mental illness are treated equitably and get a fair go.

Grow was established 1957, and has a long history of providing peer support to people with a mental illness in Australia and internationally. Our Program is free and you don't need a formal diagnosis or referral to participate.

So if you would like to help us 'make a difference', join our campaign against mental health stigma and discrimination. Visit **[www.oddsocksday.org.au](http://www.oddsocksday.org.au)** for more information.



**On Friday 3 October 2014, pull on your odd socks and help stomp out stigma**

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**A national mental health anti stigma campaign**