

Duara, R., Chowdhury, D., Dey, R., Goswami, S., & Madill, A. (2022, in press). Using co-created visually-informed community mental health education in low-and-middle-income-countries: Case study of youth substance misuse in Assam, India. *Health Expectations*.

Introduction: Our aim is to evaluate the visually-informed community mental health education materials co-created in our research on youth substance misuse in Assam, India and to reflect on what we might learn for similar initiatives in low-and-middle-income-countries.

Methods: Materials consist of: (i) images participants brought to interview; (ii) 30 posters co-created by participants to convey key messages from their interview; (iii) six short films on the implications of addiction, and an animation of our Pathways to Recovery model. We also created a community education package that incorporated these materials. We analyse feedback from three groups of events and a social media campaign which drew variably across our materials and engaged a range of audiences.

Results: Outcomes indicate the co-creation process and focus on the visual was successful in promoting young people's voice, increasing awareness, and has potential for stigma reduction. Our educational package was deemed useful in increasing awareness and to have potential in prevention and treatment.

Conclusions: Our case study offers insights into community mental health education in low-and-middle-income-countries, confirming the importance of co-creation, usefulness of visual materials, and the potential of social media campaigns, while acknowledging the importance of local context in health messaging, particularly for stigmatised topics.