



The National Mental Health
Stigma Reduction Partnership

2016 Report

Break the silence of stigma





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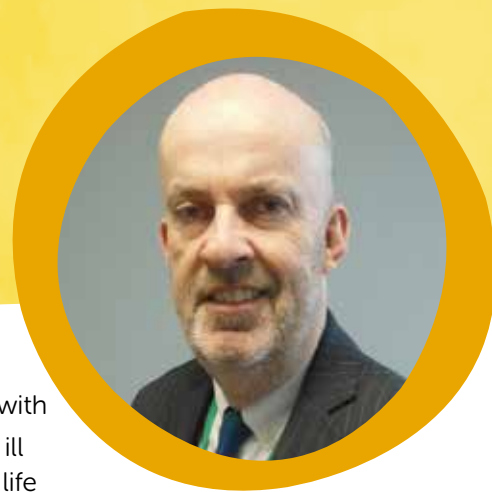
Green Ribbon Campaign

Green Ribbon campaign impact report



Meet the team

A message from our Director



2016 saw our ambassador programme grow from strength to strength, with over 80 voices now ready to share their personal experiences of mental ill health to challenge stigma and discrimination. The sharing of these real life stories amplifies and authenticates our call for every one of us to join the national movement for change in our behaviour towards our own and others' mental health.

2016's Green Ribbon campaign has sparked an increasing number of conversations about mental health and an increasing number of Irish adults feel more comfortable in having a conversation about mental health. Following a nationally representative omnibus survey to measure the effectiveness of Green Ribbon 2016 we found that: 71% said the Green Ribbon campaign encouraged them to start conversations about mental health and 91% felt it is important to talk openly about mental health following the Green Ribbon campaign. Other key findings were that stand-out successes can be seen in the workplace, where conversations about mental health are now as commonplace as conversations with friends or family.



On behalf of See Change, I would like to thank the campaign's gracious story sharers, public ambassadors, partner organisations, funders and everyone who supported the movement's stigma-challenging initiatives and events around the country in 2016.

John Saunders

Director of See Change

Foreword: See Change Ambassador Nicola Hynds



Life is all about choices and for me, the decision to join See Change as an Ambassador in 2014 was one of the best choices I have ever made. I am often asked why I decided to share my story, I have one simple answer to that. When I was first diagnosed with Schizophrenia I wrongly thought my life was over. I searched every corner of the internet looking for someone who had been in my shoes, who I could relate to, someone in recovery to aspire to or just a story that would give me the bit of hope which I desperately needed. While I did find some personal stories, there were few and I could not help but notice how so many were anonymous. I struggled to find anything relatable. Years later a braver and possibly more reckless version of me made a choice to share my story, hoping to be that person for someone else.

Since joining See Change I have met many amazing people. My fellow ambassadors are a sort of family and support network for each other, we can talk about our mental health openly with no fear of judgement. Each individual brings something different to the table. We are all at different points in our journeys and none of our mental health problems are the same but that does not matter because we all have the same goal "to change minds about mental health, one conversation at a time" using our own personal stories to reduce and ultimately erase stigma. There is a certain type of comfort in how the staff at See Change treat us, there is no pressure to be anything other than ourselves. They never expect ambassadors to be cured to talk about our experiences or have all the answers because See Change focuses on recovery. I know with See Change I am not required to be perfect or always well, just a real person.

Stigma around my condition made me feel like an outcast, useless, unwanted, alone and it forced to feel like shutting myself away. Some of the stigma came from other people; dismissive attitudes, ignorance around my illness and hurtful words that cut deep. Admittedly there was another side, a part of me that forced this stigma onto myself. Sharing my story changed the way people see me but it also changed how I see myself. There is a freedom around being open about our mental health that is a game changer, there are no more hidden secrets or barriers. I can now talk openly about my mental health which leaves the door open for others to do the same.

During the Green Ribbon campaign, we hand out the ribbons to encourage the type of conversations that are necessary to change minds and attitudes around mental health. As an ambassador, I have taken part in three Green Ribbon campaigns now. Through being a See Change Ambassador my story has been published in national newspapers, I have been interviewed on national, commercial and local radio stations as well as being given many public speaking opportunities. Schizophrenia can often be overlooked when we talk about mental health, without See Change I would never have had all those opportunities to represent Schizophrenia in the positive light which it rarely gets in the media.

During the Green Ribbon Campaign the amazing staff at See Change, my fellow ambassadors and dedicated volunteers team together to distribute ribbons and put on events. The organisation and passion that is put into these events is incredible. The reaction people have to the green ribbon is really positive, some people even rush up eager to talk about their own experience or share a story about a loved one. As an ambassador, I have had conversations about mental health with everyone from teenagers to adults to elderly people from all different walks of life. The success of the Green Ribbon campaign proves that Irish people are genuinely looking to change how we approach mental health and that we are as a nation becoming more willing to both listen and talk.

All around me I see and hear the conversation around mental health coming out of the darkness into the limelight. There is still a long way to go but attitudes are definitely changing. Stigma leads to silence which can become a killer, society is beginning to recognise this link so the conversation is moving forward and changing to a more positive and active approach, a far cry from the days where mental health was a complete taboo subject. We have come on leaps and bounds in the fight to challenge stigma. We may have a long road ahead of us but the Green Ribbon campaign helps me to believe that we can one day transform our society's perception of mental health.



**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 over 90 organisations to create a 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

To achieve our objectives, See Change works within a number of inter-related settings. The See Change movement is about finding the conversation, joining in and working with people and communities to change minds about mental health problems in Ireland. Inspired by international best practice, we take an approach that focuses on the following key settings;

Partnership

working with over 90 organisations to share capacity and mobilise change

Online & Media

Sharing real stories to break the silence of stigma

Grassroots

Joining with and engaging communities and local groups on the ground

Arts

challenging perceptions and sparking open discussion

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 are

- most likely to hide a diagnosis,
- least likely to seek help for themselves
- or to know how to help others.

Our Investors



In 2016, See Change was kindly supported by the following organisations:



**The Department of Health &
The HSE Mental Health Division**



Connecting For Life

**HSE National Office for Suicide
Prevention**



**Saint John of
God Hospital**



Shine

St Patrick's
Mental Health Services



St. Patrick's Mental Health Services



**The Community
Foundation for Ireland**

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 difficulties 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 and public affairs' worlds and also representative organisations of people with selfexperience of mental health difficulties.

See Change Partners:

- A&S Fitness
- Ahead
- Amen Support Services
- Anam Cara
- Aware
- BelongTo
- Bloomfield
- Ballymun Youth Regional
- Service
- Bodywhys
- Catholic Guides of Ireland
- Console
- Business in the Community
- Citizens Information Board
- Coillte
- Cork Counselling Service
- College of Psychiatrists of Ireland
- Cycle against Suicide
- Department of Health
- DCU School of Nursing
- DCU Student's Union
- Detect
- Dublin Simon
- EHA
- Employability
- EPIC Online
- Eve Ltd
- Equality Authority
- FAI
- First Fortnight
- Garageland
- Gateway Mental Health Project
- Gay Switchboard Dublin
- Gay and Lesbian Equality Network
- Grow
- Headline
- Headstrong
- Headsup.ie
- HAIL
- HSE
- NOSP
- IBEC
- ICTU
- IFA
- ICA
- Reachout.com
- Irish Advocacy Network
- Irish Association of Suicidology
- ICSA
- ICMSA
- Irish Council of General Practitioners
- Irish Rail
- Irish Sports Council
- ItsGood2Talk
- Kanchi Network
- Laois Community Forum
- Limerick MHA
- Macra na Feirme
- Men's Health Forum
- Mental Health Commission
- Mental Health Ireland
- Mental Health Reform
- My Mind
- National Office of Suicide
- Prevention
- National Youth Council of Ireland
- National Service Users
- Executive
- Near Media
- NEKD
- North Dublin Befriending Service
- NUI Maynooth Students' Union
- One in Four
- Open Heart House
- Pavee Point
- Please Talk
- PCI College
- PSEU
- Psychotherapy Dublin
- Rise Foundation
- RPCP
- Samaritans
- SOSAD
- Shine
- Seachtain na Gaeilge
- Sigmar Recruitment
- Smashing Times
- Theatre Company
- Spun Out
- St. John of God Hospital
- SOS
- Stop Suicide
- Tamnach
- TASK
- Taxi Watch
- TCD School of Nursing and Midwifery
- Teagasc
- TCD Student's Union
- The Rise Foundation
- Transgender Equality
- Network Ireland
- Turn2Me
- UCC Students' Union
- UCD School of Veterinary Medicine
- UCD College of Agriculture and Food Science
- USI
- 3 T's
- UL Students' Union Wicklow County Council
- Wicklow Local Sports Partnership
- Work4U

Online & Media Activity

Open conversation online and in the media is a powerful way to challenge perceptions and share stories about the mental health difficulties that are common to us all. A cornerstone of our approach is social contact theory: sharing stories of real people's experiences of mental health difficulties and is a powerful way to challenge stigma.

Media

We were mentioned in 200 press and online articles this year (excluding broadcast).



Social media

Our focus on social media as a communications outlet has greatly improved in the last year as has the penetration, reach and engagement people have with us through these channels.

Twitter

The See Change Twitter account has almost tripled its exposure since 2015. 732,300 people saw See Change's Twitter posts in 2016. This is more than double the amount of people who saw our Tweets in the previous year: 311,105.

Almost 500,000 people saw the Green Ribbon accounts tweets in 2016.



Facebook

12,082 people engaged with See Change's Facebook posts in 2016 through sharing, liking, commenting and clicking on what our page's posts. This is a significant increase (1,689) from the number of people who engaged with the See Change Facebook page in 2015. A total of 5,320 people like the See Change Facebook Page.



A total of 34,976 people engaged with Green Ribbon's Facebook posts in 2016. This is more than double the amount of engagements from the general public in 2015, with 16,066 people engaging in that year. As of January 2017, 13,586 like the Green Ribbon Facebook Page.

See Change Top Facebook Post 2016:

This post was shared on Christmas Day and offered advice aimed at taking the fear out of talking about mental health and encouraging open discussion. The post reached 8,548 people with 164 reactions, comments & shares



Green Ribbon Top Facebook Post 2016:

This post was shared before National Time to Talk Day to encourage open conversation about mental health. The post reached 40, 935 people with 2,238 reactions, comments & shares.



Instagram

See Change started its first Instagram account in December 2016. This new account will allow us to interact with a number of supporters on the social media platform as well as providing a new channel for us to engage with the general public.



Social media Christmas Tree

During December 2016 See Change decorated our social media Christmas tree with our messages about mental health to combat stigma. We also invited people to share their messages and keep mental health a part of conversations at Christmas.



Eating Disorders Awareness Week 2016

See Change worked in partnership with Bodywhys and Headline to support Eating Disorders Awareness Week 2016 and place a spotlight on the seriousness of eating disorders and to improve public understanding.

By increasing awareness and access to resources such as Bodwhys, we can encourage early detection and intervention, which can improve the likelihood of full recovery. It's important to know we all have a role in talking about this important subject and not to be afraid to reach out to support.

From See Change's research on public attitudes to mental health problems and Headline's daily analysis of media coverage of mental health, we know that eating disorders are still largely misunderstood, shrouded in myth and even dismissed as a phase or crash diet. Throughout the week, we addressed the most common myths and misunderstandings and focused on the importance of openness and understanding around eating disorders, recognising the diverse experiences of people personally affected by eating disorder.

Too often, signs and symptoms are overlooked as insignificant behaviours when in fact many of these are early warning signs of eating disorders. Each day during Eating Disorders Awareness Week 2016, we asked people to talk about eating disorders by focusing on the facts and leaving the myths behind.

- People can and do recover from eating disorders
- Remember an eating disorder is a coping mechanism and it is not all about food and weight.
- Remember you are asking a person to give up their way of coping so resistance is normal.



Little Things Campaign

See Change worked with the National Office for Suicide Prevention again in 2016 on their 'Little Things' social marketing campaign. The campaign supported See Change during our busy Green Ribbon month.



Voice Media Awards

See Change collaborated with Headline, the national media monitoring programme for the mental health and suicide to award 2016. The Irish Independent was the winner of the 2016 Voice Media Award for both its excellent quality and quantity of media coverage give to people with self-experience.

The award aims to recognise the important role played by media in giving voice to people with experience of mental health difficulties.

Headline works with journalists and media organisations to ensure that mental health and suicide related issues are responsibly covered in the media.



Grassroots Activity



Grassroots & Community Strand

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.

See Change Ambassador Programme

See Change has almost 90 ambassadors who share their very real stories about their experiences with a mental health difficulty. We passionately believe that when real people share their very real stories about their experiences with a mental health problem, it has the power to change peoples' attitudes and end stigma. Stories help people relate to those who are experiencing mental health difficulties in a way that statistics cannot.



By giving the issue a voice and a face, See Change ambassadors can be the catalyst to real and lasting attitude and behaviour change in how Irish people view their own and others' mental health/ The authenticity of someone's first-hand experience of a mental health difficulty, stigma and recovery in their own voice is vital to creating a shared understanding of the mental health difficulties that can touch any one of us.

See Change hosted a successful media training day for its ambassadors on November 12th. This one day media training programme was designed to develop ambassadors' personal interviewing technique and ensure they can get their message across in an impactful and effective manner. The training was designed to help ambassadors to become more engaged with their local media and help to encourage them to confidently share their personal story to try to reduce the stigma associated with mental health difficulties and challenge discrimination.



Dublin Parking Day

On Friday 16th September, See Change once again took conversation of mental health to the streets as part of "Dublin Park(ing) Day". As part of this global Park(ing) Day experiment in reclaiming public space to create more people-friendly streets and along with 30 locations around Dublin, See Change transformed a parking space on Camden Street, into a temporary public park featuring a Garden Tea Party scene.

The space offered people a chance to take time out and spark open discussion of mental health. The See Change Garden Tea Party featured a Conversation Tree where people could hang a positive message about mental health in person or on social media. See Change also distributed a 'Grow your own conversation' pack which contained information about mental health supports and sunflower seeds. See Change hoped to communicate to the public that just like nurturing a plant, we all have to take steps to look after our mental health.



Arts Activity

First Fortnight Festival 2016

The First Fortnight Festival returned for the first 2 weeks of 2016 to stage another ground –breaking programme of mental health-themed arts and cultural events to create open discussion and understanding of mental health problems, and challenge prejudice and discrimination.



See Change was delighted to be part of it once again along with our partners at Mental Health Reform, Mental Health Ireland and St. Patrick's Mental Health Services. The year, See Change and First Fortnight in association with Access Cinema brought conversations of mental health to the movies with screening of the brilliant film 'Love & Mercy'.

Love & Mercy presents an unconventional portrait of Brian Wilson, the mercurial singer, songwriter and leader of The Beach Boys. Set against the era-defining catalog of Wilson's music, the film intimately examines the personal voyage and ultimate salvation of the icon whose success came at extraordinary personal cost.

The movie was screened in 7 venues across the country with See Change Campaign Coordinator Hazel and See Change Ambassador Rick taking part in a post show discussion after the screening in Riverbank Arts Centre in Kildare.



Target Group 1: 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 difficulties in the workplace and collaborating with various groups to find ways to support employers and employees in launching this all important conversation. Without open discussion of mental health difficulties, valuable time is wasted hiding something that can often be easily supported within an organisation.

See Change in your Workplace programme

See Change continued to work with various organisations on the 6-step “See Change in your Workplace” pledge programme, guiding employers and employees towards creating open workplace cultures, supporting each other and working to their full potential.



The aim of the programme is to help facilitate a cultural shift in workplaces so that employers and employees feel supported and secure in starting a discussion about how mental health can affect each one of us. It approaches all aspects of working life – recognising that everyone in the organisation has a role to play in challenging stigma.

By signing up to the pledge programme, organisations are showing that they are committed to creating an open culture around mental health for managers and employees.

Our 6-step programme consists of the following:

Managerial Level

(Address the needs of the organisation at managerial level)

1. Training workshops: Receive “mental health in the workplace” training for line managers and staff.
2. Policy overhaul and implementation: See Change will help you to write and implement your organisation’s policy on mental health.

Staff-wide

(Embed an open culture towards mental health across your organisation)

3. Mental health awareness/ wellness training: Host mental health awareness training and wellness workshops for staff. Create internal communications campaigns promoting wellbeing in your newsletters, on noticeboards, in the staff canteen or on your organisation’s intranet.
4. In-house mental health promotion: Nominate staff champions to promote wellness and challenge stigma and provide information for staff to access with ease. See Change will organise events throughout the year for these champions to meet with other organisations to share experiences and ideas.

Public engagement

(Make it official that you are a See Change workplace)

5. Engage your stakeholders: Organise a stigma challenging activity in your workplace in partnership with See Change and involve local communities and stakeholders.
6. Become an official See Change workplace by signing the workplace pledge which is a public statement that your organisation is aiming to tackle mental health stigma and discrimination in the workplace and has completed the first five steps in the workplace programme aimed at creating an open culture around mental health that work for staff.

The half-day "See Change in your Workplace" workshop continues to be in high demand, providing information on mental health and mental health problems for employers, managers and employees as well as offering best practise advice on creating workplaces that are free of stigma and discrimination and equipped to support the mental health needs of the organisation.

See Change delivered 38 See Change in Your Workplace training programmes in 2016. In addition to this, lunchtime talks with See Change ambassadors have been delivered to numerous organisations.

Organisations that signed up to the pledge in 2016:

- Abbott Diabetes Care Donegal
- Bank of Ireland
- Ballymun Regional Youth Resource
- Boots
- Eurofins
- KBC Bank
- Property Registration Authority
- Provimi Ireland
- SITA



The See Change team would like to extend our gratitude to the National Office for Suicide Prevention for funding this project which enables workplaces to receive line manager training free of charge.

We would also like to say a special thank you to all of the organisations that have engaged with us in 2016 and we look forward to working with you again in 2017 along with new organisations interested in the pledge programme.

For further details please visit our website www.seechange.ie

Target Group 2: Farmers and people living in rural communities

In 2016, 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 72% of Irish farmers would not want others to know if they had a mental health problem, 39% of farmers would hide a diagnosis of a mental health problem from friends and 33% would delay seeking help for fear of someone knowing about it.

National Ploughing Championships 2016

See Change in partnership with the Irish Farmers Association, Macra na Feirme, the Irish Cattle and Sheep Association, the Irish Creamery Milk Suppliers Association, the Irish Countrywomen's Association and Teagasc, distributed thousands of free wallet-sized "Talking Cards" to the attendees at the National Ploughing Championships in Offaly in September.



The cards featured straight-talking advice aimed at taking the fear out of talking about mental health and encouraging open discussion.

See Change also distributed questionnaires at the Ploughing Championships to get an insight into farmer's experiences and views in relation to people who have mental health difficulties and provide us with new insights into this target audience. The results are as follows:

- Almost 50% of farmers said they are afraid of experiencing mental health difficulties themselves in the future
- 42% of farmers said that they would not want others to know if they had mental health difficulty

**Changing minds
about mental health
one conversation
at a time**



in association with



**You don't have to be an expert
to talk about mental health.**

-  **Talk, but listen too:** simply being there will mean a lot.
-  **Keep in touch:** meet up, phone, email or text.
-  **Don't just talk about mental health:** chat about everyday things as well.
-  **Remind them you care:** small things can make a big difference.
-  **Be patient:** ups and downs can happen.

To find a support service near you visit
yourmentalhealth.ie

To talk to someone call the
**Mind Our Farm Families
phone line on 1890 13 00 22**

For more information visit seechange.ie



Target Group 3: Young People & The Please Talk Programme

See Change has been collaborating with the Please Talk campaign since 2010 to engage Ireland's student population on the subject of their own and others mental health and began managing the programme in August 2014 as part of our youth strand. Please Talk is supported by the HSE through the National Office of Suicide Prevention.

Focussed Outreach Send Silence Packing Pilot

Send Silence Packing was a pilot programme in collaboration with 3Ts and USI. It was launched in Trinity College Dublin and also went to AIT and NUIG. The initiative included a public display of 131 backpacks, representing the average number of young people under the age of 30 years who die by suicide in Ireland each year.



Send Silence Packing was designed to raise awareness about mental health and suicide in colleges and engage with the student population to ask them what they can do to challenge the stigma surrounding mental health. This initiative received great feedback both from the colleges and the media.



Mental Health Awards

This year as part of recognising the amazing work that students are doing around mental health on campuses across Ireland. Please Talk collaborated with the Board of Irish College Societies (BICS) and Union of Students of Ireland (USI) and sponsored the mental health awards.



The BICS Award was for the Best Mental Health Promoting Event and was won by GMIT with their Walk & Talk initiative.

Please Talk sponsored the Best Mental Health Campaign at USI's student achievement awards. AIT were the winners with their Mind your Mates campaign.

National Student Support Cards

Please Talk and USI launched the Student Support card ahead of World Suicide Prevention Day in September.

There were 20,000 student support cards distributed across Irish college campuses. Suicide and Self-harm is a significant issue among third level students that needs to be addressed.

This launch was to raise awareness about the supports and helplines available. The card has contact details for suicide and self-harm prevention services, such as Aware, Pieta House, Walk in my Shoes and the Samaritans. These cards were also used in conjunction with other mental health initiatives on campuses throughout the academic year.



Annual Chats for Change Campus Campaign 2016

Please Talk, in partnership with USI and St. Patrick's Mental Health Services launched their annual "Chats for Change" national mental health campaign in November to get Irish students talking about mental health. The campaign visited GMIT, Limerick School of Art & Design, National University of Maynooth and Institute of Technology Blanchardstown.

20,000 "Chats for Change" tea packs were distributed across college campuses nationwide to encourage the conversation about mental health. The packs included tips on taking the fear out of talking about mental health and useful support service contact details aimed at encouraging students to make time and space to talk about their mental health while enjoying a cup of tea.

The campaign aimed to remind students that having a cup of tea and asking someone if they are OK can have a positive impact on a person's mental health and well-being. A chill-out zone was in place in each of the campuses taking part. Free tea and biscuits were available and students could pick up the 'Chats for Change' packs, mental health literature and find out about support services available while taking a few minutes to relax and have a safe space to talk about mental health on campus.



Online Engagement

Social Media



Facebook has a total of 752 followers.



Twitter now has a total of 1112 followers which is an increase of over 400 followers.

Website

Pleasetalk.org has received 10,992 new visitors since January and 1697 returning visitors. Visitors to the site have been tracked most frequently from Dublin and then followed by Galway, Limerick and Cork.

Top Tweet earned 4,477 impressions

[#sendsilencepacking](#) will be at NUIG on 14th March, Let's end the silence around mental health and suicide on campus
pic.twitter.com/I0r2NykfZM



1 24 23

I Talked Blog

The I Talked blog is proving popular with students and is a great platform for students to share their experiences and challenge the stigma around mental health on campus.



Nicola's story

PLEASE TALK

12th May

I'm Nicola and first experienced mental health difficulties in my mid-twenties after an incident of self-harming. Today I use the scar as a daily reminder to be self-compassionate. Believe me I wasn't always as grounded! From that first incident until my first hospital admission over twenty years later I survived outside the system without knowing

[+ READ MORE](#)



Kiera's Story

PLEASE TALK

2nd Feb

Hi my name is Kiera, I am an ordinary, outgoing girl. I laugh uncontrollably, I have a great sense of humour, I like meeting up with my friends and talking about boys. I have an amazing family, amazing friends and a job I love. I'm doing Social Care in college. I have my own car

[+ READ MORE](#)



Shannon's Story

PLEASE TALK

2nd Feb

My name is Shannon, I'm 21 and a second year student doing a Higher Certificate in Business Studies here in A.I.T. I never thought I'd end up in hospital due to having a mental illness. It wasn't somewhere I thought I would end up, but at least by going into hospital I could begin my ...



Joe's Story

PLEASE TALK

2nd Feb

An outgoing personality, enthusiastic, open minded with a strong focus on what has to be done. In general, positive, open and comfortable in most situations. I have many interests (some would suggest to many) they range from scuba diving, hiking, swimming, fishing, sailing, kayaking, and photography.

Please Talk Video

In conjunction with SU officers and Please Talk Activists in UCD and NUIG, Please Talk designed a video highlighting Please Talks aims and messages. The video is available as part of our resources to Mental Health Societies in colleges and is also uploaded to the Please Talk website and shared on Social Media pages throughout the year.



Selection of On-Campus Activities

As Please Talk is a student led, student focused mental health movement aiming to empower students to open the conversation around mental health and challenge the stigma around mental health; what better way to encourage the students to get involved than to offer money to run their own campaign.

This reinforces our theory of supporting the grassroots and empowering them to take control and run their own initiatives. Societies outlined their campaigns and what they hope to achieve if they were granted the seed money. AIT, LIT, DCU, UCD and SAMH were granted approval to run a campaign in Semester 2 of 2016.



Green Ribbon Campaign

Impact Report 2016



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Campaign Overview

Campaign aim	To encourage open conversation of mental health problems in Ireland
Target groups	General population and also encompassing See Change target groups of young males, farmers and people in the workplace
Campaign duration	May 2016
Distribution partners	Irish Rail  Iarnród Éireann Irish Rail
Campaign partners	See Change in collaboration with 90 partner organisations
Principle activity	Distribution of 500,000 green ribbons free of charge
Grassroots activity	Hundreds of events in communities, workplaces and clubs organised nationwide by See Change partner organisations and growing network of hundreds of volunteers and campaign ambassadors
Online elements	Greenribbon.ie, dedicated Twitter, Facebook and Twibbon campaigns and 5 guest hosts of @GreenRibbonIRL.



See Change is Ireland's national programme to change minds about mental health problems in Ireland and end stigma. The Green Ribbon campaign has proven to be See Change's flagship campaign where one month in the Irish calendar is earmarked for helping to end the stigma of mental health problems with thousands of organisations, groups, workplaces and individuals helping to spread the message:

“You don't need to be an expert to talk about mental health or have all the answers. Let someone know you are there for them, ask them how they are doing and simply listen.”

The fourth annual Green Ribbon campaign took place during the month of May 2016. Hundreds of local and national events took place as part of the national Green Ribbon calendar. This social movement to encourage a national conversation about mental health is led by over 90 partner organisations, hundreds of volunteers and over 60 campaign ambassadors with real-life experience of mental health problems ready to share their own stories to help others and end stigma.

500,000 Green Ribbons were distributed free of charge by See Change partners, activists and at Irish Rail stations nationwide.

The ask is simple – wear the Green Ribbon and show your support for ending the silence around mental health problems. Take two and start a conversation with someone about mental health. Conversations about mental health can help to end mental health discrimination. Just like problems with our physical health, mental health problems are part of the ups and downs of everyday life.





Market Research

The Green Ribbon campaign has sparked an increasing number of conversations about mental health and an increasing number of Irish adults feel more comfortable in having a conversation about mental health. Among the key findings was that people are now equally as likely to have conversations about mental health with friends and family or colleagues alike. Among the key findings was that people are now equally as likely to have conversations about mental health with friends and family or colleagues alike, which are positive indicators.

Millward Brown conducted a nationally representative omnibus survey to measure the effectiveness of Green Ribbon 2016.



- 71% say the Green Ribbon campaign has encouraged them to start conversations about mental health (up from 66% after the 2014 campaign)
- 91% feel it is important to talk openly about mental health following the Green Ribbon campaign
- 65% have been hearing conversations about mental health among family and friends since the campaign (up from 62% in 2015)
- 61% have been hearing mental health conversations in their workplaces since the campaign (up from 53% in 2014 and consistent with 2015)



Campaign Highlights

Launch

See Change launched the 2016 Green Ribbon campaign at the Barack Obama Plaza in Moneygall, Co. Offaly. Musician and mental health advocate Niall 'bressie' Breslin spoke to the large crowd at the event and opened the floor to a Q & A.

John Saunders, director of See Change spoke on the evening about the impact stigma has on those affected by mental health problems and See Change ambassador Laura Louise Condell shared her personal story.





“When deciding to hold an event to launch our participation with the Green Ribbon Campaign 2016 we couldn’t, I believe, have had a more successful evening. The room was at maximum capacity, people and staff were there with their own personal and individual reasons for attending, the event was opened by Scoops Music who set the tone for the night, and they uplifted the audience as they waited for Niall Breslin AKA Bressie our guest speaker to arrive.

Bressie, See Change Ambassador Laura Louise and CEO John Saunders all spoke from the heart and gave very real accounts of the torment mental health can have on daily lives. This event opened our eyes as employers to other aspects of mental health, it gave us as a business an opportunity to share an amazing discussion with customers and patrons of the Barack Obama Plaza.

This was a memorable evening where everyone walked away feeling something, everyone for at least that evening felt uplifted and more confident and hopefully all those in attendance now realise that “it’s alright not to feel okay” and it’s important to make time to talk.

Henry Healy, Operations Manager, Barack Obama Plaza





National Time to Talk day

Friday 20th May was designated as National Time to Talk day. Numerous events were hosted across the country to encourage people to make the time and space for conversations about mental health.

Our partners at Catholic Girl Guides came together to hand out Green Ribbons at train stations across the country to help start open conversations about mental health. As part of the Green Ribbon campaign, commuters were invited by the guides to join in and wear a ribbon to show their support for the campaign.





Our partners at Eve's Saol Clubhouse organised an exciting Flash Mob event on Dublin's Henry Street. The Flash Mob included 100+ participants linking arms to illustrate the connection and support we all need when dealing with mental health difficulties. Music for the event was provided by Focus Ireland's High Hopes Choir.



The Ballymun Regional Youth Resource held a Green Ribbon Day with food, sports activities, performances and multimedia entertainment in support of National #TimetoTalk Day, in Ballymun, Dublin. See Change Ambassador Rick Rossiter spoke about his own mental health difficulties.



See Change Ambassador Laura Louise Condell joined TV3's Midday programme on Time To Talk Day. The live discussion focused on the importance of speaking about mental health and the effect stigma can have on those experiencing mental health difficulties.



Let's Talk & Walk Forest Walk series

See Change teamed up with the Irish Farmers Association, Coillte and Mental Health Ireland to organise the fourth annual series of “Let’s Talk & Walk” events as part of Green Ribbon month 2016 with walks organised in Galway, Wicklow, Cork, Monaghan and Donegal.

Hundreds of families took the positive step to make time for themselves and mental health in the great outdoors.

Irish country singer Mike Denver and national chairperson of IFA Farm Family & Social Affairs Committee Maura Canning.





“Let’s talk and walk which we held around the country in various forest parks had been a great success and was a great opportunity for friends families and communities to get out and about doing the woodland walks to get conversation going and changing minds about mental health and break the stigma of silence. The walks were a very enjoyable way to this particularly with a cup of tea and chat afterwards. A problem shared is problem halved. One Conversation at time.”

Maura Canning, National Chairperson IFA Farm Family & Social Affairs Committee

“The walks were a real social success, providing an opportunity for friends, families and communities to connect with one another enjoying two things inherent to us here in Ireland....Nature and Talking!”

Walkers commented that supporting the ‘Green Ribbon’ campaign and opening up the conversation about mental health was better for the body and mind, that at times of difficulty, talking our issues through with a valued friend is one of the simplest, and yet, one of the most effective interventions we can take to lessen stress.”

Charlie Burke, Coillte

Green Ribbon Garden Launch

Our partners at Shine – supporting people affected by mental ill health, created a Green Ribbon Garden in Cork to provide space to allow for open discussion about mental health and to highlight the importance of community involvement in maintaining mental health.

The simple task of gardening can benefit overall wellbeing as well as mental health. The opportunity to work in such a communal garden enables integration and the opportunity to keep this vital discussion going ‘One Conversation at a Time’. The garden was officially opened by Neil Prendeville, Corks’s RED FM talk show host and panellist on The Today Show.



Shine also organised green ribbon distribution days in Dublin, Tullamore and Kerry as well as a Green Ribbon coffee morning in Roscommon.

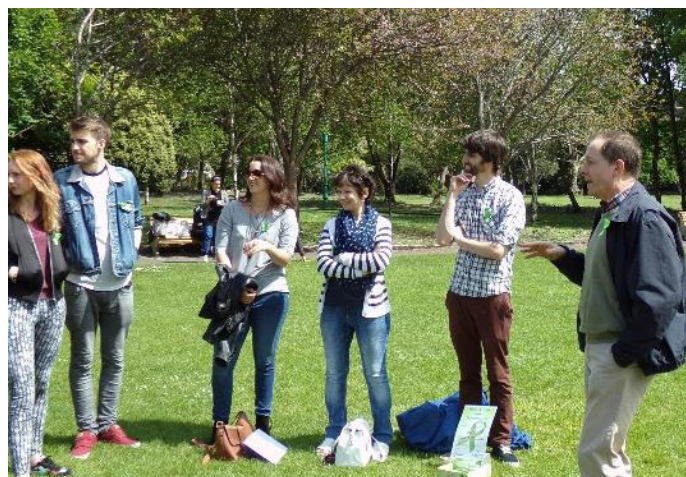
Members and staff of Shine’s Basin Club in Dublin organised a Green Ribbon distribution day in the Basin Park on Blessington Street in Dublin’s north inner-city.





Walk and Talk with the College of Psychiatrists

The College of Psychiatrists organised a walking tour around Merrion Square Garden to talk about psychiatry's role in challenging the stigma surrounding mental health recovery. Speakers on the day included See Change Ambassador Laura Louise Condell, Prof Greg Swanwick, Old Age Consultant Psychiatrist, Dr. Erica Coughlan, Trainee Psychiatrist and Dr. Anne Jeffers, General Adult Consultant Psychiatrist.



Dunbrody Famine Ship New Ross goes Green for Green Ribbon 2016

The Dunbrody Famine Ship in New Ross was turned green to support the Green Ribbon campaign and raise awareness locally of the importance of ending the silence around mental health. Local support group, New Me- New Ross, distributed the ribbons to local businesses who were interested in encouraging conversations around mental health.





Take-over of @GreenRibbonIRL

With the spotlight on conversations about mental health for the month of May, we invited See Change ambassadors to curate the Green Ribbon twitter account.

Rick , Aidan , Miriam and Gary did an excellent job during the busy month.



"I was the first Twitter-Nator out of the gate for the first week of May and I must say it was fun. I took to it fast and did not allow it to consume my days or nights, kept it going at a good pace and interacted and engaged with a great number of people."

Rick Rossiter, See Change Ambassador

The Irish College of Psychiatrists successfully took charge of the Green Ribbon Twitter page for one evening in May. For two hours consultant psychiatrists Dr John Hillary and Dr Mike Scully answered Twitter users' questions by using #AskPsych. Just over 24,500 people saw the Green Ribbon Tweets that day and 481 people engaged in conversations with the Green Ribbon page.





Teams that went Green

Shamrock Rovers FC support Green Ribbon

Shamrock Rovers teamed up with See Change to support the Green Ribbon campaign. The players wore Green Ribbon t-shirts during their pre-match warm up and green ribbons were distributed to fans before their game versus Finn Harps in order to encourage a wider discussion of mental health issues.

Mental fitness is crucial in everyday life as well as sport. None of us are superhuman – not even professional athletes. Anyone can go through a tough time”.

“It’s important to encourage men to be aware of mental health issues and to be comfortable to discuss their mental health with those close to them” .”

Mark Lynch, Marketing Director Shamrock Rovers





St. Patrick's Athletic FC

St Patrick's Athletic F.C. club captain Ger O'Brien and goalkeeper Brendan Clarke took time out of their busy schedules to help promote the Green Ribbon Campaign to get people talking openly about mental health problems in May 2016.



Killygarry & Cavan Gaels GAA Healthy Club projects



Sarsfield GAA club's Green Ribbon Day

Sarsfield GAA Club supporting the Green Ribbon Campaign by having volunteers hand out Green Ribbons at the Sarsfields v Carbury Gaa championship match in St. Conleth's in Newbridge in May.



Kilnamanagh AFC showing their support for the Green Ribbon Campaign



Dundalk FC support the Green ribbon campaign

The Dundalk Positive Mental Health Forum teamed up with Dundalk FC to distribute ribbons in support of the Green Ribbon Campaign 2016. People attending the Dundalk versus Wexford Youths match in May were encouraged to play their part by wearing the Green Ribbon in an effort to contribute to a nationwide conversation about mental health.



"We were delighted to support the campaign in the local community. We know from our own work at Shine that the silence around mental health can often stop people seeking the support they need. The organisations involved in the Dundalk Positive Mental Health Forum, provide a range of support and information services to people with mental ill health and to their relatives and carers. Community awareness is vital for us to carry out the work we do."

Derek Pepper, Regional Development Officer, Shine.

Dublin Senior Camogie Team supporting the campaign



The Dublin Camogie Féile na nGael Finals were held in O'Toole park, Crumlin in May and all the players and supporters received a Green Ribbon to get Ireland talking opening about mental health.



Craughwell Athletic Club

Craughwell Athletic Club in Co Galway competed at the Galway Outdoors Track & Field competition in May where they gave a Green Ribbon to each of their teenage athletes who all wore them while competing.



Dublin Bay Running club supporting the campaign and wearing their Green Ribbons



Ladies from Zumba Naas supporting the Green Ribbon campaign 2016.



Brideview United football club in Tallow Co. Waterford supporting the Green Ribbon Campaign



Good Mood Festival

The Good Mood Festival returned for the third year and was a wonderful close to the 2016 Green Ribbon Campaign. The festival was held over three floors in Capel St's Outhouse, a LGBT Community Resource Centre.

The day is all about encouraging conversation and getting people to talk about their mental health. People from a variety of backgrounds crossed the threshold of Outhouse to take part in a unique day of free events, workshops, demonstrations, performances by comedian Eve Darcy, comedian Sharyn Hayden and poet Alvy Carragher, exercise class with Licky Rake, story sharing and conversations.

The Soapbox Session featured speakers Michelle Crean, See Change Ambassador and Tonie Walsh, GCN founder, all sharing their personal experiences.





"The Good Mood Festival and Green Ribbon 2016 has been so inspiring and motivating that I feel a renewed optimism that change can happen in Ireland. We are making it happen. Let's start celebrating our mental health, and all the ups and downs that come with life. Let's stay connected and so that eventually the Good Mood Festival, and all of the focus and events for our mental health during Green Ribbon becomes part of our everyday life."

Laura Louise Condell, See Change Ambassador & Good Mood Festival founder



Tallaght Hospital 'starting a conversation about mental health'

In support of the Green Ribbon campaign, Tallaght Hospital partnered with the Psychiatry Department and local community groups to host a week long programme of events to get Tallaght talking about Mental Health. This was the first time the groups had joined forces for the 'greening' at Tallaght Hospital.

The programme included information stands located in the Hospital's Atrium over two days manned by medical staff. Dr. Siobhan Ni Bhriain hosted a talk in Fettercairn Community Centre which was delivered by Professor Brendan Kelly where he enthralled the audience with his talk on "How to Stay Happy".



Following Professor Kelly's talk members of the public had the opportunity to speak to both local and national mental health support groups covering all aspects of mental health who attended the event. The week long initiative concluded with an education session chaired by Dr. Siobhan Ni Bhriain at the Hospital's Grand Rounds. During the seminar Dr. Nola Greene, Dr. Ian Daly, Dr. Enda Shanahan focused on the evolution of psychiatry interventions and mental health treatments.



"Participating in the Green Ribbon campaign gave us the opportunity to work together with our community partners to start a real conversation with staff, patients and visitors about mental health. It encouraged us all to open up and to recognise that it's okay not to feel ok. Bringing together the multi-agency groups has helped raise awareness of the diversity of services and supports offered and how we can support individuals by engaging with these complementary services."

"As someone who continues to wear their Green Ribbon with pride it was exhilarating to see my employer, Tallaght Hospital, embracing the campaign and making a powerful public commitment to ending the stigma and silence which often surrounds mental health. Helping to organise our green ribbon campaign was a wonderful experience as it afforded me the opportunity to meet with, and talk to colleagues who I had never met before. The week was charged with positive energy from start to finish and I along with my colleagues eagerly await #GreenRibbon2017 and the opportunity to build on what we started this year."

Sarah Reade, Healthcare Innovation Manager, Tallaght Hospital



Walk and Talk with Third Age

Third Age in partnership with See Change hosted a Green Ribbon Walk and talk event in St. Catherine's Park in Lucan with refreshments provided afterwards.





Limerick Mental Health Awareness Events

Limerick Mental Health Awareness held its annual Green Ribbon festival event at Limerick's Milk Market with information stalls, music from Rachy P and children's entertainment. Hundreds gathered to show their support for mental health. Event organiser Amanda Clifford

Limerick Mental Health Awareness also organised a series of free lunch time Green Ribbon talks in the Hunt Museum every Wednesday in May.





Ballyfermot Let's Get Talking Day

Ballyfermot Citizens Information Service put together a fantastic Green Ribbon event with information stands on local services, exhibitions, therapies and refreshments.

See Change Ambassador Rick Rossiter shared his personal story on the day.



Rainbow Clubhouse Green Ribbon Video

Rainbow Clubhouse in Ballyfermot developed an online video campaign to mark Green Ribbon month 2016. Inspiring messages were gathered from their members through a focus group on challenging stigma.

Each inspirational caption is a quote from the members in the Rainbow Clubhouse on their thoughts and experiences of their recovery journey.



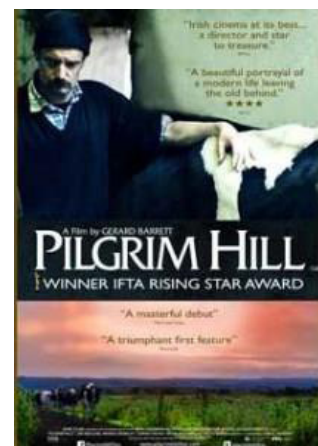


Green Ribbon Movie Night

Mitchelstown Macra came up with a unique initiative to highlight mental health in the rural community.

The club organised a screening of the greatly established film 'Pilgrim Hill' in May as part of Green Ribbon Cork in association with First Fortnight and See Change. See Change Ambassador Ellen Downey organised the event and spoke on the evening.

The film highlights a very raw and real perspective of rural isolation. It shows the pressures the farmer faces every day in not alone running a farm but also the impacts of social isolation. The distinct storyline tells the unspoken story of the lives of so many of our community.



Leinster House Launch

See Change and the outgoing Oireachtas All-Party Group on Mental Health held a special launch of the Green Ribbon Campaign for members of the Dáil and Seanad Éireann on 5th May.

John Saunders and See Change Ambassador Rick Rossiter addressed the attending TD's and Senator on the importance of encouraging conversations about mental health.





Green Ribbon at Cycle Against Suicide.

Thousands of Green Ribbons were distributed along the Cycle Against Suicide route in the opening week of the campaign. See Change ambassadors joined up to help distribute ribbons and to share their message to cycle supporters along the route.



Green Ribbon activity in South Tipperary

Local See Change ambassadors Kelley Lee and Rita Bourke put together a month long programme of activities to get Tipperary talking openly about mental health. Their programme of barbecues, coffee mornings, information sessions and distribution days ensured that the Green Ribbon message gathered huge momentum in the area.





Claire Byrne Live

See Change Ambassador Ciara McCullough spoke from the audience at a Claire Byrne Live debate on mental health. See Change Ambassadors Rick Rossiter and Ray Treacy were also in attendance and distributed Green Ribbons.



Schools & Colleges that went Green

We were so impressed by the amount of schools and colleges who organised brilliant Green Ribbon events during May helping to encourage open conversation of mental health problems all across Ireland.







Your Green Ribbon 2016 Testimonies

Our thanks to everyone who played their part in starting a conversation about mental health in May. Let's hear from our ambassadors and activists from across the country on what Green Ribbon 2016 meant for them.

Lucie Kavanagh, See Change Ambassador

Today I received a gift from my friend M from her holidays. The words and the message behind them gave me such a lift. The acceptance. The knowledge of where I'm at and the acceptance of it. It's the start of June and the gift from M made me think of conversations with her prior to this year's Green Ribbon campaign.

I had great plans. I was going to plan an event. I was going to talk at it and start conversations with as many people as possible. I was going to do something in my locality that would shine light on the undercurrents of fear and doubt that swirl beneath the subjects of mental health and mental illness.

I am very lucky to have my friend M. She warned me a few times in the run up to May that it might not be a good idea to get too involved in something that might cause stress. She warned me and I listened but remained convinced that despite my own difficulties it would be no problem. I see now that what she did was give me permission when the time came to admit to myself that at the moment, organising, speaking, or some days being around people, was not possible. She let me know that it was ok to admit that this was not the time.

Not carrying out my plan meant that my Green Ribbons, with no event to hand them out at, kept me very much among people in my community. Distributing meant sharing little bits of my story and hopefully, showing that it can be done. I loved, as the month went on, people showing me that they were wearing their ribbons. Two businesses





contacted me for ribbons and people asked me to post some to them to share among their own friends. It was just possible to follow little strings of conversations that meandered further than I expected and hopefully to those who need to hear them.

A few years ago, I thought that my mental illness could never be shared or understood outside the realm of professional supports. Gradually through social media, I began to find articles and blogs which led to the tremendous people behind them and to organisations such as See Change who provide a platform for bringing these badly needed conversations into the forefront of everyday life. This has been a huge help to me.

But then there's another step forward. Learning to be more open means being open to the people in your life who might not know what to say or do. It's a risk. But sometimes taking the risk means that among your friends and acquaintances you find people like my friend M. People who put effort into learning about your illness so that you can talk about it together. People who name it, share a joke, talk to you as they have always done. People who are there even at the times you decide they must hate you and run away from them. People who accept the good and the bad as real and honest parts of you on days when you can't bear your own thoughts.

For everyone struggling with mental health concerns, I want to wish for you a friend like M. Use your conversation to find them. They are most likely already in your life, ready to show you yourself through their eyes and find, above all else, that you are still you. And that there's absolutely nothing wrong with that.



Rick Rossiter, See Change Ambassador

This year I participated in more than double the amount of events than last year. I saw a greater push from local communities and groups throughout Ireland. There were a greater number of individuals and groups reaching out on their own to get involved in or creating their own events.

The conscious thought on mental health became a hot topic during the Irish elections and remained there due to individual events and tragedies being highlighted, newspaper reports on the disintegration in care and services surrounding mental health care across the board and the “wait for it” broken promises of the government as they tried to take away from the mental health budget rather than increase it. All in all this lead into a larger and wider spread conversation into mental health and into debates and brainstorming of ideas regarding our state of mind.



I've been to over a dozen events, hosted the Green Ribbon Twitter account for the first week of May and have either written on or been written about for the Green Ribbon's and have had conversation with so many people ranging from TD's to TV personalities and from the elderly to teenagers, various races, religions and cultural backgrounds and we all have the same thing in common, a mind that needs to be cared about openly and honestly. Everywhere I went there were conversations but the one that had the greatest impact on me was one that just came out of the blue, a moment that I will never forget.

My wife and I were down in Clonmel, just coming away from an event at a local community centre, a lovely BBQ... the hamburgers were divine. We were walking in and out of some shops and then we happened upon a charity shop. Inside were two smiling people, a young woman and an older lady... they were laughing and once in I understood why.

I could close my eyes and believe that I had just stepped onto the set of Miss Brown's Boys, this older woman was hilarious... and she would have made even Brendan O'Carroll blush with the words and open humility coming from her tongue. I was in knots, my wife was in tears and the other shop assistant was trying to apologise while hardly hold back her own laughter. Then the silliness began to disappear when she asked me a question.

“What does that Green Ribbon mean?” She asked while pointing to the one pinned to my shirt. I drew closer and explained to her what it was and what it represented and my position as an Ambassador for See Change and once I was done with my words there was a look in her eyes and I literally saw a wall that was once there in secret just drop and break into pieces.

This woman who could have easily stood upon a stage and done stand-up comedy was now talking to me, a complete stranger about someone she cared about who has a mental health issue as well as an addiction problem just wasting away. This person she loved dearly, this person to whom she



was crying about in front of me and whose voice was cracking up and quivering under the weight of her words. That this person who she cared about like a son was slowly dying because of the stigma, the ignorance and because of the multiple layers of cracks in the system that has allowed so many to fall through was breaking her heart and destroying this person who was wasting away because of inaction. That every road she went down ended up either as a dead end or had detours.

I felt lost in her words, but I knew that all she wanted to do in that moment was to offload this pain that she was feeling. To speak it out loud and not to be judged. She wasn't looking at me to save the person she cared so much about. Even though I wish I could. She just wanted to express her pain and sadly say what she felt in her heart.

Sadly, this was not the first of such conversations that I have had with people over the Green Ribbon month and it will not be my last because this is a part of what the Green Ribbon month is all about. To have that conversation, to open up and to relate, we are growing as a society, today the bad stories surrounding mental health still outweighs the good but every year this scale is becoming more and more balanced out. I'm sure it won't be too far into my future that we will tip that scale and see that the bad stories will be fewer in numbers and that talking about our thoughts and minds will be second nature.



“As a company participating for the first time and introducing this topic to our workplace for the first time the highlight was seeing our employees proudly wearing and displaying their green ribbons”.

Jackie Flatley, Guidewire

It was seeing smiles on reassured faces, faces who hadn't smiled in a while”.

Evan Bradley

“It got people talking, if you'd a broken arm everyone could see it. But because you can't turn yourself inside out to see the cuts and bruises nobody knows how you are suffering whereas with this campaign more people opened up about their difficulties and struggles with mental health. Been a person that suffered and is still suffering from a young age it made me feel like I belonged and wasn't completely insane for feeling this way”.

Amy Reilly

“Many very valuable conversation were had across the month from conversations with young people about what is mental health and why is it important to know how to look after your own mental health to more advance sessions with young people written spoken word and song pieces around what mental health means to them in their life.

The Green Ribbons sparked off the conversations about how it is good to talk”.

**Laurence Van der Haegen, Training & Development Officer,
Ballymun Regional Youth Resource**



Our Investors

In 2016, See Change was kindly supported by the following organisations:



**The Department of
Health & The HSE**



**HSE National Office for
Suicide Prevention**



**Saint John of
God Hospital**



Shine

St Patrick's
Mental Health Services



**St. Patrick's Mental
Health Services**



**The Community
Foundation for Ireland**



See Change Partners

The work of See Change is 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,

In 2016, the See Change partnership grew to organisations:

- A&S Fitness
- Ahead
- Amen Support Services
- Anam Cara
- Aware
- BelongTo
- Bloomfield
- Ballymun Youth Regional Service
- Bodywhys
- Catholic Guides of Ireland
- Console
- Business in the Community
- Citizens Information Board
- Coillte
- Cork Counselling Service
- College of Psychiatrists of Ireland
- Cycle against Suicide
- Department of Health
- DCU School of Nursing
- DCU Student's Union
- Detect
- Dublin Simon
- EHA
- Employability
- EPIC Online
- Eve Ltd
- Equality Authority
- FAI
- First Fortnight
- Garageland
- Gateway Mental Health Project
- Gay Switchboard Dublin
- Gay and Lesbian Equality Network
- Grow
- Headline
- Headstrong
- Headsup.ie
- HAIL
- HSE
- NOSP
- IBEC
- ICTU
- IFA
- ICA
- Reachout.com
- Irish Advocacy Network
- Irish Association of Suicidology
- ICESA
- ICMSA
- Irish Council of General Practitioners
- Irish Rail
- Irish Sports Council
- ItsGood2Talk
- Kanchi Network
- Laois Community Forum
- Limerick MHA
- Macra na Feirme
- Men's Health Forum
- Mental Health Commission
- Mental Health Ireland
- Mental Health Reform
- My Mind
- National Office of Suicide Prevention
- National Youth Council of Ireland
- National Service Users Executive
- Near Media
- NEKD
- North Dublin Befriending Service
- NUI Maynooth Students' Union
- One in Four
- Open Heart House
- Pavee Point
- Please Talk
- PCI College
- PSEU
- Psychotherapy Dublin
- Rise Foundation
- RPCP
- Samaritans
- SOSAD
- Shine
- Seachtain na Gaeilge
- Sigmar Recruitment
- Smashing Times Theatre Company
- Spun Out
- St. John of God Hospital
- SOS
- Stop Suicide
- Tamnach
- TASK
- Taxi Watch
- TCD School of Nursing and Midwifery
- Teagasc
- TCD Student's Union
- The Rise Foundation
- Transgender Equality Network Ireland
- Turn2Me
- UCC Students' Union
- UCD School of Veterinary Medicine
- UCD College of Agriculture and Food Science
- USI
- 3 T's
- UL Students' Union
- Wicklow County Council
- Wicklow Local Sports Partnership
- Work4U



**Thanks for playing your part in sparking
a national conversation
on mental health**



Meet the Team

As agreed with the Department of Health and The HSE, 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 CEO of Shine and See Change

National Projects Coordinator: Hazel Whelan

Workplace Programme Coordinator: Dolores Kavanagh

Communications Officer: Kate Morgan

Please Talk Officer: Treasa Hannify

Support & Liaison Officer: Sorcha O'Neill

Projects Assistant: Lorraine McCormac

Projects Assistant: Claire Sheeran

Contact Us: info@seechange.ie



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 2016 such an action packed year for the See Change movement





**The National Mental Health
Stigma Reduction Partnership**

Break the silence of stigma

