

CAT KNOWLEDGE EXCHANGE

**Project Summary**

*Anti-Stigma Media & Messaging*

*The aim of this Project Summary is to provide insights for 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**  |  |
| **City /organization** |  |
| **Contact email** |  |
| **Date of project**  |  |
| **Who was involved?** *Roles & responsibilities* |
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| **What was the objective?** *Goals & aims* |
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| **What did you do and what was the effect?** *Resources needed, outputs produced, effects & feedback* |
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| **What worked well?** *Strengths, key drivers & enablers* |
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| **What was challenging?** *Less-effective work, barriers & lessons learned* |
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| **What could you do next?** *Partnerships, spreading & expanding* |
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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!*