

Breakout Room Discussions

BREAKOUT ROOM: Brainstorm

Ideas for anti-stigma media & messaging projects (new messages or methods)?

- High School presentations with a Q and A; get parents involved too; talk to them ahead of time
 - Event around stigma at high schools
- Meta message about the use of language: reducing hate language around people who use substances I.e., like on Facebook
- Censoring on social media using language related to opioids and safe supply
- Use billboards, like Kamloops
- Pulp mill, do recreational drug use, doing outreach and education; physicians reach out to them; how to reach out to BC wide
- Setting up a booth or having a “fair” for overdose awareness in the community
- More anti-stigma messaging on community FB pages and sharing content ex: Port Alberni CAT has done a lot here
- Delta CAT: anti-stigma forum (multi-stakeholder collab, including Fraser Health and people with lived and living experience)
- Cranbrook CAT: drug checking & overdose billboards; stigma video with peers in community & KE exchanges with city and health care settings
- Maple Ridge CAT: photovoice project at art gallery; collaboration with Tri-Cities CAT in newspaper ads
- Billboards, FB ads, tik tok, social media targeted messaging (like in the Great Hack documentary) - use this medium for good!
- Get messages in the school system and to young people, identifying influencers and getting them to post on social to their large following.
- Building relationships with local reporters/media/journalists. Working across generations – older & younger! We don’t want adults passing on biases to younger people.
- Safe Places - for information on Safe Places jamesor586@gmail.com
- Inclusion focus on promotions – positive
- Empathy and belonging- public communications
- Consider who is missing from the outreach communications - some of the more marginalized groups
- Target promotions in an inclusive way
- Advocacy with peers, to address discrimination from services and healthcare
- Sharing successes with safe supply from a peer perspective
- Take care of yourself first so you can care for others

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- Cowichan CAT joining with other regional CATs on social media campaign on Bill C-216 promotion and anti-stigma efforts- sharing our knowledge and strengths as a group
 - Support Gord Johns private member's bill to decriminalize - Bill C-216. There is a LeadNow petition - <https://you.leadnow.ca/p/endoverdose>
 - Bill C-216 <https://www.parl.ca/DocumentViewer/en/44-1/bill/C-216/first-reading>
- Kandu CAT partnerships with other organizations including doctors, MSTH, Elders on anti-stigma video (12 minutes)- different backgrounds with the same cause
- Cowichan CAT meeting with freelance journalists to change the messaging around supportive housing initiatives- change/add the narrative from negative and sensational to positive and inspirational
- Trail CAT found funding for social media person focusing on anti-stigma work- Facebook and Instagram
- REDUN using a variety of methods: open conversations with the community, sharing stories, PhotoVoice project, open to any and all ways to reach people
- Penticton CAT working with SOLE (South Okanagan Lived Experience) - Peers raising awareness of drug addiction, mental illness, homelessness, etc.
- Safe injection bus reduces street use; a few safe injection sites; drug testing, etc.
- Trail CAT has a campaign called Respect & Connect: A better community for us all (speaker series, print and social media ads, workshops, Naloxone training, high school project, etc.)
- Learn about resources like MSTH
- Hear from people with lived experience
- Street degree – building relations skills, reducing stigma Vandu
- Starting in schools and for those who are entering jobs that mean they will be interacting with people who use substances
- Pressure towards government to make actual real change
- A lot more educating the public
- Having PWLLE share their personal stories and expertise
- Lanyards and Keychains
- Portable Mural – movable
- Story Walks
- Collaborate and speak up with authority figures – be cooperative, advocating for each other.
- Collaborated with Stepping stones (Local Shelter), and local church – did some clean-up projects.
- Connect with the neighborhood
- P.O.P.S - Penticton Overdose Prevention Society – Bus based – mobile OPS.
- Walk with me- partnership in Campbell River – Audio Journey/story walks www.walkwithme.ca

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- The VI Construction Association has a project called Tailgate Tool Kit which is now going provincial: <https://www.vicabc.ca/advocacy/tailgate-toolkit-project/>
- The Media & Language Project from the BCCDC & PEEP (found on the towardtheheart.com page)
- <https://www.canadaland.com/how-to-report-on-vancouver-downtown-eastside/>
- <https://equiphealthcare.ca/projects/pathways/>

Ideas for working with other CATs (shared learnings or group project work)?

- Province-wide social media campaign where all CATs coordinate sharing the same anti-stigma message on their FB accounts at the same time, during the same week.
- Connect with all Cats for annual march or event
- Have coordinated events happening
- Have a shared webpage where we can all share the projects that the various CATs have done so others can learn from them and be inspired
- Having more gatherings like this one would be really useful!
- A library of resources & presentations that we could share.
- Funding from C.A.I. - could they amalgamate and share resources? Put out a newsletter? Keep documents on their website? Individual CATs don't want to re-invent surveys, etc.
- Get some rural CATs together for sharing & learning – like in the Kootenays.
- Joint regional work.
- Relevance for Oceanside CAT- will share to the other members so as to not re-invent the wheel – reach out to them
- Joint projects with other CATs: Social media campaign, shared perspectives for anti-stigma videos
- Ron Merk, at Port Alberni CAT is extremely knowledgeable and helpful. Happy to share all his resources and expertise. He has supported the Trail CAT to a great extent!
- Join <https://www.facebook.com/groups/bccatteams>
- The CATs are doing amazing work! Much knowledge and willingness to share.
- Share resource works between CATs
- More meetings like this - this is working, we are getting ideas from other people
- What is happening Canada wide and how we can share information in a way that we can all be on the same page
- Having more building blocks, that we can use together
- Meeting more frequently to share knowledge