

Stigma in San Mateo County

- Stigma pervasive within particular cultural groups (e.g. African American, Chinese, Filipino, Latino, PI, LGBTQQI)
 - Possible factor for disparate penetration rates
 - Specific strategies needed to address stigma within these cultural groups.
- Stakeholder process on Prevention and Early Intervention Plan identified stigma and discrimination reduction as vital.

Stigma Free San Mateo County

- SDR campaign with a focus on:
 - 1. Story Sharing**
 - a) Photovoice
 - b) Digital Storytelling
 - 2. Mental Health/Substance Use Education**
 - a) Mental Health First Aid
 - 3. Community Engagement**
 - a) Stigma DVD community screenings
 - b) Speaker's bureau partnership

Stigma Free San Mateo County

- Cultural initiatives implement SDR strategies within their communities:
 - Photovoice
 - Digital Storytelling
 - Mental Health First Aid
 - Stigma DVD
- Initiatives encourage community members with lived experiences to join speaker's bureaus.

Stigma Vignettes and DVD

- Filmed vignettes performed by consumers, family members, county staff, and community partners representing seven groups:
 - African American, Chinese, Filipino, Latino, Pacific Islander, consumers, and transition-age youth
- Illustrates how stigma manifests in their specific communities
- Promotes dialogue about stigma within communities and how to address it

Lessons Learned

- Having multiple modalities for story sharing benefits diverse communities.
- Organizationally, SDR work and Ethnic Services Manager roles align:
 - Ensures culturally competent implementation of SDR strategies
 - Provides consistency in messaging