

ENGAGEMENT GUIDE

Engagement with Shatterproof’s Stigma Reduction Campaigns can take many forms. This guide provides detail on various types of digital and non-digital engagement. Engagement is an opportunity to spread the campaign’s message, connect with our community, and reduce addiction stigma. Our campaigns encourage engagement along the spectrum of activities listed below.



Community Partner	Social Media	Story Sharing	UNSHAME Resources	CIC Members	Webinars	Newsletter
<ul style="list-style-type: none"> — Become a Community Partner — Participate in a Community Needs Assessment — Make a warm introduction between the KY campaign and potential Community Partner 	<ul style="list-style-type: none"> — Follow the KY campaign on social media — Like, react, view or comment on the KY campaign social media accounts — Repost or share on the KY social media accounts 	<ul style="list-style-type: none"> — Share your story, whether you are in recovery, work in the OUD field or are otherwise impacted by OUD — Refer someone to share their story — Complete a “Story Sharing survey” after sharing your story 	<ul style="list-style-type: none"> — Share campaign resources via Community Partner website, social media account or newsletter — Share campaign resources at virtual events or as part of a presentation — Share campaign resources at in-person events — Post or distribute campaign resources at your organization 	<ul style="list-style-type: none"> — Become a Community Impact Committee (CIC) member — Attend/participate in CIC meetings — Attend events related to stigma reduction on behalf of the KY campaign 	<ul style="list-style-type: none"> — Attend a webinar — Participate as a speaker or panelist for a webinar — Comment in the chat or ask a question in the Q&A during a webinar — Invite others to attend a webinar — Complete a webinar survey — Watch a webinar recording 	<ul style="list-style-type: none"> — Sign up for the KY campaign newsletter — Read the KY campaign newsletter — Click on links in the KY campaign newsletter — Share the KY campaign newsletter
<div> <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital </div>	<div> <input checked="" type="checkbox"/> Digital <input type="checkbox"/> Non-Digital </div>	<div> <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital </div>	<div> <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital </div>	<div> <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital </div>	<div> <input checked="" type="checkbox"/> Digital <input type="checkbox"/> Non-Digital </div>	<div> <input checked="" type="checkbox"/> Digital <input type="checkbox"/> Non-Digital </div>