

# Challenging Structural Substance Use Stigma Online Workshop

## Registration & Email Templates



CANADIAN  
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In this document, you will find the necessary email templates to communicate with participants in the weeks leading up to the workshop:

1. Registration Form Text
2. Email Invitation to Register
3. Email Registration Confirmation (if applicable)
4. Email Workshop Reminder and Materials
5. Email With Pre-workshop and Post-workshop Surveys
6. Day Before Reminder Email
7. Day After Follow-up Email

- We encourage you to edit and tailor the sections highlighted in orange to match your workshop format (1 day or 2 day), workshop dates, and intended audience. Remove highlight before sending.
- If emailing a large group of participants, consider using the Bcc (blind carbon copy) to mask the emails of other recipients and maintain their privacy.

## 1. REGISTRATION FORM/TEXT

The image shows a thumbnail of a PDF registration form titled 'Challenging Structural Substance Use Stigma Workshop Registration Form'. It contains several numbered questions with checkboxes and text input fields. The form is designed to collect information about participants, including their name, email, job title, and experience with substance use. Some sections are highlighted in orange, indicating areas to be edited for the specific workshop.

PDF Registration form

Included in the workshop package is a fillable PDF Registration form that you can email or print for your participants. If using an online platform for registration, **you can copy/paste the following text fields:**

### 1. What is your name (first and last)?

*We'll use this to communicate with you.*

### 2. What is your email address?

*We'll use your email to confirm your registration and provide you with information about the workshop.*

### 3. What is your primary job title?

*This helps us understand at a high-level the job functions of those who are joining us.*

## 1. REGISTRATION FORM/TEXT (cont.)

### 4. In what ways do you work to support people who use or have used drugs?

*Please choose all that apply.*

- Provide healthcare services
- Provide social services
- Advocate for people with lived and living experience
- Develop and/or administer programs (e.g., harm reduction supports, etc.)
- Develop and/or oversee policy
- Other

### 5. How many years of experience do you have working in support of people who use drugs:

*Please share the approximate number of years' experience you have.*

- 0 - 1 year
- 2 - 4 years
- 5 - 8 years
- 9 - 12 years
- More than 12 years
- I don't know

### 6. Do you have any questions about the workshop?

*Write them here, and we'll do our best to get back to you via email.*

### 7. How did you hear about this workshop?

*This information will be used to understand where people are joining from and who referred them.*

- [Insert organization name]
- Forwarded by a colleague
- Other (please specify)

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### Thank You Screen:

Thank you. You have successfully registered for the Challenging Structural Substance Use Stigma workshop.

[Workshop date(s) and time(s)]

You will receive an email with materials prior to the workshop.

In the meantime, if you have any questions or need to cancel your registration, please contact:

[Workshop facilitator, affiliation: email]

## 1. REGISTRATION FORM/TEXT (cont.)

### Registration waitlist (if using)

Please provide your contact information to join the waitlist for the Challenging Structural Substance Use Stigma Workshop, scheduled for [date(s)].

You will be contacted if a spot becomes available to join the workshop.

First name:

Last name:

Email:

### Thank you screen:

Thank you. You have been added to the registration waitlist for the Challenging Structural Substance Use Stigma workshop scheduled for [date(s)].

You will be contacted if a spot becomes available to join the workshop.

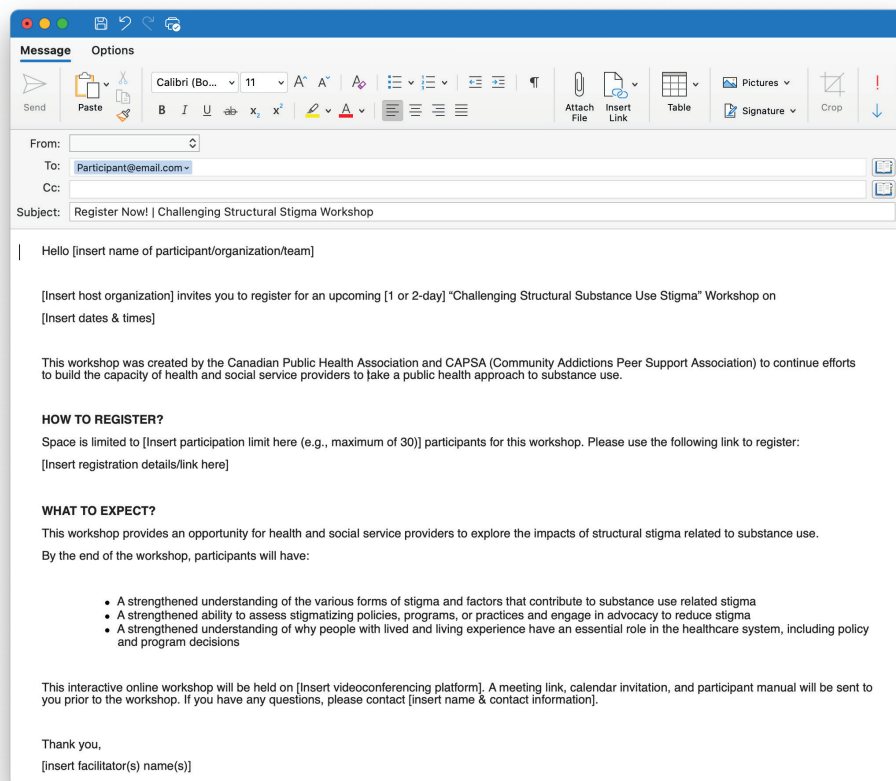
If you have any questions, please contact:

[Workshop facilitator, affiliation: email]

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## 2. EMAIL INVITATION TO REGISTER

Send 3-4 weeks before the workshop



Outlook Example

## 2. EMAIL INVITATION TO REGISTER (cont.)

Copy/paste the following text into your preferred email platform:

Subject: Register Now! | Challenging Structural Stigma Workshop

Hello [Insert name of participant/organization/team]

[Insert host organization] invites you to register for an upcoming [1 or 2-day] “Challenging Structural Substance Use Stigma” Workshop on [Insert dates & times]

This workshop was created by the Canadian Public Health Association and CAPSA (Community Addictions Peer Support Association) to continue efforts to build the capacity of health and social service providers to take a public health approach to substance use.

### HOW TO REGISTER?

Space is limited to [Insert participation limit here (e.g., maximum of 30)] participants for this workshop. Please use the following link to register:

[Insert registration details/link here]

### WHAT TO EXPECT?

This workshop provides an opportunity for health and social service providers to explore the impacts of structural stigma related to substance use. By the end of the workshop, participants will have:

- A strengthened understanding of the various forms of stigma and factors that contribute to substance use related stigma
- A strengthened ability to assess stigmatizing policies, programs, or practices and engage in advocacy to reduce stigma
- A strengthened understanding of why people with lived and living experience have an essential role in the healthcare system, including policy and program decisions

This interactive online workshop will be held on [Insert videoconferencing platform]. A meeting link, calendar invitation, and participant manual will be sent to you prior to the workshop. If you have any questions, please contact [Insert name & contact information].

Thank you,

[Insert facilitator(s) name(s)]

### 3. EMAIL REGISTRATION CONFIRMATION (If doing manual registration)

When using a registration platform like Eventbrite, organizers can program automated emails to ensure participants receive emails confirming their registration and reminding them of the event.

If instead, you choose to manually collect the names and email addresses of those interested in registering (ex: Google Forms), **the following text can be added to a calendar invite and/or sent by email to confirm registration.**

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Subject: Mark your calendars! | Challenging Structural Stigma Workshop

Hello participants

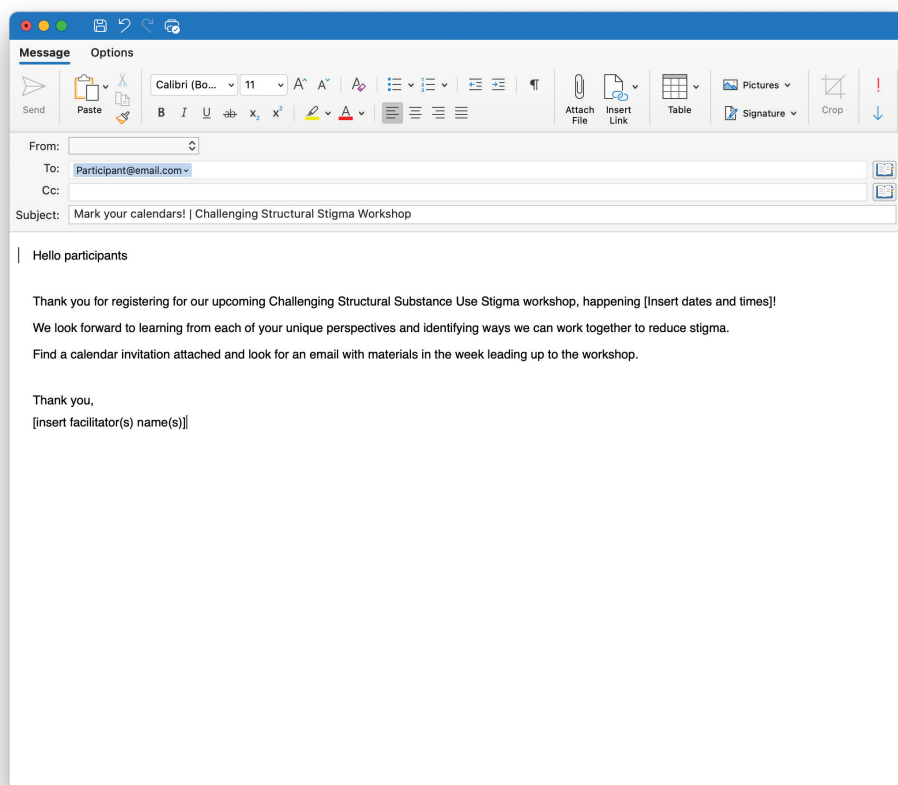
Thank you for registering for our upcoming Challenging Structural Substance Use Stigma workshop, happening [Insert dates and times]!

We look forward to learning from each of your unique perspectives and identifying ways we can work together to reduce stigma.

Find a calendar invitation attached and look for an email with materials in the week leading up to the workshop.

Thank you,  
[Insert facilitator(s) name(s)]

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Outlook Example

## 4. EMAIL WORKSHOP REMINDER AND MATERIALS

### Send 1 week before the workshop

Send this email to all registered participants with the following attachments:

1. Participant Workbook
2. Calendar Invite and
3. Pre- and Post Workshop Surveys (if collecting feedback)

Please note that many registration platforms will not allow you to attach PDFs or files to automated communications.

For assistance creating and sending a calendar invite as an attachment (.ics file) from Outlook, [please refer to this resource](#).

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Subject: Participant Materials + Survey Links | Challenging Structural Stigma Workshop

Hello participants

We are looking forward to our upcoming Challenging Structural Substance Use Stigma workshop, happening from [\[Insert dates and times\]](#)! We look forward to learning from each of your unique perspectives and identifying ways we can work together to reduce stigma.

Please find attached a participant workbook which can be used during the workshop to take notes, complete workshop activities, and find tools to support your practice. The workbook is also a helpful memory aid and can be used after this workshop to reference key concepts. You will also find a calendar invite, agenda and [\[feedback survey links\]](#) included in this email.

If you have any questions about this session, please let us know!

Best,

[\[Insert facilitator\]](#)

## 5. EMAIL WITH PRE- AND POST-WORKSHOP SURVEYS (if applicable)

Send 1 week to 3 days before the workshop

Subject: Challenging Structural Stigma Workshop Surveys

Hi folks,

Thank you so much for your interest in attending our Challenging Structural Stigma workshop! Please take a few minutes today to complete our pre-workshop survey here:

[Insert pre-survey link]

We would also appreciate your feedback regarding what we can do to improve the workshop moving forward. After participating in this workshop, please take a few moments to fill out this post-survey:

[Insert post survey link]

Your answers are confidential and will not be shared outside of the facilitation team.

Thank you and see you soon,

[Insert facilitator(s) name(s)]

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## 6. DAY BEFORE WORKSHOP REMINDER EMAIL

Send 1 day before the workshop

*Bcc all participants who have registered*

Subject: Challenging Structural Stigma Workshop happening tomorrow!

Hi folks,

We are looking forward to seeing you all at the Challenging Structural Stigma workshop, beginning tomorrow at [Insert time].

[A gentle reminder to please fill out your pre-workshop surveys before tomorrow's session!]

Everyone was sent an email at the end of last week with the workshop materials [and a personalized pre-workshop and post workshop survey link]. Please reach out if you need anything to be re-sent.

Best,

[Insert facilitator]

## 7. DAY AFTER WORKSHOP FOLLOW-UP EMAIL

Send 1 day after the workshop

*Bcc all participants who participated/attended*

Subject: Thank you for attending the Challenging Structural Stigma workshop!

Hi [Insert participant],

Thank you so much for attending the Challenging Structural Stigma workshop! We greatly appreciate everyone's engagement and efforts to reduce structural stigma.

Please take a few moments to fill out the post-survey here [link]. Your feedback will be kept confidential, and will help us improve future deliveries of this workshop in the future. [Insert participant post survey link].

Thank you again for your participation and let us know if you have any questions!

Best,

[Insert facilitator]