**WISE- Steps for Consultation with Organizations Creating Stigma Reduction Plans**

A. Present WISE Basics & facilitate discussion applying to the local/organization’s efforts.

B. Share Principles of Stigma Reduction - strategic disclosure and planned contact.

C. Review TLC4 model and discuss what these might look like – (use a specific example)
   1) Targeted- who is your target audience? (e.g. civic/community groups)
   2) Local- what is the local context? Understand local demographics/audience and tailor the message. (e.g. Community X’s civic group members at meetings/events)
   3) Credible- Who are the peers of your target group(s)? (Find community/civic leaders who have lived experience with mental illness and recovery or peer video stories).
   4) Continuous- What are multiple ways to reinforce your message/contact over time? (e.g. stories of recovery in civic presentations, newsletters and websites, and local newspapers; create follow up plan/contacts for other civic group events).
   5) Change focused- What do you want the target population to do differently-more of, less of, introduce, or stop altogether? (e.g. Civic group members will bring stigma reduction into the organizations/companies/faith communities, etc. in which they participate).
   6) Contact- How will you recruit, prepare and support your story tellers? (e.g. build relationships with civic group leaders; ask them to identify potential story tellers to approach, meet one-on-one with the potential storytellers and provide HOP training to those interested).

D. Identify and discuss how this group will make decisions on each.

E. What data is needed to inform their efforts and decisions about how to proceed?

F. Design Plan: Answer the TLC4 question. Be sure to be clear about the change they want to see in their target population. What difference will they be able to measure as a result of their efforts? Establish goals and objectives to achieve this change.

G. What personnel and resources are needed to implement program? Do they have these or will they need to acquire them?

H. How will efforts be evaluated? Choose or develop metrics and tools.

I. Design a timeline and responsibility chart for actions; include touch points for review and refinement.

J. Implement the plan; collect evaluation data.

K. Bring together data, stories, and reports at end of time period to assess impact of efforts and determine next steps. Celebrate!