



IYKYK

*Breaking the Stigma
with Tampa Bay Thrives*

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Tampa Bay Thrives (TBT) is a non-profit organization committed to addressing mental health and substance abuse issues in the Tampa Bay and West Central Florida region. Through our IYKYK (If You Know, You Know) campaign, we aim to tackle mental health stigma by sharing personal stories that humanize mental health struggles and inspire hope.

What is the stigma?

Mental health stigmas are negative stereotypes and misconceptions that lead to prejudice, discrimination, and social exclusion of individuals experiencing mental health challenges.

IYKYK, together

By sharing relatable and personal experiences, storytelling can challenge stereotypes, foster empathy, and promote acceptance, ultimately humanizing mental health struggles.

Our why

Established in 2019, TBT was founded in response to the significant mental health and substance abuse issues faced by our community. Over 30 community leaders joined forces to strategize and prioritize regional efforts to improve behavioral health.



In Tampa Bay and West Central Florida, 1 in 5 has a mental illness



1 in 14 has a substance use disorder



Florida ranks 40th in terms of access to behavioral healthcare

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How you can help

Join our mission to break the stigma and spread hope by following these steps:

SHARE YOUR STORY

1

*Visit
iykyk.tampabaythrives.org
to submit your story*

2

*Receive a
custom graphic
via email*

3

*Post your image
and story, tagging
#IYKYK*

NOW YOU KNOW

Support our anti-stigma campaign and make a difference in our community by sharing your story and spreading the word. Let's break the stigma, together.



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