

ENGAGEMENT GUIDE

Engagement with Unshame California can take many forms. This guide provides detail on a number of digital and non-digital engagement options. Engagement is an opportunity to connect with our community, spread the campaign’s messages of hope and resiliency, and reduce addiction stigma. Unshame CA encourages engagement along the spectrum of activities listed below.

Coalition Member	Social Media	Story Sharing	Unshame Resources	CIC Member	Newsletter
<ul style="list-style-type: none"> - Join the Unshame California Coalition - Participate in a Community Needs Assessment - Make a warm introduction between the Unshame team and potential Coalition members 	<ul style="list-style-type: none"> - Follow @unshameca and @somosunshameca on Facebook and Instagram - Like, react, or comment on Unshame CA reels, posts and stories - Repost or share @unshameca or @somosunshameca content 	<ul style="list-style-type: none"> - Share your story, whether you have a SUD, have a loved one with SUD, work in the SUD field or are otherwise impacted by SUD - 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 your organization’s website, social media account or newsletter - Share campaign resources at events or as part of a presentation - Watch or share a webinar recording - 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 Unshame CA campaign 	<ul style="list-style-type: none"> - Sign up for the Unshame CA newsletter - Read the Unshame CA newsletter - Click on links in the Unshame CA newsletter - Share the Unshame CA newsletter
<input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital	<input checked="" type="checkbox"/> Digital <input type="checkbox"/> Non-Digital	<input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital	<input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital	<input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Non-Digital	<input checked="" type="checkbox"/> Digital <input type="checkbox"/> Non-Digital