

## **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!