

CAT KNOWLEDGE EXCHANGE

**Project Summary**

*Anti-Stigma Media & Messaging*

*The aim of this Project Summary is to provide insights to other teams that may want to undertake similar work, so that they can learn from your experience and implement effective projects! Your responses can be brief and bullet pointed.*

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| **Title of the project**  | Anti-Stigma Videos  |
| **City /organization** | New Westminster, The Lower Mainland Purpose Society for Youth and Families |
| **Contact email** | Sydney.andrews@purposesociety.org |
| **Date of project**  | Completed November 19th 2021 |
| **Who was involved?** *Roles & responsibilities* |
| * CAT Coordinator, was on site while filming interviews and coordinated interview times with people interested in participating
* NWPD, participated in the interviews
* NWFD, participated in the interviews
* Fraser health, participated in the interviews
* Peer Outreach Workers, participated in the interviews
* Other Peers and Community members, participated in interviews and helped answer survey about stigmatizing comments they had heard for us to then use in our video
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| **What was the objective?** *Goals & aims* |
| * Increase the number of people who are using drugs alone to engage in help seeking, and harm reduction strategies.
* Reduce negative perceptions towards people who use drugs among community residents who are not at risk of drug toxicity deaths.
* Increase the number of community residents who are acting as a conduit for sharing information about available resources, and harm reduction strategies.
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| **What did you do and what was the effect?** *Resources needed, outputs produced, effects & feedback* |
| * We hired Techno Monkey Media to create two videos for us, the first talking about the stories of people who have experienced stigma and the second focusing on the people and resources available in our community
* The output was 2 videos that were widely circulated amongst the CAT members networks
* The feedback received from this video was great, people were impressed with the services available and the people that work so hard to make new west safe for everyone
* I’d say the creation of these videos also worked to foster a certain level of confidence amongst peers that participated
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| **What worked well?** *Strengths, key drivers & enablers* |
| * For us, we have a great group of Peer Network members that are reliable and care a lot about our community so it was easy to get folks that were interested in participating
* We were able to offer honorariums to folks that participated in the interviews
* We had the funding to pay for a high quality video production team, which makes a huge difference!
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| **What was challenging?** *Less-effective work, barriers & lessons learned* |
| * It was challenging to organize interview times that worked well for everyone, as some of the people we interviewed have full time jobs or other commitments during the week
* It was hard to communicate with some of the peers that were wanting to participate as they didn’t have phones or any method of contacting them
* We had 2 people not show up for their interview slots which led to us having to add in another half day of filming
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| **What could you do next?** *Partnerships, spreading & expanding* |
| * Next we could share this video among the CAT team and then other outside organizations as well just to get the most eyes as possible to view this project!
* Posting the videos to our social media pages
* If we find that these videos are super effective at reducing stigma in our community, we can contact Techno Monkey Media and have them create more videos for us at a much lower cost with the leftover B roll footage they have
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| **Any other learnings to share with fellow Community Action Teams?** |
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*Email this completed form to* *SubstanceUse@bcpsqc.ca**, thank you!*