**Supplementary Table 1.**

**Confirmatory factor analysis of the Community Attitudes toward Mental Illness - CAMI**

| Single items | Factor I<br>**Prejudice and exclusion subscale** | Factor II<br>**Tolerance and support subscale** |
|---|---|---|
| One of the main causes of mental illness is a lack of self-discipline and will-power | .752 | |
| There is something about people with mental illness that makes it easy to tell them from normal people | .713 | |
| People with mental illness don't deserve our sympathy | .746 | |
| I would not want to live next door to someone who has been mentally ill | .717 | |
| It is frightening to think of people with mental problems living in residential neighbourhoods | .730 | |
| People with mental health problems should not be given any responsibility | .648 | |
| We need to adopt a far more tolerant attitude toward people with mental illness in our society | | .548 |
| Mental illness is an illness like any other | | .646 |
| Virtually anyone can become mentally ill | | .618 |
| The best therapy for many people with mental illness is to be part of a normal community | | .739 |
| People with mental health problems are far less of a danger than most people suppose | | .726 |
| Most women who were once patients in a mental hospital can be trusted as babysitters | | .554 |

Kaiser-Meyer-Olkin Measure of Sampling Adequacy= .871
Bartlett's Test of Sphericity .000

Prejudice and exclusion subscale: Cronbach alpha value = . 836; Tolerance and support subscale: Cronbach alpha value tolerance = .729

**Supplementary Table 2. Rate of awareness, percentages**

| | Jan 2009 Burst 1 | | July/Aug 2009 Burst 2 | | May 2010 Burst 3 | | Sept/Oct 2010 Burst 4 | | April/May 2011 Burst 5 | | Jul/Sept 2011 Burst 6 | | Jan/Feb 2012 Burst 7 | | Jan/Feb 2013 Burst 8 | | Aug/Sept 2013 Burst 9 | | Jan/Mar 2014 Burst 10 | | Sept/Dec 2014 Burst 11 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post | Pre | Post |
| Sampling weights | 0.2 | 38 | 27 | 43 | 38.4 | 40.3 | 38.4 | 34.2 | 24.8 | 54.0 | 64.6 | 47.5 | 55 | 81.7 | 68.5 | 60.7 | 48.1 | 44.5 | 45 | 46.2 | 37.6 | 45.1 |
| Inverse probability weight | 0.2 | 40 | 27.8 | 44.5 | 39.3 | 41.3 | 39 | 35.5 | 25.5 | 55.4 | 66 | 48.4 | 56.6 | 82.5 | 70.3 | 61.9 | 49.3 | 45.4 | 46 | 47.3 | 37.7 | 46.5 |
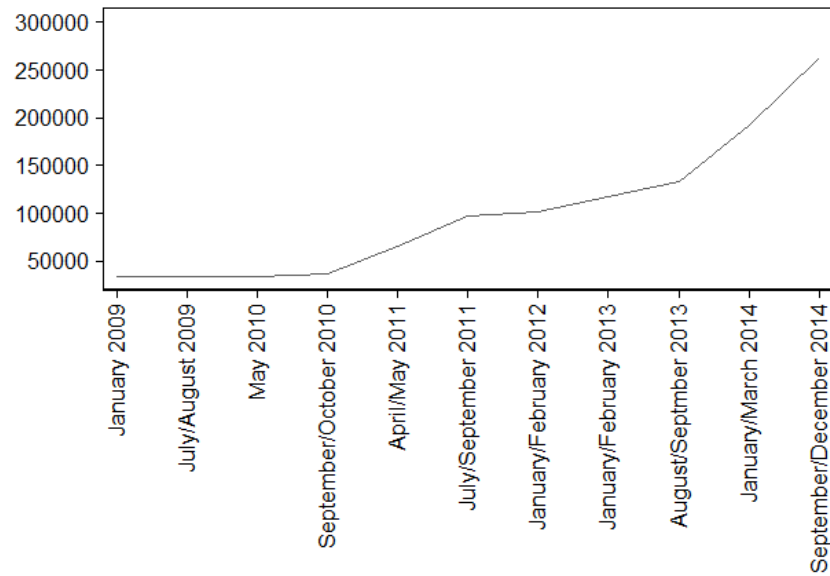
**Supplementary Figure 1**. Number of users of social media channels (including TTC web site, Twitter account and Facebook page)

The time trend is statistically significant at the value of p<.001.
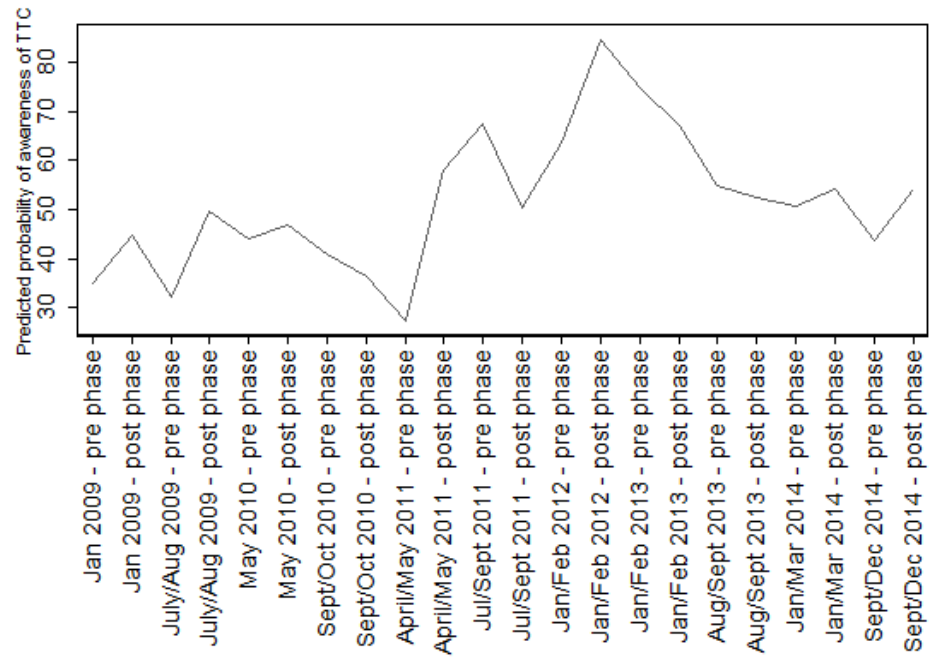
**Supplementary Figure 2. Time trend of probability of being aware of the SMC-TTC**

The time trend is statistically significant at level of p<.05.