

# 4/18	Campaign Name	Sponsor	Region	Target Audience	Time period	Methods used	Outcomes available?	Website if available	Who is researching?
1	This Is My Brave	Same	USA	General public	Current, started 2013	Storytelling, poetry essay , original music presented on stage, on blog and YouTube.		thisismybrave.org	Janelle
2	StigmaFree	NAMI	USA	General public	Current	StigmaFree pledge, website, merchandise		https://www.nami.org/stigmafree	Mary
3	Deconstructing Stigma	McLean Hospital (Harvard Medical School affiliate)	Boston	General public	Current, started Dec 2016	Photography exhibition at Logan Airport, website, photo book		https://deconstructingstigma.org/	Andy
4	Make It OK	Regions Hospital Foundation, Minneapolis	Minneapolis, MN; Goodhue County/City of Red Wing	General public	Current, since 2013	Website, pledge, downloadable toolkit, podcast, Youth Mental Health First Aid, training of health system staff, anti-stigma campaign at large company, church and city council presentations		makeitok.org	Mary
5	Walk In Our Shoes	Each Mind Matters, California Mental Health Services Authority	California	Youth	Current	Website with personal stories	http://calmhsa.org/wp-content/uploads/2016/04/17978-12-CalMHSA16-RAND-Infographic-03.pdf	walkinourshoes.org	Andy
6	Bring Change 2 Mind	Private nonprofit, founded by Glenn Close	USA	General public, college and youth	Current	Website, PSA, video, undergrad program, high school program		bringchange2mind.org	Janelle
7	Time to Change	Mind and Rethink Mental Illness	England	General public	Current	Website	Yes, see studies	time-to-change.org.uk	Sam
8	Opening Minds	Mental Health Commisison of Canada	Canada	Healthcare providers, youth, workforce, media	Current, started 2009	Multiple	Good list of outcomes studies and best practices: https://www.mentalhealthcommission.ca/English/opening-minds#edit-group-initiative-mhccdocument	https://www.mentalhealthcommission.ca/English/opening-minds	Sam

