



**See
Change**



2011



**End of
year Report**



**The National Mental Health
Stigma Reduction Partnership**





Contents

Introduction

4.

A message from our director

5.

See Change's 2011 in numbers

6.

About the See Change campaign

Activity in key stigma reduction settings

9.

Partnership activity

11.

Grassroots activity

13.

Online activity

Engagement with target groups

15.

Farmers and people living in rural communities

17.

Young males (in the 18-24 age group)

20.

People in the workplace

Sparkling open discussion of mental health problems

21.

See Change in the media

Evaluating Change

24.

Research and evaluation activities

Meet the team

25

A message from our Director



2011

marked the See Change movement's second year. After an initial period of national consultation, attitudinal research and ideas-generation, the campaign quite literally hit the road to bring the See Change message of openness and understanding around mental health problems to communities around Ireland. We staged town hall meetings, workshops, gigs, documentary screenings, a presence at occupational and agricultural shows and even a successful Guinness World Records challenge, all aimed at engaging audiences on mental health problems and challenging stigma.

In tandem with this grassroots activity, 'Make a Ripple,' the online element of the campaign was launched in early 2011. This online story-sharing portal allows for pro-active public engagement with our key messages and facilitates the spread of authentic stories of personal experience in a 'ripple effect' that will organically foster a shared understanding of the mental health problems that can touch any of us.

Our partnership of committed organisations grew to over 50 members, staging a host of co-branded projects that aimed to open up conversation about mental health problems on college campuses, in boardrooms, break-rooms, chat rooms, clubhouses, arts venues and around kitchen tables throughout Ireland.

On behalf of See Change, I would like to thank the campaign's gracious story-sharers, public ambassadors, partner organisations, funders, 'Ripple-makers' and everyone who supported the movement's stigma-challenging initiatives and events around the country in 2011.

A handwritten signature in dark ink, appearing to read 'John Saunders'.

John Saunders,
Director



2011 in numbers

3,680

the total number of social media followers
See Change has attracted

1676

the number of personal stigma-challenging pledges received

1290

the number of TheJournal.ie readers who agreed with a See Change inspired poll that Irish people should be more open about mental health problems (91%)

953

the number of people who successfully challenged the Guinness World Records title for 'most people to write a story'

433

the number of stories shared on our online 'Make a Ripple' portal

50

the number of organisations to have joined the See Change partnership

18

the number of town halls visited across Ireland

6

the number of Presidential candidates who put forward proposals on mental health and challenging stigma

and 1

stands for Ireland's first and only mental health arts festival: First Fortnight 2012

**The See Change vision
is that every person in
Ireland can be open and
positive about their own
and others' mental
health.**

About the campaign



Established in 2010, See Change is Ireland's national stigma-reduction programme, working to change minds about mental health problems and end stigma. We work as a partnership of 50 organisations to create a disruptive, community driven social movement to reduce the stigma and discrimination associated with mental health problems.

What we want to achieve

1. an environment where people can be more open and positive in their attitudes and behaviour towards mental health;
2. greater understanding and acceptance of people with mental health problems;
3. greater understanding and knowledge of mental health problems and of health services that provide support for mental health problems; and
4. a reduction in the stigma associated with mental health problems and challenge discrimination.

Where we work

A cornerstone of our approach is social contact theory, which has been shown to be successful in reducing the social distance between stigmatized groups and the rest of society. We passionately believe that the stories of those who have experienced mental health problems and the associated stigma have the power to change peoples' attitudes and end stigma. To achieve our objectives, See Change works within a number of inter-related settings; finding the conversation, joining in and working with people and communities on the ground. Inspired by international best practise, we take an approach that focuses on the following key settings;

Partnership	<i>working with over 50 organisations to share capacity and mobilise change</i>
Online	<i>using social networks and our online story-sharing initiative 'Make a Ripple'</i>
Grassroots	<i>joining with and engaging communities and local groups on the ground</i>

Our target audiences

Young males (18-24) | Farmers & people living in rural communities | People in the workplace

Our key target groups for phase one of the campaign (2010-2012) were determined by the findings from our benchmark study on Irish attitudes to mental health problems (See Change, 2010). Young males, people in the workplace, farmers and rurally-based communities emerged as particularly vulnerable groups; among whom stigma is most keenly felt as they were found to be most likely to hide a diagnosis, least likely to seek help for themselves or to know how to help others.

Funding

See Change is supported financially through the Department of Health and Children through the National Lottery, St. Patrick's University Hospital, the Mental Health Commission, the HSE National Office for Suicide Prevention and St John of God Hospital.

Our Partner Organisations



TRINITY COLLEGE DUBLIN
COLÁISTE NA TRÍONÓIDE, BAILE ÁTHA CLIATH
School of Nursing and Midwifery

National Office
for Suicide Prevention



Mental Health Reform
Campaigning for Improved Mental Health Services



Gateway



BODYWHYS



Partnership Activity

The work of See Change is underpinned and driven by a partnership model. We recognise that the job of challenging stigma and changing attitudes to mental health problems needs concerted effort and collaboration with like-minded groups from every sector of society. If See Change is to make a decisive impact on stigma and discrimination, then we can't go it alone. Our partner organisations represent every sector of society, from the mental health sector, education, arts, general health, business, public affairs' worlds and also representative organisations of people with self-experience of mental health problems.

In 2011, the See Change partnership grew to 50 organisations. We were delighted to welcome on board the following organisations;

One in Four	Sigmar Recruitment Ltd	Mental Health Reform	Aware		
First Fortnight	Headsup	MyMind	Eve Ltd	Work4U	Fighting Words
Employability West Cork	TCD School of Nursing and Midwifery				

>Advisory Panels

In 2011, representatives from partner organisations continued to impart their advice and expertise on the various advisory panels that help shape campaign planning and strategy, in the fields of research, communications and mental health.

>Partner Action Fund

See Change established the 'Partner Action Fund' to assist partner organisations to deliver stigma-challenging initiatives. Partner organisations were invited to apply for funding up to a maximum of €3,500 to bring a project to life, host an activity or stage an event -all in the name of challenging stigma. Watch out for exciting new projects from successful applicants coming on stream in 2012.

>Mental Health Week 2011 Event Listing

As a partnership movement, See Change aims to challenge stigma by harnessing the existing resources of the mental health sector. With this in mind, we compiled a helpful listing of events being staged by organisations in the partnership and other like-minded groups across the country to mark Mental Health Week 2011.

Partner actions in 2011

Each See Change partner organisation commits to one stigma-challenging action per year to support the movement. Below is a listing of stigma-challenging initiatives actioned by the partnership in 2011. See Change also made regular presentations to groups and individuals of our respective partner organisations respective networks and constituencies.

	Staged in association with :
"Let's Talk: Dealing with Stress" leaflet	IFA, NOSP
Baseline media analysis of coverage of stigma	Headline
Development of a line-managers guide on mental health problems	IBEC
Educational module on stigma	TCD School of Nursing and Midwifery
First Fortnight Campus Tour	First Fortnight, SOS, USI
Guinness World Record Challenge	USI, TCDSU, Fighting Words
Launch of First Fortnight Festival 2012	First Fortnight
Mental health and employment forum	Sigmar Recruitment Ltd.
National Ploughing Championships	IFA
Nationwide Town hall Meetings	Community Fora and a variety of partner organisations
Online survey of Presidential candidates' mental health proposals	Mental Health Reform, Amnesty International Ireland
Joint conferences	PWDI
Presentation at ICTU conference	ICTU
Presentations to Executive Committee meetings	IFA
Pride without Prejudice forum event	GLEN
Second burst of co-branded advertising campaign	Amnesty International Ireland
Several presentations in 3 rd level institutions	USI, Please Talk
TY Stigma workshops: Willow Grove Project	St. Patricks University Hospital

KEY SETTING **2:** Grassroots Activity

See Change recognises that real change - in terms of attitudes to mental health problems - happens at local and community level. With this in mind, we work closely with our partners with grassroots networks to help spread the See Change message with local communities, networks of service users, campus communities, membership organisations and representative bodies.

➤ Nationwide Townhall Meetings

Staged in association with local Community County or City for a, See Change concluded its nationwide tour of townhall style meetings in 2011, bringing the See Change message to towns and communities in every region of the country and opening up conversations about mental health problems and stigma.

In early 2011, we visited Kerry, Cork, Louth, Roscommon, Mayo, Tipperary, Waterford bringing our overall total to **18** counties reached in Ireland and every province visited.

Each event in this nationwide series was addressed by then Minister for Disability and Mental Health John Moloney, T.D., Paul Gilligan, CEO St Patrick's University Hospital, representatives from Suicide or Survive and other organisations in the See Change partnership. Most importantly, a volunteer with personal experience of a mental health problem was present at each event to share their story and journey towards recovery and provide a personal testimony around stigma.

The meetings provided an opportunity for people to learn about the campaign, the effect of stigma, local services and to mobilise grassroots support for the campaign through pledge cards and the distribution of Action Toolkits. Importantly, the meetings are also an opportunity for us to hear people's thoughts and suggestions on how to combat stigma.

The **feedback** from the meetings has been positive:

84% of attendees said that they now have a greater awareness of mental health problems;

73% of attendees said that they now have a greater awareness of stigma;

and **61%** of attendees said that they now feel more knowledgeable about local services.



Make a Ripple launch with John Saunders, Minister Kathleen Lynch, Ray Darcy, Caroline McGuigan, Scott Ahearn & Barbara Brennan



The web is a key setting for us to spread the See Change message, build momentum and drive public engagement with our aims and outputs on social networks. See Change is the first stigma-reduction campaign to use social media to engage with people and we see the benefits of its interactive nature on a daily basis;

- Since its re-launch in April 2010, the See Change website has had **19,689** visits to date, with **15,918** in 2011 alone.
- 2011 also saw See Change's social network support grow to **2,377** Facebook followers and **1,310** combined Twitter followers.

>Launch of Make a Ripple Campaign

In May, See Change launched 'Make a Ripple' an online story-sharing portal as an innovative way of using Social Contact Theory through social media and starting a conversation about mental health with the online community. Here people can post messages of support for the campaign, speak out against stigma or share their personal stories of experience with a mental health problem in the hope of creating a shared understanding of the mental health problems that touch all of us. People can engage with this online campaign in a number of ways, by posting directly on the portal, through Twitter or Facebook or displaying a Twibbon – all in the hope of creating online momentum around the campaign's key messages of openness and understanding.

By the end of 2011, 433 stories and pledges were posted to the 'Make a Ripple' portal.

>Online survey of Presidential candidates' mental health proposals

In response to the intense discourse on mental health during this autumn's Presidential election, See Change, together with Mental Health Reform & Amnesty International Ireland, challenged each candidate to outline the concrete steps they would take to reduce stigma and create open and honest discussion of mental health problems. Each proposal was published online and subjected to a public vote, where over 250 people engaged with the candidates' proposals to challenge stigma and prioritise the mental health of the nation.

>Analysis of online discussion of mental health

Before we launched the 'Make a Ripple' portal, we tasked O'Leary Analytics with producing the first in a series of reports analysing online conversations about mental health. The report looked at a number of issues including where the Irish online conversations of mental health take place, the tone of the conversations and the volume. The findings will help to ensure that our work online is evidence based and can be evaluated;

- There was an average of **81** online conversations per day about mental health,
- The vast majority of these conversations were on message boards, forums and twitter,



Ministers Coveney and Lynch launch the Let's Talk leaflet for farmers

Useful Contacts & Supports

The services listed below have a lot of experience in helping people deal with stress and other mental health problems.

IFA Farm Credit Assistance
1890 924 853
IFA provides a confidential helpline to assist farmers with financial difficulties.

Shine
1890 621 631 (Mon-Fri, Sun - 4pm)
Shine supports people with mental health and their families and friends in a number of different ways, including an information helpline, Regional Development Officers based in Dublin, Kilkenny, Cork, Limerick, Galway, Tullamore and Dundalk, support groups, resource centres and counselling services in Dublin and Cork.

Samaritans
1850 609 090
(7 days, 24 hours)
Samaritans provide a befriending service to those passing through a personal crisis.

Teenline Ireland
1800 833 634
(7 days, 7pm-10pm)
Teenline is a national helpline for teenagers.

Senior Helpline
1850 440 444
Senior helpline is a confidential listening service for older people by trained older volunteers.

AWARE
1890 303 302
(Mon-Wed, 10am-10pm, Thu-Sun 10am-3pm)
AWARE provide emotional support and information to those who experience depression and their families.

GROW
1890 474 474
Grow is a mental health organisation that helps people who have suffered or are suffering from mental health problems.

Parentline
1890 927 277
(Mon-Thu, 10am-9.30pm, Fri, 10am-4.30pm)
Parentline provides support, guidance and information to parents and guardians.

Childline
1800 666 666
(7 days, 24 hours)
Childline is a service for children and young people up to the age of 18 years old.

youmentalhealth.ie
youmentalhealth.ie is a website developed by the HSE National Office for Suicide Prevention (NOSP) to help you understand your own mental health and know how to help others.

let's talk

DEALING WITH STRESS

Dealing with stress
Many things you can do to help yourself, from changing the way you look after yourself - exercise, leisure and sleep patterns - to changing the way you think about yourself, your work and the farm.

Get help:
Talk to a friend, family member or neighbour. Make an appointment to see your GP. Expressing your feelings through writing can be very therapeutic, even if there is nothing you can do to alter the situation. If you do not reach all of them, there is always next time.

Time better:
Stress can cause a lot of stress. When you are stretched too thin and running behind, you are not focused. But if you plan ahead and make sure you do not overextend yourself, you can manage the amount of stress you are under.

Take it slow:
Take a moment to reflect on all the things you appreciate in your life. Write down a list of the most important and achievable tasks. Set realistic goals and priorities. This simple strategy can help you keep things in perspective.

Be healthy:
Eat a balanced diet. Some foods actually cause increased tension, for example, caffeine, alcohol and soft drinks. These are often the foods we crave when we are stressed. Try to limit your intake of them.

Relax:
Try to reduce and prevent the effects of stress. Make time for yourself - sport, swimming, walking, dancing or cycling.

Breathe:
Try to breathe slowly and deeply can help. Spend time on your own - in your life.

This leaflet was produced in association with Shine as part of the See Change programme and in consultation with the Health Service Executive's National Office for Suicide Prevention. For copies of the leaflet please contact IFA Farm Family & Social Affairs on 01 4500 266.

See Change is Ireland's national programme working to change minds about mental health problems. See Change works with people, communities and organisations such as the IFA to help end the stigma of mental health problems through meetings, sports events, art and cultural activities - and most importantly, empowering people to share their stories about their own experiences. For more information visit seechange.ie or by calling 01 860 1620.

See Change **See Change Ireland**

In 2011, See Change continued to collaborate with our partners who have a presence on the ground in rural communities to explore ways in which farmers can be supported and stigma can be addressed.

Our research showed that 57% of Irish farmers would not want others to know if they had a mental health problem, 42% of farmers would hide a diagnosis of a mental health problem from friends and 27% would delay seeking help for fear of someone knowing about it.

> **Commitment to attend IFA executive committee meetings**

**In partnership
with :**



The campaign continues its outreach with the farming community by bringing the See Change message to an on-going series of presentations to every Executive Committee meeting of the Irish Farmers Association.

> **See Change presence at agricultural shows**

**In partnership
with :**



In 2011, See Change engaged farmers and people living in rural communities with a presence at the National Ploughing Championships in Athy and the Tullamore Show to send a message loud and clear that mental health problems are part and parcel of the ups and downs of everyday life and that no-one should have to suffer in silence.

> **Let's Talk leaflet launch**

**In partnership
with :**



In partnership with the IFA and in consultation with the NOSP, See Change produced "Let's Talk: Dealing with Stress" a leaflet aimed at supporting farmers' mental health and tackling the stigma associated with mental health problems. This is a helpful resource for farmers on dealing with the particular pressures of farm life and seeking help and support and was launched by Minister for Agriculture, Simon Coveney, TD together with Kathleen Lynch, TD, Minister of State with responsibility for Mental Health.

The resource focuses on stress as an important issue for good mental health and well-being but also for farm safety, containing invaluable information for farmers and their families on the causes and signs of stress as well as expert and practical advice and contact information of further sources of information and support.

Congratulations!

You've just ticked the following off your bucket list:

- ☒ become a published author;
- ☒ broken a GUINNESS WORLD RECORD™;
- ☒ helped to re-write Ireland's story on mental health.

Want to continue the story?

'Make a Ripple' at www.seechange.ie and speak out against the stigma of mental health problems, read inspiring stories of recovery or share your story of direct or indirect experience of a mental health problem.



Guinness World Records Challenge for most people to write a story



TARGET GROUP 2 : Young males aged 18-24

In some of our biggest and most ambitious stigma-challenging initiatives yet, 2011 saw See Change collaborating with various partner organisations to engage our young male target group on mental health problems and promoting open discussion.

Our research found that nearly 30% of young men would delay seeking help for fear of someone else finding out. 51% would feel that a diagnosis of a mental health problem would have a negative effect on their career prospects.

> Successful Guinness World Records Challenge



See Change successfully challenged the Guinness World Records title for 'Most people to write a story' by receiving 953 individual one-sentence contributions to our single continuous story over the course of 12 hours at Trinity College Dublin.

See Change teamed up with Trinity College Dublin Students' Union, Fighting Words, the Union of Students in Ireland and some of Ireland's best-known contemporary writers to stage this challenge and communicate the message that mental health is part of everyone's story and like every good story, it has its ups and downs, twists and turns.

Research shows that successful strategies to challenge stigma must involve sharing stories of personal experience and creating shared understanding of the mental health problems that can affect any of us. We used this literary theme to send the message loud and clear that everyone has the power to re-write the script on how mental health problems are perceived.

The See Change team along with our partners and volunteers manned the 'Story Centre' on campus at Trinity College Dublin for 12 hours, engaging more than 1000 students, supporters and passer-by on the issue of stigma until the official Guinness World Record's adjudicator deemed that we had exceeded the previous record 838 participants that was achieved in Vanuatu in November 2009.

First Fortnight College Campus Tour with Republic of Loose and UCD's Aoife Valentine



Minister Kathleen Lynch launches the First Fortnight Festival 2012



TARGET GROUP 2: Young males aged 18-24

First Fortnight college campus tour

In partnership
with :



During World Mental Health Week 2011 (Oct 10-14) See Change teamed up with First Fortnight, Suicide or Survive and the Union of Students in Ireland to stage a week-long festival of engaging and thought-provoking live music, film and mental health awareness events aimed at challenging stigma and creating open discussion of mental health among students in UCD, GMIT Castlebar and Waterford IT.

Each event was headlined by Republic of Loose following a screening of the acclaimed RTE series 'I see a darkness' and a Q&A session with the documentary's makers and participants about their personal experience of mental health problems and stigma and their dedication to challenging prejudiced attitudes to mental health.

>Online Student Survey

To coincide with the First Fortnight campus tour, See Change redirected the attitudinal survey from our baseline research towards third-level students in Ireland. With almost 300 online respondents, it emerged that stigma still plays a role **across university campuses in Ireland**. While a majority of the students surveyed appeared open to and understanding of mental health issues, a significant **69%** said that they would not want anyone to **know** if they themselves were experiencing mental health problems.

>Launch of First Fortnight Festival 2012

In partnership
with :



In 2011, See Change teamed up with First Fortnight to lay the foundations for an annual, alternative and arts-based look at mental health and stigma and to stage Ireland's biggest and most ambitious programme of mental health-themed arts and cultural events, taking place during the first two weeks of 2012 and centred around Dublin's cultural hub of Temple Bar. The First Fortnight Festival 2012 aims to use live-music, spoken-word, poetry, theatre, film, performance and visual arts events to create open discussion and understanding of mental health problems and challenge perceptions and stigma.

The official festival programme was launched in November by Kathleen Lynch, TD, Minister of State with responsibility for Mental Health November in Dublin's Foam Café. The venue showcased specially commissioned art work by See Change ambassador and artist Barbara Brennan.

TARGET GROUP 3 : People in the Workplace

See Change has identified the workplace as a key setting for stigma-reduction activity. We are working with our partners to create honest discussion and understanding of mental health problems in the workplace and collaborating with various groups to find ways to support employers and employees in launching this all important conversation.

Our baseline study into Irish attitudes towards mental health found that 48% of respondents would deliberately conceal a diagnosis from co-workers; 2 in 3 people questioned believed that people with mental health problems should have the same rights as the rest of the population but only 46% believed this was the case when it came to employment rights.

> Workshops and Training

In partnership
with :



In 2011, See Change provided workshops and seminars on mental health problems, stigma and ways it can be challenged to groups of employees and employers and representative bodies around Ireland.

> Development of a Line Managers guide on mental health problems

In partnership
with :



In 2011, See Change began a piece of work with our partners at IBEC and in cooperation with ICTU, the Equality Authority and the NDA to produce a 'Line Managers Guide on Mental Health Problems in the Workplace' for publication in early 2012.

> Development of resource on mental health and workplace equality

In partnership
with :



In 2011, See Change teamed up with our partners at the Equality Authority and Amnesty International Ireland to develop a resource on tackling mental health inequality in the work place, outlining how current law protects the rights of people with mental health problems, and what employers need to do to protect these rights in the workplace.

(For release in early 2012)

2011



Media Coverage

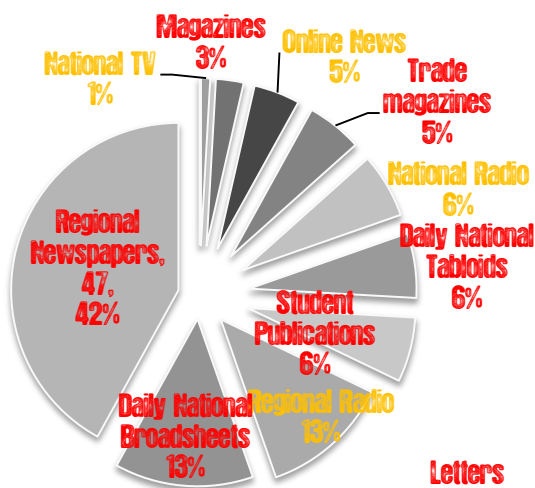
The See Change campaign team works hard to get our key messages into the local, regional and national media. Our approach places a particular emphasis on the importance of local print and radio, as a key vehicle for communicating the See Change message in local communities.

All media outreach and communication is managed and coordinated internally by the See Change campaign team. The team has had considerable success in generating print and broadcast coverage of the campaign's key messages. As well as leveraging local media to publicise See Change events and initiatives, the campaign team works to communicate the following key messages in the media:

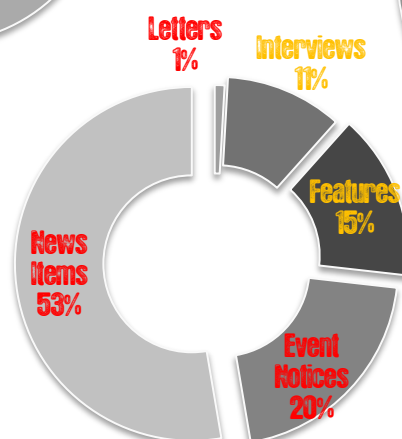
- Mental health problems can affect anyone at any time during their lives.
- People with mental health problems can and do recover.
- People affected by mental health problems are entitled to the same human rights as everybody else in society without discrimination.
- Every person – whether you have been personally touched by mental health problems or not – has the power to help stop the stigma and discrimination of mental health problems.

In 2011, See Change was covered in **22** broadcast segments and **85** print media items.

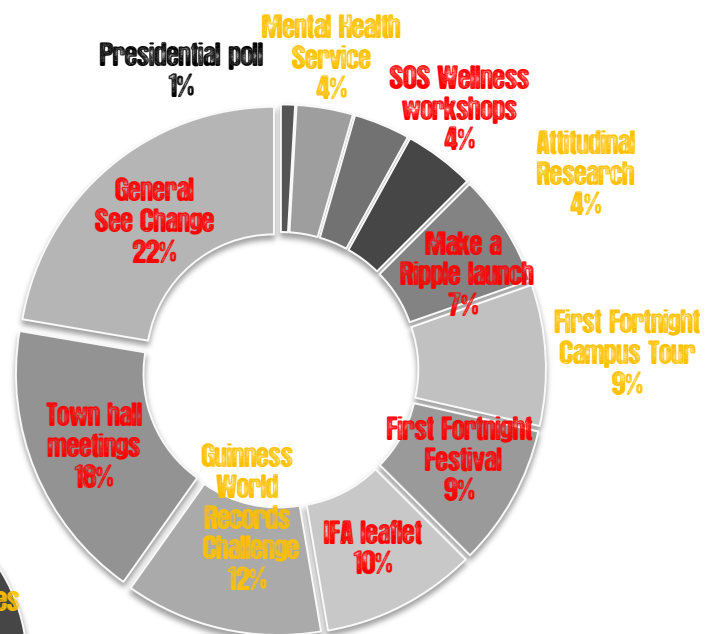
Coverage by source type:



Coverage by item type:



Coverage by theme:



Donegal on Sunday
Farming and mental health initiative launched
13.11.12

Irish Independent Farming
Most farmers would hide mental illness 15.11.11

Irish Farmers Journal
Farm Stress Leaflet
19.11.11

Northern Standard
Let's talk-Ministers launch IFA Leaflet on Farm Stress 17.11.11

Nationalist and Munster Advertiser
IFA Launch 'Let's Talk Leaflet on stress'

Irish Farmers Journal
Spotlight on mental health of Farmers
19.1.11

Dungarvan Observer
Ministers launch resource on farm stress to open attitudes to mental health 16.11.11

Irish Farmers Journal
It's good to talk

Evening Echo
New IFA initiative helps farmers deal with stress 14.11.11

Irish Examiner Farming
Trebling dairy premiums would save smaller farmers
17.11.11

Clare Champion
Learn to deal with farm stress
18.1.11

Dungarvan Observer
Getting ready for world mental health day
5.10.11

Hot Press
Loose talk saves lives
19.10.11

Irish Daily Star
Roy's of Light
19.12.11

Irish Daily Star
Loose on Campus
29.9.11

Broadsheet.ie
Don't use Van Gogh in the mental health promo
30.0.11

Irish Examiner
One in Five Social Network conversations focus on 'negative'
4.5.11

Mallow Star
Forthcoming events
28.4.11

Dungarvan Leader
Seminar on the stigma and discrimination associated with mental health problems 6.5.11

The Journal
Two Thirds of Students would hide mental health

University Observer
Mental health Day
18.10.11

Golden Plec
First Fortnight Launch student tour with republic of loose
4.10.11

Irish Times
Call to retain mental health funding
10.10.11

University Observer
Psychiatry's Third Way
4.10.11

Irish Times
First Fortnight hits the colleges
7.10.11

Launch of First Fortnight Festival 2012 & Campus Tour

Dublin City Fm
Mediascope
13.12.11

Newstalk
Green Room
19.12.11/
25.12.11

Irish Times
The best thing about January
25.11.11

Irish Examiner
Health Notes
1.10.11

Vale Star
Upcoming events

Dundalk Democrat
In Brief
10.5.11

Eolas
Tackling Suicide
24.5.11

Mallow Star
Upcoming events 12.5.11

News Four
Make a Ripple
12.8.11

Launch of Make a Ripple campaign

Health Matters
Mental Health Stigma
17.6.11

Northern Standard
Mental health problems must become part of our 'shadows' new campaign group states
12.5.11

LMFM
The Michael Reade Show
14.4.11

Tullamore Tribune
Offaly mental health talk to showcase supports in local community
8.9.11

The Opinion
No Health without mental health
1.10.11

Evening Echo
Mental Health talk at Community College
6.12.11

Dungarvan Observer
Knowledge is Power
19.1.11

Journal.ie
Mental Health groups challenge candidates to come up with plans
16.10.11

Mallow Star
Free Workshop to help people manage their mental health
27.1.11

Cork Independent
The Human Condition
20.1.11

Westmeath Topic
Grow group announces new gatekeepers programme
13.1.11

Offaly Topic
Offaly suicide prevention campaign launched
8.9.11
Vale Star
There's no reason to feel alone and isolated
3.2.11

Evening Herald
The guests are lined up and my colours done... if only the new dog would behave
10.6.11

The Grapevine
What's On?
13.10.11
Cork Independent
It's been some week
22.9.11

Irish Examiner
Real mental healthcare reform is progressing
6.8.11

Clare Champion
Fighting to see the light
25.2.11

Drogheda Leader
Changing attitudes
9.3.11

Irish Farmers' Monthly
Enterprises
10.6.11

Today FM
Sunday Business
6.2.11

Irish Examiner
Support for those with mental health issues
27.9.11
C103fm
Cork Today
7.2.11

Irish Independent
Suicide toll far higher than official 1,409 figure
4.1.11

The Avondhu
Free Workshop to help people manage their mental health
20.1.11

South Tipp Today
€1.5m invested in essential community mental health services
26.1.11

Mallow Star
There's no reason to feel alone and isolated
1.2.11

Dungarvan Observer
Free workshop to help people manage their mental health
27.2.11

Medical Independent
Fears that Dail rule fuels mental health stigma
2.6.11

Radio Kerry
Kerry Today
17.1.11

Dungarvan Leader
Seminar on the stigma and discrimination of mental health problems
6.5.11

Mid and North West Radio
The Comment line
24.3.11

Galway City Tribune
Meeting aims to reduce the stigma over mental health
7.1.11
Clare FM
Morning Focus
5.5.11

Galway City Tribune
Meeting aims to reduce the stigma

Dundalk Democrat
Mental Health Stigma Seminar
16.2.11

Irish Independent
Signing up for a record breaking See Change
27.10.11

University Observer
USI Attempt to break World Record
18.10.11

University Times
World Record broken by TCDSU and partners
15.2.11

Irish Examiner
World Record Story event
28.10.11

Nationwide Town hall meetings

South Tipp Today
Out and About
19.1.11

The Cork News
Public Meeting to Address Mental Health

Newstalk
Global Village
29.11.11

Dublin City FM
News
25.10.11

Kerry's Eye
Mental Health Meeting in Tralee
13.1.11

Roscommon People
Public meeting to address mental health stigma
4.3.11

Newstalk
Tom Dunne
25.10.11

Today FM
Tony Fenton
26.10.11

Phantom FM
Phantom Feedback
24.10.11

Joe .ie
Guinness World Record at Trinity College today
28.10.11

Irish Times
Lining up for an epic saga: 1,000 writers break story record
27.10.11

Meet the team

As agreed with the Department of Health and Children, Shine is the coordinating organisation for the See Change programme and serves as the secretariat for all partner organisations' stigma-challenging initiatives.

Shine is the national organisation dedicated to upholding the rights and addressing the needs of all those affected by mental ill health, through the promotion and provision of high-quality services and working to ensure the continual enhancement of the quality of life of the people it serves.



Campaign Director

John Saunders is the Director of Shine and See Change. John oversees all campaign activity and serves as the lead spokesperson for the movement.

Campaign Manager

Kahlil Thompson-Coyle is National Projects Manager for Shine and manages all See Change projects and campaigns.
Contact Kahlil: kthompson@seechange.ie

Campaign Officer

Hazel Whelan works as Projects Assistant with Shine as well as facilitating the implementation of See Change's projects and campaigns.
Contact Hazel: hwhelan@seechange.ie

Communications & Partnership Officer

Sorcha Lowry works as Media Project Officer with Headline as well as coordinating See Change's communications and partnership activity.
Contact Sorcha: slowry@seechange.ie

Marketing Assistant

Dolores Kavanagh works as Marketing Assistant with Shine and See Change as well as providing administrative and project support to the Director.
Contact Dolores: dkavanagh@shineonline.ie

Projects Assistant

Niamh Mongey is Projects Assistant for the See Change campaign. Niamh assists in the organisation of See Change's projects and events and supports the campaigns research and evaluations activity.
Contact Niamh: nmongey@seechange.ie



A note of thanks

The See Change team would like to thank all of the people, groups and organisations who pooled their passion and commitment to challenging stigma and helped make 2011 such an action-packed year for the See Change movement.

See Change

End of year report 2011