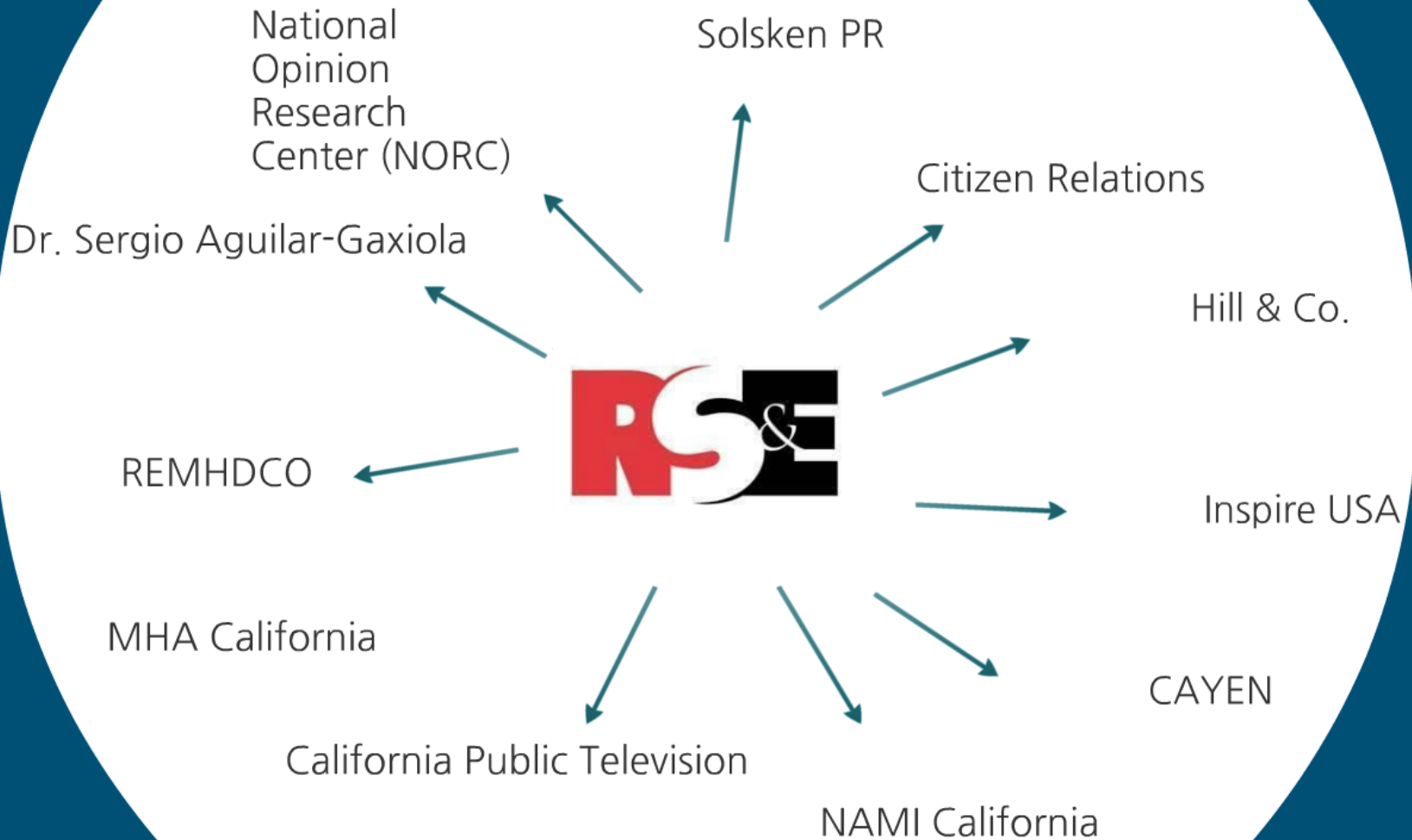




Stigma &
Discrimination
Reduction:
Social Marketing
Campaign

SDR Social Marketing Team



Social Marketing





CaIMHSA

California Mental Health Services Authority


Compassion. Action. Change.

Suicide Prevention

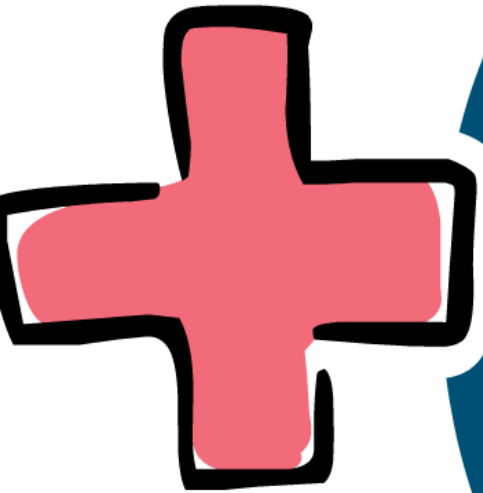




Student Mental Health



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

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STIGMA & DISCRIMINATION REDUCTION

STIGMA & DISCRIMINATION REDUCTION





Parent & Caregiver Campaign

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

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caregivers
powerful force
lines of
reduction.

• Parent
include
easy cu

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 a early development.

Program

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

r

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 [Each MindMatters.org](http://EachMindMatters.org)
- Stay tuned on more to come for Parent & Caregiver resources

Inoculation Campaign

Target: 9 - 13 year olds

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- Interactive WalkInO
- Statewid and cabl
- School-b and broc

Insight

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

Goal

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



Sample Survey Questions



Inoculation Campaign

Goal

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Mobilization Campaign

Target: 14 - 24 year olds

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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

NEED HELP NOW?
800-448-3000

[THE FACTS](#) [REAL STORIES](#) [YOUR VOICE](#) [GET HELP](#) [FORUMS](#) **New!**

Search ReachOut



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

[Click Here](#)

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](#)

LEARN MORE

[The Facts](#)
[Real Stories](#)
[We Can Help Us](#)

GET INVOLVED

[Your Voice](#)
[Forums](#)
[ReachOut Blog](#)
[Share Your Story](#)

GET HELP

[Getting Help in a Crisis](#)
[Finding People To Help and Support You](#)
[Help a Friend](#)

SUPPORT

[Privacy Policy](#)
[Terms of Use](#)
[Copyright](#)
[Support Reach Out](#)

FIND US ON:



an initiative of *Inspire*

¿Necesitas ayuda
ahora mismo?
1-888-628-9454

FOROS **¡NUEVO!**

Buscar



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

[Haz clic aquí](#)

Es bueno poder hablar con alguien. O tal vez alguien necesite de tu ayuda. Empezamos 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

[Inscríbete](#) [TODOS LOS TEMAS](#)

FIND US ON:



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



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

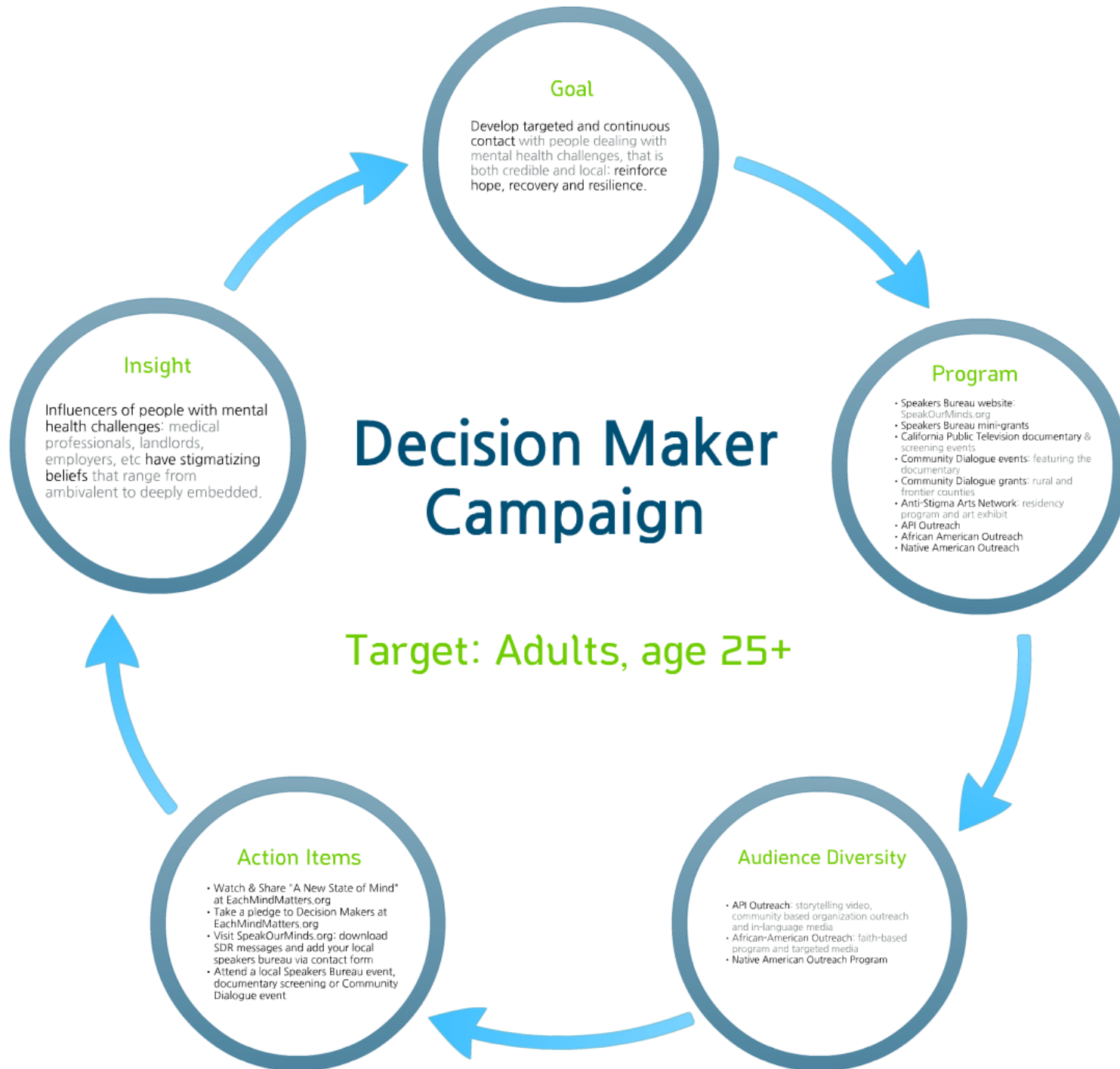


Audience Diversity

- 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

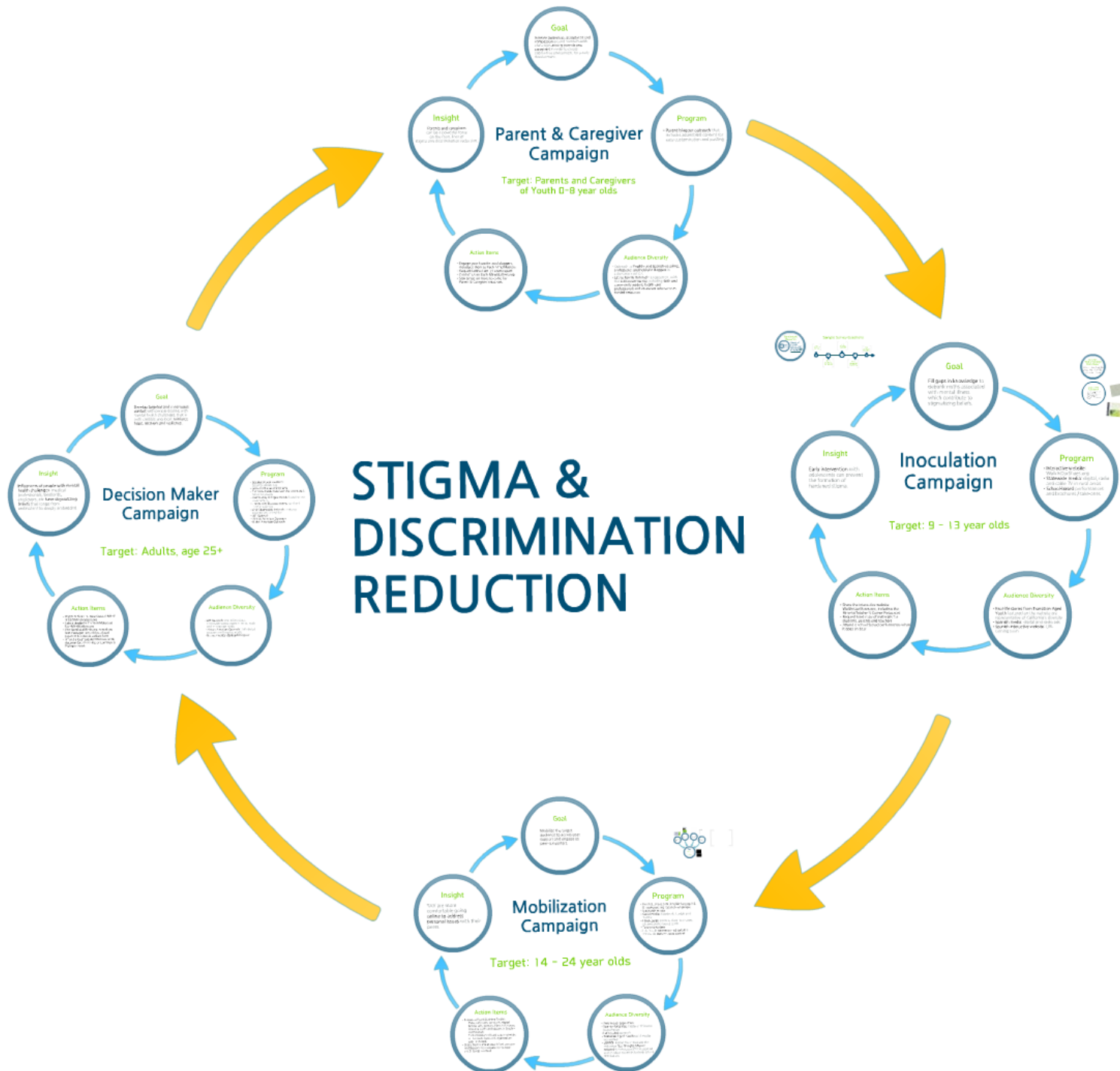
Action Items

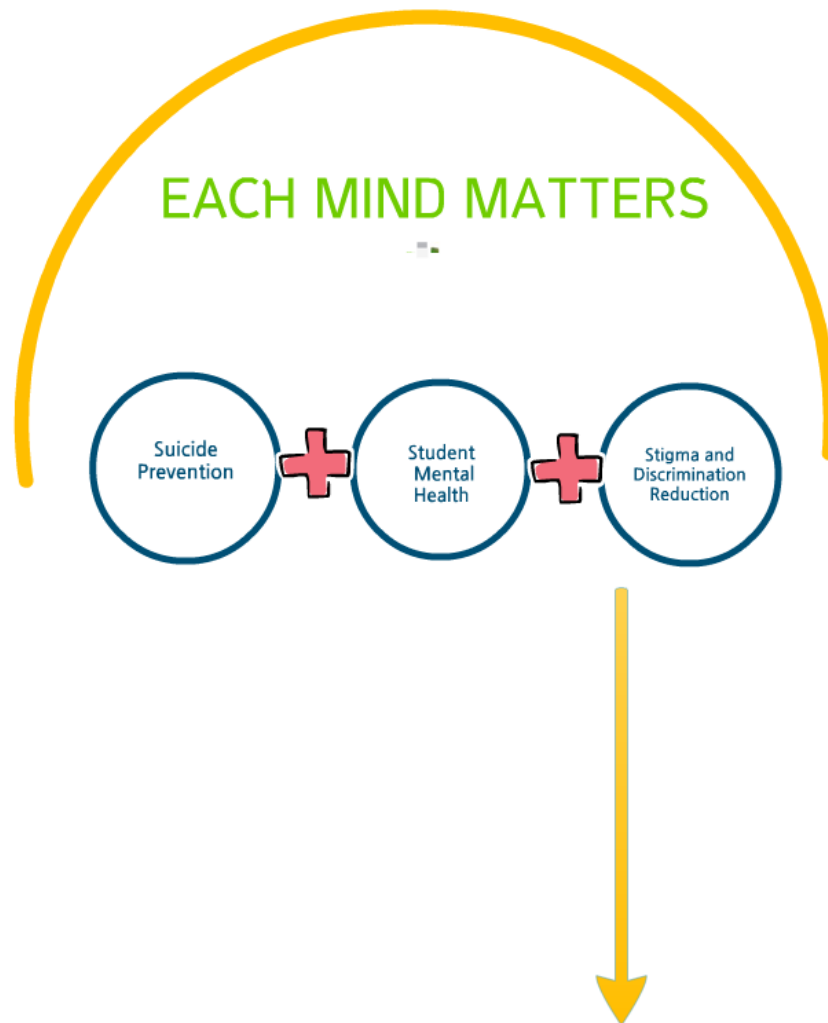
- Watch & Share "A New State of Mind" at EachMindMatters.org
- Take a pledge to Decision Makers at EachMindMatters.org
- Visit SpeakOurMinds.org: download SDR messages and add your local speakers bureau via contact form
- Attend a local Speakers Bureau event, documentary screening or Community Dialogue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



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STIGMA & DISCRIMINATION REDUCTION





Contacts and Resources

- 1. Parent & Caregivers
 - Online: Kids tools at www.EachMindMatters.org
 - Campaign: Caregiver Support Network: www.caregiversupportnetwork.org
 - 24/7 Helpline: www.247helpline.org
- 2. Professionals
 - Online: www.MentalHealthProfessionals.org
 - National Suicide Prevention Lifeline: www.suicidalifeline.org
 - National Suicide Prevention Lifeline: www.suicidalifeline.org
- 3. Media/Youth
 - Online: www.YouthMatters.org
 - National Suicide Prevention Lifeline: www.suicidalifeline.org
 - National Suicide Prevention Lifeline: www.suicidalifeline.org
- 4. Decision Makers
 - Online: www.CaliforniaMentalHealthServices.org
 - National Suicide Prevention Lifeline: www.suicidalifeline.org
 - National Suicide Prevention Lifeline: www.suicidalifeline.org

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: *

Get inspired! New stories of hope, resilience and recovery are posted on our blog regularly.

A NEW STATE OF MIND

Now Available Online! [A New State of Mind: Ending the Stigma of Mental Illness](#).

ABOUT EACH MIND MATTERS

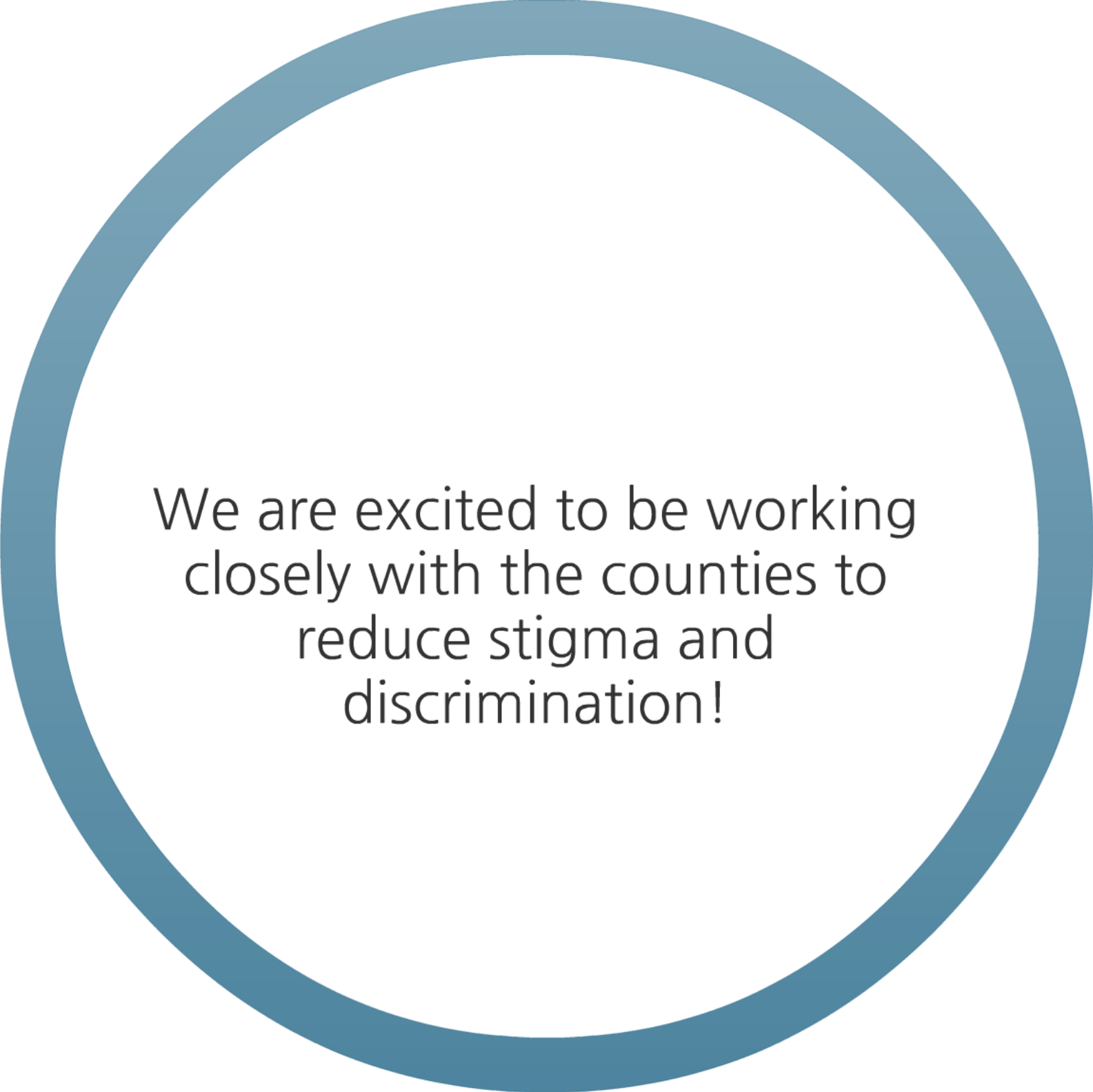
Each mind matters because we are all different. [Learn about the movement and who is behind it.](#)

NEED HELP NOW?

[Find Help in Times of Crisis](#)

LOOKING FOR RESOURCES?

[Search a Network of Care](#)



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

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Next Steps:
What can Small Counties do with all this info?

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

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

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Contacts and Resources

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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.WalkinOurShoes.org coming this summer
- 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); Social Media sites <http://reachouthere.tumblr.com>, <https://twitter.com/ReachOutHere>, <https://www.facebook.com/ReachOutHere>
- 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