



SEE THE PERSON.  
BE KIND.  
Everyone has a story.



NIPISSING DISTRICT  
HOMELESSNESS AND HOUSING  
PARTNERSHIP

This anti-stigma campaign featured people with personal experience with homelessness and stigma.



people surveyed felt the campaign was **relevant and important** to share in their community.

### Did the campaign change attitudes and behaviours toward people experiencing homelessness?



reflected on their attitudes

nearly **HALF**

reflected on how they interact with people



thought about **changing their attitudes** about and/or **how they interact** with people experiencing homelessness

Many of those surveyed agreed that the campaign changed the way they view and/or understand:



Housing as an important factor for health (67%)



Local housing and homelessness challenges (58%)



Factors that influence homelessness (56%)



Stigma and its impact on health (45%)