PURPOSE OF TOOLKIT

- To assist actors in the design and implementation of evidence-based anti-stigma interventions.

- Iterates three principles:
    - **social contact**
    - **leadership or co-leadership of people with lived experience**
    - **collaboration**

- Aims to be useful across all sectors of society and regardless of resource levels, **relevant for global audiences**

OUTLINE OF TOOLKIT

1. INTRODUCTION

How to use the toolkit and its underlying principles

2. THE OVERWHELMING CASE FOR ENDING STIGMA AND DISCRIMINATION

Background on stigma, iteration of the three main principles of reducing stigma and discrimination in mental health

3. What to do to reduce stigma and discrimination

Step 1. Identify the challenge to be addressed and define the focus of intervention
Step 2. Preparation and planning the intervention
Step 3. Initiating the intervention
Step 4. Expanding and sustaining the intervention
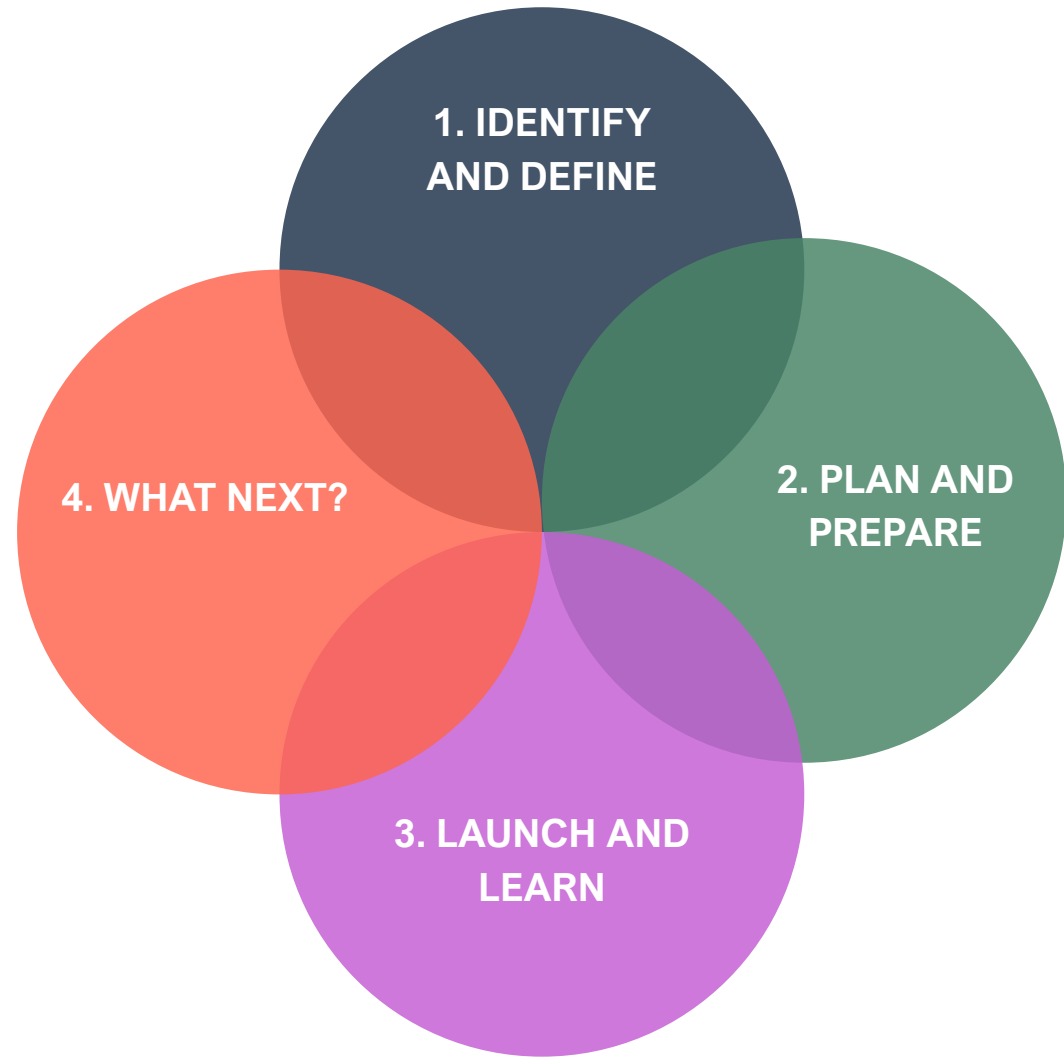
4. CASE STUDIES

10+ case studies

5. CONCLUSIONS

Key messages of the toolkit and call to action

APPENDICES: FAQ, RESOURCE LIST, RIGHTS-BASED PERSPECTIVES, HOW TO MAKE THE CASE

List of frequently asked questions and our answers to aid implementation
Relevant resources for using the toolkit
Perspectives on when arguing

KING'S College LONDON

The Pan-European Mental Health Coalition

World Health Organization
European Region

HOW COULD THE TOOLKIT BENEFIT EU MEMBER STATES?

1. Flexible and adaptable – aims to be useful within varying resource constraints and different sectors, schools, workplaces, health care. The inclusion of **case studies from all over the world** offers inspiration for different actors, providing a reasonable example of what works, what doesn't.

HOW COULD THE TOOLKIT BENEFIT EU MEMBER STATES?

2. Co-created – can build trust in different sectors, including with organizations representing people with lived experience

3. A strong starting point – can help build up anti-stigma work in places where it does not yet exist