

# Increasing awareness and raising hope in relation to “personality disorders”

## Communications toolkit

20<sup>th</sup> May, 2022

### The campaign

Personality disorders have been in the news recently, cited in the libel case between Johnny Depp and Amber Heard, but as happens too often, the picture given of people with one of these conditions – also known as complex emotional needs – is distorted and misleading. A team of people who have mental health and social difficulties commonly associated with the diagnosis of ‘personality disorder’, supported by Healthy London Partnership, is **launching a campaign on Wednesday 25<sup>th</sup> May** to raise awareness of a condition which affects an estimated 10-13%<sup>1</sup> of the population, but which can result in rejection and stigma, rather than support.

The campaign centres on a series of podcasts, devised, produced and led by those with lived experience of a personality disorder, to increase awareness and understanding, and raise hope regarding support and treatment options. In the first podcast, available from Wednesday 25<sup>th</sup>, three people talk about their experiences and reflections on being given a personality disorder diagnosis.

This **campaign toolkit** includes: an article for your own publications/websites, a shorter article for websites or Instagram/Facebook, and social media assets. The assets link to a web page which hosts the podcast and more information about personality disorders.

### Context and background

Personality disorders are a relatively common mental health problem, affecting an estimated 10-13% of the population. However, they are often misunderstood, even by members of the medical profession. They can be distressing to live with; around one in ten people diagnosed with border line personality (BPD) disorder dying by suicide.

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<sup>1</sup> *Personality Disorder: No longer a diagnosis of exclusion*, National Institute for Mental Health  
<http://personalitydisorder.org.uk/wp-content/uploads/2015/04/PD-No-longer-a-diagnosis-of-exclusion.pdf>

According to the Royal College of Psychiatrists, people with personality disorders need support and understanding, but often attract judgement, anger, fear and disapproval. As the college says, 'Personality disorder is a real problem that demands real help'.

Diagnosis can help make sense of what can be a difficult condition to live with – both for the person with the personality disorder, and for their family and friends.

Personality disorders can be difficult to diagnose, and in the past there has been controversy as to how much treatment can help. But in the last 20 years, research has made it clear that mental health services can and should help people with personality disorders. With the right support people can and do experience recovery. To achieve change there is a need for more training, better access to information and, for some, a mindset change when it comes to improving the experiences of people seeking support.

You can find more information about personality disorders [here](#)

## What is included in the toolkit

- [Article copy \(long and short\) for organisations' own publications, websites and newsletters](#)
- [Social media schedule, assets and suggested copy](#)
- [Email banner to add underneath your signature](#)

## Article copy for organisations' own publications/websites/newsletters

### *Longer article (338 words)*

#### **Increasing awareness and raising hope for personality disorders**

There is a legacy of confusion and controversy around diagnosis, language, what it means and how it impacts on individuals. The complexity of understanding a personality disorder can lead to misunderstanding this range of mental health conditions. Yet it is estimated that 10-13% of the population will experience symptoms or behaviours related to the various formally diagnosed conditions.

Now a team of people who have mental health and social difficulties commonly associated with the diagnosis of 'personality disorder', supported by Healthy London Partnership, is launching a campaign to raise awareness of a condition which can result in rejection, distress, and stigma, rather than support.

The campaign centres on a series of podcasts, devised, produced and led by those with lived experience of personality disorder, to increase awareness and understanding of the conditions, and raise hope regarding support and treatment options.

As one of the participants in the podcasts says: “People can be blamed by their friends, family or society for the behaviour that can result from this disorder...This feeling of being misunderstood can result in disconnection from others.”

Personality disorders can be difficult to diagnose, and in the past there has been controversy as to how much treatment can help. But recently, research has made it clear that mental health services can and should help people with experiencing symptoms and behaviours associated with personality disorders.

Diagnosis can help make sense of the condition – both for the person and for their family and friends. But for others it may result in feeling marginalised by healthcare services, family and community. There is a need for more training, better access to information and, for some, a mindset change when it comes to improving the experiences of people seeking support..

Listen to the podcast, and find out more about personality disorders [here](#)

*Short article for use in organisations' own publications, and as captions on Instagram and Facebook (114 words)*

### **Increasing awareness and raising hope for personality disorders**

Personality disorders affect an estimated 10-13% of the population. They often attract stigma rather than support, and they can be distressing to live with. There are gaps in understanding within health care systems of personality disorders and what interventions and options are provided by the NHS.

Now a group of people who have mental health and social difficulties commonly associated with the diagnosis of 'personality disorder' have launched a campaign to raise awareness of the conditions. Supported by Healthy London Partnership, it centres on a series of podcasts, to increase understanding and give people hope regarding support and treatment options.

Get more information and listen to the podcasts [here](#).

## Social media schedule, assets and suggested copy

Please find below a link to the campaign assets, along with suggested copy. [The Google Drive](#) links in the right hand column will take you to a folder where you can download the appropriate assets for each social media channel.

<p>Life can be more difficult with a personality disorder.</p> <p>This new @HealthyLDN podcast series listens to people living with these misunderstood conditions and hears their experiences.</p> <p>🎧 Listen here: <a href="https://bit.ly/3wHMImH">https://bit.ly/3wHMImH</a></p> <p>#UnderstandPersonalityDisorders</p>		<p><a href="#">GIF</a>  <a href="#">Twitter</a>  <a href="#">Facebook</a>  <a href="#">LinkedIn</a>  <a href="#">Instagram</a></p>
<p>It's time to increase awareness and raise hope around personality disorders.</p> <p>In this podcast, @HealthyLDN hear real stories of those who live with one of these often misunderstood conditions.</p> <p>🎧 Listen here: <a href="https://bit.ly/3wHMImH">https://bit.ly/3wHMImH</a></p> <p>#UnderstandPersonalityDisorders</p>		<p><a href="#">GIF</a>  <a href="#">Twitter</a>  <a href="#">Facebook</a>  <a href="#">LinkedIn</a>  <a href="#">Instagram</a></p>
<p>Powerful words from Abdi, who we spoke to about his personality disorder.</p> <p>Listen to the first in the @HealthyLondon series of podcasts on personality disorders and hear more real experiences.</p> <p>🎧 Listen here: <a href="https://bit.ly/3wHMImH">https://bit.ly/3wHMImH</a></p> <p>#UnderstandPersonalityDisorders</p>		<p><a href="#">GIF</a>  <a href="#">Twitter</a>  <a href="#">Facebook</a>  <a href="#">LinkedIn</a>  <a href="#">Instagram</a></p>

## Email signature banner

You can also find a banner to add to your email signature [here](#). Please also hyperlink to <https://www.healthy london.org/personality-disorders/>.