

St Helens Together Against Stigma

Ali Edwards – Change Grow Live, St Helens



Background

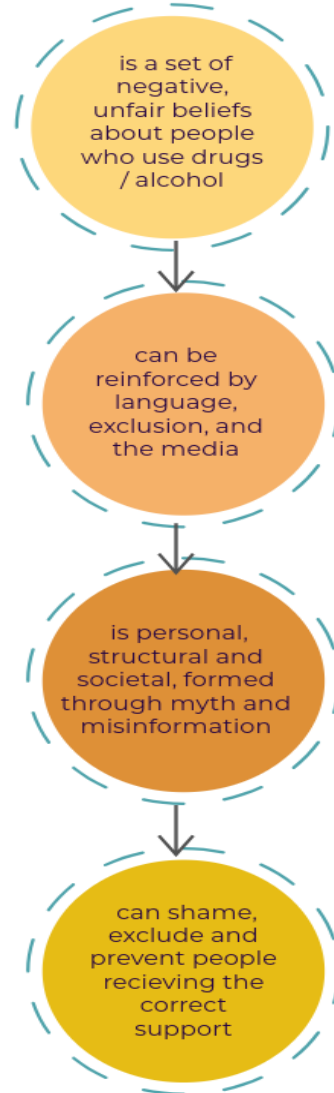
- Challenging stigma features in the National Drug Strategy
- Public Health St Helens made this a priority locally - St Helens Combatting Drugs Partnership (CDP)
- North-West Anti-Stigma Group – led by Harry Sumnall from Liverpool John Moore's University
- St Helens Together Against Stigma group: Defined Stage 1 of the project to develop:
 - ❖ Stigma Charter
 - ❖ Sticks and Stones Film
 - ❖ Preferred Language Tool



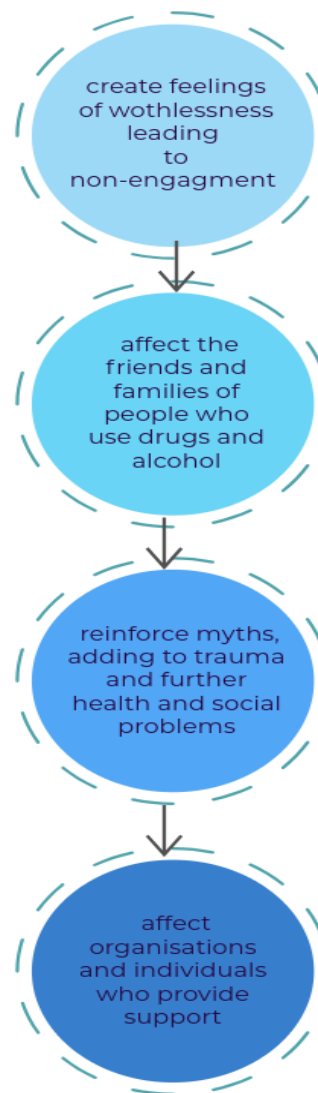
Anti-Stigma Charter

Commitment to challenge drug and alcohol stigma

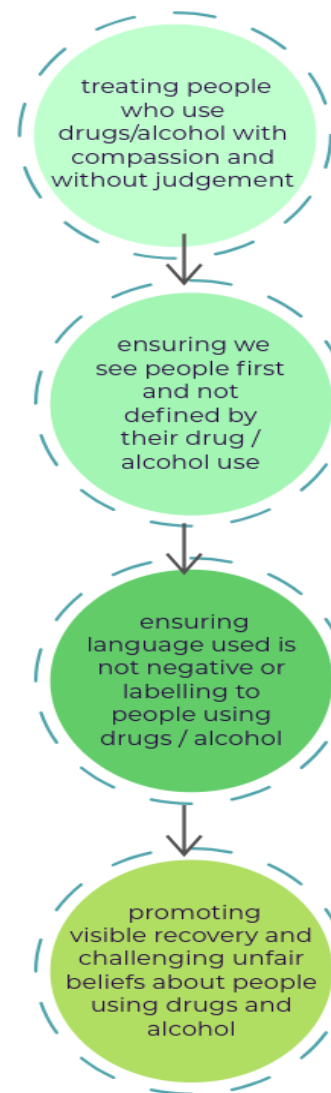
We understand that stigma:



Stigma may also:



We are committed to:



Signed:

On behalf of:

Date:



Anti-Stigma Charter

Please use the QR link below to access the full charter:



SCAN ME

Or click on the link below:

<https://eu.jotform.com/sign/242964514103048/invite/01jax35t75ef14d8146551c520>



Sticks and Stones Film

The film, 'Sticks and Stones', has been so well received, and has even won a couple of film awards. The film is a springboard for the continued work around tackling stigma. The feedback so far has been incredibly positive and encouraging.

You can access the full film (32 minutes) by following the link below:

https://youtu.be/30i4-kJgYak?si=4KxN_lilOOQshuKN

Alternatively, there is a 10-minute version of the film, please click the link below:

<https://youtu.be/Kv80O0lcfzs?si=SrZ8TCJ0zbgDYCWA>



Next Steps:

- The Anti-Stigma Charter has been shared across St Helens. We are now looking for organisations to sign up to the charter, starting with St Helens council.
- Awareness campaigns and communication to educate the community about the harms caused by drug and alcohol stigma. We have some pull up banners available for our community events and we will soon be receiving leaflets and printed versions of the charter.
- To provide ongoing training for organisations around stigma.
- Promoting visible recovery and positive stories more widely across the Borough.



Thank You!

