

STAMP OUT STIGMA (S.O.S.) TOOLKIT OVERVIEW



DOCUMENT TITLE	DESCRIPTION
S.O.S. Personal Story Interview Tips	Interview tips and examples for conducting a personal story collection.
S.O.S. Person-centric Language Guide	Guidelines for using person-centric language in campaign communication.
S.O.S. Posters	Visual, thought-provoking posters to display in common areas.
S.O.S. National Mental Health Observances	Calendar detailing national mental health observances for each month, along with suggested themes to help you develop mental health awareness campaigns.
S.O.S. Resources	Valuable S.O.S. resources to help your campaign, including: <ul style="list-style-type: none">• National Alliance on Mental Illness' StigmaBusters: http://www.nami.org/template.cfm?section=fight_stigma• Promote Acceptance: A Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated With Mental Health: http://www.promoteacceptance.samhsa.gov• The <i>American Journal of Public Health</i> release a landmark issue devoted to stigma and discrimination toward people with mental illnesses: http://www.apha.org/about/news/ajphreleases/2013/AJPHmentalhealthstigma.htm
S.O.S. Message	Share this document with contacts to give an overview of the S.O.S. campaign.
S.O.S. Pledge and Logo	This brandable pledge can be posted online or printed and handed out with wristbands (recommended). Use the logo to brand materials.
S.O.S. Talking Points	Distribute these talking points to help briefly summarize the campaign's goals.
S.O.S Business Case	Use this document to enlist support of your S.O.S. campaign.