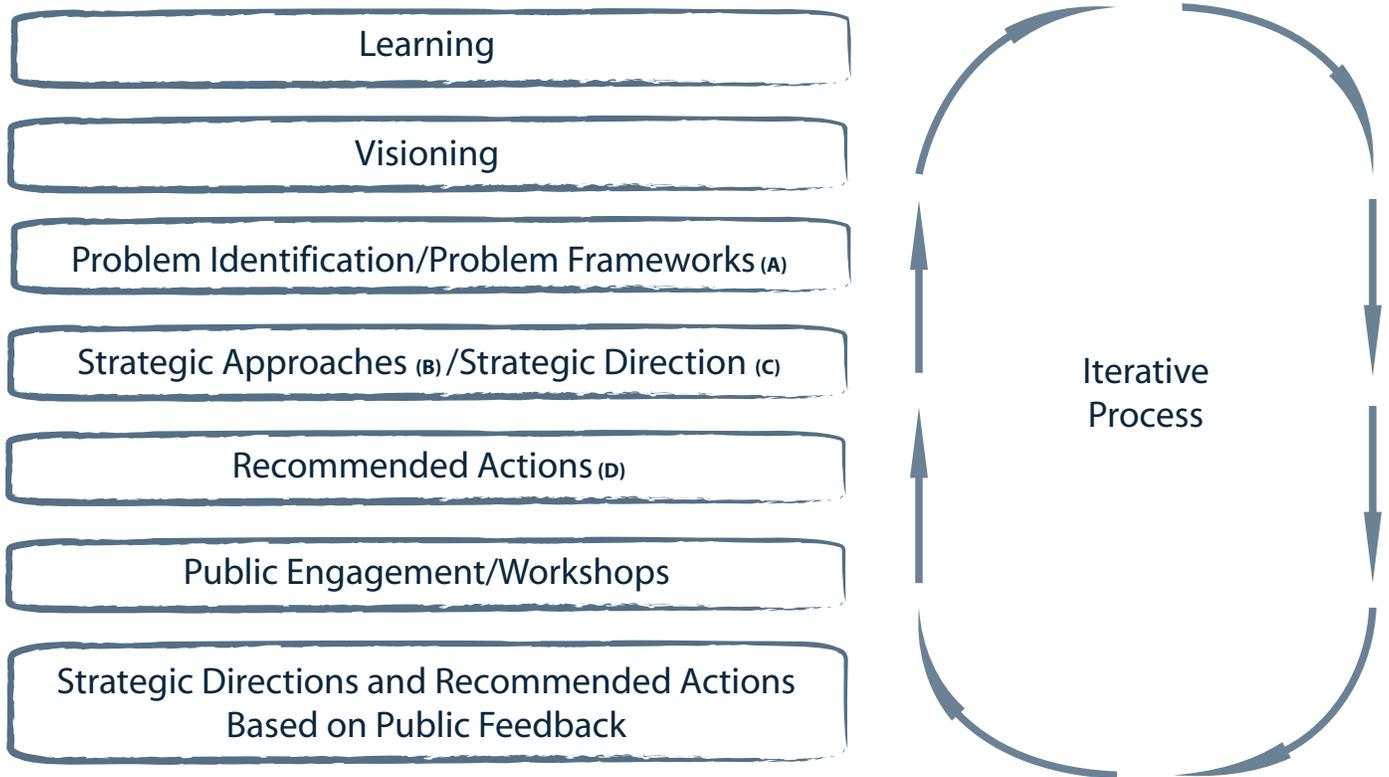


# Phases of Our Work Together

California Mental Health Stigma and Discrimination Advisory Committee



**A. Problem Framework:** A way to understand and organize a wide range of detailed information on problems. A good framework illuminates how problems develop, manifest, relate to other problems, and could be solved.

**B. Strategic Approaches:** Broad methods for addressing an issue or problem that chart a clear, overall path to achieve notable and effective change given the resources available. Patrick Corrigan's strategic approach to Public Stigma is three-fold and includes Protest, Education and Contact.

**C. Strategic Direction:** An overarching and broad call to action that provides clarity and guidance to diverse organizations and communities as they organize their efforts to reduce mental health stigma and discrimination. Limiting the number of Strategic Directions will sharpen efforts as well as provide easier use by a range of audiences.

An example of a Strategic Direction as found in New Zealand's National Plan: "Change discriminatory attitudes and behavior by providing opportunities for contact with people with experience of mental illness."

**D. Recommended Action:** A priority activity that relates directly to fulfilling the imperative set forth by a particular Strategic Direction. Recommended Actions provide guidance on how to implement a Strategic Direction. The Recommended Action may include outlined points that provide additional details to clarify expectations or identify components for implementation.

An example of a Recommended Action as found in New Zealand's National Plan: "Facilitate opportunities for contact with community leaders, key decision-makers and opinion leaders."