

2014 report



Contents

Introduction

A message from our director

Foreword by See Change ambassador Ciara

2014 in numbers

About See Change

Activity in key stigma reduction settings

Partnership activity

Online and media activity

Grassroots activity

Arts activity

Engagement with target groups

People in the workplace

Farmers and people living in rural communities

Young People



Building the Please Talk movement

Green Ribbon Campaign



Green Ribbon campaign impact report

Meet the Team

A message from our Director



2014

saw our ambassador programme grow from strength to strength, with over 60 voices now ready to share their personal experiences of mental health problems 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. With their help and yours, See Change achieved many firsts in 2014; the first national Time to Talk day, the first community-led Time to Talk pop-up cafe and the first dedicated mental health broadcast on national radio with Global Village on Newstalk FM during Green Ribbon month.

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 2014.

John Saunders
Director of See Change

Foreword: See Change ambassador Ciara McCullough



Over a year ago, I became a See Change Ambassador and I can safely say, it was one of the best decisions I have ever made.

"A small stone, when thrown into the river, will make a small ripple at first, but someday, it will become a wave." This was one of the most valuable lessons I learnt in the year I have been involved with See Change. Small acts, when multiplied by thousands of people, can change the world. This is the foundation on which See Change work on. They believe that if every person was to do their own tiny bit to improve people's minds and their attitudes towards mental health then it wouldn't be long before the world began to change.

Being involved with See Change means that I am involved in a social change that will make a huge difference to people's lives and I cannot think of anything better to be part of.

In 365 Days, I have been left with a feeling of being so empowered. I am sharing my story. I am using my voice. I am taking small steps to make big changes. This is what being an Ambassador is all about. I am passionate about making positive changes in the area of mental health and I have realised the most important thing anyone can realise - what is this???

One small act, can affect so many things. Last year, I took to my laptop, and with a million butterflies in my belly and two shaky hands, I started writing my story, I wrote about my battle, I wrote about my war. And with every word I wrote and every paragraph I finished, I felt more and more nervous about sharing it online. Why? I was so scared that people would act differently towards me. I was afraid I would lose some friends. I was afraid that people would call me crazy, selfish and worst of all I was afraid people would think I was looking for attention. But something deep inside my heart told me to share this, so I did.

I had just let Facebook, the world and everyone I knew, know about the war I was battling against my mind, and what I did and didn't do. Everyone would now know that I had attempted taking my life on numerous occasions. Everyone would know that I used to sit and cry and not know why. Everyone would know that I had depression. But deep down, I thought if I can help ONE SINGLE PERSON with this. If I can help someone realise that if they open up and speak about their thoughts and feelings then it would change their life, then I'd be happy.

Within 24 hours, I had received so many messages, texts, comments, etc from so many people that wanted to pass on words of encouragement, words of thanks and most of all I had people talk to me about their struggles and how reading my story gave them hope. Yes I did also have people leave negative comments, but there will always be those people who belittle you and try to weigh you down but I had helped someone realise there is hope.

My small little voice had created so many ripples and was helping so many people and this gave me such a sense of happiness, I couldn't begin to try put into words. And I discovered that I had the power to change things and make a positive impact in peoples lives, and this is why being involved in See Change was such a great decision.

My story began to not only make ripples, but create waves. I spoke with Ryan Tubridy on RTE 2FM, Limerick Radio, Tipp Fm and I appeared on the MIDDAY Show with Sybil Mulcahy on TV3.

I hosted two successful Colour Runs with See Change with over 900 participants to raise awareness.

What does it mean to me? It means having a voice. It means making a difference. It means changing lives. See Change support all this and make your ideas and thoughts and feelings known, and they help you and give you the guidance in whatever it is you want to do.

But it also means, having FRIENDS; I have a group I can turn to who understand, who listen and who are there. Some of these people I have never met, some I have, but we are all there for each other on the good days and more on the bad days.

If you're going to do anything in 2015, make a Ripple.

Ciara McCullough



2014 in numbers

1,656,365

conversations started during Green Ribbon 2014.

300,000

the total number of green ribbons distributed free of charge and nationwide

120,656

the total number of people who have engaged with and shown their support for See Change online

40,000

the total number of Chats for Change cups of tea had with conversation as part of the Please Talk programme

680

the total number of people who received workplace training in 2014

200

the total number of See Change volunteers

94

the number of organisations to have joined the See Change partnership

60

the total number of See Change ambassadors

**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 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

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 practise, we take an approach that focuses on the following key settings;

Partnership	<i>working with over 90 organisations to share capacity and mobilise change</i>
Online & Media	<i>Sharing real stories to break the silence of stigma</i>
Grassroots	<i>joining with and engaging communities and local groups on the ground</i>
Arts	<i>challenging perceptions and sparking open discussion</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 are

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

Our Investors



In 2014, the See Change partnership was kindly supported by the following organisations:



The Department of Health & Children through the National Lottery



Equality Authority
(now Irish Human Rights Commission)

**National Office
for Suicide Prevention**

HSE National Office for Suicide Prevention



Mental Health Commission



Saint John of God Hospital

St. John of God Hospital



Schizophrenia Lucia Foundation Development Co.

St Patrick's
Mental Health Services



St. Patrick's Mental Health Services

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 2014, the See Change partnership grew to over 94 organisations.

Our Partner 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 · Cork Counselling Service ·
 College of Psychiatrists of Ireland · Cycle Against Suicide · Department of Health · Detect
 DCU School of Nursing · DCU Students' Union · Dublin Aids Alliance · Employment Health Advisors
 Empowering People in Care · Eve Ltd · Employability · First Fortnight · Garageland · Grow
 Gateway Mental Health Project · Gay Switchboard Dublin · Gay and Lesbian Equality Network ·
 Headline · Headstrong · HAIL Housing · HSE · Irish Human Rights Commission
 Irish Business and Employers' Confederation · Irish Congress of Trade Unions ·
 Irish Farmers Association · Irish Country Womens Association · Inspire Ireland · Its Good2Talk
 Irish Advocacy Network · Irish Association of Suicidology · Irish Cattle & Sheep Farmers Association
 Irish Council of General Practitioners · Irish Sports Council · Laois Community Forum · MyMind
 Macra na Feirme · Men's Health Forum · Mental Health Commission · Mental Health Reform
 Money Advice and Budgeting Service · Mental Health Ireland · National Disability Authority
 National Youth Council of Ireland · National Office for Suicide Prevention · Near Media Co-op
 National Service Users Executive · North Dublin Befriending Service · Maynooth Students' Union
 One in Four · Open Heart House · PaveePoint · Please Talk · PCI College · Rise Foundation
 Samaritans · SOSAD · Shine · Seachtain Na Gaeilge · Sigmar Recruitment · Spun Out
 Smashing Times Theatre Company · St. John of God Hospital · St. Patrick's Mental Health Services
 Suicide or Survive · Stop Suicide · Tamnagh · TASK (Training & Support Kilkenny) · Teagasc
 TCD School of Nursing and Midwifery · TCD Students' Union · Transgender Equality Network Ireland
 Turn2Me · Trinity Students' Union · UCC Students' Union · UCD School of Veterinary Medicine
 UCD College of Agriculture and Food Science · Union of Students' in Ireland · UL Students' Union
 UCD Students' Union · Wicklow Local Sports Partnership · 3T's

KEY SETTING 2: Online & Media Activity

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

➤ Media



A dog's tale

CAROLINE ALLEN chats to people that depend on their canine companions for guidance, support and most importantly, love

CIARÁN BEHAN AND LOLA

"I've been living with bipolar disorder since being diagnosed in September 2011. Living in Mayo, I'm an ambassador for See Change, the National Stigma Reduction Partnership and the Green Ribbon campaign, which aims to get people talking openly about mental health problems. I also blog about mental health."

My four-year-old golden retriever Lola helps keep me sane. I did a lot of research before getting Lola in 2009. I thought that a golden retriever would be perfect because they're so placid. Lola was eight weeks old when I got her and she means the world to me.

We have a lot of one-to-one time. If I am ever anxious, she calms me. Sometimes my leg twitches slightly and when that happens, she puts her head onto my lap. She knows if I haven't had a good day and will go out of her way to cheer me up by



- Our See Change ambassadors contributed to 85 media interviews and opinion pieces

➤ Online activity

The total number of people who have engaged with and shown their support for See Change online was 120,656.

See Change ambassadors contributed to 7,900 interactions on our Twitter account and our most popular See Change Facebook posts were:



Interesting to see satirists [Waterford Whispers News](#) turning the discussion on its head -what do people think??



Zero Spectators Turn Up To Watch Local Man Open Up About His Depression



"Keep searching, keep looking and most importantly, keep breathing" -See Change ambassador Una blogs about anxiety:



Genuine fear: The realities of living with anxiety | Úna-Minh Kavanagh



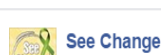
See Change director John Saunders and See Change ambassador Stefanie Preissner respond to recent comments by John Waters about depression:



Our response to John Waters' comments on depression | SeeChange

"John Waters' comments on depression are wholly dismissive of the experiences of the 400,000 Irish...

SEECHANGE.IE



See Change added 10 new photos to the album: [Voices for World Suicide Prevention Day 2014](#).

10 September 2014 · 🌐

Today Wednesday September 10th 2014 is World Suicide Prevention Day and we want to mark it with the voices of See Change ambassadors and volunteers.

Our message is that you don't have to be an expert to start talking about mental health. Now we want to illustrate exactly what that looks like. So we asked our volunteers and ambassadors to provide us with a few lines about when someone was there for them during a tough time or when they were able to support someone else. Here is what they came back with:

➤ Little Things Campaign

See Change worked in partnership with the NOSP on the major HSE "Little Things" social marketing campaign launched in October. See Change ambassador Úna Kavanagh starred in the animated ads and shared her personal story as part of the campaign.



Also, See Change worked closely with the NOSP and SpunOut developing an online platform that is a one stop shop for anyone seeking information, support services or someone to talk to about their mental health online. The One Stop Shop can be accessed here: <http://www.yourmentalhealth.ie/>

➤ Voice Media Awards

See Change collaborated with Headline, the national media monitoring agency for mental health and suicide to award the Irish Mirror with the 2014 Voice Media Award for its excellent quality and quantity of media coverage given to people with self-experience.

KEY SETTING **3:** 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.

➤ **Volunteer & Ambassador Strategy**

In 2014, See Change completed a highly successful initiative to recruit and train new volunteers and ambassadors. A series of nationwide training events took place in early 2014, culminating in a 'masterclass' for campaign ambassadors interested in sharing their stories of personal experience to help challenge stigma. The masterclass included media training from Eileen Dunne (RTE) and Dil Wickremasinghe (Newstalk) and an opportunity to hear about the experiences of the campaign's existing ambassadors. See Change now has over 60 ambassadors who share their very real stories about their experiences with a mental health problem.

See Change has developed a manual to support the 200 existing volunteers and new recruits in running stigma-reduction events and initiatives. It includes how-to guides, template media and evaluation materials and testimonies from volunteers who have put together very successful initiatives in their own communities.

➤ **Time to Talk Pop Up Café Pilot**

"Time-to-Talk-Clonmel pop up café sparks 950 conversations on mental health."

See Change successfully piloted a week-long grassroots engagement of a rural community with the road-testing of the Time to Talk pop-up series in Clonmel, County Tipperary. The joint objectives of the project were to firstly encourage increased conversation and engagement on mental health among the local population and secondly to embed stigma-reduction activity within the local community.

The four day programme took place in a disused commercial premises on a pedestrianised street. The location befitted our target audiences (those with a rural base and those who have been negatively affected by the financial recession).

From conception to roll-out, we employed the catalyst approach, seeing the campaign team's role as to empower and support the local community to devise and deliver the programme content. We teamed up with a variety of local organisations, volunteers and community groups to host various events throughout the week including health and well-being workshops and talks, story-sharing and stigma-reduction focused entertainment and art exhibitions. The café was run by local volunteers who were on hand to meet and greet members of the public. The people of Clonmel were openly invited to come in and explore and enjoy the space and make the time and space for conversation about mental health.

Over the course of the four days, 950 conversations about mental health were recorded in the pop-up café. The local group of volunteers and organisations have since completed a second event together for World Mental Health Day and are already planning a second week-long festival under the stigma-reduction banner.

➤ **Feel good about yourself at Dublin Pride**



See Change once again teamed up with BeLonG To, GLEN, Outhouse and TENI to programme a series of dedicated mental health themed events as part of the Dublin Pride Festival 2014 to get Ireland's LGBT community talking about mental health. We put together a selection of workshops, information sessions, arts performances and the return of what has become the annual Soapbox Session performance event which provides a platform for Dublin's LGBT community to hear and share stories about mental health.

➤ **Time to Talk Football**

Continuing our collaboration with the FAI and young male audiences, See Change, Shine and Dundalk Positive Mental Health Forum teamed up with Dundalk FC to get the Lilywhites and supporters talking about mental health. Green ribbon promotions and distribution at Oriel Park for Dundalk's home game against Athlone town.

➤ **Dublin Park (ing) Day**



On Friday 19th September, See Change once again took conversation of mental health to the streets as part of Dublin's fourth annual 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 thirty other locations around Dublin, See Change transformed a parking space outside no. 130 St. Stephen's Green into a temporary public park offering Dubliners a chance to take time out and spark open discussion of mental health. This year See Change brought a real life 'Conversation Tree' to get people in the city centre talking about mental health.

➤ **Electric Picnic Festival**



See Change was invited to spread its message at the Electric Picnic Festival to engage its 40,000 attendees on the subject of mental health and stigma as part of the festival's Mindfield area. See Change devised a new engagement tool a "Conversation Tree" inspired by the old Irish tradition of the rag tree/wishing tree so that people could share and hang their mental health messages from its branches.

➤ **First Fortnight Festival 2014**

The First Fortnight Festival returned for the first two weeks of 2014 to stage another ground-breaking programme of mental health-themed arts events aimed at sparking conversation and challenging stigma.



See Change was delighted to be part of it once again along with our partners at Mental Health Reform and SpunOut. This year, See Change and First Fortnight in association with Access Cinema brought conversations of mental health to the movies with various screenings of the brilliant Silver Linings Playbook.

➤ **Suite of stigma challenging activities**

See Change has developed a suite of activities that organisations and individuals can run as stigma-reduction initiatives, including a mental health themed magic show, table quiz, comedy set and various promotional materials. In collaboration with our partners, ambassadors and volunteers, we have devised this range of engaging and thought-provoking stigma-challenging activities to help spark discussion of mental health and are delighted to be able to offer them to organisations, groups and individuals to run with the support of the See Change team.

Two more artists came on board to be part of this suite of stigma challenging activities; Stefanie Preissner (Solpadeine is my boyfriend) Sean Millar (Musician with personal experience). These artists performed in a showcase on mental health and the arts in Smock Alley Theatre on May 27th as the finale event to the green ribbon campaign.

Our suite of arts based activities includes:

- MadCraic - Comedian John Moynes has written a stand-up comedy set informed by his own personal experiences with mental health problems
- You're not TOO anything for ANYTHING - A talk and discussion with playwright and screenwriter Stefanie Preissner
- Solpadeine is my boyfriend – Play by Stefanie Preissner
- How songs saved my life – performance and workshop by Sean Millar, musician and theatre maker
- & how does that make you feel – mental health table quiz
- See Change on campus – The See Change team are always available to share our stigma-reduction and campaigning expertise to SU officers, class reps, welfare committees and the general student body

In association with

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.

➤ **See Change in your Workplace programme**



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

In total, 34 “See Change in your workplace” workshops were delivered, 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. The programme is supported by the National Office for Suicide Prevention and delivered in partnership with St John of God Hospital, Suicide or Survive and Insight Matters.

With the support of the Equality Mainstreaming Unit of the Equality Authority (now Irish Human Rights Commission), See Change published a ‘Case Law Review on Mental Health in the Workplace’ and a ‘Mental Health in the Workplace Policy Document’ to provide information and guidance on how to develop and implement a comprehensive workplace mental health policy. A working group of key partner organisations advised on the project. Our thanks to the Equality Authority, Irish Business and Employers’ Confederation, Business in the Community Ireland (BITCI), the Irish Congress of Trade Unions, Suicide or Survive, Sigmar, St John of God Hospital and Employment Health Advisors.

➤ **National Employment Week**



See Change teamed up with Sigmar Recruitment for the 4th annual Mental Health and Employment Day as part of National Employment Week - the main calendar date in Ireland for raising awareness around mental health issues in the workplace.

This breakfast briefing aimed to provide employers with the practical tools to support employees who may be experiencing difficulties and to promote a culture of openness towards mental health in Irish workplaces.

Broadcaster Brent Pope moderated contributions from: See Change's John Saunders, Genio's Dr. Claire Keogh, Caroline McGuigan of Suicide or Survive and Fionbarr Walsh of the Donal Walsh LiveLife Foundation.

TARGET GROUP 2

Farmers and people living in rural communities

In 2014, 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 finding out.

➤ National Ploughing Championship 2014

See Change in partnership with the Irish Farmers' Association, Macra na Feirme, the Irish Cattle and Sheep Farmers' Association, the Irish Creamery Milk Suppliers' Association, the Irish Countrywomen's Association and Teagasc distributed thousands of free wallet-sized "Talking Cards" to the 279,000 'Ploughing Championships attendees that featured straight-talking advice aimed at taking the fear out of talking about mental health and encouraging open discussion.

Changing minds about mental health one conversation at a time

See Change

in association with

Macra na Feirme ICSA Irish Creamery Milk Suppliers' Association Irish Countrywomen's Association Teagasc ICA

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 greenribbon.ie/need-help.php

To talk to someone call the **Farm & Rural Stress Helpline** on 1800 742 645

➤ Farming partner organisations working group

See Change established a working group of all partner organisations working in the agricultural or rural setting to share learnings, research and to find ways to collaborate on stigma-reduction activity across the agricultural sector. This includes representatives from the Irish Farmers' Association, Macra na Feirme, the Irish Cattle and Sheep Farmers' Association, the Irish Creamery Milk Suppliers' Association, the Irish Countrywomen's Association and Teagasc.

Our research showed that 72% would not want others to know if they had a mental health problem, 56% would hide a diagnosis of a mental health problem from friends (increased from 39% in 2010) and 35% would delay seeking help for fear of someone knowing about it.

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 for Suicide Prevention.



In partnership
with:



➤ Please Talk conference

On August 22nd, NCI hosted the 5th annual Please Talk Forum. We were delighted to welcome student representatives and student support staff from 18 third-level institutions for a day of speakers and workshops on how to engage students on mental health issues. The day was structured around the theme:

- *Make it real:* Realise the power of an authentic story
- *Make it relevant:* Run engaging campaigns using gigs, comedy, and street art
- *Make it personal:* Empower students to play their part in Please Talk

Conor Cusack discussed the importance of promoting 'emotional well-being' on campuses, as well as his experience of initiatives that have worked within the Gaelic Players Association, while JP Swaine and John Moynes gave advice on creating relevant, engaging events to spark discussions on mental health issues. Each participant left with a customised plan for promoting the Please Talk campaign on their campus this year and ideas for initiating a Please Talk movement within their college community.

➤ Please Talk Puppies

This October, See Change's Please Talk campaign staged a very special mental health campus tour designed to give students the opportunity to make the rare time and space for their own mental health. The Please Talk Puppy Rooms opened their doors for quality puppy time at National College of Ireland, NUI Maynooth, National College of Art and Design, Dublin City University, Dundalk IT and Marino Institute Of Education. The puppy rooms were covered in a dedicated feature on Newstalk's Moncrieff Show.



These events coincided with an on-campus drive to recruit students to become founders of their colleges' Please Talk hub where students can design and launch engaging campaigns and events on the theme of mental health and bring the Please Talk message to the college community.

➤ Please Talk Hubs

Please Talk aims to address the self-stigmatisation, silence and shame that surrounds talking about mental health and seeking professional support by creating a grassroots student-led movement to encourage open discussion of mental health and suicide on campus and connect students to support services.

Our vision is that this can be achieved by establishing student-led hubs on every college campus where students can take ownership of the key message that talking is a sign of strength. Rooted in the catalyst model, the role of the Please Talk office is to support students to maintain these campaign hubs throughout the academic year and to encourage their fellow students to engage with each other and the available services.

Establishing a Please Talk hub gives a college total ownership of the campaign which is best placed to communicate the most credible and authentic messages to its own campus audience. The overall goal is to create engaged networks of students and staff who can action on-campus suicide prevention and mental health initiatives that are most appropriate and fitting for the given college. Student-led Please Talk hubs work to increase the capacity of the students themselves to contribute to suicide prevention. Please Talk hubs play an important role in referring students to resources, support service information and sparking conversation.

➤ Chats for Change

See Change, St Patrick's Mental Health Services and the Union of Students in Ireland (USI) launched its annual "Chats for Change" national mental health campaign to get Irish students talking about mental health with the help of 2FM DJ Ruth Scott at IT Tallaght.



In partnership with Twitter this year, thousands of "Chats for Change" tea packs were distributed across college campuses nationwide to facilitate open conversation of mental health. The "Chats for Change" tea packs also included tips on taking the fear out of talking about mental health and useful support service contacts all aimed at encouraging students to make time and space to chat about their mental health while enjoying a cup of Lyons tea.

The Chats for Change campus tour included interactive and educational information stands and expert advice. One to one consultations were also provided by St Patrick's Mental Health Services.

Twitter hosted a Chats for Change themed webinar for students from their EMEA HQ on Thursday 13th November to spark online conversation about mental health.



CAMPAIGN OVERVIEW

<i>Campaign aim:</i>	To encourage open conversation of mental health problems in Ireland
<i>Target groups:</i>	General population and also encompassing See Change target groups of young males, farmers and people in the workplace
<i>Campaign duration:</i>	May 2014
<i>Campaign partners:</i>	See Change in collaboration with 90 partner organisations
<i>Distribution partners:</i>	Irish Rail, Citizens Information and MABS
<i>Media partner:</i>	Newstalk FM
<i>Principle activity:</i>	Distribution of 300,000 green ribbons free of charge
<i>Grassroots activity:</i>	505 community events organised nationwide by 90 See Change partner organisations and growing network of hundreds of volunteers and over 50 ambassadors
<i>Conversations:</i>	1,656,654 conversations started on mental health during Green Ribbon 2014
<i>Online elements:</i>	Greenribbon.ie, social media platforms and engagement tools totalling 58,083 online conversations
<i>Media and advertising:</i>	984 outdoor advertising spots with Irish Rail, Citizens Information, Dublin Bus and Frangos Dundrum and radio promos on Newstalk FM.



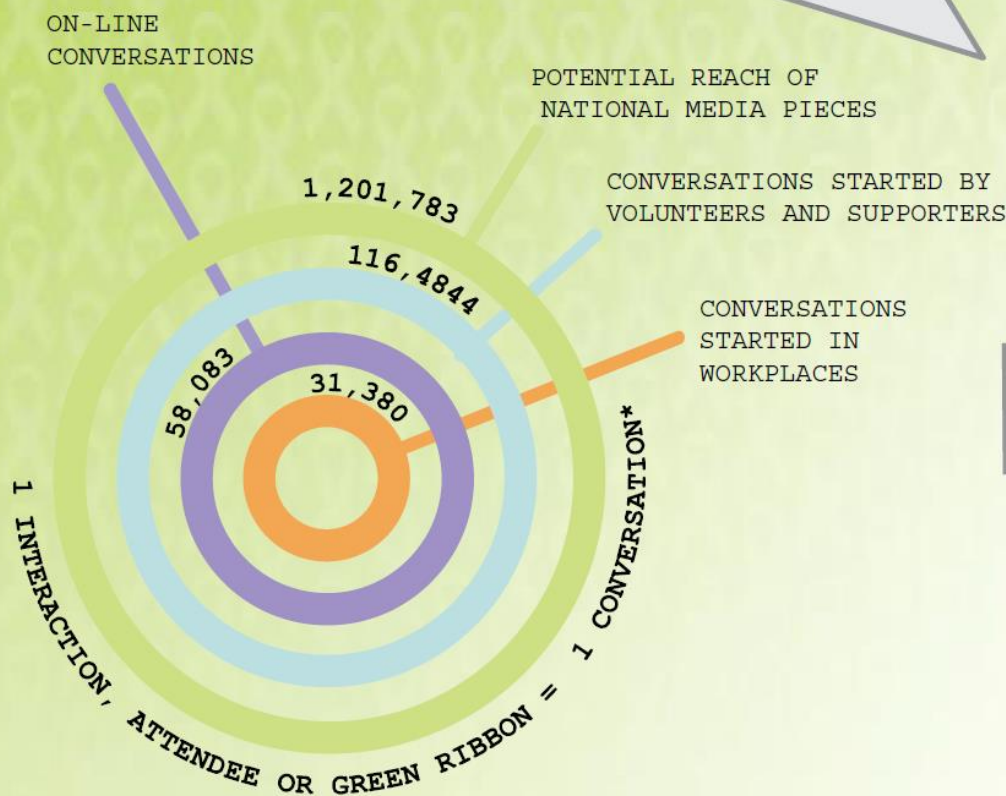
Green Ribbon

Changing minds about mental health

One conversation at a time

May 2014

1.6 MILLION
CONVERSATIONS STARTED ON
MENTAL HEALTH



505 GREEN RIBBON EVENTS
AND INITIATIVES IN
MAY 2014



WHAT PEOPLE SAID..



62% HAVE HEARD MORE FRIENDS AND FAMILY TALKING ABOUT MENTAL HEALTH SINCE THE CAMPAIGN



66% CLAIM THAT THE CAMPAIGN HAS ENCOURAGED THEM TO START HAVING CONVERSATIONS ABOUT MENTAL HEALTH WITH PEOPLE THEY KNOW



7 IN 10 NOW FEEL MORE COMFORTABLE IN HAVING A CONVERSATION ABOUT MENTAL HEALTH





Over 1 million conversations started by Green Ribbon campaign

1,656,654 conversations started on mental health during Green Ribbon 2014



In May 2014, See Change rolled out the second annual Green Ribbon campaign to get Ireland talking about mental health. 300,000 green ribbons were distributed nationwide and free of charge in conjunction with 505 grassroots events and initiative. This social movement to encourage a national conversation about mental health was led by 90 See Change partner organisations, various workplaces and community groups, hundreds of supporters and volunteers and an unprecedented 50 campaign ambassadors with real-life experience of mental health problems, ready to share their own stories to help others and end stigma.

Look what you and 1 simple ribbon achieved:

- **1,201,783** was the potential reach of national media pieces alone (of a total of 149 media pieces including 75 ambassador stories)
- **116,484** conversations started by volunteers and supporters (who organised 282 community events and initiatives)
- **112,951** Green Ribbon promo materials distributed nationwide
- **103,484** conversations started by See Change partner organisations (who organised 116 Green Ribbon events and initiatives)
- **58,083** online conversations
- **31,380** conversations started in workplaces (where 107 Green Ribbon events and initiatives took place)
- **984** gifted outdoor advertising spots by our distribution partners Irish Rail, Citizens Information as well as Dublin Bus and Frangos Dundrum.
- **505** Green Ribbon events and initiatives in May 2014

How did we measure this? *1 interaction, attendee or green ribbon = 1 conversation*

Changing minds about mental health

One conversation at a time





KEY MESSAGING

Are you ready to start your conversation?

Experiencing a mental health problem is simply part and parcel of the ups and downs of life and can happen to any of us but the silence around mental health stops people seeking help and makes the experience of being unwell much harder. It doesn't have to be this way.

The chances are that you or someone you know will, go through a tough time at some point so why not talk about it and learn how to support each other?

You don't need to be an expert to start talking about mental health or have all the answers. Sometimes the most helpful thing you can do is to let someone know that you are there for them and simply listen.

Although you can't solve someone else's problems, knowing the basics about how to support someone can really help you – and them.

Take your lead from the person themselves and ask how you can help. If you think that someone might be experiencing a difficulty, make it clear that you've noticed that they don't seem like their usual self and suggest that if they ever want to talk that you'll be there. If you know someone has been unwell, don't be afraid to ask how they are. They might want to talk about it, they might not. But just letting them know they don't have to avoid the issue with you is important.

Take the pressure off yourself by not trying to rush to find solutions or comparisons. We often fall into the trap of jumping straight in with something positive or wanting everything to be 'okay' but what the other person really needs is to be listened to. It's okay not to have answers and to say that you don't.

It doesn't always have to be a big conversation about mental health. There are lots of small ways of showing support - just be yourself and listen. Send a text or just ask someone 'how they're doing' – and mean it. Little things can make a big difference.

Try avoid clichés. Phrases like 'Cheer up', 'I'm sure it'll pass' and 'Pull yourself together' definitely won't help the conversation! Being open minded, non-judgemental and listening will.





CAMPAIGN HIGHLIGHTS



VOICES FOR MENTAL HEALTH @ SMOCK ALLEY

See Change and Detect presented a very special showcase on mental health and the arts as a finale to the national Green Ribbon campaign to get Ireland talking about mental health. **"Voices for Mental Health"** was made up of four performances based on real people's experiences of mental health problems, bringing this much stigmatised and misunderstood subject to life:

- "MadCraic" comedy by John Moynes
- "Just Breath" personal testimony by Stefanie Preissner
- Musical performance by Sean Millar
- "One Man, Many Voices" theatre piece by Frieda Hand and starring Ciaran Coogan



NATIONAL TIME TO TALK DAY

Friday 16th May, was designated as national Time to Talk Day. National Time to Talk Day was launched by See Change ambassador Siobhéal Nic Eochaidh who invited people to simply make the time and space for conversation.



FAI ROI SQUAD GET BEHIND GREEN RIBBON CAMPAIGN

The Football Association of Ireland teamed up with the Green Ribbon campaign for the recent International Friendly against Turkey in the Aviva Stadium. The Republic of Ireland squad and management all sported green ribbons and Green Ribbons were distributed by See Change volunteers at the Aviva Stadium.

Republic of Ireland manager Martin O'Neill said, "The team and I are very proud to get behind this campaign. Wearing the green ribbon during the month of May is a simple way to show our support for the campaign and leave the door open for a conversation about mental health."

Changing minds about mental health

One conversation at a time



NATIONWIDE LETS TALK AND WALK EVENTS



The Irish Farmers' Association joined forces with See Change, Coillte and Mental Health Ireland to organise the second annual nationwide series of "Let's Talk and Walk" family-friendly forest walk events. The Let's Talk and Walk events took place every Sunday in forest parks in Wicklow, Galway, Limerick, Donegal and Cork throughout May.

"Coillte Outdoors were very pleased to be invited to support the mental health awareness campaign with our partners by hosting "Let's Talk & Walk" events to promote the Green Ribbon at Coillte Forest Parks in Donegal, Galway, Limerick and Wicklow and at a Recreation Site in Cork.

Promoting the Green Ribbon and developing an interest in walking and talking were the key ingredients of the campaign to start a conversation, not necessarily about mental health but everyday things as well and an opportunity to connect with nature in a woodland environment.

I was heartened by the involvement of the IFA who initiated the campaign involving farmers, local communities and volunteers who walked, talked and assisted at a local and national level contributing to the success of the campaign.

It meant a great deal to me as Coillte Outdoors are very keen to develop "Green Exercise" to improve the wellbeing of our communities and this campaign was only one of the ways we contribute to driving the health agenda in Ireland."

Charlie Burke,
Campaign Coordinator, Coillte

"IFA was proud to be part of the Green Ribbon campaign 2014. Getting conversations started by our "Let's Talk and Walk" events in forests around the country was a great success. It was fantastic to see people of all ages come out and join us. And this year we all noticed how many more Green Ribbons are being worn around the country.

We are working hard and will continue to work hard on promoting good mental health and removing the taboos around it."

Eleanor Ryan
IFA

"Positive mental health needs to be cultivated. A relaxing walk with friends or companions we meet along the way is good for body and mind. I shared a lovely walk with the attendees of our Annual Conference in Curragh Chase Forest Park in Limerick on the 24th of May. We incorporated the walk into our conference schedule and it provided a unique opportunity to talk with so many people in a stunning and relaxed environment. We look forward to many more Talk & Walk's in the future."

Orla Barry
CEO, Mental Health Ireland

Changing minds about mental health

One conversation at a time



NEWPORT COLOUR RUN



The Village of Newport, Co. Tipperary played host to the 'Happiest 5k on the Planet' on Sunday May 25th when hundreds of runners were doused from head to toe in paint to celebrate "healthiness, happiness and individuality". The event was organised by See Change ambassador Ciara McCullough to spark open discussion of mental health and break the silence of stigma as part of the Green Ribbon campaign.

"This was my first year being involved with such a great campaign. A few months before I shared my story and my battles with the ups and downs of life with depression. I was blown away at the comments people left me; doing this made me realise that there is absolutely nothing wrong with my illness. I'm sick just like someone who has any other illness. But the best part to come out of this was the fact I was helping people realise how important it is to talk and how much it helps.

I started off my campaign by speaking to Ryan Tubridy on RTE 2FM, then TV3 MIDDAY with Sybil and other different various radio stations, spreading my story. I also had a few articles in different papers. My main event was my COLOUR RUN in which over 750 people took part to raise awareness for mental health. This day really was the highlight of it all. So many people were talking about mental health so easily and so openly and for me this was exactly what I was aiming for. I was never so proud of myself.

Taking from all the highlights, I helped two friends, open up and speak to a counsellor about what they are going through. This only happened after the Green Ribbon.

I remember near the end of the campaign I was out for a gig in town and I was completely blown away at all the Green ribbons that were being worn. Strangers, workers, friends were all showing their support and helping people realise that it's ok not to be ok!!! It really brought a tear to my eye when all my best friends wore Green Ribbons on a night out. It's hard to express in words!

The campaign is incredible. So simple yet incredibly effective, it shows that the smallest of steps make the biggest difference!!



Ciara McCullough
See Change Ambassador

Changing minds about mental health

One conversation at a time



MAYFLY 10K CHALLENGE - OUGHTERARD



The third annual MayFly 10K Challenge took place in Oughterard on Saturday 24th May. This year the organisers teamed up with See Change and the Green Ribbon campaign to take on the stigma surrounding mental illness. The race organisers said 'We're delighted if our event goes some way towards tackling the stigma surrounding mental illness'

"There were many, many conversations about mental health started during the month of May, and I'm incredibly proud to have been a part of that. I brought the campaign to my hometown of Oughterard and my workplace, NUI Galway, and had articles published in TheJournal.ie and the Irish Independent. Every time I saw someone wearing a ribbon, or commenting on something I had written, it gave me a huge sense of pride to think that I had in some way contributed to raising their awareness. However, out of all the conversations I had, two stand out - the most significant, and the most difficult. I'll start with the latter - bringing the campaign to NUI Galway.

I found this extremely challenging, because despite the fact that I blog about living with a mental illness, this was the first time I had been completely open about it at work and I was apprehensive as to how people would react. Thankfully, I needn't have been. Both the HR and Press and Information Offices were incredibly supportive of the campaign and facilitated me in communicating directly with all staff about the campaign message. The Students' Union and Disability Support Services also came on board, and throughout the month, ribbons were available in all campus restaurants and cafes, it was promoted several times via NUIG social media, and AV campus information screens displayed a photo and headline about the campaign for the full month.

The most significant conversation I had however was with my kids, who are 3 and 6. They were curious about the boxes of ribbons lying around the house and wanted to know what they were for.

Explaining it as simply as I could, I told them that wearing the ribbon meant you knew it was ok to talk about how you feel, and that it's ok not to be ok sometimes. They really seemed to take this on board, and went off to school proudly wearing their ribbons. For me, the significance of this is not just in talking to my own kids about it, but rather seeing how readily they accepted the message and took it with them. I feel very strongly that we need to be talking to kids as early as possible about mental health, so that it becomes a normal, everyday conversation, and they grow up with the knowledge that there is nothing to be ashamed of in having any difficulties, that it's ok to ask for help.

From my perspective at least, the campaign this year was a huge success, and demonstrated that people really are ready to start talking about mental health. I hope I can continue to be a part of the work that See Change do, and look forward to supporting and promoting the green ribbon campaign again next year."

Fiona Kennedy
See Change Ambassador

Changing minds about mental health

One conversation at a time





BUSINESS LEADERS BACK GREEN RIBBON CAMPAIGN

A number of leading Irish organisations joined together to promote open discussion of mental health in the workplace during May including See Change partners Ibec along with Deloitte, Bord na Mona and Hewlett Packard.

The organisations have also arranged for workplace training to be delivered by See Change, which offers best practise advice on creating working environments that are free from stigma and discrimination and equipped to support mental health needs. Other organisations that hosted workshops during May include: Kanchi, State Street, Dublin, Bord na Mona, Kildare and MSD Pharmaceutical, Tipperary.

"The open expression of mental health difficulties in the workplace and discussion of associated illnesses such as stress and anxiety was very beneficial and positive"

Jeanne McDonagh
Bar Council of Ireland



KANCHI SEE CHANGE IN YOUR WORKPLACE TRAINING

Kanchi hosted an open session of the "See Change in Your Workplace" programme to give their member organisations a flavour of the training and expertise available to employers and employees. The sessions covered: What is mental health; Where does stigma come from; How to recognise if someone needs support, How to support someone; Starting the conversation; Creating an open workplace culture; What can a manager do; What does the law say about mental health in the workplace.

"I attended a mental health workshop with Kanchi on 8th May, it was fantastic - really inspirational speaker talking about her journey"

Workshop participant



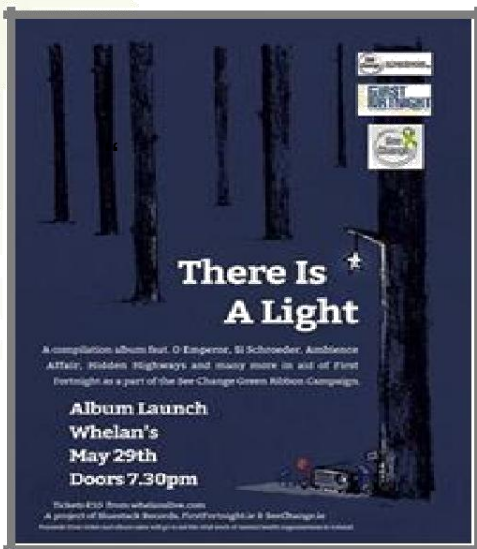


GREEN RIBBON SOCCER TOURNAMENT

On Saturday May 10th, the National Sports Campus, Abbotstown played host to a Green Ribbon Soccer Tournament. The competition saw many businesses and organisations entering teams as a fantastic team building opportunity while also helping to raise awareness of mental health issues. The teams also had the chance to play alongside the ROI over-40s squad, featuring some household names of League of Ireland football.

"The National Sports Campus was delighted to host the Green Ribbon Corporate Soccer Tournament in May. The event was a fantastic success and helped raise awareness of such a great cause to our corporate partners as well as showcasing our new facilities."

Gary Stewart
National Sports Campus



THERE IS A LIGHT LIVE" BY FIRST FORTNIGHT

First Fortnight, Ireland's mental health arts festival together with Bluestack Records produced a special Irish album aimed to get people talking about mental health as part of May's Green Ribbon campaign. An exclusive launch gig featuring *There is a Light* contributing artists took place in Whelan's, Dublin on 29th May.



LIMERICK MENTAL HEALTH ASSOCIATION EVENT

Limerick Mental Health Association held a Green Ribbon Event on 18th May in the Milk Market, with live music, information stalls on mental health and wellbeing and children's entertainment. The initiative was spearheaded by Limerick Mental Health Association volunteer and artist Amanda Clifford.

Changing minds about mental health

One conversation at a time.



STAMP OUT STIGMA CLONTARF 5K



The seafront at Clontarf provided the backdrop to a very special Stamp Out Stigma 5k walk as part of the Green Ribbon campaign. Hundreds of Dubliners turned out to the event which was opened by Senator Averil Power.

Spearheading the Stamp out Stigma walk was local Bayside resident Gary Seery. As a member of Dublin Bay Running Club and active ambassador for the See Change campaign, Gary organised this event to demonstrate the benefits of using exercise for your mental health.

"Wearing the green ribbon for the entire month, generates so many conversations, it is a symbol that people want to know about, I cannot count the amount of smiles or nods or questions that I received because I was wearing a green ribbon. The events that I organised were my big opportunity to bring awareness to a crowd and thankfully they went very well, we had 70 runners wearing ribbons and the ones who did not know why they were getting a ribbon before the start of a marathon, asked questions which again started lots of conversations, it was powerful to see one runner ask another "what's all this ribbon stuff about" and the other runner responding by saying, "It's to raise awareness about mental health!", now that's what the green ribbon campaign is all about. For the stamp out stigma 5K walk, we had lots of people turn up that none of us knew, that's amazing, they had heard about it either in person from someone or via social media, and they wanted to be there, again that's powerful, next year we will double the number of attendees!"

A fellow runner, starting a conversation with me at the marathon was a special moment, she is in her fifties and the brightest person you could ever meet, but she has been dealing with depression for years, and until the day she spoke to me she had never told anyone outside of her family!"



Gary Seery
See Change Ambassador

Changing minds about mental health

One conversation at a time



GREEN RIBBON ON NEWSTALK GLOBAL VILLAGE



newstalk
106-108FM

On Saturday, 17th May Newstalk's Global Village dedicated an entire 2 hours show to the Green Ribbon campaign thanks to host Dil Wickremasinghe and the show's resident psychotherapist Caroline McGuigan, Founder and CEO of Suicide or Survive.

See Change ambassadors Vinny Foran and Ciaran Behan were joined by Minister for State for Mental Health Kathleen Lynch TD, Susan Kenny of the National Office for Suicide Prevention, Pearse Finnegan of the ICGP and Shari McDaid of Mental Health Reform. There was music from the Original Rude Boys and poetry from Stephen James Smith. Listen back to the show here:

[http://newstalk.ie/player/shows/Global_Village/21/9926/17th May 2014 - Global Village Part 1](http://newstalk.ie/player/shows/Global_Village/21/9926/17th_May_2014_-_Global_Village_Part_1)

"I loved being able to talk about the Green Ribbon on my show Global Village on Newstalk 106-108 for the whole month of May! The highlight for me was being able to dedicate two hours of radio to celebrate the Green Ribbon on our Global Village special and bring together so many amazing people and services that are making a real difference! However, the best part of the Green Ribbon campaign for me was having an excuse to talk about my favourite subject, mental health, with everyone I came across for the month of May. I had incredible conversations with work colleagues in Newstalk, TV3, taxi drivers, people at bus stops... just random conversation with strangers about something that is common to us all!"

I look forward to May every year now because I know I can look forward to attending lots of events and hanging out with like-minded people. I really enjoy being part of a community of people who care about mental health and breaking down stigma in Ireland. Since I came across See Change and the Green Ribbon I feel my life has been enriched with much positivity and hope – so thank you!!!"

Dil Wickremasinghe
Social Justice, Mental Health Broadcaster and Activist

Changing minds about mental health

One conversation at a time





SOS "STRICTLY COME DANCING EVENT"

Suicide or Survive (SOS) put the fun back into mental health by hosting a Strictly Come Dancing fundraiser extravaganza! Hundreds of Green Ribbons were distributed at the packed event in Dublin's Red Cow Hotel.



GIRL GUIDES GREEN RIBBON DISTRIBUTION DAY

The Raheny Girl Guides joined with other members of the Catholic guides across the country on Friday 16th May to hand out Green Ribbons at bus and train stations across the country to help start open conversations about mental health. As part of the Green Ribbon campaign, commuters were invited to join in and wear a ribbon to show their support.



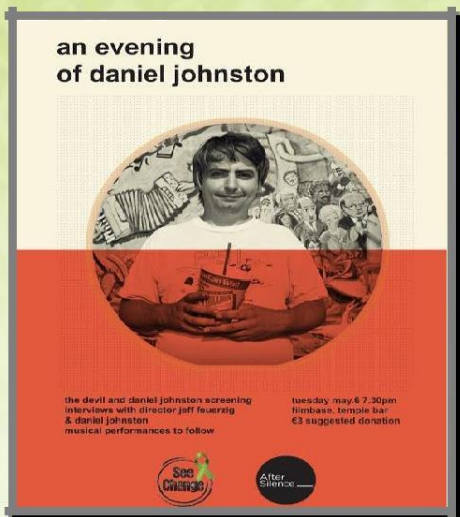
FRIDAY NIGHT SOCIAL

The Model, Sligo hosted a series of short film screenings on 30th May to coincide with Green Ribbon Month. This was part of Friday Night Social, a monthly meet up of music sharing, informative discussion, live music performance, film screenings and great food at The Model.

Changing minds about mental health

One conversation at a time.





AN EVENING OF DANIEL JOHNSTON

Arts and mental health group "After Silence" hosted a screening of the acclaimed music documentary *The Devil and Daniel Johnston*, the story of one man's experience with a mental health problem and being a musician.



'HOLY MARY' PLAY BY GROW

Fusion Café in Wexford hosted the one act play 'Holy Mary' produced by Jayne O'Sullivan on behalf of Grow on 1st, 2nd and 3rd of May. The play by Eoin Colfer's looks at the world from an eight year olds imaginative and witty point of view as she prepares for her first Holy Communion. Eoin Colfer gave permission to Jayne O'Sullivan to produce the play on behalf of GROW in Ireland.



EQUALITY AUTHORITY GREEN RIBBON EVENTS

The Equality Authority held a number of events during Green Ribbon month hosting exhibition stands and distributing green ribbons throughout the day at the following events: ASTI Annual Conference on the 22nd and 23rd April 2014 at Whites Hotel, Wexford; IMPACT's Biennial Delegate at The Gleneagle Hotel, Killarney, Kerry on the 14th, 15th and 16th May 2014; The Over 50's Show at the RDS, Dublin on the 24th and 25th May 2014. The Equality Authority distributed more green ribbons at the launch of 'Equality in Second-Level Schools: A Training Manual for Educators and Trainers' on 27th May in Pearse College of Further Education, Crumlin.

Changing minds about mental health

One conversation at a time



CLONAKILTY WELLNESS WEEK

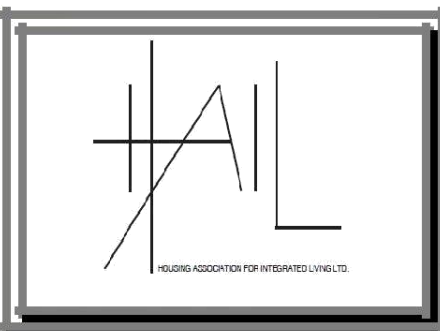


Clonakilty Cork Mental Health Committee and Clonakilty Rainbow Group put together a week-long programme of wellness events throughout Clonakilty and in the innovative mobile venue of the 'Cumasu Bus.' See Change ambassador Vinny Foran spearheaded this programme of seminars on healthy eating, exercise, good mental health, suicide prevention, stress management, laughing yoga, free form weaving, art and music therapy, 'open mic' sessions, Zumba classes and Tai Chi. One of the highlights came from West Cork Sand Circles who decorated Inchydoney beach with a giant Green Ribbon.



PCI COMEDY EVENT

In support of the Green Ribbon campaign, PCI College played host to John Moynes of the Mad Craic Comedy Show on 22nd May. MadCraic takes an irreverent look at mental health stigma and how it impacted on John's own journey through college and life thereafter.



HAIL "WALK AND TALK"

HAIL hosted a "Walk and Talk" event for all of their tenants, clients, staff and family/friends of tenants. This included a guided tour in the Botanic Gardens followed by lunch in the Addison Lodge.

"The highlight for us here at HAIL was the real genuine interest and involvement of our tenants, clients and partners in the campaign this year. So many more people got involved and really made the effort throughout the month to promote the message of the campaign. For us, Green Ribbon Campaign 2014 was a real success!"

Karolyn Ward
Housing Association for Integrated Living (HAIL)



Changing minds about mental health

One conversation at a time



TCD SCHOOL OF NURSING AND MIDWIFERY PUBLIC LECTURE

The School of Nursing and Midwifery, Trinity College in conjunction with Mental Health Reform, Suicide or Survive and See Change hosted a public lecture on Mental Health Stigma and Social Exclusion: Building on Successes on 28th May with guest speakers Sorcha Lowry (See Change), Shari McDauid (Mental Health Reform), Caroline McGuigan (Suicide or Survive), Brian Keogh (Trinity College Dublin).

BALLYFERMOT PARKING DAY

Ballyfermot/Chapelizod in association with Shine took over a parking space on 15th May and handed out green ribbons to get the people of Ballyfermot talking about mental health.

See Change **DO YOU WANT TO TURN 'GREEN' THIS MAY?**

WEAR THE GREEN RIBBON AND HELP GET BALLYFERMOT/CHAPELIZOD TALKING ABOUT MENTAL HEALTH!!

Pop along to our Pop Up Park
Thursday May 15th
11am - 1pm
Ballyfermot Rd
(outside Kavanaghs)
D10 Be Well and See Change will be handing out Green Ribbons and having a chat about mental health

For further information please contact Nuala Cronin Ballyfermot/Chapelizod Partnership on 087 952 9108 or seechange@ballyfermotpartnership.ie

Ballyfermot/Chapelizod PARTNERSHIP

"I have been working in the area of mental health for a long time and I was surprised at how open people were to both speaking about mental health and wearing the ribbon."

**Susan Mc Feely
Shine**

Facilitated by: Carol McInerney, B.A., Dip. Counselling, Cert. MT

www.tamhnach.org **BodyWaves**

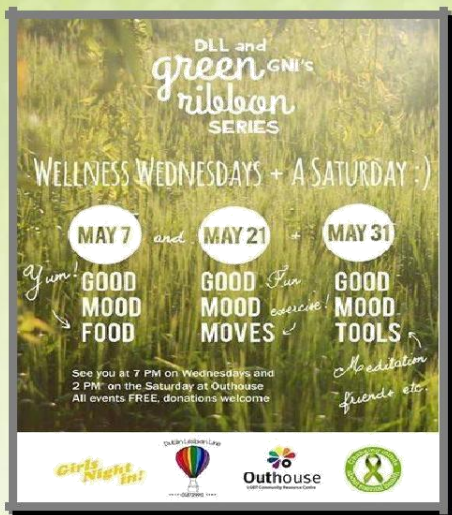
GREEN RIBBON MOVEMENT MEDITATION

Tamhnach hosted a Green Ribbon dynamic moving meditation in support for mental wellbeing. Participants were invited to come in, move and express themselves and help release the stigma attached to mental health problems.



Changing minds about mental health

One conversation at a time



"GOOD MOOD" EVENTS

Dublin Lesbian Line ran a month long series of 'Good Mood' events for Green Ribbon Month, in collaboration with Girl's Night In of Outhouse. The events focussed on: 1. Diet, 2. Exercise, 3. Lifestyle with mental health and wellness as a common theme.



"For me the highlight, and biggest surprise throughout all of the events, was the overwhelmingly positive response we got. People are incredibly enthusiastic about the Green Ribbon and what it represents. We hadn't expected as many people at the events, as there hasn't been anything like this done before, particularly in LGBTQ spaces. The turn out and feedback from all the events was overwhelmingly positive, with people already contacting us to ask when the next series of events for mental health will be."

Laura Louise Condell
See Change Ambassador



EVENT

Longford Mental Health Association hosted a 10K walk in Westport in support of the Green Ribbon campaign on 17th May.

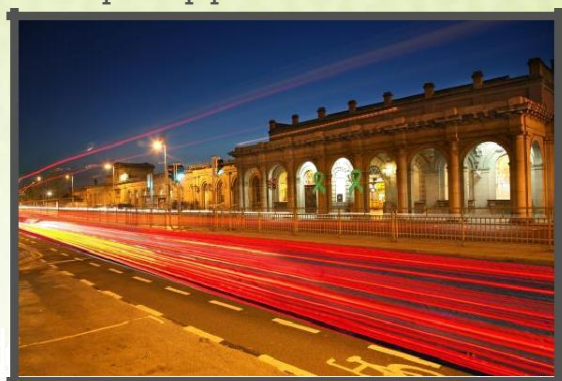


Changing minds about mental health

One conversation at a time

DISTRIBUTION PARTNERS

Thanks to our distribution partners Irish Rail, Citizens Information and MABS in 2014, we had every county covered with several Green Ribbon pick up points.



Barry Kenny, Corporate Communications Manager, Iarnród Éireann Irish Rail with Sorcha Lowry, See Change celebrating its 2nd year as Green Ribbon distribution partner.

"Iarnród Éireann was once again delighted to be a partner for the Green Ribbon Campaign this year. Promoting conversations about mental health is important for everybody in society and we as a company are mindful of reducing stigma associated with mental health difficulties, I believe that the Green Ribbon Campaign, now in its second year is helping to stamp out this stigma."

Barry Kenny
Corporate Communications Manager
Iarnród Éireann Irish Rail



Map of Citizens Information Centres

"Participating as an organisation raised awareness amongst our staff and clients regarding the importance of being open and positive in dealing with mental health issues"

Kerry MABS

"There was a realisation that depression and mental issues need to be openly discussed at every opportunity if any real change is to happen."

Stella O'Brien Manager,
Ballyfermot Citizens Information Service

Changing minds about mental health

One conversation at a time





MEDIA COVERAGE

There was a total of 149 media pieces on the Green Ribbon campaign, and 75 ambassador stories in Irish media in May 2014.

May 2014
Issue 21
www.connemarajournal.ie

the connemara JOURNAL

IFA host let's talk & walk

IFA take part in mental health campaign

MIND MATTERS
7 months ago
"I Was Surrounded By Darkness": 19-Year-Old Siobhán Brady Shares Her Experience of Depression

When it comes to depression we must learn to listen better

Sharing my struggle has really helped ...

Guides encourage mental health discussion
MEMBERS of a Northside girl guides' group did their bit recently to encourage discussion health as part of a nationwide campaign

Clontarf walk supports mental health campaign

"My symptoms started very early in life. To be honest, I don't remember a time before I heard voices or had delusions ... I didn't tell anyone, they couldn't know because I thought I was a freak"

Talk about a good idea..

Siobheal opens up about mental health

How to help a family member talk about how they are feeling:

I was failing to get a grasp on the real world. I would feel so sad and lost, and I felt so alone

Changing minds about mental health

One conversation at a time





SOCIAL MEDIA

Facebook /GreenRibbonIRL

Total page post clicks, likes, comments & shares: **33,027**

Most popular posts:



Twitter @GreenRibbonIRL

Total mentions, clicks on links, retweets, favourites & replies: **7,900**

We passionately believe in the power of real people's voices to challenge stigma so we handed over the Green Ribbon twitter account to our ambassadors in May 2014:



Úna-Minh Kavanagh



John Moynes



June Shannon



Ciarán Behan



Stefanie Preissner

"As part of the campaign I was invited by See Change to be one of their curators for the Green Ribbon twitter account for a week. There I spoke about my experiences with depression and anxiety and engaged with some truly extraordinary people. What really stood out was the amount of people who were actually affected by mental health issues - be it themselves or someone in the family. It was great to see people talk but also its sad to see that people are still stigmatised in Ireland.

For those who took note of the Green Ribbon campaign and the many organisations and volunteers who took part, I think it really opened their eyes to what's going on in Ireland. We're a nation of talkers and if we can get to a stage where talking about mental health isn't an issue, this is a massive leap in the right direction.

I'm really looking forward to taking part in it next year!"

Úna-Minh Kavanagh
Journalist & See Change Ambassador

"Ambassadors' takeover of the twitter account -very effective-emotional connection made, hearing the real story etc."
Online survey respondent

Changing minds about mental health

One conversation at a time





POST CAMPAIGN STUDY: JUNE 2014

MARKET RESEARCH BY MILLWARD BROWN LANSDOWNE

Sample size: 1,013

Key findings

A growing number of Irish adults have been hearing conversations about mental health among family, friends and at work since the Green Ribbon campaign.

- **7 in 10** say they now feel more comfortable in having a conversation about mental health.
- **66%** say the Green Ribbon campaign has encouraged them to start conversations about mental health.
- **62%** have been hearing conversations about mental health among family and friends since the campaign (up from 52% in 2013)
- **53%** have been hearing mental health conversations in their workplaces since the campaign (up from 44% in 2013)

Conclusions from the researchers

"The campaign does extremely well at getting people on board. Similar to last year there appears to be a strong consensus in driving conversation about mental health."

"Those who are aware of the campaign strongly endorse a continued approach of open conversations in Ireland with nearly nine in ten agreeing that the Green Ribbon campaign is a good idea."

"Three in five of those who have heard, seen or read about the campaign say they have heard more friends and family talking about mental health – a strong uplift felt since last year (62% versus 52% in 2013)."

"A continued approach to get people talking about the issue of mental health is key – to normalise it – and this seems to be successful."

"Conversations in work amongst colleagues about mental health are also significantly higher than they were last year with 53% hearing more colleagues talk about mental health compared to 44% in 2013."

"Over six in ten Irish adults claim that the campaign has encouraged them to start having conversations about mental health with people they know – this has slightly improved since 2013. The campaign seems to be a positive enabler of conversation which are not easy to have."

"Continue Green Ribbon campaign, as it is having the desired effect, especially in relation to people talking about mental health."





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. Kahlil has been seconded to the HSE and is currently working on the Little Things Campaign

Acting Campaign Manager

Sorcha Lowry. Contact Sorcha: sorcha@seechange.ie

Projects Officer

Kahlil Thompson-Coyle. Kahlil has been seconded to the HSE and working on the Little Things Campaign

Ciara Miley. Contact Ciara: ciara@seechange.ie

Campaign Officer

Hazel Whelan. Contact Hazel: hwhelan@seechange.ie

Workplace programme co-ordinator

Dolores Kavanagh. Contact Dolores: dolores@seechange.ie

Outreach & Partnership Officer

Scott Ahearn. Contact Scott: scott@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 2014 such an action-packed year for the See Change movement.

See Change

End of year report 2014