

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**  | Men in the Trades Anti-Stigma Video Campaign  |
| **City /organization** | South Surrey/White Rock |
| **Contact email** | mhuot@sourcesbc.ca |
| **Date of project**  | Completion date is May 2022 |
| **Who was involved?** *Roles & responsibilities* |
| * Community Action Initiative – Funding and Distribution
* City of White Rock – Secured and holding funding from the Community Action Initiative
* South Surrey/White Rock Community Action Team – Project Management
* Sources Community Resources Society – Funds holder
* BaseTwo Media – Filming and Production
* Health Canada – Additional Funding and Distribution
* Mom’s Stop the Harm – Creative Team and Distribution
* Scott Neufeld – Research and Creative Team
* Vancouver Island Construction Association & Vancouver Island Health – Research and Distribution
* Anonymous – Person with Lived/Living Experience, Interviewee, and Creative Team
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* Canada’s Building Trades Union – Distribution
* The Construction Industry Rehab Plan – Distribution
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| **What was the objective?** *Goals & aims* |
| * We are producing four one-minute videos and one 3-to5-minute video appealing to men in the trades who use substances and may be at risk for overdose, meeting an urgent need to connect with a demographic dying at expedient rates due to the contaminated drug supply and exacerbated by isolating social- structural dynamics. By addressing the impacts of hegemonic/toxic masculinity, our videos will attempt to shift trades workplace cultures towards compassionate understanding for coworkers using substances. Each video will speak to different trades community member with the potential to contribute to a caring environment: co-workers, substance users, and employers.
* Our four main objectives in producing the video series are:
	+ To address stigma around substance use in trades workplaces, creating space for inclusive conversation and compassionate understanding.
	+ To engage and equip trades employees with effective coping tools as a substance user, coworker, or employer.
	+ To represent experiential knowledge onscreen, to resonate with and motivate trades workers' interest/involvement in the overdose prevention movement.
	+ To augment existing trades engagement toolkits deployed in Delta and Langley, and in development by the Construction Industry Roundtable Steering Committee, contributing to the likelihood of uptake by trades workers.
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| **What did you do and what was the effect?** *Resources needed, outputs produced, effects & feedback* |
| * Collected lived experiences of trades workers and their loved ones to inform script development via our online survey and informal, in-person conversations.
* Hired a production company to film and provide the videos.
* Connected with Vancouver Island Health and the Vancouver Construction Association regarding focus groups they were conducting with men in the trades to collect research for their Tailgate Toolkit Talks.
* Through various networks began seeking out men in the trades to participate in the project.
* Connected with Mom’s Stop the Harm to invite them to be a part of the project.
* Connected with Canada’s Building Trades Union to help with distribution of the video.
* Found three individuals who wanted to participate in the project as interviewees.
* Formulated a creative team to review and provide feedback throughout the production phase.
* Began the production phase of the project.
* Secured additional funding and expanding the scope of the project to include a fourth interviewee.
* Filmed four interviewees and b-roll footage for the videos.

The project experienced some delays in the beginning stages as we attempted to find people with lived/living experience to contribute to the project. This delay afforded us the opportunity to connect with Health Canada which lead to us acquiring additional funding for the project and created several distribution channels for the completed project. The additional funding has allowed us to expand the scope of the project and create higher quality videos. The delay also allowed us the opportunity to connect with partners/organizations that can help with the distribution of the videos. By connecting with Canada’s Building Trades Union, we will be able to share our videos across Canada. As a result, our local project will now be available across Canada.  |
| **What worked well?** *Strengths, key drivers & enablers* |
| * One area that worked well was our ability to expand our partnerships with key stakeholders and organizations that would expand the scope of the project. Because of this, we increased the funds for the project by approximately $30,000. Additionally, we significantly increased our distribution networks. Originally, we viewed this as a localized project with some opportunities to expand in other communities; however, the videos will now be distributed across Canada where it has the potential to be viewed by hundreds of thousands of people.
* Another area that worked well was connecting with men who wanted to participate in the project. We felt hard pressed at times to find individuals who would be open to sharing their stories/experience of substance use and recovery on a national level. However, the four men we have contributing to the videos have been phenomenal and we are beyond excited the direction the project has taken.
* Finally, working with BaseTwo Media could not have gone better. They have provided tremendous guidance throughout the project as none of us are experts in film and production. They have also been patient with the process as we experienced delays in securing funding and find talent for the videos.
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| **What was challenging?** *Less-effective work, barriers & lessons learned* |
| * The first challenge we faced was finding men with lived/living experience and trades/construction experience who would be willing to share their stories/experiences and be interviewed for the project. We recognize how big of an ask it was for people to share their stories on substance use and recovery on a national level. Fortunately, we were able to connect with two individuals from the Vancouver Island and another individual from Saskatchewan who related to one of our CAT members.
* A second challenge we faced was a delay in securing funding from Health Canada due to the Federal Election being called. Because our funding hadn’t been approved yet, they could not approve additional funding until after the election ended. This caused us to question whether we should wait for the additional funding or move on with the project as if a new government was elected, we may not have been approved for funding.

Although the project experienced several delays, the delays did provide us with opportunities to expand the project significantly. We learned when a project has so many moving parts there is the potential for delays to pile up. Rather, than seeing these as setbacks, we learned to use this time to reflect/review the project and find opportunities to improve the project. Without some of the delays, there was the potential that the project would not have been expanded to the level it has been.  |
| **What could you do next?** *Partnerships, spreading & expanding* |
| * As the project is not complete yet, our next steps are finishing the b-roll filming and editing the videos. After that, we will shift our focus towards distribution and hope to have the project wrapped up by early May.
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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!*