

There are two sides to serious mental illness. Stereotypes, bias, and discrimination are cognitive and behavioral notions that have been used to explain the stigma associated with mental illness. The other is stigma: the social injustice that many people who are classified as mentally ill endure, which can make it just as difficult to fulfill one's goals.

- o Invalidating Statements: Phrases like "everyone feels down sometimes" and "just think positively" downplay the seriousness of mental health issues and suggest that people should be able to handle them on their own without expert assistance. The symptoms, distress, and impairment that prevent people from achieving their personal objectives are on one side. Stereotypes are information structures that appear to be based on facts and are characteristic of any particular culture. They usually contain negative evaluation elements.