

Priority Issue: Behavioral Health					
Goal 1		Reduce key social-emotional risk factors associated with behavioral health issues.			
Objective 1.1		Implement an awareness campaign to reduce stigma surrounding behavioral health issues.			
Key Actions		Timeline	Responsible Partners	Dedicated Resources	Accomplishments
1.1.A	Identify best practices for the development and implementation of stigma-reduction campaigns.	06/2019 - 12/2024	Stigma Committee, MWCOG, Private providers, Advocacy groups, FCPS, County agencies, Community members, HMF Youth Advisory Council	Still exploring	<ul style="list-style-type: none"> Identified 20 existing anti-stigma campaigns to potentially use, modify, or draw upon. Stigma sub-committee meeting regularly and planning awareness campaign for worksites and other organizations where people gather. Stigma sub-committee developed resource guide to share with organizations in promoting and supporting mental health for their employees.
1.1.B	Mobilize resources that focus on stigma reduction in at-risk populations or for specific behavioral health issues and treatments. *	02/2019 - 12/2024	Fairfax-Falls Church Community Services Board (CSB), SS, MWCOG Private Providers, Advocacy Groups, FCPS, County agencies, Community members, HMF Youth Advisory Council	Virginia Department of Behavioral Health & Developmental Services (VDBHDS) \$6,000 09/2018 - 08/2021 Still exploring	<ul style="list-style-type: none"> Awarded nine mini-grants for youth-led anti-stigma projects for FY 2019. Awarded seven mini-grants for youth-led anti-stigma projects for FY 2020. Awarded 10 mini-grants for youth-led anti-stigma projects for FY 2021. Awarded seven mini-grants for youth-led anti-stigma projects for FY 2022. Awarded 4 mini-grants for youth-led anti-stigma projects for FY 2023.
1.1.C	Disseminate campaign resources to support implementation.	05/2022 - 12/2023	SS	None identified	<ul style="list-style-type: none"> Not Started