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Friends, family...
that's what helps
get you through
the rough times.
It's good to know
you're not alone.

Preface



Suzanne Vestri
Campaign Director

This national action plan sets out what is required in the first part of the second phase of the 'see me' campaign. 'see me' has always said that real change in ending mental health stigma and discrimination would take a generation to achieve, and this plan sets us firmly on the second stage of our journey. The plan contains our vision, our aims and objectives, and our values.

'see me' cannot tackle stigma and discrimination alone. You can help us, by supporting our work and by challenging stigma and discrimination whenever and wherever you come across it.

You can find out what we are doing and Pledge your support at our website www.seemescotland.org, by signing up to our regular e-newsletters, by making practical suggestions and using some of the ideas contained in our Campaign Toolkit.

We hope that you find this plan useful and that it not only provides insight into the activities of 'see me' but also provides you with ideas as to how you can support our work.

**Vision is not enough;
it must be combined
with venture. It is not
enough to stare up
to the step; we must
step up to the stairs.**

~ Vaclav Havel ~

Foreword

'SEE ME' NATIONAL PLAN (2009-2011)

Talking to people across Scotland I often hear heart-warming stories of personal triumphs over ill-health. These battles are won with valuable support from family, friends, work colleagues, communities and health professionals.

Sadly, people with mental health problems may not always receive this extra assurance. Despite progress in recent years, they can still face stigma and discrimination, causing worry at a time when what people need most is understanding, help and support.

It is important to recognise the progress made in addressing stigma and discrimination in Scotland, and the positive shifts we continue to see in public attitudes. 'see me' can rightly be proud of its significant contribution to this agenda.

The next stage will see us focus on tackling stigma and discrimination in those communities where people often face challenging circumstances and can be more susceptible to mental ill-health.

We want to create a cultural change so that people experiencing mental health problems get the support they need.

As a key part of this we will continue to take action with stakeholders such as 'see me' to ensure that stigma and discrimination become things of the past.

Shona Robison
Minister for
Public Health



The thing that is 'see me'...

The 'Let's stop the stigma of mental ill-health' strap-line encourages audiences to regard themselves as part of the solution, rather than the problem.

'see me' is Scotland's national campaign to end the stigma and discrimination faced by those who experience mental ill-health and those who care for and support them. The campaign is owned and run by an Alliance of five mental health organisations and fully funded by the Scottish Government.

Launched in October 2002, the campaign has made real changes in public attitudes and behaviours, has won industry awards, and involved thousands of people across Scotland.

Ongoing funding and support by the Scottish Government has been crucial to our success. The campaign is recognised throughout the world for its achievements and approach and is something that Scotland can be proud of.

Based in Edinburgh, the small staff team works with a committed creative and PR agency, and with individuals, mental health groups, health boards, private sector firms, local councils, housing associations, and key national and international partners to promote one clear message:

Let's Stop The Stigma And Discrimination Of Mental Ill-Health

Who is 'see me'



The 'see me' campaign is owned and run by an alliance of five mental health organisations:

- * Highland Users Group (HUG)
- * National Schizophrenia Fellowship Scotland (NSF Scotland)
- * Penumbra
- * Royal College of Psychiatrists (Scottish Division) (RCPsych)
- * Scottish Association for Mental Health (SAMH)

A senior member of each organisation sits on the 'see me' Management Group - responsible for the strategic direction and operation of the campaign, agreeing proposals for activity and taking reports on progress.

The 'see me' campaign team consists of 8 staff members, based in Edinburgh but with remits to work and develop contacts across the whole of Scotland. This includes working with those offering personal testimony, developing campaign activities on a local and national level, and representing the campaign and its anti-stigma message across Scotland, the rest of the UK and internationally.

The staff team's work is supported by a range of volunteers (primarily media volunteers and speakers), as well as a host of local organisations, individual champions and supporters who take the anti-discrimination message out into local communities across the country.

'see me': our model of change

Our "change model" aims to be inclusive, collaborative and effective, working with a range of allies right across Scotland.

'see me' has always placed a strong emphasis on first-hand accounts of the reality of stigma and discrimination. We built this component into the campaign based on the evidence of what had proven to be effective in comparable campaigns and programmes.

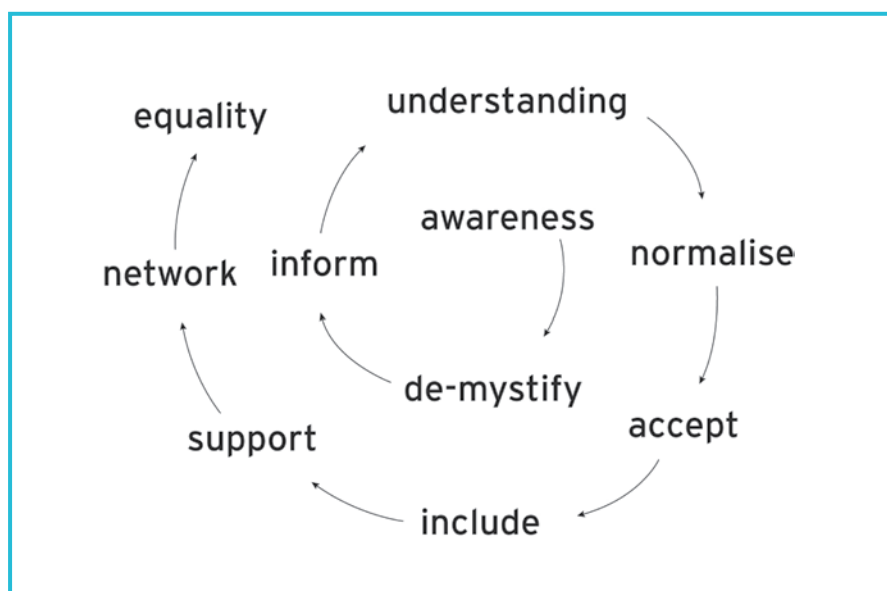


Figure 1: 'see me' - our "change model"

The priority for the first phase was to raise public awareness of the existence and impact of stigma and discrimination. It was clear that we needed a highly visual approach which informed and evoked empathy, rather than attempting to 'blame' our target audience.

The 'see me' campaign has been built on the assumption that it would take a generation to effect real and lasting changes in attitudes and behaviours.

A changing landscape

{09-11}

The environment is one in which the public is more receptive to mental health messages and where significant drivers exist to encourage organisations to work more closely with 'see me'.

Our national partners share a commonality of vision. We work particularly closely with Choose Life (now part of NHS Health Scotland), the Scottish Recovery Network and Breathing Space.

The **legislative and policy framework** includes the introduction of the Mental Health (Care and Treatment) (Scotland) Act 2003, the extension of the Disability Discrimination Act (DDA) to cover mental illness, and the Disability Equality Duty on public authorities.

The Scottish Government's 'Towards a Mentally Flourishing Scotland' emphasises the role of local action in mental health improvement.

A 'Healthier Scotland' is one of the Government's strategic objectives and there is also increasing realisation that levels of mental ill-health can be higher for those living in our most deprived areas.

Internationally, mental ill-health is now recognised as a global challenge and we are proud of our relationships with WHO Europe and key international partners.

The new English anti-stigma campaign presents opportunities for collaboration and synergies while maintaining our own direction, meeting the needs of a Scottish audience which has a distinct cultural, media, political and attitudinal base.

So, what do we know?

This plan was a long time in development. We needed to review what we had done and see what had worked.

1. We've made progress in changing attitudes...

Public attitudes are beginning to change for the better. 85% of people with mental health problems say they feel more able and willing to be open about their mental health problems.

2. ... but it's not consistent. There are differences in people's attitudes between age groups. We also know that people with more complex diagnoses report clearly higher levels of experienced stigma.

3. Supportive behaviour has a real impact on recovery...

Support from friends and family is key to promoting recovery, as is 'living and working in a community where people could see beyond your illness.'

4. ... but people don't always get support where they really need it. There are four areas where stigma and discrimination are most likely:

- * family and friends
- * local community
- * work, and
- * health (including mental health) services.

5. We need to get better at commissioning the evidence that we need and measuring our successes.

6. A wide-reaching public campaign is still needed which focuses on behaviour... From the outset we have envisaged this to be a generational journey. We need a sustained population-wide approach to tackle attitudes and behaviours using mass media channels.

We consulted key stakeholders, met with campaign supporters across Scotland, and listened hard to what our target audience was really saying.

7. ... as well as specific campaign strands to reach target audiences. We must reach those more likely to experience mental health problems, multiple discrimination and poorer access to services and support.

8. What the media says and how it says it is as important as ever. We need to improve the way in which the media reports mental illness; in particular the reporting of specific diagnoses and links between mental illness and violence.

9. People with lived experience of stigma feel a strong bond with 'see me'. We need to harness that enthusiasm, supporting people to speak out and challenge stigma.

10. Our campaign supporters have a bigger role to play.

They would like to be more involved in campaigning and we can help them to tackle stigma and discrimination.

11. Tackling stigma within health services is crucial to improving the experience of those with mental health problems. It is a priority and the Government is keen to see this issue addressed. 'see me' can support health boards and local authorities as partnership working is most successful.

12. Local work is most effective when it is supported, rather than directly carried out, by 'see me'.

Vision & aims

Our vision is that of a Scotland where people with experience of mental ill-health, and those who support them, are fully included.

Each of our four aims highlight a route to the achievement of that vision.

1. To improve public understanding, attitudes and behaviours so that the stigma and discrimination associated with mental ill-health is eliminated.

Our aim is to change public attitudes and behaviour for the better, impacting upon the way that we all think and behave towards those of us with lived experience of mental ill-health.

We will run an inclusive social marketing campaign at a national and local level aimed at the general public, while also starting to do more to tackle inequality by addressing specific campaigns to targeted and prioritised groups. We have taken this step before but this multi-stranding will be a constant feature of our work over the next three years.

Our research has shown us those arenas where stigma is most likely to be experienced and we will focus on these.

2. To enhance the ability of people to challenge stigma and discrimination. One of 'see me's lasting achievements must be to help generate an increased confidence on the part of those who have faced or fear facing stigma.

Some of this will come from a better public climate and improved media reporting, but we also want to see an increased level of challenge to stigmatising language and discriminatory behaviour, wherever it occurs.

The campaign still has much to learn about self-stigma and developing our knowledge in this area should help the campaign to tackle self-stigma as well as highlighting its impact.



John Harris
Prestwick
Media Volunteer

“ I see people with mental ill-health with skills and talents, unable to reach their full potential. I hope 'see me' helps to promote the valued role people with mental ill-health have within our society.

3. To ensure that all organisations value and include people with mental health problems and those who support them. As with campaigns to tackle other forms of prejudice and discrimination, public bodies can be highly influential in changing the public climate by taking a clear lead.

Those with lived experience often cite health services as a key area for improvement. Therefore tackling stigma within health services will be a priority. We will examine the evidence base and consult with people who have lived experience. Within our value of respect, we will ensure health service staff involvement throughout.

Public bodies are often our largest employers. Working with them (and related professional bodies) to tackle stigma and discrimination related to recruitment and employment is one area where the campaign could have a significant impact.

4. To improve media reporting of mental ill-health.

While the media claims that its coverage is 'led' by public opinion, there is no doubt that media coverage can also shape public attitudes.

Poor media coverage of mental ill-health is often cited by those with lived experience as something which has a real and lasting impact on their lives and on the way in which they feel themselves to be perceived by others. There is more that the campaign can understand about the nature and impact of coverage and this will help us to tackle media professionals in a way which is meaningful to them.

Helping the media by providing 'case studies' has been a core part of our work. We will continue this while developing additional sources of support.

{ 1 } Objectives

Deliver a social marketing campaign which uses a range of media and approaches to deliver improved general public attitudes and behaviours towards those of us with mental health problems.

We have used some simple key messages to date: that 1 in 4 Scots will experience a mental health problem at some time in our lives, and that it can happen to anyone; that people can and do recover with help and support; and that we should “see the person not the label”.

Previous evidence has shown that attitudes are changed most effectively when campaigns combine bursts of high-profile national activity with sustained local visibility and we will continue to use this approach.

A new campaign strand will develop over the life of this three year plan - emphasising the importance of positive behaviour in supporting recovery, and what each of us can do to make a difference. We plan a number of separate but complementary and stylistically similar ‘campaigns’ over the period; using the learning from each to inform the next.

General public campaigns need to be inclusive, enabling us to see ourselves as part of the target audience - and also as part of the population who could experience mental illness. We will use tailored media-buying to reach parts of our community that we have sometimes missed and develop specific additional messages where appropriate.

“ We've made some real progress in changing attitudes; and we should all be proud of that achievement. Now it's time to change the way that we behave towards each other.”

Nigel Henderson
Chief Executive Penumbra
'see me' Management
Group Member



To do this we will:

- * Develop and implement a general public campaign promoting key messages about attitudes, behaviour and recovery. Evaluate its impact and use what we learn to refine and improve our key message, creative and media choices.

- * Include 'hard to reach' communities and areas; targeting rural areas as well as parts of our cities and towns where messages can be hard to see and hear.

- * Focus on diagnoses and target groups where previous progress in changing attitudes, and behaviours has been slower.

- * Identify key targets for attitude and behaviour change and measure progress through use of the Public Attitudes Survey and our 'Hear Me!' survey.

- * Cover the four main 'settings' where people are most likely to face stigma and discrimination:

- among friends and family
- within local communities
- in the workplace and
- within public services (including mental health services).

- * Ensure that employers and employees understand the nature and impact of mental health stigma and discrimination, and have the tools to tackle it.

- * Raise awareness of the legal status of mental health discrimination alongside the positive campaign to change attitudes and behaviours.

- * Work with local partners to promote national key messages in a way which is relevant and effective.

{ 2 }

Work with partners to promote equality and to tackle the stigma and discrimination faced by specific groups within our society.

This work will target those audiences who can make an effective contribution to general public shift as well as those groups who are more likely to experience mental health problems and multiple stigma and discrimination.

'see me' will refine and develop its award-winning campaign aimed at children and young people, to include young adults.

We know that many communities or groups of people experience greater likelihood of experiencing mental ill-health, and thus the stigma and discrimination associated with it. Some communities and groups experience the stigma and discrimination of mental ill-health in addition to other discrimination, for example due to their sexuality, gender, faith, race, or any disability in addition to mental ill-health.

Tackling stigma and discrimination across a range of specific target audiences requires a thoughtful and sensitive approach.

'see me' has learned that one cannot take what has worked with one group of people and just re-apply it to others, as experiences of mental ill-health, and the negative attitudes and discrimination that accompany it, vary very widely.



Mary Weir
Chief Executive
of NSF Scotland

'see me' Management
Group Member

To do this we will:

- * Use existing evidence and new evidence from surveys and focus groups to refine and re-launch our children and young people's campaign.
- * Support the National Union of Students Scotland to develop and implement a social marketing campaign targeting student attitudes and behaviour.
- * Commission evidence and stakeholder consultation to identify the levels of mental ill-health among all six main equality 'strands' as well as the impact and reality of stigma and discrimination faced by people who are part of those strands.

- * Use this information to identify and prioritise a maximum of three additional target audiences.
- * Develop collaborative approaches with key stakeholders who can lead on campaign work with target communities.
- * Ensure that our general campaign work is accessible to those in 'harder to reach' environments, by developing more effective channels of communication.



The 'see me' campaign is a tremendous achievement and shows just what can be achieved when organisations work together and have committed Government support.

{ 3 }

Involve people who have been, or could be, affected by stigma and discrimination; as benefit to the campaign and in order to encourage sustainable individual and collective action.

Changing people's lived experience of mental health related stigma and discrimination is the key outcome for 'see me'. Those who face it know about stigma, negative behaviour and its impact better than anyone. Exploring, tracking and improving this experience must be an important part of our work.

People who have experienced stigma are often passionate activists against stigma and discrimination at a national and local level - and 'see me' will involve them in discussions about the direction and content of the campaign as well as in our campaign work.

We know that contact with someone who has experienced mental ill-health is a proven way of improving public attitudes and we'll continue to promote such contact through campaign activities, meetings and the media.

'see me's growing emphasis on the need to change behaviours means taking a stand ourselves, but also ensuring a climate in which everyone feels able to take a stand against stigma and discrimination.



Chris Evans
Highland Users Group
'see me' Management
Group Member

“People who face stigma and discrimination are the experts and we have to be involved in 'see me'. Only by working together can we change people's attitudes and behaviour.”

To do this we will:

- * Develop and improve our biennial method of assessing the nature and impact of people's lived experience of stigma.
- * Promote positive messages; through our website, our materials, and our activities, which encourage those with lived experience to expect equality and inclusion.
- * Seek the views of people with lived experience on campaign developments and activities through road-shows and events.
- * Use local road-shows, meetings and events to build capacity for activity against stigma.
- * Ensure that our website provides an effective and positive platform for written narrative, recorded testimony and promoted activities.

* Develop a 'see me' speakers' bureau and pilot this, before evaluating the initiative and seeking to encourage local speakers' bureau activities.

* Recruit, train and support media volunteers to support the needs of the 'see me' campaign and our national partners.

* Identify and use opportunities for joint work with the Human Rights Commission.

* Work with the Equality and Human Rights Commission to raise the profile of mental health's inclusion within the Disability Discrimination Act and identify how individuals or groups can be supported in taking action to tackle discrimination.

* Carry out further research to explore the origins and impact of self-stigma, and use this information to develop work to eliminate it.

{4}

To improve the standard of media reporting of mental ill-health.

Press reporting has improved. Reporting of depression, anxiety and stress is increasingly supportive; coverage of celebrity mental ill-health has, in many cases, helped others to speak out. Coverage of other problems, such as eating disorders, is patchy and does not always help to reduce stigma.

One big challenge is the way that the media highlights links between mental ill-health and violence, and the way in which events at The State Hospital are reported. Poor coverage and lurid headlines do not just affect the way the public views The State Hospital, but also how the public views some mental health problems such as schizophrenia and personality disorder, and the way in which people with mental health problems view themselves.

'see me' is proud of the positive relationships that we have with media professionals, and we know that poor coverage is down to the few rather than the supportive majority.

We'll continue to act as a resource for the media and praise great reporting and coverage whenever we see it.



Charlie McMillan
Director of Research,
Influence and Change
for SAMH

'see me' Management
Group Member

To do this we will:

- * Identify key improvements to our media monitoring which make it more thorough, robust and valid. Publish the results of our monitoring.

- * Ensure that our website is a positive resource for media professionals as well as our activists and supporters. It will include relevant guidelines and advice on covering mental health and suicide - and challenging poor reporting.

- * Take action ourselves to highlight poor reporting and alternative approaches.

- * Continue to develop media contacts and work with student journalists to promote better understanding

of mental health issues and the impact of poor coverage.

- * Find ways of publicly recognising good reporting of mental health, as well as praising good work whenever it happens.

- * Work with our island partners and media contacts to develop a more effective strategy to tackle the media's frequent links between mental ill-health and violence, ensuring swift and factual rebuttal of inaccuracies.

- * Recruit a number of Stigma Stop Watch activists who are willing to draft quick responses to items and develop our website as a useful resource for this.



The 'see me' campaign is critical to ensuring that everything is done to challenge the stigma and discrimination faced by people who have experience of mental health problems.

{ 5 }

To run a specific campaign to challenge stigma in public services, and particularly in health services.

Public services can have a key role in leading the anti-stigma and discrimination agenda. They are among Scotland's largest employers and are major service-providers and influential stakeholders in their communities.

Experience from other campaigns shows that public services adopted more progressive employment and inclusion policies at an earlier stage enabling them to demonstrate that 'best practice' in eliminating discrimination can enhance service effectiveness rather than being an optional 'add on'.

Tackling stigma in the NHS - and particularly - within general practice and mental health service provision is a priority which has been expressed time and again by those who use and are affected by those services.

We will strengthen the evidence base to reinforce the extensive anecdotal evidence that we have, seeking to work with the NHS and other stakeholders to prioritise some areas for urgent action. Tackling stigma within the NHS is a priority for 'see me' and one shared by our funder.



Michael Smith
Royal College of
Psychiatrists

'see me' Management
Group Member

To do this we will:

- * Commission a literature review of stigma in the NHS. Explore the relevance to Scotland and whether additional data is needed.
- * Hold a 'round table' of key stakeholders in the NHS to explore how issues of mental health stigma can be best tackled collaboratively.
- * Prioritise key audiences within the NHS for attention over the life of the plan, and develop and implement initial social marketing plans.
- * Work with public services, trades unions, employer bodies and the press to raise the profile of mental health's

inclusion under the DDA and the impact of the Disability Equality Duty.

* Encourage anti-stigma Pledge sign-up by all local authorities and health boards, ensuring that Pledges made are of real consequence by working with signatories to develop action plans which have lasting impact.

* Explore with those who have 'lived experience' their priorities for tackling stigma in wider public services and develop a strategy for this.

* Develop research which shows the extent, location and impact of stigma across public services in general.



Recovery from mental health problems is hard enough, without having to cope with stigma and discrimination too.

{ 6 }

To encourage anti-stigma work across Scotland; building individual and collective capacity to take effective action.

We know that we are most effective when we combine bursts of national high-profile work with sustained local activity.

Joint work with local projects, campaigns, partnerships and groups has proved successful so far and we will continue to develop and support this work by:

- * Supporting local activities which promote the anti-stigma and discrimination message
- * Using small amounts of money for local activities which include joint branding and help to raise the profile of 'see me' and its key messages.

In addition, 'see me' believes that there is scope for nationally co-ordinated activities to take place at a local level.

'see me' has developed a Campaign Toolkit and this will be a key resource for activists. Available on-line, it will help campaigners to use 'see me' branding and develop skills in campaign planning, evaluation and press work.

We need to generate wider involvement - creating a 'movement for change' which brings together those who have lived experience and those who haven't. Our website will seek to involve individual campaign supporters and we will make this easier by having a range of ways in which people can take a stand against stigma and discrimination.



Susan Scott
PLUS Perth

'see me' Activist

To do this we will:

- * Promote anti-stigma and discrimination activity across as many health board areas as possible, encouraging local groups to work in partnership with each other and jointly with 'see me'.
- * Promote local activities nationally, using the 'see me' website and our newsletter.
- * Pull together individual activists in local areas through Regional meetings, and encourage them to take planned collaborative action.
- * Promote national activities locally, working through local groups and 'see me' champions.

- * Promote the Campaign Toolkit, training local activists in its use and involving them in its evaluation.
- * Develop the individual sign-up section of the website in response to demand, increasing information and opportunities available for campaign supporters.
- * Expand our database of support and encourage individual supporters to take part in campaign action.
- * Review our main communication tools to ensure that we reach out effectively.
- * Build our database of support and improve the way in which we communicate with our many stakeholders.



More people take notice of our local anti-stigma work because it's part of something bigger - a national effort. It helps to know that people all over Scotland are fighting the same cause.

{ 7 }

To add significantly to the body of public knowledge about stigma, its impact and how best to tackle it.

'see me's model of change is dependent upon evaluation; to inform future activity and to check on success of earlier work.

We are fortunate to have, in Scotland, an independently run biennial Public Attitudes Survey, commissioned by the Government. This explores attitudes and 'predicted behaviours' and helps the campaign to assess progress on a large and representative scale.

In 2007, we published the results of our 2006 'Hear Me!' survey; a survey of over 1,200 people (both people with mental health problems and carers) who were able to tell us about their experiences of stigma and whether or not things had improved since the launch of the campaign. We plan to improve this survey and repeat it every two years.

We have already noted the need for further evidence to inform our work - for example, our plans for further work to understand and reduce self-stigma, or to tackle stigma in the NHS and other public services. Much research is needed - some of this will take the form of 'hard' literature and statistical evidence and much of this will be experience-based, through narrative research and focus groups.



Mila Brown
Glasgow
Media Volunteer

To do this we will:

- * Invest in independent research to inform, evaluate and report upon our activities.

- * Ensure that major campaign decisions and priorities are backed by evidence.

- * Build our knowledge about self-stigma, its causes and impact.

- * Use narrative research and involve those with lived experience in its design and implementation.

- * Disseminate research findings through publications and events, ensuring that 'see me's contribution is recognised.

- * Ensure that we build confidence and capacity for local evaluation of local activities, using the Campaign Toolkit and other sources of support.

- * Continue our involvement in any research networks, seeking to avoid duplication and enhance the availability of comparable data across our island partners.



Don't write someone off because they don't fit your views of so called "normality". Be there for them!

Values

At 'see me' how we do our work is important. We aim to be:

{ Inclusive }

- Valuing people with experience of stigma and discrimination; involving them in campaign development, activities and evaluation.
- Creating opportunities for people, groups, organisations and communities of interest to engage in anti-stigma activities.
- Committed to non-discrimination in everything we do.

{ Respectful }

- Treating each other, and our target audience (including those with whom we sometimes take issue), with respect.

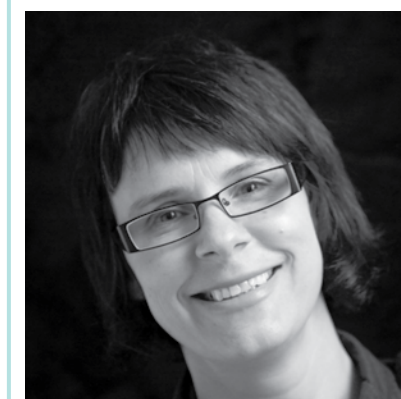
{ Collaborative }

- A voluntary sector alliance, working collaboratively with government and other government-funded delivery vehicles such as Choose Life, the Scottish Recovery Network and Breathing Space.
- Working within and outwith the mental health field in Scotland to plan, develop and implement joint anti-stigma action.
- Building relationships and sharing resources, knowledge and expertise with those engaged in anti-stigma activities not only in Scotland but elsewhere in the UK, and across the world.

{ Effective }

- We know that we have a huge amount to do in limited time and with finite resources. We will inject a sense of urgency into our work and encourage activity and involvement to achieve campaign aims.
- Committed to evaluating what we do so that we can concentrate our efforts on activities which take us closer to our goal of eliminating stigma and discrimination.
- Seeking out, and learning from research and other evidence of what works best to change attitudes and behaviours.
- Directing our human and financial resources where they are likely to have the greatest impact upon our target audiences.

Get Involved



Shona Manson
Mind Your Head
Shetland

'see me' Activist

If reading this plan has made you keen to do more to tackle mental health stigma and discrimination, then there are a number of ways you can do this.

Pledge your support: Show your support by making an individual Pledge to support the 'see me' campaign.

Get your employer involved: Get the facts about stigma and discrimination at work and find out if YOUR workplace has signed up to the 'see me' Pledge.

Display campaign materials: We always need people to put up our posters and leaflets in workplaces, health centres and around their local communities. Order free materials from 'see me' and help us to get the message across.

Join in local campaign activity: Find out what's happening in your local area and get involved.

Vote in one of our polls: Let us know your thoughts!

All can be taken up through our website:
www.seemescotland.org



Working together to raise awareness and reduce the stigma of mental ill-health is crucial to ensuring that we all begin to recognise that mental health is everyone's business.

