

Stigma Campaign

Discovery Questions

Purpose

The discovery session is part of KPS3's stakeholder interview process to build the Stigma Campaign for DHS. Our goal is to better understand the landscape, the audiences we're aiming to reach, and the perspectives that should shape our messaging and approach. Insights from this conversation will be synthesized alongside other stakeholder interviews into a Strategic Campaign Brief, which will guide tone, voice, and strategic direction before any external marketing begins.

About KPS3

KPS3 is a marketing and communications agency that has been building campaigns for local, national and global companies for more than 30 years. KPS3 brings years of behavioral and mental health experience for the State of Nevada, including strategic marketing, campaign development, digital advertising, and social media. Our award-winning work has helped break down stigma, change behavior and connect those in need of support with resources.

Stigma Campaign Subcommittee	KPS3
• Ariana Saunders, MA Associate Director, Training Center • Jamie Ross, CEO/Executive Director · PACT Coalition • Lauryn Nunley, Executive Director · PACE Coalition • Lori (Lorie) Kearse, MS, MFT-I, CAD-C-S, Addiction & Mental Health Clinician • Samantha Gowette, LCADC Specialty Courts Specialist · Eighth Judicial District Court	• Sarah Polito, Executive Vice President, KPS3 • Ryan Sullivan, Sr. Account Manager, KPS3 • Melanie Register, Sr. Account Manager, KPS3 • Jenna Atwater, Associate Vice President of Creative, KPS3 • Elaine Morrison, Director of Growth Marketing, KPS3 • Molly Ellery, Associate Director of Public Relations, KPS3

Background

1. We've read the strategic plan and understand reducing stigma is a major initiative. In your own words, why is addressing stigma a priority?

Understanding Stigma & Behavioral Health

1. In your time doing this work, how have you seen stigma change?
 - Has it decreased, stayed the same, or shifted in new ways?
 - Statewide survey
2. What misconceptions or attitudes do you hear repeatedly from the public that you wish could be changed?
3. In your experience, how does stigma differ between mental health conditions and substance use disorders?
4. What does unaddressed stigma cost Nevada, in outcomes and when it comes to the State's budget?

Audience

1. This campaign could work on a few different levels: (1) changing how the general public perceives people who are struggling, (2) changing how friends and family show up for someone facing challenges, (3) changing how medical providers treat patients, or (4) changing how people who are struggling see themselves so they feel able to reach out. How would you prioritize these audiences?
2. Are there specific communities or populations where stigma tends to be a bigger challenge (e.g., rural areas, certain age groups, veterans, specific cultural or ethnic communities)?
3. Are there specific geographic areas of Nevada that are higher priorities?
4. Where does provider stigma show up for healthcare professionals, and what do you hear repeatedly?

Messaging

1. What message do you hope the public hears when they see this campaign?
2. These are sensitive topics, (e.g., suicide, substance use, gambling, etc.). From your experience, where are the sensitivities, blindspots or pitfalls we should be mindful of as we develop the creative?
3. Should this campaign name specific issues (e.g., opioids, problem gambling, perinatal, suicide) or stay broad? If we name them, do we treat them with one unified message or tailor by condition?
4. Are there any data points regarding stigma that you find compelling that should be shared with the general public or health care professionals?
5. How do you want people to ____ when they see the campaign?
 - a. Think
 - b. Feel
 - c. Do

Looking Forward

1. A year from now, when you're in front of DHS leadership or amongst your peers, what would you need to point to for this campaign to be considered a success and worth continuing to fund? How do you think about that differently in the near term versus three to five years out?
2. What information are you wanting to receive about the campaign's performance?
3. Anything we didn't ask that you thought we should?