



**The National Mental Health  
Stigma Reduction Partnership**



Green Ribbon Campaign  
May 2014

**[IMPACT REPORT]**



Changing minds about mental health

One conversation at a time



## 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 stings on Newstalk FM.





## 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*

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## 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 16<sup>th</sup> 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."

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## 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 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 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**

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## 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, 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**

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## 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 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**

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## 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 Merck 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 in the 'See Change in your Workplace' programme. 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 – IN AID OF 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.







### 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**





## 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 conversation 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

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### 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

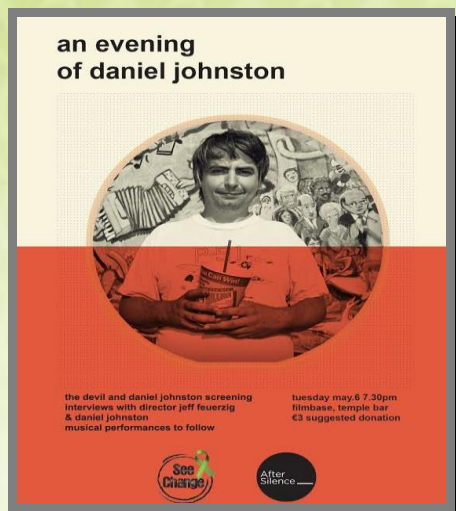
The Raheny Girl Guides joined with other members of the Catholic guides across the country on Friday 16<sup>th</sup> May to hand out Green Ribbons at bus and train stations across the country to help start open conversations about mental health. As part of the Green Ribbon campaign, commuters were invited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



### FRIDAY NIGHT SOCIAL

The Model, Sligo hosted a series of short film screenings on 30<sup>th</sup> 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.





## 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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> 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 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.





## 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' EVENTS



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)**





### MYMIND COMMUNITY OUTREACH DAY

MyMind, Centre for Mental Wellbeing hosted an awareness raising day, reaching out to local businesses and service providers near their Dublin South and Cork MyMind centres to distribute Green Ribbons and encourage open conversations about mental health issues.



### SEACHTAIN NA GAEILGE GREEN RIBBON EVENTS

Seachtain na Gaeilge organised a number of events in Mayo, Kerry, Kilkenny, Meath and Donegal throughout May to celebrate the Green Ribbon campaign. They also held the popular coffee morning *Caife le Comhra*, as a Green Ribbon event in Tramore on May 27<sup>th</sup>.



### IRISH COUNTRY WOMENS ASSOCIATION

The AGM of the ICA was held on 24<sup>th</sup> May in Mullingar, Co. Westmeath. The ICA AGM is the largest national gathering of the Association and all delegates were given a Green Ribbon at registration. See Change ambassador Ena Howell and Cork ICA hosted a 'Meet and Greet Morning' in the Castle Hotel Blarney on 30<sup>th</sup> May. See Change ambassador Gavin was there to share his story, as well as some singing and great conversations on the day.

"The ICA is delighted to support the Green Ribbon campaign for the second year and hopes to continue to spread the message that talking about our mental health helps to reduce the stigma and enable those who need help to access services without shame."

**Liz Wall**

**National President,  
Irish Countrywomen's Association**





## 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 28<sup>th</sup> May with guest speakers Sorcha Lowry (See Change), Shari McDaid (Mental Health Reform), Caroline McGuigan (Suicide or Survive), Brian Keogh (Trinity College Dublin).



**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 15<sup>th</sup>  
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 Niamh  
Cradden Ballyfermot/Chapelizod Partnership on  
087 9524968 or  
necradden@ballyfermotpartnership.ie




## BALLYFERMOT PARKING DAY


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

*"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](http://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.







## “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 a 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



## LONGFORD MENTAL HEALTH ASSOCIATION EVENT

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

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## NENAGH MENTAL HEALTH WALK AND TALK EVENT

Nenagh Mental Health hosted a 5k Green Ribbon Talk and Walk event which on 21<sup>st</sup> May where the talking walkers started and ended at Arás Folláin Peer Support Centre in Nenagh.



## CRUMLIN VILLAGE 3K WALK

Dublin 12 Community Action on Suicide (D12CAS) organised a 3k walk on 17<sup>th</sup> May to raise awareness about the Green Ribbon campaign



## BELONGTO YOUTH SERVICE

BelongTo hosted a workshop open to Lesbian, Bi and Trans young women (14 - 23) to explore, discuss and engage in the topic of mental health (as well as have fun and make new friends). It was a peer run event by members of BeLongTo's LBT women's group, The LadyBirds.



## CONSOLE "TEA & TALK" COFFEE MORNING

Console hosted a "Tea & Talk" Coffee morning on May 14<sup>th</sup> at their office in Dublin to encourage conversation over pots of tea and coffee.



## COMMUNICATIONS WORKERS' UNION CONFERENCE

The Communications Workers' Union held their Biennial Conference on the 8<sup>th</sup> & 9<sup>th</sup> of May in Killarney. All CWU delegates were given a Green Ribbon and information about the campaign.





#### GAY SWITCHBOARD IRELAND EVENTS

Gay SwitchBoard Ireland hosted a training day in Outhouse, Capel Street, Dublin with guest speakers Dil Wickremashinghe and John Lyons TD on the 10th May 2014. They also travelled to a number of LGBT venues throughout Dublin on Friday 9th May to promote positive mental health "Reach Out and Talk to Someone".



#### MENTAL HEALTH REFORM PUBLIC CONSULTATION MEETING

Mental Health Reform held a meeting on 14<sup>th</sup> May in Athlone for anyone with an interest in mental health and about their experience of getting mental health support. Mental Health Reform shared their perspective on what a good quality mental health service should offer, and gave an assessment of the Government's implementation of mental health policy.



#### CONSUMER PANEL FOR MENTAL HEALTH SERVICES

The Wexford/Waterford Consumer Panel hosted a mental health awareness coffee morning, supporting the Green Ribbon campaign in St. Michael's Theatre New Ross on 14<sup>th</sup> May.



#### EVE CLUBHOUSE EVENTS

Eve clubhouses hosted a fantastic array of initiatives to encourage conversation during the month of May. The activities included creating music videos, knitting groups, art classes and live radio broadcasts. For more details see: <http://www.eve.ie/page/art/29/0>

"We gave out 200 handmade decorated envelopes to the public at different venues around Tallaght. Inside each was tea, coffee, biscuits, Green Ribbon, knitted green ribbon, info about See Change- Green Ribbon, Info about us. The highlight was how the public received us, people were amazed and wanted to know more about Mental Health - who we were etc. it was so lovely"

**EVE New Horizon**

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## 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 re 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.



### IFA take part in mental health campaign



### IFA host let's talk & walk

#### MIND MATTERS

2 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



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



"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"



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



### Clontarf walk supports mental health campaign



Talk about a good idea..  
BROADCASTER Siobhán Brady yesterday spoke out ahead of Time To Talk Day today.  
The 19 and 20-year-old and former Dublin Blues is supporting the event which encourages people to take part in



### Siobheal opens up about mental health

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## 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**

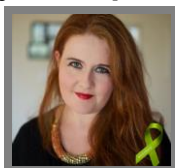
We passionately believe in the power of real people's voices to challenge stigma so we handed over the Green Ribbon twitter account to our ambassadors in May 2014:



Úna-Minh Kavanagh



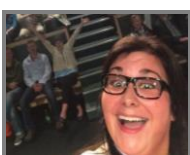
John Moynes



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 in 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**

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## 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."*

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### And the final word goes to Ciarán Behan, See Change ambassador

“I was made an ambassador at the start of the year. It has been an amazing experience for me being able to share my story. See Change has given me a great platform to do so. Having Bi-Polar and being able to squash myths around this disorder really made my experiences feel like I can make a change. I really got behind the Green Ribbon campaign this May. Being an ambassador made me feel I was See Change. See Change does not feel like an organisation, to me it feels like a group of people setting out to make change in Ireland.

My plan was easy when I got my hands on Green Ribbons – give them to as many people as I could. I was able to send ribbons to Wayne McCullough the Irish Olympic silver medal and WBC title boxer. Finbar Fury the musician and my good friend Joe Walsh who lives in New Zealand who fronts the band Ekko Park. It was close to 1600 ribbons I handed out. Local Gyms, my local barber took some in. People really got behind the idea when I told them what the green ribbon was about.

I was asked to do some radio interviews local and National. I was a speaker on Global Village on News talk they had a green ribbon day. For me silence is stigma and the more people speak out the better this will become. The awkwardness around mental health will not be there anymore People will be able to have comfort in speaking about their problems. People will not make silly jokes or ‘slag’ others for having mental health problems.

I really felt Green Ribbon 2014 was a major success and I look forward to helping in 2015. That’s not to say we stop for 11 months. The fight against stigma will carry on. I hope to be on the front line.”

Our thanks go to everyone who played their part in starting a conversation about mental health this May.

The See Change team

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