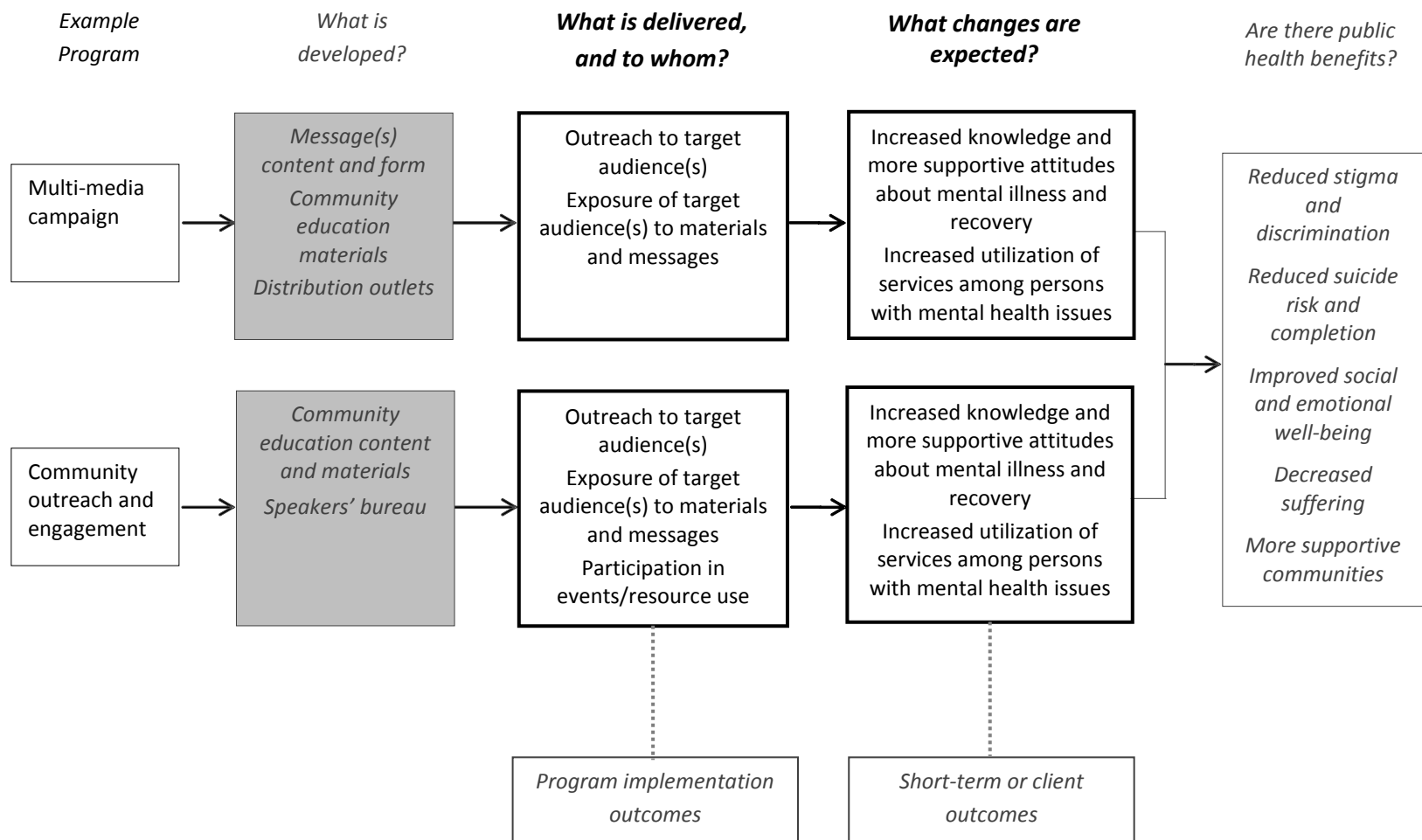
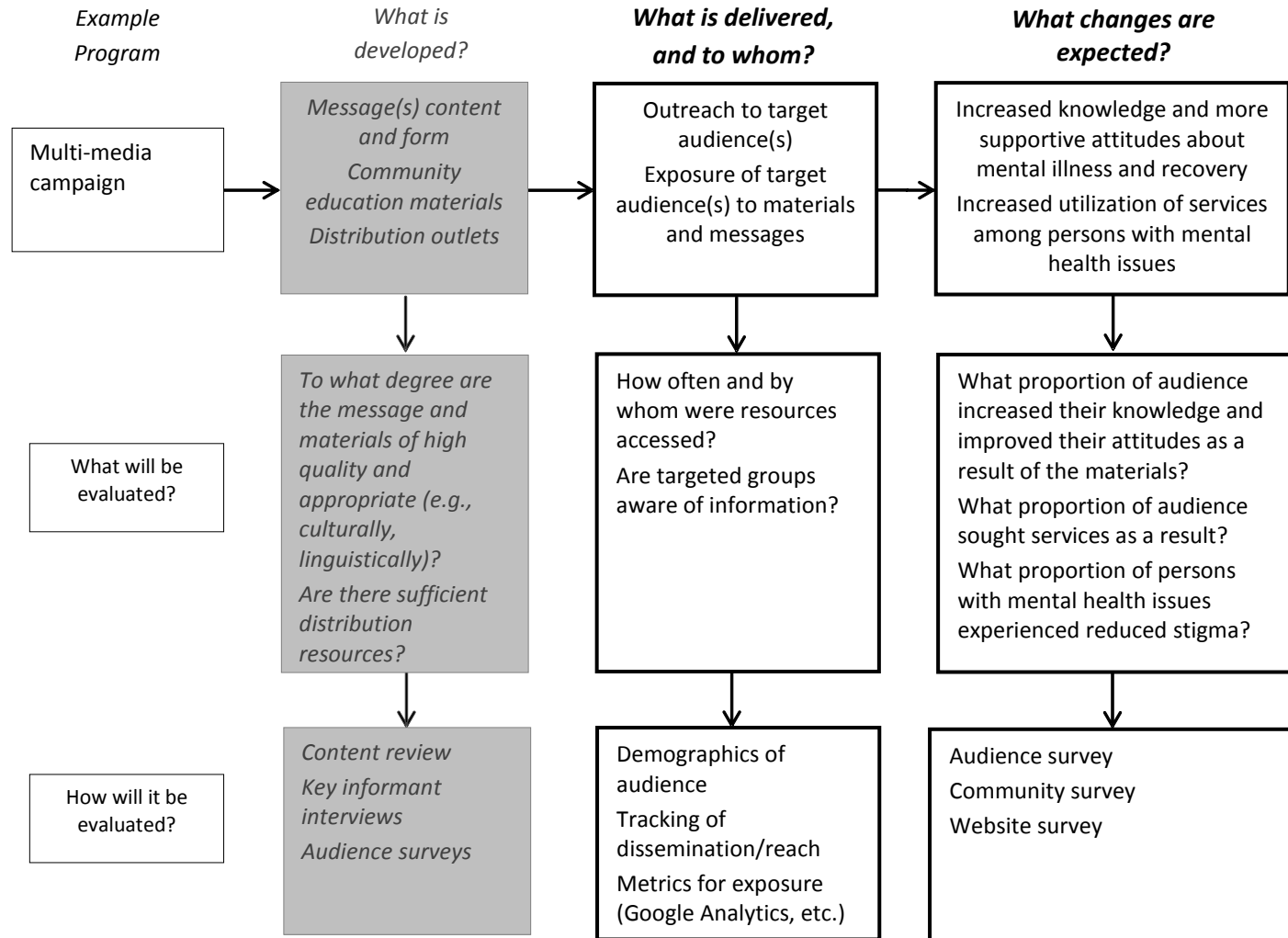


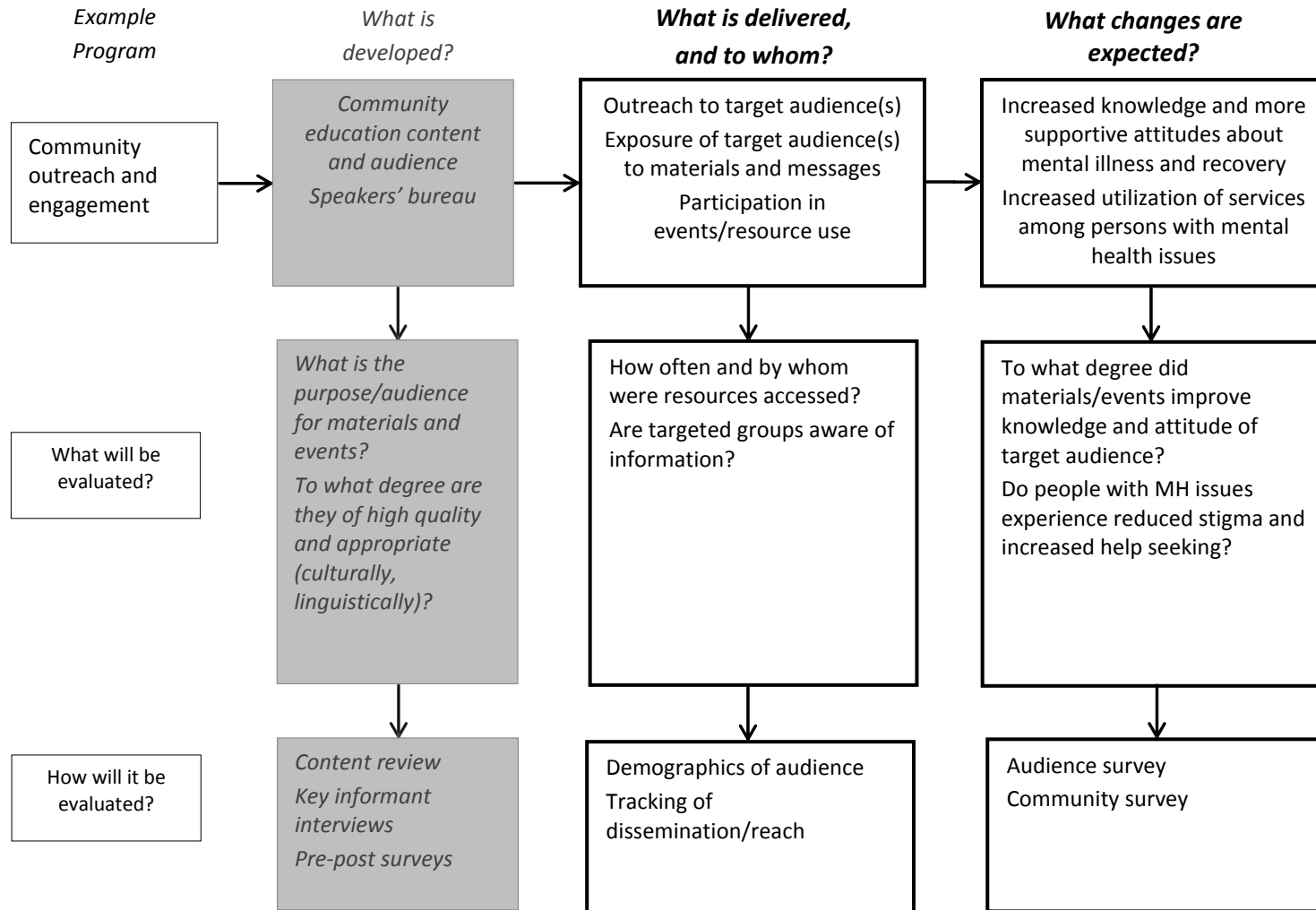
## Outreach and Public Awareness Campaign and Evaluation Components



## Evaluation of Multi-Media Campaign



## Evaluation of Community Outreach and Engagement



## **Stigma Reduction Outcomes**

Awareness of stigma and discrimination for people with MH issues

Social distance: people's unwillingness to interact with people with MH issues

Perceived dangerousness of people with various MH issues

Recovery: people's belief that recovery from MH issues is possible

Provision of support: people's desire to be as supportive as possible to people experiencing a mental illness

Help seeking: likelihood the respondent would seek help for a serious mental health issue

Disclosure: likelihood the respondent would disclose a mental health issue to family, friends, and/or co-workers

## **Sample Program Descriptions**

### **Multi-media Campaign**

Multi-media campaigns aim to increase community awareness about mental health issues and reduce stigma and discrimination toward individuals and families living with mental illness. These programs include culturally and linguistically appropriate multi-media community awareness campaigns with specific efforts toward educating and engaging unserved and underserved cultural and ethnic communities. The campaign also supports community agencies in including de-stigmatizing language in service planning, public documents, and engagement activities.

### **Specific Services**

- Informational website
- Speaker's Bureau including consumers and family members
- Public service campaigns and social marketing campaigns

### **Community Outreach and Engagement**

The community outreach and engagement efforts focus on various topics including, but not limited to: general mental health issues, early warning signs of mental illness, suicide prevention, and trauma. Information is disseminated and presentations are made in schools, community centers, faith-based settings, and other venues based upon request to reach as many community members.

### **Specific Services**

- Outreach activities including cultural celebrations within the community and employment and health fairs targeting specific racial, cultural and ethnic groups
- Speaker's Bureau including consumers and family members