St Helens Together Against Stigma

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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: is a set of create feelings treating people negative, unfair beliefs of wothlessness who use about people leading drugs/alcohol with compassion and who use drugs to / alcohol non-engagment without judgement affect the ensuring we can be friends and see people first reinforced by families of and not language, people who defined by exclusion, and use drugs and their drug / the media alcohol alcohol use ensuring reinforce myths, is personal, language used is adding to trauma structural and not negative or societal, formed and further labelling to through myth and health and social people using misinformation problems drugs / alcohol can shame, promoting affect visible recovery and exclude and organisations challenging unfair prevent people and individuals recieving the beliefs about people who provide correct using drugs and support support alcohol

Date:



Signed: On behalf of:

Anti-Stigma Charter

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



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!

