



**2013 report**

# Contents

## Introduction

A message from our director

2013 in numbers

About the See Change campaign

## Activity in key stigma reduction settings

Partnership activity

Online & media activity

Grassroots activity

Arts activity

## Engagement with target groups

People in the workplace

Farmers and people living in rural communities

Young males (in the 18-24 age group)

## Green Ribbon Campaign



Green Ribbon campaign  
impact report

## Meet the Team

## A message from our Director



# 2013

marked the successful commencement of phase 2 of the See Change movement's third year. 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 2013, the campaign took conversation of mental health problems to Ireland's radio waves, staged Ireland's 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.

In May 2013, See Change and its partner organisations launched a month long national green ribbon campaign to get people talking openly about mental health problems. More than 150,000 green ribbons were distributed free of charge to spark a national conversation about mental health in boardrooms, break-rooms, chat rooms, clubhouses, art venues, college campuses and around kitchen tables throughout Ireland. Our aim is to make the month of May every year synonymous with promoting open conversation of mental health and challenging the stigma of mental health problems.

Our partnership of committed organisations grew to over 90 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 2013.

**John Saunders**  
**Director of See Change**



## 2013 in numbers

**1,750,350**

the total number of facebook impressions for the green ribbon campaign that grew a highly engaged community of 3,775

**150,000**

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

**123,626**

the total number of people who have engaged with and shown their support for the Green ribbon online

**7,137**

the total number of social media followers See Change has attracted

**1,245**

the number of ripples made by people telling their personal stories online

**822**

the total number of people who attended the Box of Frogs theatre performances

**90**

the number of organisations to have joined the See Change partnership

**14**

the total number of Box of Frogs theatre performances

**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;

<b>Partnership</b>	<i>working with over 90 organisations to share capacity and mobilise change</i>
<b>Online &amp; Media</b>	<i>Sharing real stories to break the silence of stigma</i>
<b>Grassroots</b>	<i>joining with and engaging communities and local groups on the ground</i>
<b>Arts</b>	<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 People under financial strain**

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



Since 2010, the See Change partnership has been supported by the following organisations:



The Department of Health & Children through the National Lottery



The Community Foundation for Ireland



Equality Authority



HSE National Office for Suicide Prevention



Irish Farmers' Association



Mental Health Commission



National Disability Authority



Saint John of God Hospital



Schizophrenia Lucia Foundation Development Co.



St. Patrick's Mental Health Services



## KEY SETTING 1: 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 2013, the See Change partnership grew to 90 organisations. We are delighted to welcome on board the following organisations:

Hail Housing	Employment Health Advisors	Wicklow Sports Partnership	
Stop Suicide	Laois Community Forum	Gay Switchboard Dublin	
Open Heart House	National Youth Council of Ireland	Amen Support Services	
Garageland	Irish Countywomen's Association	Cycle against Suicide	UCD SU
Irish College of General Practitioners	Trinity SU	Catholic Guides of Ireland	
Citizens Information Board	MABS	UCD School of Veterinary	

### ➤ Steering Group and Advisory Panels

Under the partnership model, the work of See Change is guided by the support & advice of our partner organisations. We invite all members to impart their expertise & ideas on our steering group & advisory panels to help shape See Change's planning & strategy in the following fields;

#### Research and evaluation advisory panel

*Supported by:* IBEC, NDA, Source, Suicide or Survive, ICTU, Spunout.ie, Amnesty International, Inspire Ireland, Bodywhys, DETECT, USI and NOSP

#### Communications advisory panel

*Supported by:* USI, Bodywhys, Amnesty International, IBEC, SOS, St Patrick's University Hospital, , Headline, Inspire, GROW, Irish College of Psychiatry, Mental Health Commission, First Fortnight, Mental Health Reform, Eileen Dunne and June Shannon

#### Youth panel

Aisling Concannon, , Ciara Johnson, , Grace Murphy, Siobhan Brady, Stephen Garry, Marian Mangaoany, Evan Heritage, Brendan Power, Gavin O'Donovan, Georgina Cantwell, Saibh McMahon, Zoe Forde, Jamie Moore and Nicki Hand



# Our Partner Organisations



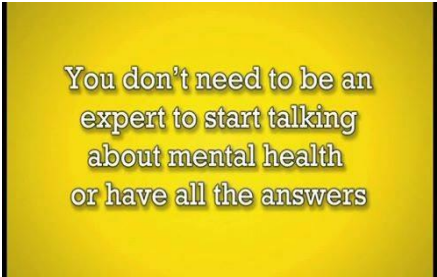
A&S Fitness  
Ahead  
Amen Support Services  
Anam Cara  
Aware  
BelongTo  
Bodywhys  
Business in the Community (BITC)  
Catholic Guides of Ireland  
Citizens Information Board  
College of Psychiatrists of Ireland  
Console  
Cork Counselling Service  
Cycle against Suicide  
DCU School of Nursing  
DCU Students' Union  
Department of Health and Children  
Detect  
EHA  
Employability  
Equality Authority  
Eve Ltd  
First Fortnight  
Garageland  
Gateway Mental Health Project  
Gay and Lesbian Equality Network  
Gay Switchboard Dublin  
Grow  
Headline  
Headstrong  
Headsup.ie  
HAIL  
HSE  
HSE NOSP  
IBEC  
ICTU  
IFA  
Inspire Ireland/Reachout.com  
Irish Advocacy Network  
Irish Association of Suicidology  
Irish Cattle & Sheep Farmers Assoc.  
Irish Council of General Practitioners  
Irish Countrywomen's Association  
Irish Creamery Milk Suppliers  
Association  
Irish Sports Council  
Its Good2Talk  
Kanchi Network

Laois Community Forum  
Macra na Feirme  
Men's Health Forum  
Mental Health Commission  
Mental Health Ireland  
Mental Health Reform  
Money Advice & Budgeting Service  
MyMind  
National Disability Authority  
National Service Users Executive  
National Youth Council of Ireland  
Near Media Coop  
North Dublin Befriending Service  
NUI Maynooth Students' Union  
One in Four  
Open Heart House  
PaveePoint  
Please Talk  
PCI College  
Rise Foundation  
Samaritans  
Save our Sons & Daughters (SOSAD)  
Seachtain Na Gaeilge  
Shine  
Sigmar Recruitment Ltd  
Smashing Times Theatre Company  
Spun Out  
St. John of God Hospital  
St. Patrick's Mental Health Services  
Stop Suicide  
Suicide or Survive  
Tamhnach  
TASK (Training & Support Kilkenny)  
TCD School of Nursing and Midwifery  
TCD Students' Union  
Teagasc  
The Rise Foundation  
Transgender Equality Network Ireland  
Turn2Me  
UCC Students' Union  
UCD College of Agriculture, Food  
Science & Veterinary Medicine  
Union of Students in Ireland  
University of Limerick Students'  
Union  
Wicklow Local Sports Partnership  
Work4U  
3 T's

## 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.

### ➤ Online video campaign



You don't need to be an  
expert to start talking  
about mental health  
or have all the answers

For World Mental Health Day 2013, the See Change partnership launched a new video tackling those old mental health clichés that are really quite unhelpful when supporting someone who is going through a tough time or encouraging more openness around mental health.

Watch VIDEO : <http://www.youtube.com/watch?v=IUUwEv8q4LI&feature=youtu.be>

The video got a huge response on social media, was played on RTE and was accompanied by this message:

*"While most of us are well-meaning or maybe just unsure of what to say, phrases like "Pull yourself together" or "You just need a night out" can actually come across as quite dismissive and prevent someone from opening up. Stigma breeds silence around mental health that stops people seeking help and makes the experience of being unwell much harder. Is it any wonder that See Change research found that 1 in 2 Irish people would rather suffer in silence? It doesn't have to be this way. 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. 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 that they don't have to avoid the issue with you is important".*

This video was produced by See Change ambassador Riyadh Khalaf, titles by See Change volunteer Evan Heritage and filmed on location at the UCD Student Centre.

### ➤ **Make a Ripple online portal**



See Change's online 'Make a Ripple' story-sharing portal has now been updated so that there is now a variety of ways to share your support for the campaign, share your story or simply speak out about stigma. As well as text, you can now submit images, audio files and Youtube links with your personal message to start a conversation about mental health.

### ➤ **Seachtain na Gaeilge**

Bhí See Change ag tacú le Seachtain na Gaeilge 4-17 Márta 2013. Bhí blaganna & foclóir speisialta chun an stiogma le sláinte intinne a shárú trí thonn a thosú as Gaeilge ar fáil ar [seechange.ie](http://seechange.ie)

**SEACHTAIN NA**  
**GAEILGE** 4-17 MÁRTA 2013

### ➤ **My Ripple radio awareness campaign**

See Change's 'My Ripple' radio awareness campaign was replayed on national and regional radio in Spring 2013. This series of 60 second audio pieces features 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."

## The Feel Good Slot on Global village

In 2013, See Change began sponsoring the only dedicated mental health slot on Irish radio. The Feel Good slot is aired every Saturday on Newstalk FM'S Global Village from 8pm with See Change ambassadors Dil Wickremasinghe and Caroline McGuigan.



*"We have all kinds of conversations on air. That's what we do in radio. But one of the most important conversations you can have, is also one of the hardest to have. And that conversation is about our mental health...Every week, I am joined on Global Village by Caroline McGuigan, our resident psychotherapist and founder and CEO of SOS and a wide array of experts and contributors who will be taking wellness, nutrition, creativity, exercise, gardening...basically everything that makes us feel good and improves our mental health. So welcome to Feel Good on Global Village. Listen in from 8pm"*

**newstalk**  
106-108FM

### ➤ Training for media professionals



See Change partnered with Headline, the national media monitoring programme for mental health and suicide and Suicide or Survive, to devise and deliver a series of training sessions for Newstalk FM staff. The workshops covered "Mental health in the media" dealing with the responsible coverage of mental health and suicide in broadcast media and "Mental health in the workplace" providing expertise on creating workplaces that are free of stigma and discrimination and equipped to support the mental health needs of the organisation.

### 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.

- See Change established a partnership with Ballyskenagh-Killavilla GAA club which involved an innovative jersey initiative. Liam O'Neill, Uachtarán Cumann Lúthchleas Gael officially unveiled the new club jerseys that feature suicide prevention and stigma-challenging messages provided by Pieta House and See Change.



- See Change partnered with the Fingal Community and Voluntary Forum to host an extremely well attended information evening with local community and mental health services on mental health and financial difficulty entitled "LET'S TALK ABOUT RECESSION, MENTAL HEALTH & YOU."



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



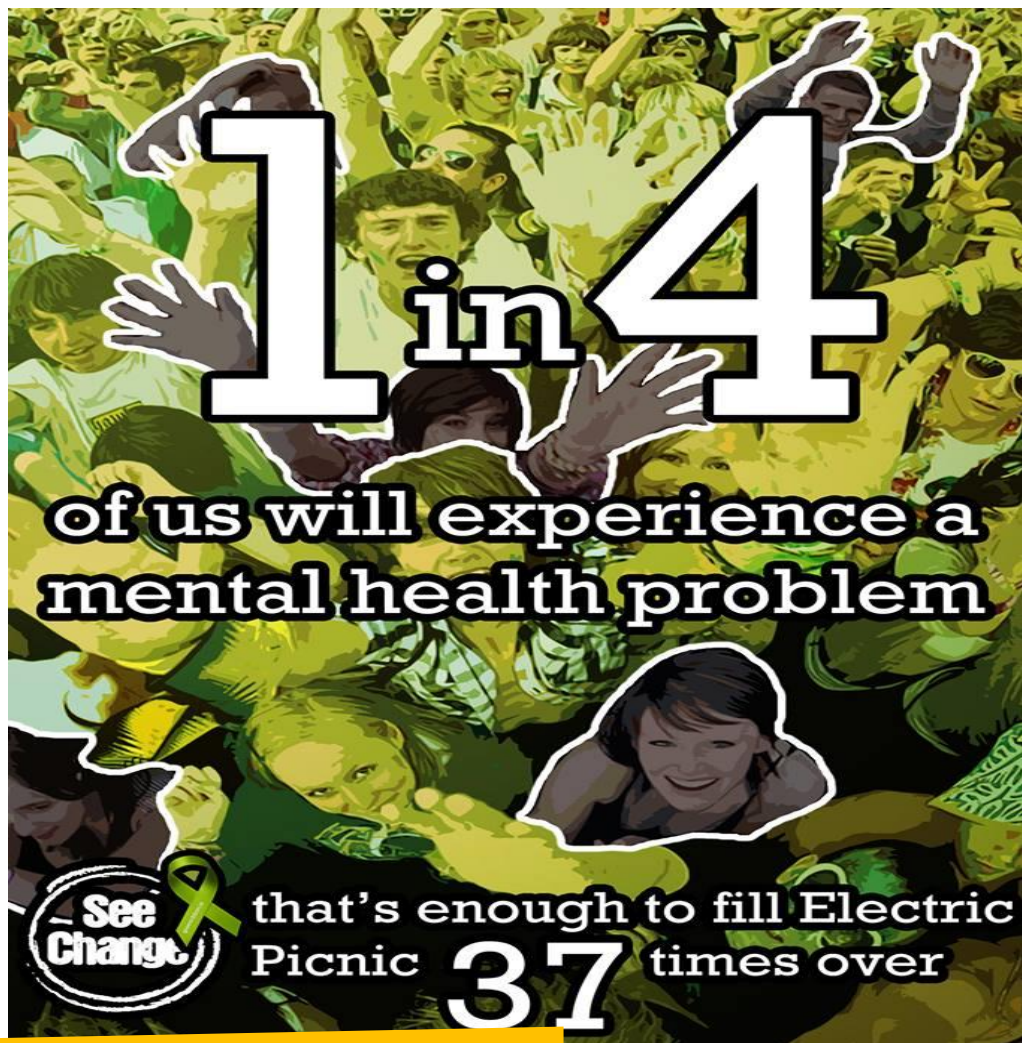
See Change teamed up with BeLonG To, GLEN, Outhouse and TENI to programme a series of mental health themed events as part of the Dublin Pride Festival 2013 to get Ireland's LGBT community talking about mental health.

This specially commissioned programme included a drama workshop, art installations, a seminar for service providers and a 'Soapbox Session' performance event to give a platform to the mental health experiences of Dublin's LGBT community, culminating in an outside broadcast by Newstalk's Global Village dedicated to LGBT mental health.

- **Volunteer Strategy**

See Change launched a new 'Ripple Maker' volunteer programme to recruit and train volunteers to help roll-out See Change's stigma-challenging campaigns on the ground and create that ripple effect in their own families, circles of friends, towns, communities, workplaces or colleges. Ripple Makers are also supported in hosting their own initiatives to start a conversation about mental health or support the campaign's activity at a community level.





Electric Picnic 2013





## ➤ Dublin Park(ing) Day

On Friday 20th September, See Change once again took conversation of mental health to the streets as part of Dublin's third 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 30 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.



## ➤ Electric Picnic Festival

See Change was invited to have a presence at the Electric Picnic Festival 2013 to engage its 30,000 attendees on the subject of mental health and stigma as part of the Mindfield arena "Mind your Mind" initiative. See Change's commissioned theatre piece Box of Frogs headlined the Theatre Stage as part of this programme of mental health-themed performances.



## Arts Activity

### ➤ **First Fortnight Festival 2013**

The First Fortnight Festival returned for the first 2 weeks of 2013 to stage another ground-breaking programme of mental health-themed arts events aimed at spark conversation and challenging stigma. See Change partnered with First Fortnight, Amnesty International Ireland and Mental Health Reform to deliver acclaimed theatre pieces, music, cinema, visual art and spoken word nights to get Dublin audiences talking about mental health.

### ➤ **See Change presents *MadCraic***

See Change commissioned Irish comedians John Moynes & Carol Tobin to bring new comedy set “*MadCraic*” to the stage to get people talking about mental health. Informed by the comedians’ own experiences, *MadCraic* takes an irreverent look at stigma and how it impacted on their own journeys through college and life thereafter. A Q&A with the performers takes place after the show. *MadCraic* was successfully piloted at Trinity College Dublin Mental Health Week, toured college campuses in 2013 and is available to workplaces, community groups and colleges.

### ➤ **Demystify This: The world’s first mental health magic show**

After huge success with his sexual health-themed magic show as part of Durex’s recent college campus campaign, acclaimed conceptual magician Shane Quilty returned with a new show that was specially commissioned by See Change to help change attitudes to mental health.

Audiences can expect mind-bending illusions and thought-provoking stunts dedicated to changing attitudes to mental health from Ireland’s only social-change magician. The take-home message is that far from the realms of mysticism, experiencing a mental health problem is in fact quite an ordinary experience of everyday life while the lengths that we go to hide it are actually quite the magic trick!

As part of World Mental Health Week 2013, the show was piloted at Carlow IT Students’ Union and then toured college campuses across the country in 2013 and is available to workplaces, community groups and colleges.



Box of Frogs @ First Fortnight 2013

**See Change** The National Mental Health Stigma Reduction Partnership

**Presents...**

# MAD

"Mad" (/mæd/) Let comedians Carol and John tell you all about it..



**CAROL TOBIN**

# craic

"Craic" (/kræk/ krak), or "crack", is a term for news, gossip, fun, entertainment, and enjoyable conversation, particularly prominent in Ireland.



**JOHN MOYNES**

Mad *Craic* comedy show

## ➤ **Box of Frogs national theatre tour**

Box of Frogs is a highly successful theatre piece commissioned by See Change and 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. Actress Mary McEvoy, comedian John Moynes and broadcaster Dil Wickremasinghe have teamed up to share their stories of personal experience with a mental health problem in a mixture of stories, comedy sketches and songs to de-mystify, debunk and ultimately have a laugh with what really goes on inside our heads.

After launching in 2012, Box of Frogs kicked off 2013 with a sell-out performance at Dundrum's Mill Theatre as part of the First Fortnight Festival. The cast were also invited to perform as part of World Mental Health Week programmes organised by Carlow Mental Health Association & St. Patrick's Mental Health Services.

To coincide with the Green Ribbon campaign, Box of Frogs went on tour in theatres across Ireland during May and June of 2013. This national tour was funded by the Community Foundation with 11 performances, visiting;

- Townhall Theatre Galway,
- The Dock Arts Centre, Carrick On Shannon,
- Solstice Theatre, Navan,
- Mullingar Arts Centre,
- The Source Arts Centre, Thurles,
- Half Moon Theatre, Cork,
- Birr Theatre & Arts Centre,
- Glór Theatre, Ennis,
- Carnegie Arts Centre, Kenmare,
- The Pavilion Theatre, Dun Laoghaire,,
- Droichead Theatre, Drogheda

On evaluation, 91% of people who attended the play said that they would change their behaviour towards their own mental health and openness to others.

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 national theatre tour







See Change in  
Your Workplace



National  
Employment  
Week



National Employment Week 2013

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**

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

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

### ➤ **Be the Change conference**

See Change and the Community Foundation for Ireland co-hosted the **Be the Change conference** in partnership with AHEAD, Business in the Community Ireland, IBEC, Kanchi, Suicide or Survive and the Equality Authority. 300 employers, managers, HR specialists and community leaders attended this conference aimed at sparking a national discussion on how each of us as individuals can play a role in creating this open culture towards mental health in Irish workplaces and communities.

### ➤ **National Employment Week**

See Change partner organisation Sigmar Recruitment hosted the second annual Mental Health and Employment day as part of National Employment Week 2013. This breakfast briefing aimed to provide employers with the practical tools to support the 1 in 4 employees who may be experiencing difficulties and to promote a culture of openness towards mental health in Irish workplaces. The event was officiated by Minister Kathleen Lynch, TD while RTE's John Bowman moderated contributions from: See Change's Kahlil Thompson Coyle, EHA's Dr. Susan Hill and CEO and founder of boards.ie Tom Murphy.

In 2013, See Change continued to collaborate with our partners who have a presence on the ground in rural communities to explore ways in which farmers can be supported and stigma can be addressed.

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

### ➤ **National Ploughing Championship 2013**



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 187,000 'Ploughing Championships attendees that feature straight-talking advice aimed at taking the fear out of talking about mental health and encouraging open discussion.

### ➤ **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.



**IFA**



Macra na Feirme



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY





**National Ploughing Championships 2013**

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



in association with



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



**Talk, but listen too:** simply being there will mean a lot.



**Keep in touch:** meet up, phone, email or text.



**Don't just talk about mental health:** chat about everyday things as well.



**Remind them you care:** small things can make a big difference.



**Be patient:** ups and downs can happen.

To find a support service near you visit  
**[greenribbon.ie/need-help.php](http://greenribbon.ie/need-help.php)**

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

## **TARGET GROUP 3: Young males**

2013 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.

### ➤ **I See a Darkness screening**

On October 15th, Drogheda Institute of Further Education played host to the powerful “I See a Darkness” documentary and post-show discussion staged in collaboration with See Change, Suicide or Survive, Save Our Sons and Daughters, Soroptimists Drogheda and Yellow Asylum Films. This thought provoking and engaging event is aimed at challenging stigma in both the student and local communities and centres around an intimate screening of the acclaimed RTE/Yellow Asylum Films documentary ‘I See A Darkness’ which features the stories of 3 people who have been directly affected by suicide. The documentary’s 3 participants and producer were on hand to take the audience through their powerful personal stories and encourage discussion and put a human face on the issue of suicide.

### ➤ **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. These specially commissioned activities were piloted in collaboration with USI as part of on-campus mental health weeks.

### ➤ **Third level stigma reduction programme**



In collaboration with the staff and students of Dublin Business School, See Change developed a Third Level Stigma Reduction programme in 2013. With workshops, training and initiatives involving staff, students and the wider community, this integrated approach is aimed at creating an openness around mental health on college campuses and empowering the entire college community to play a direct role in challenging stigma. The programme was also expanded to UCD College of Agriculture, Food Science & Veterinary Medicine.





## Chats for Change launch



In November, in partnership with USI, Lyons Tea, See Change and St Patrick's Mental Health Services, thousands of "Chats for Change" tea packs were distributed across college campuses nationwide to spark 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.

# Green Ribbon

MAY 2013

Worn by 150,000



50+ NATIONAL  
& LOCAL  
EVENTS



80 See change  
PARTNERS  
& 56  
volunteers

**Changing minds about mental health**

**One conversation at a time**

## What people said:



ALMOST HALF OF IRISH ADULTS WHO SAW THE GREEN RIBBON CAMPAIGN HAVE BEEN HEARING CONVERSATIONS ABOUT MENTAL HEALTH AMONG FAMILY, FRIENDS AND AT WORK SINCE THE CAMPAIGN.



78% OF IRISH PEOPLE NOW FEEL MORE COMFORTABLE IN HAVING A CONVERSATION ABOUT MENTAL HEALTH.



62% SAY THE GREEN RIBBON CAMPAIGN HAS ENCOURAGED THEM TO START CONVERSATIONS ABOUT MENTAL HEALTH.

87% FEEL IT IS IMPORTANT TO CONTINUE TO HAVE OPEN CONVERSATIONS ABOUT MENTAL HEALTH WITH FRIENDS/ FAMILY/COLLEAGUES IN DAILY LIFE.

## 2013 Highlights:



**Are you ready to start your conversation?**





## 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 2013
<i>Campaign partners:</i>	See Change in collaboration with 80 partner organisations
<i>Distribution partner:</i>	Iarnród Éireann
<i>Media partner:</i>	Newstalk FM
<i>Principle activity:</i>	Distribution of 150,000 green ribbons free of charge
<i>Grassroots activity:</i>	Community events organised nationwide by 80 See Change partner organisations and growing network of 55 volunteers and ambassadors.
<i>Online elements:</i>	Development of greenribbon.ie, social media platforms, engagement tools, online videos and a short animation, totalling 123,626 online interactions.
<i>Media and advertising:</i>	<ul style="list-style-type: none"><li>-Outdoor ribbon installation at Heuston station;</li><li>-Billboard campaigns in Dublin and Cork,</li><li>-Radio ad series on Newstalk FM.</li><li>-65 print and 24 broadcast pieces in national and local media.</li></ul> <i>Highlights included:</i> RTE John Murray Show, TV3 Midday, Newstalk Breakfast.



## 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



### GREEN RIBBON SINGLE RELEASED IN IRISH CHARTS

Dermot Lambert, former front man with acclaimed Irish band Blink released a new single “Hey Sean” to help kick-start the green ribbon campaign. All profits went towards making the month of May every year synonymous with challenging the stigma of mental health problems.



### BROADCASTERS COLLABORATE ON VIDEO PROMO

Broadcaster Norah Casey joined with Mary McEvoy, Diarmuid Gavin, Eileen Dunne Dil Wickremasinghe and Riyadh Khalaf in a guide for [greenribbon.ie](http://greenribbon.ie) to take the fear out of talking about mental health.



### NATIONWIDE LETS TALK AND WALK EVENTS

The Irish Farmers Association joined forces with See Change, Coillte and Mental Health Ireland to organise a 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 and Cavan throughout May.





## PARTY LEADERS UNITE TO SUPPORT THE CAMPAIGN

The Taoiseach Enda Kenny, Tánaiste Eamonn Gilmore, Micheal Martin, Gerry Adams and Maureen O'Sullivan joined together to support the green ribbon campaign at Government Buildings.

The campaign team was also invited to brief President Michael D. Higgins at Áras an Uachtaráin.



## BOX OF FROGS NATIONAL THEATRE TOUR

The hilarious and specially commissioned theatre piece 'Box of Frogs' embarked on a national tour as part of the national Green Ribbon campaign to encourage open discussion of mental health. Galway, Carrick-on-Shannon, Navan, Mullingar and Thurles played host to actress Mary McEvoy, comedian John Moynes and Newstalk broadcaster Dil Wickremasinghe who shared their own stories of personal experience with a mental health problems.



## STORY-SHARING EVENT WITH MARIAN KEYES

In her first public event in 5 years, author Marian Keyes joined with TV3's Sinead Desmond for a Green Ribbon story-sharing evening Smock Alley, Dublin. The audience were treated to selected readings of "The Mystery of Mercy Close" which details character Helen Walsh's own experience with depression with refreshing authenticity and Marian Keyes' trademark wit. In the spirit of the Green Ribbon campaign to get Ireland talking openly about mental health, Marian Keyes shared the message of her own mental health.



## MARKET RESEARCH BY MILLWARD BROWN LANSDOWNE

Post campaign study: June 2013

Sample size: 1,019

### Awareness of Green Ribbon campaign:

- **33%** of Irish adults are aware of the Green Ribbon campaign.
- Recall is highest among older population (age 50-64) and those working in the home.
- Recall is lowest among lower incomes and unemployed.
- A majority of people say they saw people wearing the green ribbon or saw the green ribbon at a grassroots level -on the street, in shops, at work, at local events.
- Grassroots placement of green ribbons was more effective than media, advertising and online activity.

### Potential for behavioural change:

- Almost half of Irish adults who saw the campaign have been hearing conversations about mental health in Ireland since the campaign. This is highest among the older demographic (via the workplace) and the U35's (via family).
- People living in rural settings and Connacht/Ulster are more likely to have heard conversations since the campaign.
- **44%** have heard colleagues in work talking about mental health since the Green Ribbon campaign.
- **52%** have heard family and friends talking about mental health since the Green Ribbon campaign.
- **62%** say the Green Ribbon Campaign has encouraged them to start conversations about mental health.
- **78%** now feel more comfortable in having a conversation about mental health.



## CONCLUSIONS BY MILLWARD BROWN LANSDOWNE

*"A third of Irish adults surveyed are aware of the Green Ribbon campaign (33%). **Awareness of the Green Ribbon campaign is higher among the older demographic 50-64 (37%), those of an ABC1 (38%) and those who are working in the working (37%).** The Green Ribbon campaign does not appear to be resonating yet with those who are not employed and from a DE background.*

*The Green Ribbon campaign is **cutting through well** with nearly four in ten saying that they have seen, read or heard some element of the campaign and one in five who say they have seen, read or heard at least one element of the Green Ribbon campaign at a 'grass roots' level i.e. At local community events, seeing vendors handing out ribbons, ribbons available at train stations, at work or in shops. It would appear that wearing of the green ribbon is what is grabbing most attention and driving the majority awareness of the campaign.*

***Cutting through most strongly:** Of those who have seen 'any' element of the campaign the cut through is particularly high and appears to be really hitting home among the **older demographic (50-64)**, those living in Connacht/Ulster (46%), those of an ABC1 background (46%) and of course cut-through of the campaign is considerably higher among those who have already heard of the Green Ribbon campaign (95%).*

*The campaign does exceptionally **well at getting people on board**. Those who are aware of the campaign strongly endorse the positive strands within this campaign with nearly nine in ten agreeing that the Green Ribbon campaign is a good idea. Endorsing this very highly are those aged under 35. Mental health is widely publicised at present, and those under 35 feel there is importance in having open conversations about mental health with friends, family and colleagues.*

***Has an impact been witnessed?** Over half of those who have heard, seen or read about the campaign say they have heard friends and family talking about mental health. A positive and encouraging outcome from this campaign. Detail is not what is important at the moment, more so that people are talking openly.*

*Conversations in work about mental health are also high with just under 1 in 2 hearing colleagues talking about mental health. Increased conversations about mental health can lead to help reducing the stigma attached to this subject area.*

***Attitude and Behaviour change?** Are Irish adults recognising a change in themselves after this campaign? The campaign seems to have enabled Irish adults into removing any stigma around mental health and openly discussing the topic comfortably. Along with other media activity, the campaign appears to have had given sound and volume to conversations on mental health via encouragement particularly among those in rural areas and within Connacht/Ulster region."*



## Meet the Team



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

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



### **Campaign Director**

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

### **Campaign Manager**

Kahlil Thompson-Coyle is National Projects Manager for Shine and manages all See Change projects and campaigns.

### **Communications & Partnership Officer**

Sorcha Lowry works as Media Project Officer with Headline as well as coordinating See Change's communications and partnership activity. Contact Sorcha: [sorcha@seechange.ie](mailto:sorcha@seechange.ie)

### **Campaign Officer**

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

### **Marketing Assistant**

Dolores Kavanagh works as Marketing Assistant with Shine and See Change as well as providing administrative and project support to the Director. Contact Dolores: [dolores@seechange.ie](mailto:dolores@seechange.ie)

### **Outreach & Partnership Officer**

Scott Ahearn joined the team in 2012 to work with all See Change partner organisations and volunteers on stigma challenging events and activities. Contact Scott: [scott@seechange.ie](mailto:scott@seechange.ie)

### **Campaign Assistant**

Ciara Miley is Campaign Assistant for the See Change campaign. Ciara assists in the organisation of See Change's projects and events and supports the campaigns research and evaluations activity. Contact Ciara: [ciara@seechange.ie](mailto:ciara@seechange.ie)

### **Volunteer Administrator**

Donna Rafferty recently joined the See Change team as Volunteer Administrator to assist with the roll-out of See Change's volunteer strategy and act as the point of contact for volunteers. Contact Donna: [donna@seechange.ie](mailto:donna@seechange.ie)

## **A note of thanks**

The See Change team would like to thank all of the people, groups and organisations who pooled their passion and commitment to challenging stigma and helped make 2013 such an action-packed year for the See Change movement.

# **See Change**

## **End of year report 2013**