

TLC4 Planning Template

Targeted:

People point to health care professionals, employers, landlords, teachers, legislators and faith communities as where they have encountered stigma. Your organization may have information about the experience of stigma in your community that points to a different target group.

Local:

Stigma reduction works best if it is designed locally to meet the characteristics of the local community.

Credible:

We integrate information into our thinking, beliefs and behaviors most readily when it comes from someone we consider a peer- someone like us- who understands us and our lives. Credible does NOT mean famous.

Continuous:

Diverse and multiple approaches to increase social contact with people living in recovery with a mental illness over longer periods of time are much more effective than the one-time event. This is about a culture shift and that takes dedication over a longer period of time.

Change-focused:

How will you know the target group has less stigma? What do you want them to do differently as a result of the planned contact? Match the storyteller to the outcome you wish to see.

Examples:

- 1) Faith communities
- 2) Civic groups in a county

- 1) In this case, local might refer to tailoring approach to different denominations
- 2) What works for certain types of civic groups will not work for all

- 1) Storytellers who are faith leaders and congregants will have greatest impact, with emphasis on change you want to see
- 2) Members of the civic groups will have the greatest impact or people they can imagine as a member

- 1) Speak from pulpit, share in newsletters, incorporate into education classes, include mental wellness moment each month, etc.
- 2) Include in routines of the civic group such as yearly events, newsletters, an award, etc.

- 1) They will host support groups, talk openly about mental health challenges, work with MH groups in community, etc.
- 2) Knowing that civic organizations have very little time with their members, the goal might be to have members take the message to their places of work to engage workplaces in stigma reduction efforts- now led by one of their own.

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