

StigmaFreeOC

ACTION PLANS
FOR BUSINESS &
ORGANIZATIONS

START WITH AN AMBASSADOR

A Stigma Free OC Ambassador is any business owner or employee who embraces stigma free efforts and is willing to take a leadership role in your organization in getting the word out about stigma.

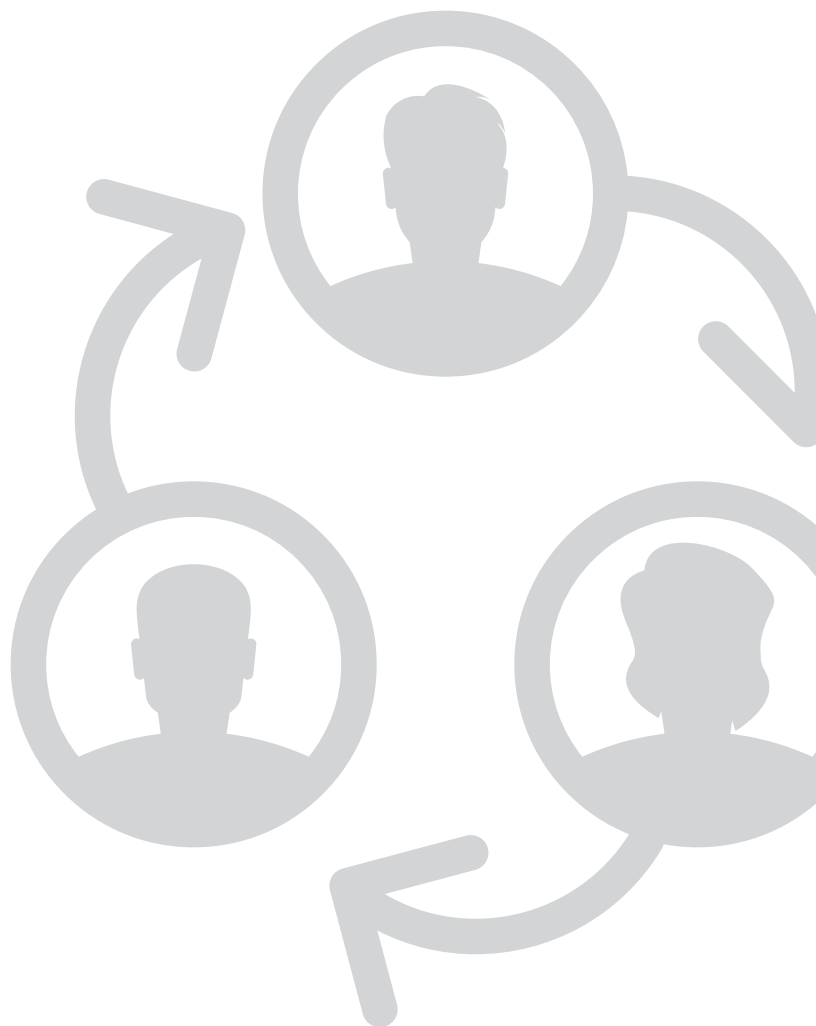
Ambassadors do not have to be mental health professionals; they are individuals who are energetic, interested, and passionate about supporting a Stigma Free OC. Oftentimes, ambassadors are individuals who have personally been affected by a mental illness or alcohol or drug problem either directly or through a family member.

FORM A STIGMA FREE OC TASK FORCE:

Gather a team of dedicated Stigma Free OC Ambassadors who can help enhance the culture of caring in your place of work. Invite task force members directly or try holding a company-wide meeting to gain interest by educating about the Stigma Free OC mission and promoting awareness.

WHO TO INVITE TO JOIN YOUR STIGMA FREE OC TASK FORCE:

- Board members
- Business owners
- Business partners
- Supervisors
- Staff at all levels



Below are some ideas to bring your Stigma Free OC business to life. Feel free to follow any or all of these suggestions, or even add your own. Also, keep in mind that you do not have to do all of these tasks. Any steps you take to decrease stigma are steps in the right direction.

ACTION PLAN SUGGESTIONS:

- Participate as Stigma Free OC Ambassadors in any leadership meeting.
- Host a Stigma Free OC event (i.e. Employee Wellness Forum or Recovery Walk).
- Provide Stigma Free OC information at new staff orientations and staff retreats.
- Promote personal stories of wellness and recovery (i.e. guest speakers, publications in bulletins, emails, staff retreats).
- Collaborate with local non-profits and recovery groups to support their efforts.
- Promote Stigma Free OC through your organization's newsletter, bulletin, or other mailing.
- Promote your involvement through a poster placed in the office or in your company's electronic newsletter.
- Create a page on your website with Stigma Free OC information and local mental health resources. Include your pledge badge.

EXAMPLE STIGMA FREE OC EVENT WELCOME MESSAGE:

“Hello, and welcome to the [insert event name]. In line with Stigma Free OC efforts, a goal of this event is to reduce the stigma related to mental illness and addiction. Stigma is a mark of disgrace that results from judgment by others. Stigma brings experiences and feelings of shame, embarrassment, distress, hopelessness and reluctance to seek or accept help. As part of a countywide initiative, [insert business name here] is disseminating information and fostering a Stigma Free OC environment where people are free from judgment and can get the help they need to recover. We'd like to open this event by reminding you that everyone has the power to break through stigma. We encourage you to support one another, seek the services you need, and not judge others. Together, we can decrease stigma to create a culture of caring. Please contact [insert contact person] for more information.”



See the person not the condition.

StigmaFreeOC