

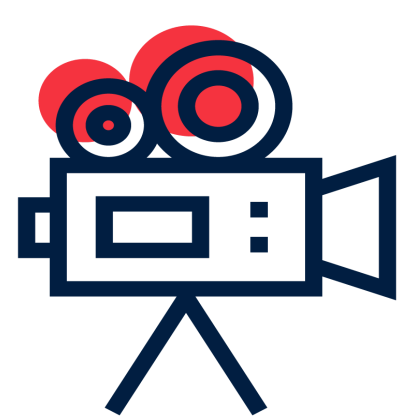
Toolkit Preventing and reducing stigma and discrimination towards Mental Health: Vol.1 Depression.



This document is part of a series of audiovisual and graphic materials that the Mental Health and Psychosocial Support (MHPSS), and Community Engagement and Accountability (CEA) teams of the Americas Region are developing together to support National Societies in their work on community mental health care. This first edition presents and suggests how to use the package of audiovisual resources (videos, stickers, and graphics) dedicated to giving visibility to Depression as a mental health condition preventable. With these resources, National Societies will be able to:

- Raising awareness and informing about depression
- Reduce or eliminate the stigma surrounding depression
- Recognizing the exclusion that people with depression may suffer from

The National Societies may choose the resource that they believe is most convenient and adapted to achieve their proposed objectives.



How to use these resources?

Video: Introducing new Psychosocial Support volunteers "Lito the clown and Henry"

"**Lito the clown**" is an audiovisual MHPSS project. Its products will be developed to raise awareness and address issues of social interest in this area, which will be directed and adapted to different audiences (children, youth, and adults) according to the intended goal (awareness, education and/or entertainment).



This video has been prepared with the intention of:

- Introduce the general public to the character and his companion Henry to create interest, curiosity, and connection to them.
- It is the introduction to the series called "**Lito the Clown tells us**" through which topics such as depression, mental health, and migration, bullying prevention, among others, will be addressed.



Recommendations:

This video should be shared on social media **before** the "**Lito the clown tells us**", series about **depression**.

Access the video [here](#).

Video series " Lito the Clown tells us about it":

This series of four (4) videos with the participation of Lito the Clown and the IFRC's MHPSS team of professionals, is aimed at mothers, fathers, caregivers, and teachers. It seeks to inform about 4 aspects related to depression in children and adolescents. These videos should be used in a consecutive order to achieve its main objectives of:

1) Raise awareness of the fact that depression **IS NOT** only a problem of adults, of its increasing presence in children and adolescents, and its link with suicide if it is not treated.

2) Open spaces to talk about this issue, which continues to have stigma and discrimination surrounding it.

- **Video 1 *Depression in children and adolescents***: this video seeks to raise awareness and make it clear that depression is not only a problem for adults.
- **Video 2 *Symptoms and signs of depression in children and adolescents***: The general aim is to inform about the characteristics, symptoms, and signs of depression that children and adolescents may present so that they do not go unnoticed or are not underestimated.
- **Video 3 *Situations that can cause depression in children and adolescents***: Video that seeks to inform and raise awareness about situations that can increase the risk of depression in children and adolescents in order to promote its prevention.
- **Video 4 *How to support children and adolescents going through difficult situations or at risk of depression?*** This video aims to provide simple suggestions and useful actions for viewers to put into practice with children at risk or suffering from depression.

The videos can: 1) Be shared through different channels such as social media or applications (WhatsApp, or others) and, 2) used in different contexts such as:

- As part of the celebration of the ***World Day for the Prevention of Depression*** (January 13) to raise awareness of a topic about which there is still a stigma.
- ***Training for volunteers*** who work with children and adolescents so that they can raise awareness of this mental health problem in different forums or contexts.
- ***Community actions*** with parents, caregivers, or teachers to generate group discussions and document participants' comments and opinions.
- ***Emergency response*** (migratory movements, pandemics, natural disasters) since, during crises, people's emotional suffering increases, and negative factors can increase, creating the conditions for depression.

[Link](#) to access the videos.

Stickers: series of seven (7) images to address aspects of depression and promote solidarity, aimed primarily at the adolescent and general population.

Stickers 1,2 & 3 Sadness and Depression: These three stickers are recommended to be used together, as they tell a story that is intended to a) encourage people to talk and share their feelings when they are sad, and b) emphasize that they are not alone in the face of problems.

Sticker 4,5,6 & 7 Promoting solidarity: Each of these stickers can be used separately, as they each send different messages of encouragement, support, and solidarity.



You can access the stickers [here](#)



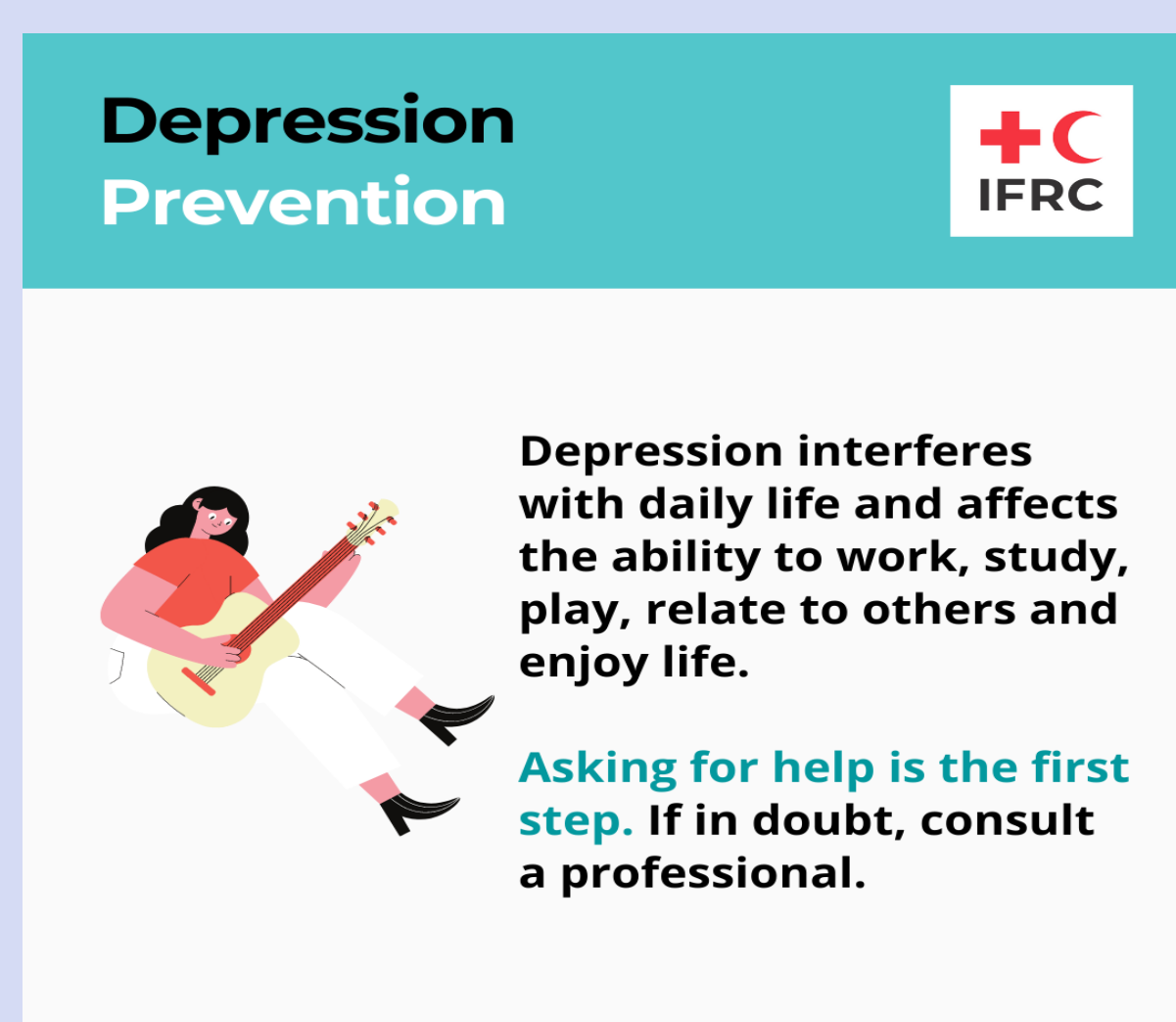
How to customize stickers with your NS logo?

1. Access to the editable images in this [link](#).
2. Insert your National Society's logo in the images.
3. Download them to your cell phone.
4. Download an application to create stickers on your cell phone, e.g. [sticker.ly](#)
5. Upload the images to the application.
6. Follow the application instructions.
7. Ready!

Graphics: series of sixteen (16) designs for the general public:

- **Graphics 1 to 5 General information about depression:**
Aimed at informing about what it is, symptoms, and most common signs so that people can identify them and ask for help, and the importance of early treatment. It also works to raise awareness that depression is a problem that can affect anyone.
- **Graphics 6 & 7 Breaking the stigma surrounding depression:**
Aimed at changing conceptions about the causes of depression and raising awareness of the moral and emotional damage suffered by people with depression who experience stigma and how this makes it worse.
- **Graphic 8 Depression in vulnerable populations:**
Aimed at raising awareness of the impact of the COVID-19 pandemic on the mental health of population groups that have faced greater social and economic hardship.

- **Graphics 9 to 13 *Depression is not just an adult thing:*** Focused on recognizing that depression also affects children and youth.
- **Graphics 14 to 16 *Depression in older adults:*** Aimed at enlightening and raising awareness of the social factors that may increase the risk of depression in this population group and how to prevent it.



To add your NS logo to the graphics click [here](#).

You can access the graphics click [here](#).

The stickers and graphics can: 1) be shared on social media (Facebook, Instagram, Twitter) or applications (WhatsApp, Telegram, etc.) and, 2) used in:

- The framework of the celebration of the ***World Day for the Prevention of Depression*** (January 13) to raise awareness on a topic on which there is still stigma or other world days that are linked to situations that affect the emotional well-being of people such as prevention of gender violence (November 25), human rights (December 10), World Migrants Day (December 18), among others.
- ***Emergency Responses*** (migratory movements, pandemics, natural disasters, etc.) During crises, people's emotional suffering increases, and negative factors that may increase the conditions for depression may also increase.



Recommendations

The following are some suggestions that we invite you to take into consideration when using these resources:

- Implement a system of follow-up and response to doubts or questions that people may ask through social media.
- Establish an internal referral system where the social media manager knows how to contact the National Society's MHPSS team to answer questions from the public.
- Map active MHPSS resources near your headquarters/branch to which you can refer people seeking help. (check whether these are free or paid)