



## Mental Health Stigma Reduction Campaign FAQ

You can find a downloadable one-pager of the campaigns [here](#).

### 1. What are some examples of large public health campaigns PGP has done?

Below are only a few examples of large public health campaign in a variety of subject areas that **PGP** has led:

1. <https://actionminded.org/>
2. <https://strongbeautifulfuture.com/>
3. <https://njsugarfreed.org/>

PGP has experience in a variety of public health spaces including but not limited to: mental health, binge drinking, reproductive health, opioid addiction, tobacco control, and school wellness.

### 2. Has (PGP) been involved in research? If so, what research?

PGP's Director of Research oversees the scientific direction of the campaign and its evaluation. She has over a decade of experience working in both domestic and global public health across a variety of topics, including gender-based violence, human rights law, maternal/child health, mental health, obesity, substance use, tobacco control, and infectious diseases. She has a background in research design, advanced qualitative and quantitative analysis, and scientific writing.

PGP as an organization has been committed to rigorous evidence-based research since its founding and uses it as a basis for all of its communications and programs. One example of an evaluation manuscript from our campaign to decrease sugar sweetened beverage consumption in New Jersey can be found [here](#). For additional examples or further questions please contact [info@thewellbeingpartners.org](mailto:info@thewellbeingpartners.org).

### 3. Typically, validated measures that are large scale are not always piloted with communities of color. Were you able to vet these measures of stigma to ensure they are inclusive of communities of color?

Most of the measures that we selected have been used in a variety of populations across the globe, including among people of color. We chose questions and scales to use because they represent the widest agreement that the public health community currently has on the best ways to measure stigma.



**4. Are you planning to get testimonials from each racial/ethnic group? What about different lived experiences?**

This campaign is centered in the lived experiences of individuals. We want everyone, from every background to feel welcomed to submit so we can showcase the variety of people living within the Greater Omaha and Council Bluffs area. We encourage you to help connect as many individuals from a variety of lived experiences to share their story including and not limited to: individuals with recent immigration to the US, individuals who have experienced incarceration, individuals experiencing homelessness or joblessness, etc.

**5. What about involving the LGBTQIA population?**

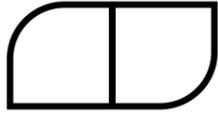
The content of the campaign will reflect those who submit their stories so that means that we need each community-based organization and employer to share this opportunity with a diverse group of races and ethnicities so that the stories reflect our true community. This also includes sexual orientation or gender identity. We want all community members to feel comfortable and willing to share their stories so that individuals see people like them represented. The support from our partners is key to achieving this. Encourage your friends, family, clients, and colleagues to submit a testimonial. As campaign materials are produced, PGP is willing to make modifications that will meet the needs of your organization, neighborhood, etc. If you have any specific ideas, please contact [info@thewellbeingpartners.org](mailto:info@thewellbeingpartners.org).

**6. What is the goal of collective impact within this campaign?**

The goal for Collective Impact is rooted in relationships developed with community-based organizations. This campaign is a community led, grassroots effort aiming to unify and uplift the existing work of community-based organizations in the region. The goal for those community-based organizations is to help amplify our campaign through their social media and other online channels and assist with testimonial collection. Through developing relationships with community partners, the campaign will provide resources in response to community needs.

**7. Does this campaign include/target youth or children?**

The campaign and overarching strategy are focused on adults aged 18+. We made this decision intentionally because efforts to focus on youth mental health would differ substantially in strategy and messaging. However, we do recognize the importance of focusing on youth, and therefore will be partnering with organizations working in the area that do work with this population. We encourage families to submit pet photos at [www.SpokesimalsMidwest.com](http://www.SpokesimalsMidwest.com).



**8. Would you also like stories about living/working with family members dealing with mental health conditions?**

Yes! We welcome stories from those living with a mental health condition and any allies. We suggest you do not share their name or photo if you write about someone else out of respect for that person.

**9. Are campaign messages, social media posts, swag going to be in multiple languages?**

Based on the insights gained on the July 30 launch, The Wellbeing Partners will be looking into the feasibility of a Spanish website and social media tools. For languages other than English and Spanish, we will depend upon partner-based organizations to tell us about the needs and we will look into paying translators in each of those organizations to create tools to share with their populations. For now, if you have any additional language needs please place these in the comments section of the [needs assessment survey](#).

**10. Are there local mental health resources that can be shared along with campaign information—specifically Spanish?**

There is a list of local and national mental health resources located on the [WhatMakesUs](#) website. A portion of this campaign is to curate local resources into a database for organizations to be able to reference. Additional local resources can be found on the [Spanish Speaking Counselors Project of Nebraska Facebook Page](#) or on [Region 6's website](#). Note: The Region 6 website is available in nearly any language by clicking the upper left corner and selecting language.

**11. Will there be a media rollout? News, commercial, radio, etc.**

This is a grass-roots campaign that is fed through word of mouth and the trust among community members, community-based organizations, and employers. The Wellbeing Partners will host a press conference with our health department partners, but this campaign will primarily live on social media and direct email and print communications.

**12. There is currently a shortage of mental health professionals. Will that be addressed?**

An important part of this campaign will be to curate a place to connect with area providers as all of the stakeholders we met with talked about the difficulty in finding mental health resources. This does not address the fact that there are provider shortages in many areas. That work is going on through [Region 6](#) and you can contact them to learn more.

**13. Any plans to address stigma within the educational programs of healthcare providers?**

This is not currently a part of the campaign, and it's a great idea that we will add to our list of optional iterations.

