



**The National Mental Health
Stigma Reduction Partnership**

2012 report



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2012

marked the successful completion of phase 1 of the See Change movement's second year. After an initial period of national consultation, attitudinal research and ideas-generation, the campaign quite literally hit the road to bring the See Change message of openness and understanding around mental health problems to communities around Ireland.

In 2012, the campaign took conversation of mental health problems to Ireland's radio waves, staged Ireland's first mental health arts and film festival and brought the story of 3 people's experience of mental health problems to the stage. See Change travelled the country, running workshops, gigs, documentary screenings and attending all the major public, occupational and agricultural shows; all aimed at engaging audiences on mental health problems and challenging stigma.

'Make a Ripple,' the online element of the campaign continued to grow and complement See Change's outreach in communities, colleges and workplaces around Ireland. This online story-sharing portal facilitated pro-active public engagement with our key messages and facilitates the spread of authentic stories of personal experience in a 'ripple effect' that will organically foster a shared understanding of the mental health problems that can touch any of us.

Our partnership of committed organisations grew to over 70 members, staging a host of co-branded projects that aimed to open up conversation about mental health problems on college campuses, in boardrooms, break-rooms, chat rooms, clubhouses, arts venues and around kitchen tables throughout Ireland.

On behalf of See Change, I would like to thank the campaign's gracious story-sharers, public ambassadors, partner organisations, funders, 'Ripple-makers' and everyone who supported the movement's stigma-challenging initiatives and events around the country in 2012.

John Saunders
Director of See Change

**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 70 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 70 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.

>Funding

See Change is supported financially through the Department of Health and Children through the National Lottery, St. Patrick's University Hospital, Mental Health Commission, HSE National Office for Suicide Prevention, National Disability Authority, St John of God Hospital, Schizophrenia Lucia Foundation Development Co., Irish Farmers' Association, Atlantic Philanthropies, Equality Authority and small sundry donations

In 2012, the See Change partnership grew to over 70 organisations. 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 a mental health problems.

Partner organisations

A&S Fitness
Ahead
Amnesty International Ireland
Anam Cara
Aware
Bodywhys
Console
DCU School of Nursing
DCU Students' Union
Department of Health and Children
Detect
Employability West Cork
Equality Authority
Eve Ltd
Fighting Words
First Fortnight
Gateway
Gay and Lesbian Equality Network
Grow
Headline
Headstrong
Headsup
HSE
IBEC
ICTU
IFA
Irish Advocacy Network
Irish Association of Suicidology
Irish Cattle & Sheep Farmers Assoc.
Irish College of Psychiatry
Irish Council of General Practitioners
Irish Creamery Milk Suppliers Association
Irish Sports Council
Its Good2Talk
Kanchi Network

Macra na Feirme
Men's Health Forum
Mental Health Commission
Mental Health Ireland
Mental Health Reform
MyMind
National Disability Authority
National Service Users Executive
Near Media Cooperative
North Dublin Befriending Service
North Dublin Befriending Service
NOSP
One in Four
Please Talk
PWDI
ReachOut
Rise Foundation
Samaritans
Save our Sons & Daughters
Seachtain Na Gaeilge
Shine
Sigmar Recruitment Ltd
Smashing Times Theatre Company
Spun Out
St. John of God Hospital
St. Patricks University Hospital
Suicide or Survive
Tamhnach
TASK (Training & Support Kilkenny)
TCD School of Nursing and Midwifery
Transgender Equality Network Ireland
Turn2Me
Union of Students in Ireland
University of Limerick Students' Union
Work4U



My Ripple

Radio Awareness Campaign



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.



> Make a Ripple portal

See Change's online 'Make a Ripple' story-sharing portal continues to grow as an innovative way of using Social Contact Theory through social media and starting a conversation about mental health with the online community.

> My Ripple radio awareness campaign

See Change's 'My Ripple' radio awareness campaign involved a series of audio advertisements played on local and regional radio in April and September of 2012. This series of 60 second audio pieces featured the personal stories of 22 people's real-life experiences with mental health problems, recovery, stigma, seeking help and becoming open about their personal experience in their own voice. Each advertisement in the series was book-ended with a voice-over containing the See Change message and call-to-action by the recognisable voice of RTE broadcaster and See Change ambassador Eileen Dunne; "Break the silence of stigma; see change."

> Voice Media Award

See Change teamed up with Headline to run the first annual Voice Media Award to recognise those media outlets who use social contact theory in their coverage and give voice to mental health problems. The Irish Independent was selected as the print media winner and Newstalk FM was selected as the broadcast media winner. See Change ambassador Alastair Campbell presented the awards at an event celebrating the power of real people's voices in challenging stigma for See Change ambassadors.

> Training for media professionals

See Change partnered with Headline, the national media monitoring programme for mental health and suicide to devise and deliver a training module for media professionals on the responsible coverage of mental health problems in media.

The training module was delivered to various regional radio broadcast teams, served as a conference seminar at the CROAL (Community Radio Association) annual feile and has been integrated into Near Media Cooperative's diploma course in Community Radio and Intercultural Dialogue.

3: Grassroots Activity

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

➤ Mental Health Matters @ Galway Volvo Ocean Race

Arising from a proposal to the Painter Action Fund (Sept 2011), See Change teamed up with HSE West Mental Health Services supported by 15 other local and national mental health organisations to organise and run the 'Mental Health Matters' tent at the Volvo Galway Ocean Race Village. The Mental Health Matters space was a place for people to get information on well-being and mental health problems, make their pledge to prioritise positive mental health and challenge stigma and listen to the personal stories of who have experienced a mental health problem in a Living Library run by See Change and Amnesty International.



➤ Dublin Park(ing) Day

In September 2012, See Change in partnership with TASK (Training and Support Kilkenny) took conversation of mental health problems to the streets as part of Dublin's second annual Park(ing) Day. Park(ing) Day is an annual global event where citizens, artists and activists collaborate to temporarily transform

parking spaces into temporary parks or installations with a mission to reclaim public space in favour of more people-friendly streets, promoting creativity, civic engagement and unscripted social interactions.



Located on St. Stephen's Green, the Park(ing) space styled by See Change and TASK offered Dubliners a chance to see the highly acclaimed 'Chairs' project designed by TASK students drawing on their personal experience of mental health problems which debuted this summer at Kilkenny Arts Festival. See Change's mental health-themed Park(ing) space entitled 'Make a Ripple' aimed to challenge stigma by spreading the stories of these thought-provoking and vibrant chairs and the people behind them and putting the word on the street that mental health problems are part of the fabric of life and that recovery is possible.



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.

> **First Fortnight Festival 2012**

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

> **Soapbox Sessions**

As a finale to the First Fortnight Festival 2012, See Change gathered well-known voices from Irish cultural life to share their ideas and bring their personal interpretation of the subject to life through performance, prose, music and all important discussion. With broadcaster and See Change ambassador Claire Byrne as host, the audience will be treated to engaging and entertaining performances by Dil Wickremasinghe, Broadcaster, journalist, activist and comedienne, Paul Murray, Novelist, Eileen Dunne, Broadcaster and See Change ambassador, Mary McEvoy, Actress and author, John Saunders, See Change Director and poet, Stephen James Smith, Poet, Tony Bates, Founding Director of Headstrong Caroline Casey, Social entrepreneur, international speaker, founder of Kanchi and the O2 ability awards.

> **Box of Frogs: A Revue of the Mind**

See Change commissioned a theatre piece called "Box of Frogs: A Revue of the Mind" based on the authentic content of three people's real-life experiences to spark open conversation about mental health problems and challenge stigma in Ireland. Box of Frogs is a revue based around the subject of mental health problems. In a mixture of stories, comedy sketches and songs the cast tell their own stories, demystifying, debunking and ultimately having a laugh with what really goes on inside our heads.

Box of Frogs is directed by **Caroline FitzGerald** and written by **Isobel Mahon** in collaboration with the cast **Mary McEvoy, John Moynes, and Dil Wickremasinghe**. Box of Frogs ran in the Smock Alley Theatre during November 2012 and will return as part of the First Fortnight Festival 2013.



National
Employment
Week

TARGET 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 problems in the workplace and collaborating with various groups to find ways to support employers and employees in launching this all important conversation.

Our 2012 survey into Irish attitudes towards mental health found that 57% believe that being open about a mental health problem at work would have a negative impact on job and career prospects, up from 48% in 2010. 47% believe that being open about a mental health problem at work would have a negative effect on a person's relationship with colleagues, up from 36% in 2010.

> See Change in your Workplace programme

In partnership with :



To formalize the campaign's outreach in the workplace setting, See Change devised and launched a new package for employers and employees on challenging stigma in the workplace called "See Change in your Workplace." This free, 6-step programme for employers and employees is designed to help steer organisations towards creating a culture that is open towards mental health problems and supportive of all its employees. See Change also received financial support from the Equality Authority to produce an online resource to support the programme.

> IBEC guide line managers

In partnership with :



See Change worked with IBEC to devise and launch a "Line Manager's Guide to Mental Health Problems in the Workplace" to be used as a resource for employers to promote mental health and wellbeing in the workplace. The guide is directed at line managers, who are key to promoting a culture that is positive towards mental health and supporting individuals with mental health problems in the workplace

> Mental health & employment day

In partnership with :



Through the 2011 Partner Action Fund, See Change partnered with Sigmar Recruitment to stage a Mental Health and Employment day as part of National Employment Week 2012 to host a discussion of the importance of workplace mental health strategies. to provide employers with the tools to support staff with examples from tried and tested initiatives.

TARGET GROUP 2 : Farmers and people living in rural communities

In 2012, 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.

>Commitment to attend IFA regional meetings

In partnership
with :



The campaign fulfilled its commitment to visit every IFA county-level Executive Committee across the country.



>See Change presence at agricultural shows



In 2012, See Change engaged farmers and people living in rural communities with a presence at the National Ploughing Championships in New Ross, the National Sheep Sheering Championships and the Tullamore Show to send a message loud and clear that mental health problems are part and parcel of the ups and downs of everyday life and that no-one should have to suffer in silence.

> Recruitment of partner organisations for farmers working group.

In 2012, Macra na Feirme, the Irish Creamery and Milk Suppliers Association and the Irish Cattle and Sheep Association became See Change partner organisations with view to establishing a working group of relevant partners to find ways to collaborate on stigma-reduction activity across the agricultural sector.

TARGET GROUP 3: Young males

2012 saw See Change collaborating with various partner organisations to engage our young male target group on mental health problems and promoting open discussion.

Our research 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 on campus tour

In partnership
with :



See Change partnered with SOS, SOSAD and USI on a tour of college campuses during World Mental Health Week 2012 to host the 'I See a Darkness' documentary, discussions and mental health workshops.

> On-going on-campus engagement

In partnership
with :



See Change visited numerous college campuses throughout 2012 to deliver workshops, presentation and stage various stigma-challenging actions such as a Mad Hatter's Tea Party at NCAD, a 'Stamp Out Stigma' initiative at UCC, a lecture challenge at NUIG and mental health themed performances as part of TCD's mental health week with See Change ambassador Claire Byrne.

> Partnership with Heathers

See Change established a partnership with popular Irish band Heathers who played their first gig on behalf of See Change as the finale event of TCD Mental Health Week. 'Heathers' song 'Forget Me Knots' which features the chorus 'It's alright not to feel ok' will serve as the anthem for the campaign.

> See Change Youth Panel

In partnership
with :



The See Change Youth Panel held its first meeting in October with the aim of advising on the campaign's engagement with young people and acting as stigma reduction ambassadors in their own communities.

> Think Big Sports Day

In partnership
with :



See Change partnered with Think Big on a mental health themed sports day in Blanchardstown IT with contributions from Minister Leo Varadkar, TD, sports people with personal experience of mental health problems and motivational coaches,



Live as part of Mental Health Week 2012

Heathers

10pm, Thurs 25th October
The Grand Social, Liffey Street



Tickets just €5 from MHW
stands on and off campus

It's
OK
to talk



#TCDMHW2012

I SEE A DARKNESS



**OCTOBER 11, 12PM
BROOKFIELD G04**
This free event is designed to raise awareness around suicide. It will feature speakers giving personal stories, deal with responding to suicide, how to maintain wellbeing and also inspire hope. Refreshments will be served.



Evaluating our impact

In 2012, See Change commissioned Millward Brown Lansdowne to conduct a nationally representative survey of Irish attitudes towards mental health problems to build on baseline research conducted for the campaign in 2010. The survey was conducted over May and June in 2012 with a sample size of 1,038 people and was cofunded by the National Office for Suicide Prevention and the National Disability Authority.

Two years on from See Change's 2010 baseline research into Irish attitudes towards mental health problems, this study paints a somewhat altered picture and highlights the impact of financial hardship on attitudes to mental health problems.

Key findings



Increased numbers claiming to have some experience of a mental health problem;

New target group identified as **people under financial strain**;

Increased awareness and understanding of mental health, mental health problems, stigma and support services;

Increased willingness to seek professional help for a mental health problem;

Greater reluctance to be open and disclose information about a mental health problem;

More negative perception of peers' reactions to a person's mental health disclosure;

Some softening of attitudes around the outcomes for recovery and integration of people with mental health problems.



**Mental health problems more
widespread yet more hidden
in times of financial hardship**