

How To... **Start a Campaign**

Who Is It For?

Everyone!

Impact:

A successful campaign will get your anti-stigma message out loud and clear across your community.

Example:

[It's Okay Campaign](#)

Ideas to Consider:

- You will need to pick a focus (starting conversations? raising awareness of the impact of stigma?)
- Come up with a catchy creative idea that helps to raise awareness of mental health stigma
- You can find lots of ideas in our Campaigns Pack.

HELPFUL RESOURCES:

[Campaigns Pack](#)