

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 working group in collaboration with EQUIP *Pathways* Project |
| **City /organization** | Vancouver Community Action Team  |
| **Contact email** | catcoordinator@outlook.com / nancy.lipsky@ubc.ca  |
| **Date of project**  | Aug 2021 – April 2022 |
| **Who was involved?** *Roles & responsibilities* |
| * Everyone in this working group participated in discussions & providing feedback
	+ Experiential workers - Expert participants
	+ Frontline workers / physicians – Community participants
	+ CAT Coordinator – Participant, assisted in organizing meetings & handle honorariums
	+ Nurses / Researchers /Educators – Facilitate meetings
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| **What was the objective?** *Goals & aims* |
| * To work in partnership with EQUIP Pathways to address substance use stigma in systems of care and provide feedback to material
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| **What did you do and what was the effect?** *Resources needed, outputs produced, effects & feedback* |
| * All meetings were facilitated virtually
* Honoraria $60/ session
* Participated in discussion sessions around the topics of substance use stigma when using health care and social services, provide guidance, share insights, recommendation and address resolutions
* Participants voiced their concerns and addressed strategies on anti-stigma approaches, including in physical spaces like hospitals & clinics
* The group edited the script used on an animation tool on stigma in the emergency room and provided input on things like colour, direction and visuals
* 2 experiential workers from the group took part in 1-1 zoom recorded interviews addressing what stigma means to them and solutions might look like
* Involved in continuous conversations on how to counteract stigma
* **Outcome:** Tools & Resource Showcase is going to be rolling out end of March where materials the group worked on will start being shared to organizations and institutions that are requiring knowledge and tools to address stigma related to substance use
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| **What worked well?** *Strengths, key drivers & enablers* |
| * Roundtable / popcorn discussions were very effective and often lead to great ideas
* Editing & providing input/feedback on existing materials
* Met frequently enough to keep the momentum
* Ensuring everyone had a chance to share their thoughts
* Sending honoraria via e-transfer
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| **What was challenging?** *Less-effective work, barriers & lessons learned* |
| * COVID-19 made barriers with filming media, or voice recording therefore everything was all done virtually
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| **What could you do next?** *Partnerships, spreading & expanding* |
| * As the project has not entirely completed, EQUIP is on its final stages to have media and resources available
* So far, we have connected with Vernon (HART) CAT to showcase the material
* EQUIP & the CAT will be distributing resources to networks
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| **Any other learnings to share with fellow Community Action Teams?** |
| * If CAT’s are interested in EQUIP Pathways showcase of toolkits they can connect with me at catcoordinator@outlook.com
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*Email this completed form to* *SubstanceUse@bcpsqc.ca**, thank you!*