

Proposed policy or practice	Brief Description	Effectiveness [(-)(-)(+/-) (+)(++)]	Level of implementation	Target population; (Level of prevention)	Already in Milwaukee?	Where to find more information (Link to website)
Screening, Brief and Referral to Treatment (SBIRT) intervention in primary care	Primary care providers screen for risky alcohol use and provide brief motivational interviewing and/or referral to treatment	(++) Strong evidence for behavior change and enrollment in treatment	Clinical	Prescribers in primary care, ED, mental health treatment settings (Primary/ Secondary prevention)	Some Continuing Education Credits available through national organizations	http://uwm.edu/socialwelfare/sbirt-2/
Mass media campaigns	Media campaigns to educate the public about mental illness and improve attitudes toward individuals with mental illness	(+) Evidence of positive effect in several countries in Europe	City, Community	All; differs depending on media outlet	No	http://publichealth.gwu.edu/departments/pch/phc/casesjournal/volume7/files/CasesVol7_Sczersputowski_v6_FINAL.pdf
School-based mental health literacy programs	In-school mental health literacy programs improve knowledge, attitudes, and help-seeking behavior.	(+) Some evidence of positive effects on small scale	School	School-age children and youth	Unknown	https://www.nap.edu/read/23442/chapter/6#72
Online mental health forums	Online forums offering opportunity to interact with people with lived experience with mental illness	(+) Contact-based interventions are shown to have positive effects on stigma and self-stigma	Community	Young adults and youth	Not based out of Milwaukee, but available online	https://www.mentalhealthforum.net/ http://www.healthyplace.com/forum/