Stigma & Discrimination Reduction: Social Marketing Campaign
Social Marketing

Marketing that affects positive social change, and creates movements out of common interests

Attitudinal norms

Laws

Behavioral norms

Enforcement

The media

Built environments

Business/community practices
Suicide Prevention
Student Mental Health
Stigma and Discrimination Reduction
EACH MIND MATTERS

Suicide Prevention + Student Mental Health + Stigma and Discrimination Reduction
Stigma and Discrimination Reduction (SDR) uses Prevention and Early Intervention strategies across the lifespan and across diverse backgrounds to confront the fundamental causes of stigmatizing attitudes and discriminatory and prejudicial actions.
Early Int lifespan to confront
STIGMA & DISCRIMINATION REDUCTION
STIGMA & DISCRIMINATION REDUCTION

**Parent & Caregiver Campaign**
Target: Parents and Caregivers of Youth 0-18 year olds

**Decision Maker Campaign**
Target: Adults, age 25+

**Inoculation Campaign**
Target: 9 - 13 year olds

**Mobilization Campaign**
Target: 14 - 24 year olds
Parent & Caregiver Campaign

Target: Parents and Caregivers of Youth 0-8 year olds
Insight

Parents and caregivers can be a powerful force on the front lines of stigma and discrimination reduction.
Goal

Increase awareness, acceptance and compassion around mental health challenges among parents and caregivers in order to create stigma-free environment for early development.
Program

- Parent blogger outreach that includes assembled content for easy customization and posting
Audience Diversity

- Outreach to English- and Spanish-speaking, professional and hobbyist bloggers in urban and rural CA
- Latino Family Outreach: Engagement with the Latino community, including faith and community leaders, health care professionals and educators who serve as trusted resources
Action Items

- Engage your favorite local bloggers, introduce them to Each Mind Matters
- Request Latino Family Forum report
- Contact us on EachMindMatters.org
- Stay tuned on more to come for Parent & Caregiver resources
Inoculation Campaign

Target: 9 - 13 year olds
Insight

Early intervention with adolescents can prevent the formation of hardened stigma.
Fill gaps in knowledge to debunk myths associated with mental illness which contribute to stigmatizing beliefs.
Concept: "Walk in Someone Else's Shoes"

Most consistently ranked by age range:

Evoked a strong desire to learn more
Concept: "Walk in Someone Else's Shoes"

Most consistently ranked by age range

Evoked a strong desire to learn more about the subject of mental health

Created feelings of empathy
Program

• Interactive website: WalkInOurShoes.org
• Statewide media: digital, radio and cable TV in rural areas
• School-based performances and brochures / take-ones
Audience Diversity

- Real-life stories from Transition Aged Youth featured on the website are representative of California's diversity
- Spanish media: digital and radio ads
- Spanish interactive website: URL coming soon
Action Items

- Share the interactive website WalkInOurShoes.org, including the Parents/Teacher's Corner Resources
- Request hard copy of materials for students, parents and teachers
- Attend a school-based performance when it goes on tour
Inoculation Campaign

Goal
Fill gaps in knowledge to debunk myths associated with mental illness which contribute to stigmatizing beliefs.

Insight
Early intervention with adolescents can prevent the formation of hardened stigma.

Target: 9 - 13 year olds

Program
- Interactive website: WalkInOurShoes.org
- Statewide media: digital, radio and cable TV in rural areas
- School-based performances and brochures / take-ones

Action Items
- Share the interactive website WalkInOurShoes.org, including the Parents/Teacher’s Corner Resources
- Request hard copy of materials for students, parents and teachers
- Attend a school based performance when it goes on tour

Audience Diversity
- Real-life stories from Transition Aged Youth featured on the website are representative of California’s diversity
- Spanish media: digital and radio ads
- Spanish interactive website: URL coming soon
Mobilization Campaign

Target: 14 – 24 year olds
Insight

TAY are more comfortable going online to address personal issues with their peers.
Goal

Mobilize the target audience to access peer support and engage as peer-supporters.
Program

- ReachOutHere.com (English-language) & BuscaApoyo.org (Spanish-language)
- Statewide media
- Social media: Facebook, Tumblr and Twitter
- Hard copies: posters, fliers, take-ones, stickers and resource cards
- Two-way texting
- L.A. Youth newspaper editorials & statewide student essay contest
Everybody’s got problems. U are not alone.

Everything’s so hard no one gets it.

Been there. I’ll help you thru it ;-)

JOIN THE CONVERSATION
GET SUPPORT

It helps to talk. Maybe someone needs your help. Pick a topic from the list below and get started.

- Anxiety
- Becoming Independent
- Depression
- Drugs, Alcohol & Tobacco
- Eating Issues
- Family Relationships
- Friendships & Peer Relationships
- Loss & Grief
- Maintaining Good Health
- Romance, Sexuality & Pregnancy
- School Pressures
- Self-Harm
- Struggles with Other Problems
- Suicide
- Violence & Sexual Assault
- ALL TOPICS
Todo el mundo tiene problemas. No estás solo.

Todo es tan difícil. Nadie me entiende.

Yo pasé por eso. T ayudaré a superarlo :)

ÚNETE A LA CONVERSACIÓN BUSCA APOYO

Es bueno poder hablar con alguien. O tal vez alguien necesite de tu ayuda. Empeña escogiendo un tema de la lista que sigue.

- Amistades y relaciones con tus compañeros
- Ansiedad
- Auto-dañarse
- Depresión
- Luchando con otros problemas
- Mantener una buena salud
- Pérdida y duelo
- Presiones en la escuela
- Problemas con cómo comemos
- Relaciones con tu familia
- Romance, sexualidad y embarazo
- Suicidio
- Tabaco, alcohol y drogas
- Violencia y agresión sexual
- Volverse independiente

Inscribete TODOS LOS TEMAS
Audience Diversity

- Forum peer supporters
- Spanish-language media and forums: BuscaApoyo
- Latino CBO outreach
- Transition Aged Youth social media workgroup
- LGBTQI: linking ReachOut and the statewide Gay-Straight Alliance network to introduce SDR messaging and produce materials for high school distribution
Action Items

- Request a ReachOutHere Toolkit PSAs, radio ads, print ads, digital banner ads, posters, fliers, take-ones, resource cards and stickers in English and Spanish
- Customization of hard copy materials with county logo and organization specific details
- Share the forums at ReachOutHere.com and BuscaApoyo.org and encourage youth to get involved
Mobilization Campaign

Target: 14 - 24 year olds

Goal
Mobilize the target audience to access peer support and engage as peer-supporters.

Insight
TAY are more comfortable going online to address personal issues with their peers.

Program
- ReachOutHere.com (English-language) & BuscaAyuda.org (Spanish-language)
- Statewide media
- Social media: Facebook, Tumblr and Twitter
- Hand out posters, flyers, take-ones, stickers and resource cards
- Two-way texting
- L.A. Youth newspaper editorials & statewide student essay contest

Action Items
- Respect a ReachOutHere Toolkit, PSAs, radio ads, print ads, digital banner ads, posters, flyers, take-ones, resource cards and stickers in English and Spanish
- Customization of hard copy materials with county logo and organization specific details
- Share the forums at ReachOutHere.com and BuscaAyuda.org and encourage youth to get involved

Audience Diversity
- Forum peer supporters
- Spanish-language media and forums: BuscaAyuda
- Latino OBO outreach
- Transition Aged Youth social media workplace
- LGBTQ: Linking ReachOut and the statewide Gay-Straight Alliance network to introduce SDR messaging and produce materials for high school distribution
Decision Maker Campaign

Target: Adults, age 25+
Insight

Influencers of people with mental health challenges: medical professionals, landlords, employers, etc have stigmatizing beliefs that range from ambivalent to deeply embedded.
Goal

Develop targeted and continuous contact with people dealing with mental health challenges, that is both credible and local: reinforce hope, recovery and resilience.
Program

- Speakers Bureau website: SpeakOurMinds.org
- Speakers Bureau mini-grants
- California Public Television documentary & screening events
- Community Dialogue events: featuring the documentary
- Community Dialogue grants: rural and frontier counties
- Anti-Stigma Arts Network: residency program and art exhibit
- API Outreach
- African American Outreach
- Native American Outreach
Audience Diversity

- API Outreach: storytelling video, community based organization outreach and in-language media
- African-American Outreach: faith-based program and targeted media
- Native American Outreach Program
Action Items

- Watch & Share "A New State of Mind" at EachMindMatters.org
- Take a pledge to Decision Makers at EachMindMatters.org
- Visit SpeakOurMinds.org: download SDR messages and add your local speakers bureau via contact form
- Attend a local Speakers Bureau event, documentary screening or Community Dialogue event
Decision Maker Campaign

Goal
Develop targeted and continuous contact with people dealing with mental health challenges; that is both credible and local, reinforce hope, recovery and resilience.

Insight
Influencers of people with mental health challenges: medical professionals, landlords, employers, etc. have stigmatizing beliefs that range from ambivalent to deeply embedded.

Target: Adults, age 25+

Program
- Speakers Bureau website: goodmusicinside.org
- Speakers Bureau immigrants
- California Public Television documentary screening events
- Community Dialogue events featuring the documentary
- Community Dialogue grants, rural and urban communities
- Arts/Culture Arts Network residency program and art exhibit
- AIR Outreach
- African American Outreach
- Native American Outreach

Action Items
- Watch & Share "A New State of Mind" at EachMindMatters.org
- Take a pledge to Decision Makers at EachMindMatters.org
- Visit SpeakersMatters.org, download SDIR messages and add your local speakers bureau via contact form
- Attend a local Speakers Bureau event, document screening or Community Dialogue event

Audience Diversity
- AIR Outreach: storytelling with communities targeted to engagement outreach and intercultural media
- African American Outreach: faith-based program and targeted media
- Native American Outreach Program
STIGMA & DISCRIMINATION REDUCTION
EACH MIND MATTERS

Suicide Prevention + Student Mental Health + Stigma and Discrimination Reduction
EACH MIND MATTERS
California’s Mental Health Movement

http://www.eachmindmatters.org/
Watch It Online!

A New State of Mind:
Ending the Stigma of Mental Illness

NOW SHOWING
Join the Movement

Make a Pledge

Ending the stigma associated with mental illness is a personal choice. We have to decide for ourselves that each mind really does matter. Each one of us must determine what we will do to make a difference.

Now is your chance to make your own personal Each Mind Matters pledge in the space provided below.

If you're ready to step up and join the movement, here are a few ideas:

- **Landlords and Employers:** You can pledge to provide reasonable accommodations for people living with mental health challenges.
- **Medical Care Providers:** You can pledge to talk with your patients about their mental health and provide referrals as needed. Physical and mental health are closely related!
- **Parents and Family Members:** You can pledge to listen with care as your loved ones share their challenges with you. Your support can make all the difference.
- **Young People:** You can pledge to stand up for people who are being treated differently because of their mental health conditions. You can be a friend to a person who feels completely alone.
- **Everyone:** You can pledge to watch your language. Words like “crazy,” and casual uses of “bipolar” or “schizo” are profoundly hurtful to someone struggling with mental health challenges.

Check out real pledges by real Californians on the Each Mind Matters Blog/Pledge of the Day.

☐ I believe that Each Mind Matters. I am committed to making changes that will make a difference. *

This is my pledge: *
We are excited to be working closely with the counties to reduce stigma and discrimination!
Next Steps:
What can Small Counties do with all this info?

1. Needs assessment:
   - You know your county’s unique situation and needs

2. Customize the campaign:
   - Tap SDR campaign staff and online resources to get the tools you need

We are excited to be working closely with the counties to reduce stigma and discrimination!
Contacts and Resources

1. Parent & Caregivers
   • Online: Blog posts at www.EachMindMatters.org
   • Campaign Contact: Kristen Lisanti at Citizen Relations (213) 996 3796 kristen.lisanti@citizenrelations.com

2. Inoculation
   • Online: www.WalkingOurShoes.org
   • Campaign Contact: Nicole Jarred at RS&E (916) 446-9900 njarred@rs-e.com

3. Mobilization
   • Online: www.ReachOutHere.com (English), www.BuscaApoyo.com (Spanish);
   • Campaign Contact: Alexandra Kathol at RS&E (916).446-9900 akathol@rs-e.com

4. Decision Makers
   • Online: www.EachMindMatters.org for California’s Mental Health Movement info and documentary;
   www.SpeakOurMinds.org for Speaker’s Bureau
   • Campaign Contact: Kristen Lisanti or Nicole Jarred