

[Type text]

PRIORITY 5: STIGMA REDUCTION (RECOMMEND BECOME INTEGRATED WITH ALL OTHERS)				
Strategy	Action	Responsible Person Primary/Secondary	Measurement/Outcome	Timeline Scheduled/Completed
Educate employers, landlords, the media, SMVF, and providers throughout this process	<ol style="list-style-type: none"> 1. Tailor Message to the Ear 2. Find available samples for Guidelines and Curriculum 3. Emphasize Success stories 4. Peer Support 	SM Family Employer Landlords Providers Peers	SM Family Members Employment #'s Landlords Info. Providers Info. Peers	Ongoing
Educate employers	<ol style="list-style-type: none"> 1. Tailor message 2. Deploy message 3. Obtain success stories 	Michael Peacock (Bridget Komine, Dept of Labor Resource)	Increased employer awareness leading to new job opportunities	Ongoing