

Lake County Mental Health Coalition Anti-Stigma Campaign Sub-Committee

Resource Materials

- I. Research & Guidance
 - a. Anti-Stigma Developed Resources for Use by Other Communities
 - i. Sample PSAs
 - 1. Bring Change 2 Mind [link](#)
 - ii. SAMHSA Recovery Month 2018 Full Toolkit [link](#)
 - iii. National Recovery Month September 2018
 - 1. SAMHSA webpage [link](#)
 - 2. Sample Tools [link](#)
 - 3. Sample PSAs [link](#)
 - 4. Produced Television shows that can be used [link](#)
 - iv. National Wellness Week Resources Sept 2018
 - 1. Resources [link](#)
 - 2. 2017 Logo [link](#)
 - 3. Badges [link](#)
 - 4. Banners [link](#)
 - 5. National Wellness Week blue and green logo [link](#)
 - 6. National Wellness Week blue and white logo [link](#)
 - 7. National Wellness Week blue logo [link](#)
 - 8. National Wellness Week badge [link](#)
 - 9. Banners
 - a. National Wellness Week green [link](#)
 - b. Focus on Emotional Wellness [link](#)
 - c. Focus on Environmental Wellness [link](#)
 - d. Focus on Financial Wellness [link](#)
 - e. Focus on Intellectual Wellness [link](#)
 - f. Focus on Occupational Wellness [link](#)
 - g. Focus on Physical Wellness [link](#)
 - h. Focus on Social Wellness [link](#)
 - i. Focus on Spiritual Wellness [link](#)
 - j. Promote wellness any time of the year wellness resources [link](#)
 - b. Anti-Stigma Technical Guides
 - i. Developing and Delivering Effective Suicide Prevention Messaging – National Action Alliance for Suicide Prevention [link](#)
 - ii. SAMSHA Stigma Reduction Initiative [link](#)
 - iii. Anti-Stigma Toolkit – Substance Abuse [link](#)
 - c. Anti-Stigma Research Publications
 - i. Evaluation of IWK's Understanding the Impact of Stigma Program 2013 [link](#)
 - d. Anti-Stigma Case Studies from other Communities
 - e. Anti-Stigma Miscellaneous Information
 - i. Seize the Awkward [link](#)
 - ii. Beliefs Behaviors and Impact
 - iii. Suicide Prevention Month Ideas Action 2018 [link](#)

- iv. Words Matter in Reducing Stigma SAMHSA SUD-Stigma-Tool [link](#)
 - v. CDC vs 0618 – Suicide – H [link](#)
 - vi. Promoting Wellness [link](#)
 - vii. Music Awards Video [link](#) – Results in huge increase in calls to National Suicide Hotline
- II. Agenda & Minutes
 - a. [July 17, 2018 Anti-Stigma Campaign Sub-Committee Agenda](#)
 - b. [August 21, 2018 Anti-Stigma Campaign Sub-Committee Agenda](#)
- III. Draft Work Plan
 - a. Revised 8.13.18 [draft.](#)
- IV. Sample Campaign Proposals