Core principles and processes of ending stigma and discrimination in mental health

Stigma and discrimination related to mental health conditions are widespread and harmful. Reducing stigma and discrimination can benefit families, societies and economies – it can save lives. WHO's *Mosaic toolkit to end stigma and discrimination in mental health*[1] offers practical guidance on how to achieve this, based on three core evidence-based principles.
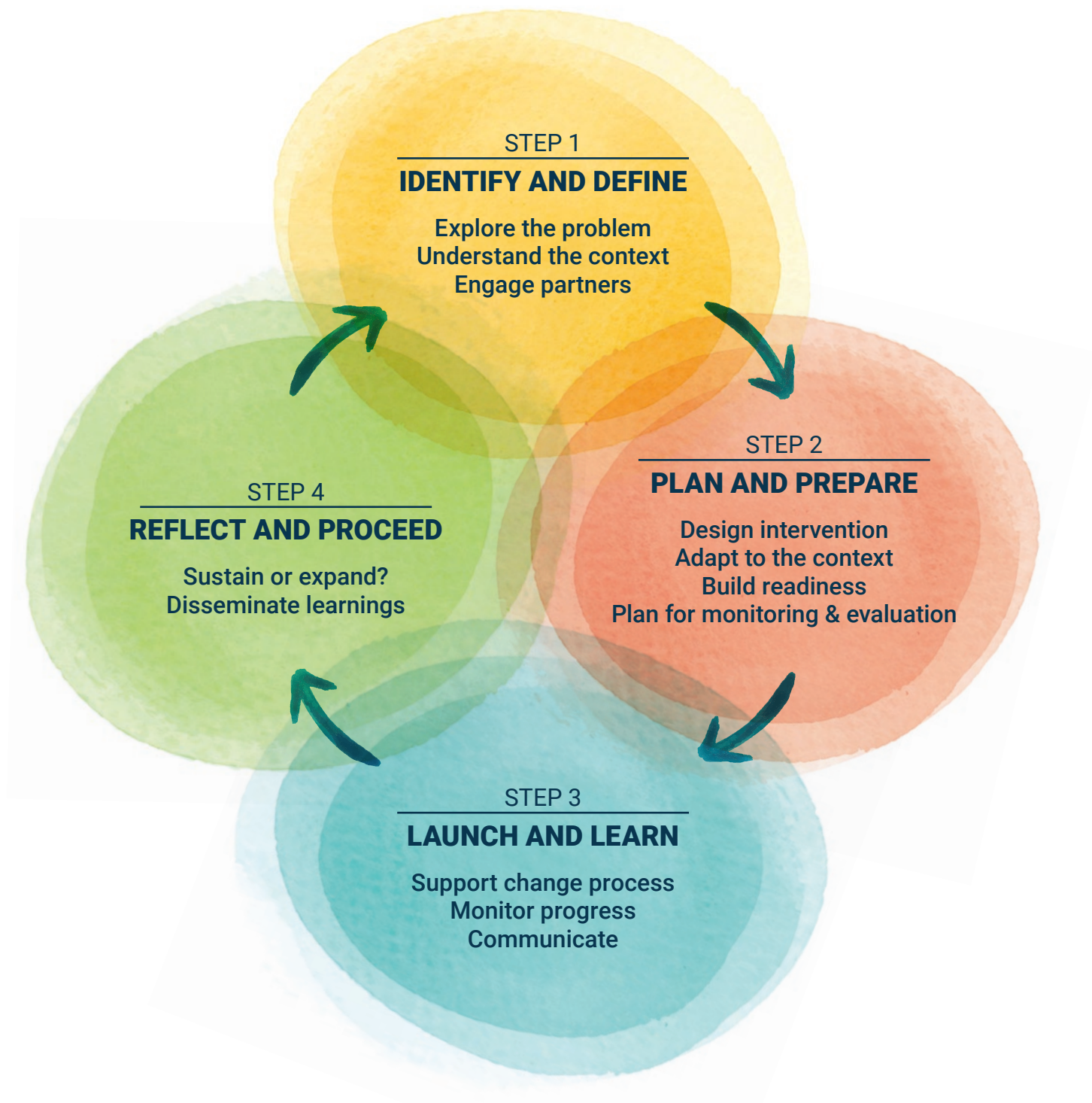
Figure 1. Three core evidence-based principles used in the toolkit

leadership or co-leadership
by people with lived experience

social contact

inclusive partnerships

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[1]   Mosaic toolkit to end stigma and discrimination in mental health. Copenhagen: WHO Regional Office for Europe; 2024 (https://iris.who.int/handle/10665/379124).

The process of creating programmes and activities based on these principles follows a four-step iterative process.

Figure 2. Four steps to creating evidence-based activities and programmes to reduce stigma and discrimination.

STEP 1
IDENTIFY AND DEFINE

**Explore the problem
Understand the context
Engage partners**

STEP 2
PLAN AND PREPARE

**Design intervention
Adapt to the context
Build readiness
Plan for monitoring & evaluation**

STEP 4
REFLECT AND PROCEED

**Sustain or expand?
Disseminate learnings**

STEP 3
LAUNCH AND LEARN

**Support change process
Monitor progress
Communicate**

This process is a synthesis of evidence and experience from anti-stigma experts across the world, who have aimed to reduce stigma and discrimination in their local contexts. In this toolkit, ways in which this process can take shape are explored in eleven case studies from across the world.