

Stigma & Discrimination Reduction Social Marketing Campaign Deliverables



Pre-Inoculation (0 - 8 year olds)

Work through parents and caregivers to provide support for stigma reduction

- Parent Outreach
 - Provide California-based mom/dad bloggers (includes professionals and local/ethnic -focused blogs) information and talking points about SDR
 - Prompt bloggers to write about their experiences with mental illness and stigma
 - Connect bloggers with PWMI whose families look like theirs
 - Engage bloggers in documentary promotion using vignettes (see Influencers section)
- Child Care Providers
 - Partner with California Dept. of Education Child Development Division
 - Provide messages, training and other capacity building technical assistance to CDE partner organizations
 - Leverage CDE communication channels to distribute materials to child care providers and families (via trusted providers)

Inoculation (9 - 13 year olds)

Inoculate against stigma through education

- Interactive knowledge-based game
 - Available online statewide
 - Working with Student Mental Health Initiative on in-school promotion of game
- English & Spanish-language radio promoting knowledge points and link to game
 - Ten weeks of placement*
- Online banners promoting game play
 - Twenty-one weeks (statewide)
 - Channel/genre targeted
 - Online/Mobile in game banners
 - Online radio/video placement
- Collateral materials
 - Book markers, book covers, posters, activity sheets, stickers, etc.
 - Will promote game play and provide reminder messaging
 - Will be developed in coordination with Student Mental Health Initiative
- Added Value Components
 - Celebrity PSAs, morning DJ roadblocks, contests/giveaways

Mobilization (14 - 24 year olds)

Sample what other youth are talking about when things aren't going so well (contact strategy)

- ReachOut Forums
 - Peer moderated/adult coached
 - Increase mental health literacy, encourage help seeking, build resilience, increase social connectedness
- English & Spanish-language radio promoting ReachOut
 - Ten weeks of placement*
- Online banners promoting ReachOut
 - Thirty-two weeks (statewide)
 - Multicultural English/Latino Spanish-language
 - Online/Mobile in game banners
 - Online radio/video placement
- Social Media Campaign
- Alternative press print ads
 - LA Weekly, OC Weekly, SF Bay Guardian, SF Weekly, Sacramento News & Review, San Diego Reader
- Added Value Components
 - Alternative press editorials, high school outreach, celebrity PSAs, Gay Pride streaming radio, social media game
- LA Youth
 - Two youth produced three-page special report driving readers to ReachOut
 - Repurpose content for use in local publications/high schools

Decision Makers (25+)

Create contact between people with mental illness and decision makers

- SDR Documentary
 - Produced by California Public Television
 - Individual stories demonstrating impacts of stigma & discrimination among decision makers (employers, landlords, care providers (child & elder), family/friends, law enforcement, etc.)
 - Statewide airing with 26 week :30 spot campaign
 - Statewide media outreach
 - Premiere screening targeting news media and entertainment industry
- Documentary screenings as Community Dialogues in local communities
 - Dozens of vignettes available for additional outreach
 - Documentary micro-website (blog) with regular posts from PWMI and decision makers
 - Documentary toolkit for long-term stakeholder utilization
- Social Media Campaign
- Speaker's Bureau statewide clearinghouse website
 - Directory of local Speaker's Bureaus around state
 - Speaker's toolkit for speaker training and development
- NAMI Anti-Stigma Arts Network
 - Facilitate showings of art by consumers
 - Development of program manual for show replication
 - Facilitate fine art workshops for consumers

*Radio markets include Los Angeles, Riverside–San Bernardino, San Francisco, San Jose, San Diego, Sacramento, Stockton, Modesto, Fresno, Visalia, and Bakersfield metros, covering an estimated 80% of people in California.

Multicultural Outreach: All of the activities listed above are designed to reach a multicultural audience. Below are additional tactics designed to reach specific cultures in language.

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| <ul style="list-style-type: none"> • Latino Outreach <ul style="list-style-type: none"> - Engage key audience/ambassadors (Latina mothers & adolescents) in breaking cycle of self- and cultural stigma for their children and younger siblings and future children - Urban and rural pilot projects - Tactics TBD pending environmental scan • Asian Outreach <ul style="list-style-type: none"> - Engage parent and caregivers through local community based organizations (CBOs) - Educate parent and caregivers by participating in community events - Utilize spokespeople in language on Asian radio programs | <ul style="list-style-type: none"> • Latino Outreach <ul style="list-style-type: none"> - Engage key audience/ambassadors (Latina adolescents 11-17) in breaking cycle of self- and cultural stigma among peer group - Urban and rural pilot projects - Tactics TBD pending environmental scan • Asian Outreach <ul style="list-style-type: none"> - Promote educational games at CBO sites - Engage leadership of local groups in campaign | <ul style="list-style-type: none"> • Latino Outreach <ul style="list-style-type: none"> - Engage key audience/ambassadors (Latina adolescents 11-17) in breaking cycle of self- and cultural stigma among peer group - Urban and rural pilot projects - Tactics TBD pending environmental scan • Asian Outreach <ul style="list-style-type: none"> - Work with CBOs to develop partnerships to reach youths about ReachOut - Repurpose campaign print materials to promote at CBO sites - Collaborate with CBO sites to incorporate SDR information within their planned activities | <ul style="list-style-type: none"> • Latino Outreach <ul style="list-style-type: none"> - Engage key audience/ambassadors (Latina mothers and adolescents) to bridge generational divide and overcome stigma together - Urban and rural pilot projects - Tactics TBD pending environmental scan • Asian Outreach <ul style="list-style-type: none"> - Engage decision makers, like shamans and spiritual leaders, through local CBOs - Educate decision makers by participating in community events - Utilize spokespeople in language on Asian radio programs |
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Note: RS&E's approach is culturally appropriate and informed (radio buys based on demographics, ReachOut Forums will be monitored by peer counselors that reflect California diversity in ethnicity and LGBTQ, PBS documentary will be reflective of ethnic and racial populations).

Stigma and Discrimination Reduction Social Marketing Campaign Deliverables Timeline

