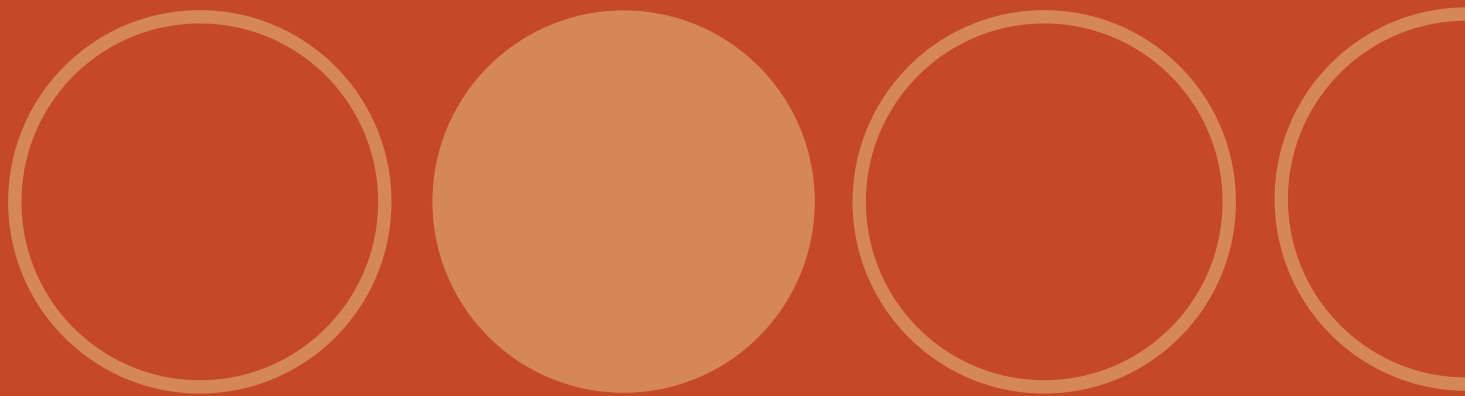


# see me so far

A review of the first 4 years of the Scottish anti-stigma campaign



**see me...**  
LET'S STOP THE STIGMA OF MENTAL ILL HEALTH  
[www.seemescotland.org](http://www.seemescotland.org)

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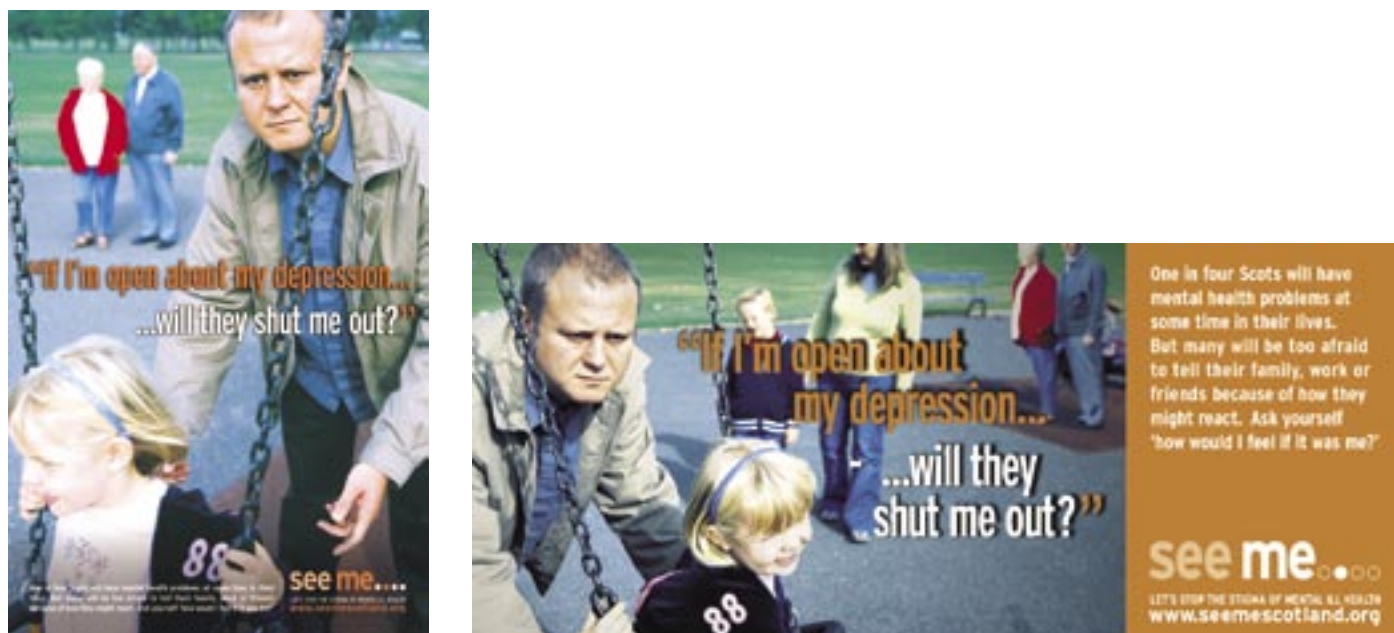
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These are some of our campaign advertising images which are referred to throughout the text.  
All of these images are available free of charge from the 'see me' website.

## Year 1



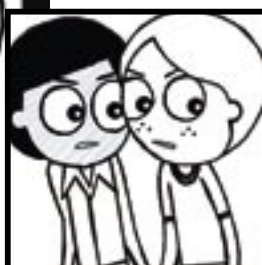
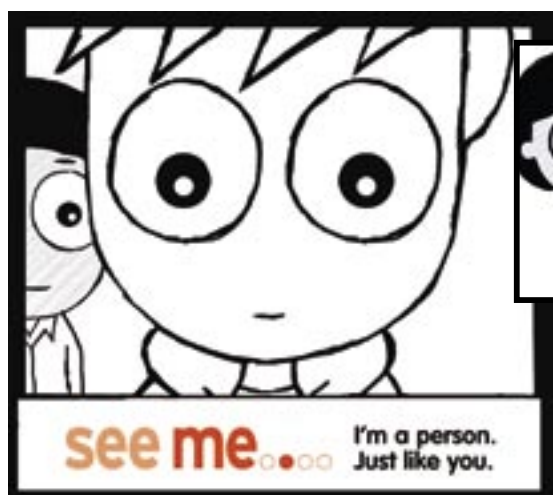
## Year 2



## Year 3



## Year 4



## Campaign summary

In 2001, the 'see me' campaign set out to challenge the stigma of mental ill health. From the outset, we recognised that a sustained effort over the long-term would be required. Yet, in as little as four years, the campaign has exceeded our greatest expectations in terms of coverage, effectiveness and people's awareness.

Our starting position was not an easy one. Firstly, lack of awareness and ignorance were widespread. The press was at best apathetic, and at worst served to perpetuate ignorance and fear through embellished, and often incorrect, reporting of mental health issues.

Secondly, no other mental health anti-stigma work had taken place at a national level in Scotland. The 'see me' campaign was genuinely a pioneer of its kind.

We were however able to draw on the experience of existing anti-stigma campaigns such as 'Like Minds Like Mine' in New Zealand, 'Mind Out for Mental Health' in England, the World Psychiatric Association's 'Open the Doors' campaign and other similar initiatives. Taking time to look at the evidence of what works led us to devise a campaign which integrated high profile publicity with ongoing local activity. It was also clear that personal testimony by those with first-hand experience of stigma is a powerful tool in any campaign to tackle prejudice.

From the outset, our primary audience was the general public. It was across the Scottish population as a whole that we were seeking a positive shift in attitudes towards mental ill health. The Scottish media, with its huge influence on public attitudes, was also a vitally important target.

Funded by the Scottish Executive, with an initial budget of £500,000, we launched a unique, collaborative and independently-minded integrated campaign, involving a combination of local action, ongoing media work and periodic bursts of high profile advertising and PR activity, supported by mass circulation of campaign materials.

Early evaluations showed that the anti-stigma message was getting across to our target audiences. With the publication of the 2004 Scottish Executive's public attitudes survey and a 57% decline in derogatory terms used by the media, there is hard evidence that 'see me' is helping to shape a society that is better informed, less fearful and more caring towards people with mental health problems.

Internationally, the 'see me' campaign is recognised as a model for other developing anti-stigma campaigns. There have been visits from Ireland, requests from Slovenia to use materials developed by 'see me' and invitations to address international conferences with politicians and leaders in the mental health field from across mainland Europe, Canada, USA, New Zealand, Australia and England. And, nearer to home, we regularly receive requests for materials from around the UK and beyond.

It is, therefore, on a note of optimism that this review of the first four years of 'see me' has been compiled. The day when people can be open about having a mental health problem without fear of how others will react may not yet have arrived, but it is drawing closer. When it does, it will be thanks to the many individuals, groups and organisations who have joined forces with 'see me' to root out an ancient prejudice which has no place in modern Scotland.



## Why the campaign is so important

In spite of dramatic advances in our understanding and approach to mental ill health, some people still cling to the idea that the straitjacket and the asylum are the norm. If old-fashioned ideas about treatment persist, so too do misconceptions about individuals who experience mental ill health - depression makes people useless, incapable of working and stubborn in their refusal to pull themselves together; people with manic depression are totally unpredictable and crazy; schizophrenia means split personality, hearing voices, unprovoked attacks on strangers and insanity. All these misconceptions have their roots in a lack of understanding about the various conditions. Most are reinforced with disappointing regularity by films, television and newspapers.

Even getting a diagnosis can be a double-edged sword. On the upside, if a set of symptoms can be given a name, there is a chance of getting effective support and treatment. However, that same label is too often attached to some unwanted baggage. Patients and their families, at least at the outset, are often imbued with the same misconceptions as the rest of us. One of the greatest myths of mental ill health is that people do not recover, while the reality is that around three quarters do get better and get on with their lives, even though some may continue to have periodic or ongoing symptoms.

The fact is that any one of us can experience mental health problems, but some of us are more likely to and it is perhaps no surprise that it is the most disadvantaged who are most at risk. Risk factors for mental ill health include poverty, unemployment, poor housing, homelessness, bullying, racism, drug and alcohol problems, sexual abuse, domestic violence and being in prison.

Poverty and unemployment do not just increase the risk of mental ill health, they can be a direct consequence. A job can be hard to hold on to or

get back into with a diagnostic label attached to a work record or CV. In a survey commissioned by 'see me', we found that 57% of those who had experienced mental ill health had concealed the fact when applying for a job. Some 43% had not gone ahead with a job application for fear of how their mental health history might be perceived. Unfortunately, such fears are often founded on individuals' past experience in the job market or workplace, experiences which are paralleled in virtually every other area of life.

For people who experience mental health problems, whether in the short-term or on a chronic basis, the elimination of stigma is a prerequisite to achieving a good quality of life. In many respects mental ill health can usefully be compared to cancer. Public awareness of how to prevent ill health, increasingly effective treatments and other support, improved rates of recovery and a realisation that it can happen to anyone have made it easier to talk about cancer more openly and lead more of us to seek help when a potential problem first arises. Having services in place to address problems appropriately and quickly has been crucial, as has the provision of follow-up support for recovery and rehabilitation. All have helped remove the stigma from cancer. When the same statements can be made about mental ill health, it will mark real progress towards a mentally healthy, stigma-free Scotland.

We are not there yet and should not rest on our laurels. The challenge today is to sustain and build upon the very real achievements of 'see me' so far.

**Linda Dunion**  
**Campaign Director**

# The bigger picture

In October 2001, the Scottish Executive launched its National Programme for Improving Mental Health and Well-being 'To help improve the mental health and well-being of everyone living in Scotland and improve the quality of life and social inclusion of people experiencing mental health problems'.

The National Programme has four main aims, each of which complement and interact with each other. They all have a part to play individually and collectively in shifting the context within which mental health and mental illness are viewed in Scotland today - in our homes, in schools, colleges, universities, in our workplaces and in local neighbourhoods and communities.

For example, if we do not work to eliminate stigma and discrimination, people's recovery will be more difficult. We also cannot have a mentally healthy and mentally aware society if there are still negative attitudes and behaviours towards people with mental ill health. Preventing suicide also becomes harder as people may not seek help early enough, or feel able to talk about their problems and difficulties. It is about helping to give a message of hope and possibility for the future.

Eliminating the stigma and discrimination that still surrounds mental ill health is an essential part of improving the quality of life and social inclusion of people who experience mental health problems. Without greater public awareness of stigma and discrimination and its consequences, we will not be able to let people see the important part that they can play in supporting people and helping their recovery.

'see me' has helped turn what people may have thought was non issue into a national issue in Scotland. It is great that it has got people's attention and got people thinking and talking.

They don't preach or wag the finger, telling people what to do or how to behave, they let people's experiences and views come to the fore - it is through seeing the world through other people's eyes that we can begin to change ourselves. Their passion and commitment make them a fantastic group of people to work with.

**Gregor Henderson**  
**National Programme**

## Why people are key to 'see me'

Getting people to see beyond the stereotypes, to recognise that people with mental health problems are our family, friends, neighbours or colleagues, has been an important first step. It has been made all the easier by the willingness of individuals to speak out publicly in the media about how stigma and discrimination affected them personally.

When there is so much secrecy and shame surrounding mental ill health, it takes courage and commitment to offer to be interviewed by the media and see their story in the press. What drives individuals to do so is in part indignation about how they have been treated and in part the conviction that their stories will help challenge stigma. Their role, and their testimonies, give 'see me' a strong first-person voice which has struck a chord with the media and the general public alike, and has resulted in more and better media reporting.

But it is not just people with first-hand experience of mental health problems that are key to 'see me'. Hundreds of people of all ages, all races, from all parts of Scotland - reflecting the diversity of our nation - have helped determine how the campaign should look, sound and operate.

Many people have taken part in focus groups, either to help 'see me' understand what messages to use with different audiences or to help develop effective images for advertising and information materials. Some people have helped evaluate our work so that we are continually learning what works and what does not. Some form the closer 'see me' family: opting in as local champions, prepared to run joint anti-stigma action with 'see me' in their own areas or spheres of influence.

Many people, such as journalists, politicians and employers have played an important role in taking the campaign out to wider audiences, they have all been fundamental to the campaign's success.

## Establishing 'see me': a unique alliance

When four of the (now) five members of the 'see me' alliance got together just before Christmas in 2000, it was to discuss the new possibilities offered by devolution of power to Scotland by the Westminster government. The partners - National Schizophrenia Fellowship (NSF) (Scotland), Penumbra, the Royal College of Psychiatrists and the Scottish Association for Mental Health (SAMH) - identified one topic in particular which the group was keen to press with members of the new Scottish Parliament (MSPs). The issue which united virtually everyone in the mental health field was the need to end the stigma and discrimination around mental health problems.

Nigel Henderson, Chief Executive of Penumbra, recalls what happened after that first meeting; "Gradually events seemed to come together. The Millan Committee and the white paper both said that work was needed on stigma, and the white paper promised £4 million for mental health promotion. We all felt that the need to promote a better understanding of mental health was long overdue. We agreed that working nationally was the only answer, as local attempts had been tried but either were not sustained or not well enough resourced in the first place."

All four organisations had to deal with the consequences of stigma on a daily basis and were convinced of the need for a properly resourced and sustained national campaign. The first step was to collaborate on the copy for a leaflet paid for jointly by all four organisations operating under the title, **[people too]**. The leaflet was used to invite MSPs to a special meeting on the issue early in 2001. Among those present was Malcolm Chisholm, then Deputy Minister for Health and Community Care (later promoted to ministerial rank), whose support became a key factor in making the campaign a reality.

Shona Neil was one of the speakers at the meeting. She said; "We were very encouraged by the high level of cross party support. Something which has been sustained ever since. I think we were very fortunate to have the support of Malcolm Chisholm, whose interest in the issue is long-standing and genuine. He was open to the idea that the campaign should be run by the

alliance and in October 2001, he announced that we would be funded to run the anti-stigma campaign. We were delighted."

Malcolm Chisholm was in no doubt of the importance of the issue to the Scottish Executive. He said; "Stigma affects so many people in such a profound way. Tackling it is a big task, so we had to think big and put up the resources. There was no point in tokenism or nothing would be achieved."

He had no doubts about the wisdom of entrusting the development and running of the campaign to the alliance, which was joined early in 2002 by the Highland Users Group. "The important thing was to give the responsibility to those who had been involved in the field and had some understanding of it. The voluntary sector plays a key role in mental health and I had great confidence in organisations such as SAMH and Penumbra."

Mary Weir, Chief Executive of NSF (Scotland) felt the timing had been right. She said; "With new mental health legislation on the cards, a white paper calling for a national anti-stigma initiative, tobacco tax money coming through for mental health promotion and the alliance well placed to get a campaign underway fairly quickly, we were in the right place at the right time."

In October 2001, Malcolm Chisholm announced the anti-stigma campaign as a key element of the National Programme for Improving Mental Health and Well-being and Linda Dunion took up post as Campaign Director in January 2002.

In the devolutionary spirit of the time, the task of developing and running Scotland's first national anti-stigma campaign was handed over by government to a unique voluntary sector alliance.

The 'see me' alliance has worked hard to show that the Scottish Executive was right to place its trust, and substantial funds, in our hands. The scope and achievements of 'see me', described in the following pages, suggest that not only was that trust justified, but it has enabled Scotland to develop an effective model which is increasingly gaining recognition both at home and abroad.



# The campaign process

The 'see me' alliance had first to agree priorities. Each organisation had its own view and agenda, as well as extensive expertise, knowledge and contacts. A 'planning away day', the first in a series of strategic meetings, brought the partners together with campaign staff and the communications agency team to consider strategic priorities, creative issues and plans.

It was agreed that the campaign should:

- Have a strong first-person voice
- Support people with experience of stigma to be the public face of the campaign
- Be direct without being shocking
- Not accuse campaign audiences of being 'perpetrators' of stigma
- Alert the public to the problem and win support from across a broad spectrum of society.

We then reached out to members of the public, health professionals and local mental health groups, and actively engaged individuals with mental health problems. We gathered people's views, perceptions and experience of stigma and explored different creative ideas and potential campaign messages.

Meetings with voluntary and statutory mental health groups and organisations also considered what they were looking for from the national campaign. As a result, relationships were established with grassroots organisations, the views of service users were fed in and contacts were built up that enabled local groups to engage actively in the campaign as it developed.

With each group, we stressed that there was no ready-made, one-size-fits-all campaign waiting in the wings and emphasised that we were serious about making it easy for people to participate.

This approach helped break down any initial suspicion or resentment that might have been harboured against a well-funded, Edinburgh-based national initiative.

That the campaign was being run by voluntary organisations encouraged people to believe that their views would be taken on board and made it easy to find individuals and groups willing to get involved. Going out around the country to meet groups on their territory has become an integral part of the 'see me' process.

This has led to 'see me' being genuinely embraced by local organisations. Over 100 local groups and organisations have been in direct contact with 'see me', of which a growing number are now using 'see me' as the umbrella identity for their local work. This has an important wider effect: it bodes extremely well for future sustainability; further return on investment and the possibility that a lasting process of culture change has started.

Focus groups also feature prominently in the campaign development, creative testing and evaluation. Before each launch, 'see me' carries out creative testing focus groups; some are with people with experience of mental health problems, others with the main target audience of the general public. They are carried out in both rural and urban Scotland and with people from different age groups and backgrounds including people from disadvantaged communities and traditionally excluded minorities. These help refine the images and language.

Of course the delivery of these messages is equally important. That is why before each launch 'see me' fully briefs the media to ensure campaign coverage is handled sensitively and the message is conveyed in an appropriate way. This process ensures that we produce a campaign with the best chance of influencing the target audiences.

## Measuring impact

Being able to prove that the funding is getting results is essential. However it is not just funders who need to know that the 'see me' campaign is making a difference. Everyone involved in the campaign genuinely wants to find out if we are getting the message across to the general public because what really matters is that 'see me' is breaking down stigma. Evaluation not only lets us know how we are doing, it also informs the ongoing development of the campaign.

Decisions on how to evaluate the various components and strands of the campaign are built in at the planning stage. Being clear about what we hope to achieve at the outset makes designing evaluation more straightforward. No single activity is expected to achieve this in isolation. That is why the aim is to maximise impact through effective integration of a range of activities - advertising, online, PR, research, distribution of materials and local action - which all complement and support each other and maximise the effect of both the budget and 'see me' staff time.

However, it is crucial to gauge the effectiveness of 'see me' in terms of public awareness and attitude change. This involves another set of evaluation exercises, which measure:

- Campaign recognition by the general public
- Understanding of the main messages by the general public
- Value for money
- Changing media practice
- Approval rating among mental health activists
- Changing attitudes of the general public.

**Now you know the thinking behind the 'see me' campaign, let us take you through each year of the campaign.**

**Following this is a selection of our key activities over the past four years, which help demonstrate how groundbreaking 'see me' has been as a campaign.**

# Year 1

## Year 1: The problem

Mental ill health is surrounded by secrecy and shame. We wanted people to realise that mental ill health is common and should not be stigmatised. However we were starting from scratch. This was a brand new initiative and public attitudes to mental ill health were peppered with misconceptions, fear and ignorance.

## Year 1: The process

The development of the Year One campaign utilised a wide and inclusive research and planning process. First, through meetings and discussion groups, we engaged a number of important audiences and stakeholders (namely, service users, the general public, practitioners and policy makers) across Scotland. We explored what the main messages should be, the general tone and feel of the campaign and how much information it should carry. The planning process identified the core proposition as being

**'People with mental health problems are ordinary people. So, look at the person. See beyond the label'.**

The next step was the development of a campaign name and identity. Various creative executions – a mix of hard and softer hitting messages and carrying various amounts of information – were tested for the launch. Again, we returned to a wide range of audiences and stakeholders across Scotland for feedback, consulting several hundred people in the process. The testing showed that people were not ready for a lot of information although they did need information about what we mean by mental ill health.

The message had to be straightforward and simple. Hard-hitting images were risky as some people would have difficulty empathising and there was also a danger they might be used by the media to reinforce negative stereotypes.

## Year 1: The solution

During the testing of the creative executions, a member of the Dundee Hearing Voices Network, in one of the early focus groups, pulled out the

words 'see me' from one of the campaigns being tested. She felt it encapsulated perfectly how people with mental health problems felt. When added to the list of potential campaign names, 'see me' emerged a clear favourite with all potential target audiences.

Our favoured creative approach was simple but striking. In all of the visual images we used ordinary, everyday contexts to underline the fact that people with mental health problems live normal lives. In this way, the campaign challenged people to stop and re-think their attitudes. The first person appeal of "see me, I'm a person, not a label" helped create empathy and tied in with our approach of positioning people with first-hand experience of stigma at the heart of the campaign.

The PR objectives were twofold. First, to encourage and support people who had experienced stigma to tell their own stories. We knew this is a very powerful way of changing the public's views.

Second, we wanted a dedicated effort to change the culture of reporting of mental ill health. Our objectives here were to inform, reinforce, educate and reward the media to adopt new behaviour whilst still enabling it to report on the facts.

## Year 1: Media selection

TV, with its ability to reach into the nation's living rooms and touch a wide range of people, was the lead medium throughout this first phase of the campaign. We also ran the TV ad in the cinema because of its potential to reach younger audiences.

The outdoor poster campaign skewed towards the main population centres with community newspapers and local radio used to reach rural and island communities. Supporting promotional materials, such as leaflets and posters, were circulated widely to libraries, GPs, prisons, mental health awareness groups, local authorities, health boards and voluntary and community sector organisations thus reaching right across the country. In January we added bus advertising to the advertising schedule to increase the campaign's impact outdoors.

A total of £220,000 was spent on the launch advertising media. Following a high level of interest and appetite in the region during the planning process, the campaign was upweighted in Grampian and Strathclyde as a result of local bodies providing an additional £53,000 for extended TV and outdoor media.

All advertising, press releases and other media material carried the 'see me' website address and drove people to this source of information. Crucially, the website was designed to give people the opportunity to feed in their experiences of stigma and views on the campaign, whilst also providing a neutral, non-threatening medium to communicate with people who might be reluctant to come forward. Support materials could be requested through the website: a facility that has been heavily used by local groups since the start.

## Year 1: Impact

In total, the launch campaign reached 84% of all adults in Scotland through outdoor advertising, 71% of all adults through TV and 674,933 adults through cinema. Press coverage was also achieved through our PR activities.

The PR coverage carried striking images used in the outdoor campaign over into the press, effectively giving the campaign free advertising. The launch campaign achieved coverage every day during Scottish Mental Health Week and there were many follow-up features on our media volunteers. Integration like this, coupled with bringing real people in to the heart of the campaign, allowed PR to generate the equivalent of around £150,000 worth of media coverage.

In October, the 'see me' website achieved 82,975 hits from a standing start in September, pre-launch. The average hits per day in October was 2,676.

To measure Year 1's impact, we conducted a national omnibus (1,000 members of the Scottish public), street surveys (530 respondents) and 30 focus groups with local mental health groups around Scotland.

The street survey took respondents from three

areas (Edinburgh, Stirling and Aberdeen) allowing us to measure the awareness and impact of the campaign across these regions - with particular interest in the upweighted campaign activity in Grampian.

Without any prompting, around one third of the general public could recall seeing or hearing advertising in the previous two months that dealt with issues of stigma and discrimination towards people with mental health problems. And although there had been no press advertising, 20% could recall seeing something in a newspaper, reflecting the high press interest and the effect of PR carrying the campaign images, into the press.

When asked to describe what they could remember, 34% mentioned something to do with the goalkeeper featured in one execution. This clearly benefited from being the subject of the TV and cinema ads and being integrated with the other media such as billboards.

After they were given a little prompting about what the campaign had involved, close to half the Scottish population (46%) could recall the 'see me' campaign.

The public related to and empathised with the campaign in the way intended. Over two-fifths (41%) recognised the message that people with mental health problems should be treated fairly and like everyone else, whilst 30% considered the message to be 'people with mental health problems are people, not labels'. In addition, 17% felt the key message was that 'mental health problems can happen to anyone'. Despite only being phase one of the campaign, 'see me's messages were beginning to be absorbed.

There was also strong prompted recall of the phrase 'see me', I'm a person, not a label' (45% definitely recalling it and a further 14% thinking they recalled it).

Results of the street survey also suggested that the upweighted advertising activity in Grampian was money well spent. Almost half (48%) of respondents from Aberdeen spontaneously recalled seeing or hearing advertising about mental ill health, compared to around a quarter (24%) in Stirling and a third (32%) in Edinburgh.

## Year 2: The problem

We needed to move the campaign on to ensure there was something new and relevant for those who were already aware of 'see me'. At the same time, we wanted to reach those who were still unaware of the issues and build on the momentum of Year 1 by broadening awareness, increasing knowledge and understanding, and inspiring confidence to be open about mental health issues.

## Year 2: The process

After a consultation exercise, it was decided that 'see me' Year 2's main message should be:

**'Let's get mental ill health out into the open'.**

We also decided on the supporting messages to feature in the 'see me' Year 2 campaign:

- **Honesty aids recovery; stigma hampers it**
- **1 in 4 Scots will be affected by mental health problems at some point in their lives;**
- **Many people can and do recover from mental ill health.**

Based on these messages, three possible creative routes were worked up for testing among mental health organisations and the general public. The findings from the research led to further creative development and testing of two new campaigns; one which had the mental health problem implied; in the other the mental health problem was stated.

Further research helped us explore the differences between the campaigns such as: ambiguity and introspection; uncertainty of creating empathy; and which of the campaigns worked hardest and most effectively.

We then held another set of focus groups, this time involving a range of organisations as well as people who had experienced mental health problems. We asked for their opinions on key issues affecting the TV ad: are ambiguous or resolved endings most effective; and should endings for the ad be positive or negative.

## Year 2: The solution

The next phase of the campaign continued the theme of someone engaged in everyday activity, but focused on male depression. Evaluation of Year 1 suggested depression was a condition that many people were familiar with and could easily relate to. In portraying a man, we confronted the stereotype that 'only women get depressed'.

The campaign challenged people to think about how they'd react if they discovered someone they knew had a mental health problem. It also suggested people often keep the problem to themselves because of uncertainty and apprehension about how others will respond.

## Year 2: The impact

The TV campaign reached 89% of all adults in Scotland. With a media spend of less than £200,000 it reached its primary audience and penetrated the public consciousness. In November 2003, 41% of the public spontaneously recalled the campaign and most (69%) pointed to TV as the medium they remembered.

Stigma and mental health issues were high on the news agenda following The Sun's infamous 'Bonkers Bruno' headline. Year 2 PR capitalised on this with a week long programme that drip fed stories to national and local media throughout Scottish Mental Health Week. Feature articles on real life stories of media volunteers remained central to this and new 'see me' statistics focusing on inequality, fuelled the news coverage. This resulted in around £85,000 worth of press coverage during launch week alone.

Eight months later and the impact was lasting, with 1 in 3 of the Scottish population still recalling 'see me' and what it was about. This high awareness was nationwide in a fairly even way. Demand for materials continued to increase, particularly from local groups and NHS bodies. The website received 137,602 hits, more than two and a half times the hits received in September, prior to launch. The success of the campaign was officially recognised and led to 'see me' receiving additional funding from The Scottish Executive. This allowed us to increase our staff numbers to a team of four and two admin support.



## Year 3: The problem

The Year 1 and 2 campaigns had reached a wide audience. However, for maximum effect, individual groups needed to be directly targeted, with relevant messages now they had been 'warmed up' by Year 1 and 2's campaigns. The workplace was agreed as a target area because it had been strongly recommended, during evaluation of Year 1, as a context in which stigma was common.

Stigma and discrimination in the workplace can prevent people getting jobs, keeping jobs or winning promotion. It can lead to increased absenteeism, isolation and, in some cases, even harassment of individual employees. Yet, for most people of working age, being in paid employment contributes to good mental health and well-being.

## Year 3: The process

A literature review provided some insight into work-related stigma but highlighted a lack of Scotland-specific data. This led 'see me' to commission its own research, both to inform campaign development and to provide us with relevant statistics to use with employers and the media.

Two studies were undertaken: one among 195 people with personal experience of mental health problems, the second with a representative sample of the working population in Scotland; some 500 employees. The aim was to gather information about attitudes of managers and colleagues, as well as to find out about work-related stigma experiences.

The first survey was run using the networks available through the member organisations of the 'see me' alliance, through the campaign website and campaign support groups around Scotland.

To reach the general working population, 'see me' commissioned a bespoke omnibus survey.

Both surveys added weight to the PR launch by providing 'see me' with some firm evidence about people's attitudes to colleagues with mental health problems and the experiences of people who have had mental health problems at work.

Understanding the target audience involved a wide-ranging consultation in public, private and voluntary sector workplaces across Scotland. Three phases of focus groups were run in rural, urban and island communities.

The first phase was designed to gather information about: people's receptiveness to a mental health or stigma-related campaign; levels of understanding; perceptions of the problem, and the effectiveness of potential methods of delivery.

Like the processes we carried out for the first two campaigns, this led to three possible campaigns being tested in focus groups. This made it possible to narrow it down to one approach. This approach was then taken out to a final round of focus groups for detailed refinement.

## Year 3: The solution

We always want to reach the right people, at the right time and in the right place. On this occasion we wanted to communicate with people within their area of work, where stigma may be a problem. The best medium for this is radio as many workers listen to the radio throughout the day, in the office, online, on site and so on. It's perfect for raising awareness and is ideal for reaching many areas through local stations. A mix of daytime and drive-time spots meant we also reached people when they were alone in the car.

Posters and postcards supported this activity with workplaces. Rather than target employers alone, and run the risk of alienating them, we decided to address our messages to everyone in the workplace. At this stage we also started working closely with Scotland's Health At Work (SHAW). SHAW was about to introduce a commendation award for organisations who promote mental health issues in the workplace.

The job titles and diagnostic terms portrayed in the printed materials were guided by real life case studies. We wanted to ensure we had personal stories to back up the images. We decided to make the posters different from the radio - the posters were striking and thought-provoking, the radio personal and detailed.

Our overall messages focused on:

- With the right support, most people recover
- It is wrong to write people off because they get a diagnosis of mental ill health
- Keeping people in the workforce is neither difficult nor expensive, and is in the interests of both employees and employer.

An intensive media campaign around the launch was centred on individuals who epitomised each of the characters featured in the advertising. This brought the issue home to the public through interviews with 'see me' media volunteers on TV, radio and in newspapers.

New online resources were developed, including a screensaver, desktop wallpapers and access to workplace materials previously produced by others in the field. The use of four diagnoses along side four job titles in the postcards and posters were designed to strike a chord in different sectors.

## Year 3: The impact

The Year 3 campaign reached 61% of all adults in full-time employment. In the two weeks following launch, the campaign was featured in eleven national and regional newspapers, two national TV programmes, eight national and local radio programmes, with a PR value of £69,390. The 'see me' website received 172,956 hits in the month of launch - July - nearly double the figure for June.

However, the most encouraging evidence of effectiveness we have seen is the Scottish Executive 2004 survey of the general public's awareness of, and attitudes towards, mental health and well-being. The general public's attitudes to mental ill health are starting to shift - with understanding of mental ill health increasing and fear of those with mental ill health decreasing.

Fewer Scots now feel that it would be hard to talk to someone with a mental health problem and people are more likely to let others know if they

had one. The proportion of people who believe they are living in a society where people would be generally caring and sympathetic has risen.

The most striking result of all is the reduction in fear surrounding people with mental ill health. The proportion of Scots who agree that people with mental health problems are dangerous has fallen by around half (from 32% to 17%). The proportion who agree that the public ought to be better protected from people with mental health problems has fallen from 35% to 24%.

The effectiveness of the 'see me' campaign can only be measured by tracking changes in attitudes over a number of years. The Scottish Executive will be repeating the public attitudes survey at two-yearly intervals. For 'see me', the results provide crucial information about our success in achieving long-term change. There is still work to be done, but this is a positive step forward in stopping the stigma of mental ill health.

### Year 4: The problem

At any one time 125,000 young people in Scotland will have a mental health problem severe enough to interfere with their daily lives. Good mental health is every bit as important as good physical health. Young people have less entrenched views about mental health problems and were identified during campaign evaluations as a key target group in achieving long-term, embedded improvements in public attitudes and behaviours.

### Year 4: The process

The first step in our campaign was to invite representatives of relevant national organisations to a round table meeting in May 2003. Organisations including ChildLine, Children in Scotland, Barnardo's and Save the Children participated in a session designed to help 'see me' find out if the campaign should target young people and, if so, what role it should take in an already crowded field.

The group agreed that there was a need for a young people's campaign and felt that 'see me' could usefully target young people directly via the mass media. This meeting was followed up by a round of focus groups. These took place from Aberdeenshire to the Borders and sought views on what kind of language, tone, images and delivery vehicles should be used (or avoided). In particular, the groups with young people identified eating disorders and self harm as issues they could relate to. From the focus group findings, a creative brief was drawn up and three potential campaigns developed. These were taken out to a second set of focus groups, covering an area from Shetland to the Borders.

While the groups were predominantly young members of the general public, they also included groups of young people with mental health problems, professionals working with young people (including teachers) and parents. One campaign emerged well ahead of the others. This was further refined and a final set of focus groups was run to fine-tune the language and images. In all, 'see me' consulted over three hundred young people and over one hundred and fifty adults.

In addition to the focus groups, a survey was completed by 450 young people across Scotland in advance of the campaign. The survey measured young people's awareness, knowledge and attitudes towards others with mental health problems. Importantly, results painted a picture of the environment the campaign would operate within, which attitudes needed attention and which messages would work most effectively with this audience.

Consultation with adults, particularly professionals such as teachers, strongly recommended that 'see me' should provide advance warning of the new campaign. In response to this we produced a brief leaflet explaining the new campaign and offering basic advice and sources of help for adults who might have to guide or support a young person who came to them for help. Demand for this leaflet quickly resulted in a second print-run as 100,000 were distributed across the country.

### Year 4: The solution

Young people are increasingly hard to reach, and with such a difficult subject matter, we knew we had to grab their attention first before we could relay any messages. That's why a cartoon approach was considered from the start. Cartoons have wide appeal to all ages, are not seen as patronising and it is easier to create empathy with characters than real people. It also avoids the difficult dilemma of putting an age on the characters. In the focus groups, over 60% preferred this approach.

We decided the characters had to be 'cool'. Young people tend to think in very 'black and white' terms so, if they perceived the characters as being 'uncool', they might interpret that as being the reason why they were being stigmatised, rather than because of their mental health problems. We chose not to use diagnostic terms because young people did not readily recognise or use them. Young people told us that it was people's behaviour which caused negative reactions and led to bullying.

To reach young people, we decided to use TV and posters which could be displayed in schools, youth clubs and similar venues. Channel 4 Scotland

and MTV were the stations chosen, since their programming fits better with our audience. Broadcasting restrictions, due to the sensitive subject matter, meant that we could not transmit the commercial during children's programmes. We overcame this by advertising in programmes made for young adults but which attracted younger children as well such as 'Hollyoaks'.

Our overall messages focused on:

- 1 in 10 young people in Scotland currently experience a mental health problem
- Any young person can have a mental health problem but most will recover and get on with their lives
- Stand by your friends if they have a mental health problem.

Our media campaign had to take an exceptionally sensitive and responsible approach. To tackle this, the PR campaign was informed through a series of consultations with young people, schools, organisations, professionals working with young people and policy-makers.

A high profile media launch at an Edinburgh school was organised featuring six young people with mental health problems specially trained by 'see me' to tell their stigma stories to the media. The press release highlighted the fact that over half of Scottish school children would remain silent if they thought they had a mental health problem, for fear of other people's attitudes.

A bespoke web micro-site strongly linked to the advertising was created. The site was designed to be as appealing to this younger audience as possible. A link to the main 'see me' site was available from this site: [justlikeme.org.uk](http://justlikeme.org.uk)

## Year 4: The impact

Following the campaign, we surveyed almost 1,000 young people in Scotland. Results suggest an impressive exposure to the 'see me' campaign. For example, after prompting, almost 1 in 2 young people had seen the campaign adverts/materials. As we suspected it would, the TV performed very strongly. Of those who recalled seeing the campaign, 90% remembered seeing the TV advert when prompted.

The most important result was that there had been significant gains in knowledge and awareness of all mental health problems, particularly of those spotlighted in the 'see me' campaign advertising. Prior to the campaign, 51% of young people identified anorexia as a mental health problem. This rose to 68% (post-campaign) in those who had seen 'see me' advertising, representing an increase of 17%.

According to the results, the young people who had seen campaign materials feel much more confident in knowing what to do to help a friend experiencing a mental health problem.

The findings also suggested many positive changes in attitudes relating to exclusion and social inclusion of young people with mental health problems. This was one of the key issues in the 'Cloud Girl' and 'Cloud Boy' advertising. Therefore, not only is the campaign being remembered, its key messages are having an effect on young people's attitudes.

Despite a raft of exceptionally strong news stories on the launch day, including the 60th anniversary of the Holocaust and the launch of the Scottish Executive's sexual health strategy, the PR campaign generated coverage in nine different Scottish national and regional publications. It also gained coverage on three Scottish television and ten radio stations, as well as BBC Online and Grampian TV Online. In total, this was equivalent to £52,080 worth of press coverage.

The 'see me' website received 176,401 hits in the month of campaign launch (January), double the number of hits received in December. Orders for 'see me' information rose significantly from 286 posters in January 2005 (pre-launch) to 4,762 in February 2005.

Independent research shows the impact of the campaign has been greatest where stigmatising attitudes lead to negative behaviour. For example, prior to 'see me's young people campaign, only 35% of young people disagreed with the statement that those with mental health problems were less likely to have friends. Post-campaign, this figure rose to 52%. Similarly, pre-campaign, 47% of 12 to 18 year olds agreed that young people with mental health problems are more likely to be ignored by others. This fell to 34% post-campaign.

## Key 'see me' activities

**On the following pages are short summaries of some of the key activities 'see me' has been involved in since the launch of the campaign.**

### **The public face of 'see me': media volunteers**

First-hand accounts in the media of how stigma affects individuals have been built in to the heart of the 'see me' campaign, and for good reason. Second only to actually knowing someone with a mental health problem, it is one of the most effective ways of influencing people's attitudes.

Our campaign staff actively encourage people to make their stories public. For some people, having their personal experiences shared anonymously on the 'see me' website is enough. Others want to go much further by becoming a fully trained campaign media volunteer.

Anyone interested in becoming a media volunteer goes through a careful, three-stage process. We take time for both 'see me' and the media volunteer to get to know and trust each other. Individuals also need time to think about how it might feel to see themselves on TV or pictured in a newspaper. The process allows 'see me' to highlight the realities of working with the media, the unpredictability of media demands, and to manage expectation.

Individuals who express an interest are interviewed, at a time of their choosing, by phone in the first instance, to get an idea of how they have been affected by other people's attitudes towards their mental ill health. If that goes well, a member of the campaign team arranges to meet with the media volunteer, either alone or with someone else there for support. This gives 'see me' the chance to go into a person's story in some

detail, to discuss what is involved in being a media volunteer and what the implications might be.

At every stage in the process it is emphasised that an individual can pull out or decline to be interviewed at any time without giving a reason. The final stage is a training session led by an experienced media professional in conjunction with 'see me' staff and the PR team from IAS SMARTS, the campaign's communications agency. This trains individuals to speak to the media about their own experiences of stigma.

Existing media volunteers come along to the media training to give a frank and honest insight into what it's really like to be a media volunteer. New recruits get the opportunity to quiz them about their experience, which helps to break down anxieties, and answer any questions. The new media volunteers then go on to take part in role play training where they practise their skills at print, radio and TV interviews.

Once trained, media volunteers can expect to be called upon for press work, initiated by 'see me', or in response to requests from newspapers, magazines, journals, radio and television.

Each request from the media is dealt with by 'see me' and a member of the PR team. That way, journalists get what they need, and the media volunteer gets the chance to decide whether to agree or turn down the request. A member of the campaign team will always be on hand to support the media volunteer if needed.

In May 2005, 'see me' received additional Scottish Executive funding to extend the scheme, to encompass people who could speak out about issues such as suicide, depression and recovery.

The creation of a new post of Development Officer (Volunteer Programme) has enabled 'see me' to develop this service in support of the other elements of the Scottish Executive's National Programme for Improving Mental Health and Wellbeing: Choose Life; Breathing Space; The Scottish Recovery Network; and HeadsUp Scotland.



## Working with the media

The media is a big influence and remains the public's most common source of information about mental health problems. Indeed, 60% of those with mental ill health believe that the mass media reinforces the stigma that they experience. So, at the outset, we contacted newspapers to gauge their understanding and awareness about mental ill health.

We found that not only was mental health editorial coverage often confined to criminal reports, but there was an extremely low awareness about what constituted a mental health problem and rarely was a person with a mental health problem quoted within an article.

Society's attitudes are, therefore, reinforced by reporting that perpetuates myths and stereotypes. This compounds the problems facing people trying to recover from mental ill health.

"Don't ever let anybody say it's easy. It isn't easy for mental health professionals; nor is it easy for journalists. For just as you squash one 'madman' headline, another 'nuthouse' rushes in to take its place. I have nothing but admiration for the fresh thinking and enthusiasm which 'see me' has brought to the challenge. From where I sit, the campaign arrived on the media scene like a breath of fresh air. In a very short time 'see me' has made big strides towards the creation of a new ethos in Scotland. Journalists, for all their many sins, are actually more sensitive about mental ill health than they might appear to be but only if they are made aware of how damaging the wrong choice of words can be. 'see me' has been skilful in making that process of outreach a positive experience for my industry, rather than a negative one."

**Melanie Reed, The Herald**

## Media guidelines

A set of media guidelines was produced in 2003, giving straightforward tips and alternatives to stigmatising language. To get the media's attention, 'see me' sent out a teaser in the form of a pop-up 'swear-box', complete with a slot to drop a coin into whenever inappropriate words were used. These boxes proved such a success with campaign supporters that thousands have since found their way into homes and workplaces around the country.

## Stigma Stop Watch

'see me' set up Stigma Stop watch to seek out and respond to specific instances of stigma, challenging stigmatising language and misleading portrayals of people with mental health problems. The aim is to make it easy for members of the public to work with 'see me' and we now have over 1100 members of the public signed up to Stigma Stop Watch.

Our first priority has been the media. Through Stigma Stop Watch, and the 'see me' website, people can let 'see me' know when they see the media get it wrong (or right), they can share comments, and get help in responding.

'see me' now communicates with all Stigma Stop Watch supporters through e-mail, and will sometimes issue e-mail 'Alerts' for maximum impact, highlighting incidents and articles of concern to everyone, at the touch of a button and encouraging individuals to respond directly to the offending editor, journalist, TV presenter or service-provider.

If an article merits a national campaign response, 'see me' will also take action, and this can include letters, emails, telephone calls to, as well as meetings with, those who have got it wrong, or who have performed well.

'see me' also monitors the media - as we need to know if what we're doing is making a difference. We monitor all Scottish and local press titles, as well as the major UK dailies. Stigma Stop Watch has now run effectively for nearly three years. Over that period there has been a demonstrable change for the better in the type of reporting seen in the Scottish press.

Before the campaign launch, press articles about mental health rarely carried comment by those with real experience of mental ill health. The concept of there being 'stigma' was almost never broached in the press. Today, 'see me' and our alliance partners are regularly asked to comment on articles or provide quotes; 'see me's' media volunteers provide a way in which press stories can be anchored in the reality of people's experiences.

There is still a long way to go. Misleading and offensive reporting is now the exception, rather than the norm, but some papers still occasionally resort to broadcasting distorted messages about people with mental health problems. In particular, the media myths around the State Hospital, and other venues for secure care, have to be blown away if we are truly to move forward.

## Halting the press headlines

Stigma Stop Watch sprang into action in 2003 when The Sun ran the headline "Bonkers Bruno Locked Up" in response to Frank Bruno's detention under the Mental Health Act. 'see me' sent out an email alert to all those who had signed up to Stigma Stop Watch and demonstrated an integrated response to this major event, including making several national media statements on the day.

This gave people the chance to join 'see me' in complaining about the offensive headline. It was the size of the public backlash against the headline which had the Sun backtracking the next day. The Sun invited 'see me' media volunteer Sam McIntyre to tell her story as part of the piece they ran to apologise.

In September 2004, in the Aberdeen Press & Journal, Aberdeen and Scotland football legend Willie Miller made ill-advised comments about the Scotland side, describing them as "schizophrenic" and recommended "shock treatment to get it going again". Local activists complained to Miller, who immediately apologised in person for his comments.

The paper ran a prominent story about the apology, with Deputy Editor Richard Neville acknowledging the need to reduce stigma, saying

"the reaction from our readership has clearly demonstrated that we got it wrong on this occasion and our checks and balances failed. For this we can only apologise."

## Media awards sponsorship

Constructive criticism has its place but so does praise. By sponsoring a special category in the Scottish Newspaper of the Year Awards, 'see me' was able to give credit for good coverage. Melanie Reid of The Herald newspaper picked up the award from media volunteer Pru Davies in 2003. Melanie's interview with Pru at the time of the 'see me' launch was a really positive and hopeful piece.

In 2004, media volunteer Eleanor Trebilcock presented the award to the Sunday Herald for consistently balanced coverage of mental health issues.

In February 2004, the East Fife Mail, a small local paper, ran a sensitive story around a violent crime in the area. The person who committed the crime was sent to the State Hospital following trial, and instead of using the violent aspect of the crime alongside the perpetrator's mental health problem, the paper ran a factual account of the trial. 'see me' wrote to the paper and, following another balanced report, shortlisted the paper in the Newspaper of the Year Award category. This provided an excellent example of how easy it is to get it right.

### Agony Aunts

Before launching the Young People campaign in Year 4, 'see me' pre-warned media Agony Aunts on how to handle letters that they might receive as a result of the campaign. This resulted in sensitive and appropriate responses on many press problem pages.

### 'see me' by the sea in Arbroath

Stigma was the theme of a community fun day held in Arbroath in September 2003. The event, 'see me' By The Sea, aimed to highlight the issues among the local community. The brainchild of a development worker from Augment, a local mental health group, it was a joint effort between local stakeholders, interested parties and the 'see me' campaign.

A member of the 'see me' staff attended planning meetings, spoke briefly at the formal opening, provided 'see me' T-shirts and was on-hand to help throughout the day. Help in getting media attention included the provision of a professional photographer and PR support from the 'see me' campaign's communications agency, IAS SMARTS. This resulted in advance notice on radio and in the press and coverage of the day itself in local newspapers.

Everyone involved was delighted with the success of 'see me' By The Sea. Over two hundred people took part on the day and the local group went on to run a young people's event on the same theme. The event helped raise the profile of 'see me' and provided the campaign with an excellent model for work in other local areas.

### Highland Comedy Tour

In an unusual link-up, 'see me' sponsored a highly successful tour by the Stand Comedy Club which played to sell out audiences in Inverness and in remote communities around Scotland. Targeting the general public in 17 Scottish rural communities and supporting Highland User Group's (HUG) work in the Highlands, it surpassed expectation at every level from service users, tickets sales and media response.

Media relations activity around the sponsorship resulted in coverage worth two and a half times the sponsorship cost, reaching both local and national media including The Guardian and Independent newspapers.

The sponsorship also gained personal commitment from Edinburgh Festival comedy regulars such as Martin Bigpig and Vladamir McTavish who breathed life into the 'see me' message to give audiences a live brand experience' of 'see me'. Most importantly, however, this sponsorship specifically helped to address the issue of stigma towards people with mental health problems; which is particularly acute in rural areas.

### Anti-stigma by the Loch

'see me' was able to use its strong links with alliance member, NSF Scotland, to good effect to promote the anti-stigma message in rural Galloway.

NSF in Stranraer developed a garden, from scratch, on the slopes above Whitefield Loch. Service-users and staff laboured over many months to provide a tranquil setting and 'see me' was able to provide support, information and materials which will prompt garden visitors to reflect on the effects of stigma.

PR support was provided for the launch event, and a member of staff spoke briefly at the formal opening. The opening received significant local press coverage.

## Arran and Ayrshire joint workplace campaign

When 'see me' launched its workplace campaign, it created an opportunity which NHS Ayrshire and Arran was keen to take advantage of. Nan Newall, from the Strategic Planning and Performance Department, had been a key contact for 'see me' since before the campaign launched in 2002. With the enthusiastic support of Chief Executive, Wai-yin Hatton, Nan approached 'see me' to discuss joining forces to get the anti-stigma message across to the NHS workforce. The images which 'see me' had produced for the workplace campaign included a nurse and a storeman. These were images which would strike a chord with a range of employees. With NHS Ayrshire and Arran prepared to allocate funding and 'see me' also putting in resources, a locally tailored campaign could become a reality.

**"We agreed that we needed to reach employees with a concentrated period of communication on a number of levels. In targeting employees, we would also be reaching out to patients, hospital visitors and members of the public"** said Wai-yin Hatton, Chief Executive NHS Ayrshire and Arran. The campaign was to centre on Scottish Mental Health Week in October, with advance promotion to alert employees to the campaign.

Following the promotion campaign, an Anti-Stigma Group has been set up within the NHS, involving clinicians, service users and advocates, the voluntary sector, health promotions and other interested people. The group will campaign against specific local stigma issues in conjunction with 'see me'.

Wai-yin Hatton is keen the work continues.

**"Discrimination and stigma are often the result of a lack of awareness and in NHS Ayrshire and Arran we will continue to take further steps to make it a thing of the past. Being able to pool resources with 'see me' made it possible to get the anti-stigma message across to our own workforce and to the general public at the same time. We have got off to a good start and want to work with 'see me' to keep the momentum going."**

## Kicking Stigma out of Scotland with Motherwell FC

Motherwell FC became the first football club to join the 'see me' campaign. First team coach Terry Butcher signed the 'see me' Pledge on Thursday 19 May 2005 at Fir Park. As a symbol of their commitment to tackling stigma, the Motherwell players wore 'see me' t-shirts during the warm up for the home game against Celtic. Young people volunteering pitchside wore 'see me' t-shirts, and all Motherwell staff on the day wore 'see me' badges.

The resulting media coverage included five national newspapers and Sky News and was featured on sports pages, somewhere the campaign had not reached before. This helped target young men as well as giving the campaign significant local coverage.

This success was due in part to the hard work and funding, provided by local NHS contacts and by Choose Life locally. 'see me' has been able to work successfully with Choose Life coordination across Scotland - relationships which have made a lasting impact on local people.

## Tackling stigma in education with Bell College

Bell College became the first higher educational institution to sign the 'see me' anti-stigma pledge. Principal Alex McLennan and Heather Simpson, Head of Nursing, signed the pledge at a staff seminar. 'The Pledge' provides a visible commitment of organisations and individuals to work with 'see me'.

The School of Nursing and Health Sciences trialled work with staff, and based curriculum projects on stigma with nursing students, with the intention of expanding this to other schools, including the School of Journalism.

'see me' materials, along with Breathing Space materials, were also distributed to students through Freshers packs, the student union and in residences, ensuring the whole college took part.

The 'see me' pledge is now displayed on the campuses in Hamilton and Dumfries, giving a lasting reminder of Bell College's commitment to tackle stigma.

The story achieved local and regional press coverage in Lanarkshire, and Dumfries and Galloway.

## Focusing on workplace stigma

In order to highlight the difficulty in being open about mental ill health in the workplace, 'see me' joined forces with companies who have a positive approach to mental health and wellbeing, such as Standard Life and Kwik Fit Insurance Services. Local councils in North Lanarkshire and West Lothian also demonstrated their commitment to the campaign. With positive case studies like these, 'see me' highlighted how easy it is to have a positive attitude to mental health in the workplace.

## Highland cycling for mental health

A team of eight cyclists from Birchwood Highland joined forces with 'see me' to complete an epic cycle ride from Wick to Fort William with the aim of bringing mental health anti-stigma messages to the Highlands.

'see me' provided PR and promotional support and a member of 'see me' staff attended the send off in Wick to give moral and practical support.

Stops on the journey included some of the remotest parts of the northern Highlands - places 'see me' would normally find it hard to reach.

The event received significant local radio and press coverage throughout the journey and Birchwood has since produced a DVD of the project.

The team included clients of the project, staff and volunteers. Throughout the journey, they were conspicuous by their 'see me' T-shirts, bike pennants and helmet stickers. The cycle took five days in total and helped promote physical activity and team building, as well as helping to reduce stigma.

## The 'see me' volleyball team in Perth

PLUS, Perth's local mental health service-user forum, decided to rename its volleyball team 'see me'. The move came following 'see me's' sponsorship of the team's strips in the Scottish Volleyball Open competition.

Having a sports team bearing the 'see me' name helps raise awareness of the link between physical and mental well-being and helps demonstrate that mental ill health is no barrier to getting involved in sport.

## 'see me' in the 3 Towns

NHS Ayrshire and Arran developed and ran a local community radio station in the 3 Towns area during June 2005, training local people to produce and present a mixed schedule of programmes. 'see me' provided advertising, interviews and media volunteer experience to promote strong anti-stigma messages over the month.

In addition 'see me' promoted the anti-stigma message and the radio station through selected bus and pub/club advertising in the local area, spending around £7,000 to reach the three communities.

## Involving existing anti-stigma activities

Even before 'see me' launched in October 2002, there were many anti-stigma activists around Scotland. It was for these local champions that 'see me' set up a national anti-stigma network so that everyone could discuss what part everyone could play in stopping the stigma of mental ill health.

Although the network was useful in helping groups learn from each other at network events, it proved difficult and resource-intensive to sustain the momentum once participants returned to their local areas. After a review of the network our efforts are now being put into encouraging and supporting local anti-stigma champions in a variety of different ways, and this has resulted in a much higher level of 'see me' activity with a range of partners around Scotland.



## Award-winning campaign

With such extremely positive results, the 'see me' campaign has impressed many award juries. In fact 'see me' has won six PR awards and three advertising industry awards.

Entering the campaign into awards has never been something we set out to achieve. However with such extremely positive results at the start of the campaign, we took the decision to enter the campaign into the 2003 Scottish IPA (Institute of Practitioners in Advertising) Effectiveness Awards.

The awards are the most rigorous awards scheme in the Scottish advertising industry. In order to win, a 3000 word paper demonstrating the effectiveness of the campaign must be submitted to two panels of judges (client and industry) for scrutiny. Winning papers also need to demonstrate use of an unusual unique and innovative solution.

Not only did we win a bronze award in the general category (amazing considering how new the campaign was) we also won the prize for best-integrated campaign overall.

As well as this, the 'see me' campaign has scooped two awards at the annual UK Mental Health Media Awards, first in 2003 and more recently in 2005. These awards are given to campaigns considered to have done the most to generate discussion, shatter misconceptions, illuminate thinking and inspire real change.

## Conclusion

By positioning 'see me' as both a catalyst and a resource for anti-stigma action, we have been able to work at many different levels, and with a host of allies, right across Scotland. The common thread running throughout this report and through every element of our work is the commitment of individuals who share our passion to root out stigma. The preceding pages can only give a flavour of the work and those involved in it.

Much has been achieved in less than four years but much remains to be done. We know that attitudes towards some of the more common mental health problems have improved as public awareness has increased, and we need to build on that. However, public fear, misunderstanding and hostility remain, particularly around schizophrenia.

We will carry on working with our partners and supporters, nationally and locally, until the prejudice attached to mental ill-health is consigned to the history books, where it belongs.

# Appendix

## Members of the 'see me' staff team

**Linda Dunion** - Campaign Director (from January 2002)

**Averil Foulner** - Administrative Assistant (from April 2002)

**Pippa Baker** - Senior Campaign Development Officer (from July 2002 to September 2003)

**Astrid MacIlwaine** - Campaign Administrator (from August 2002 to March 2003)

**Roz Maguire** - Campaign Administrator (from June 2003 to January 2005)

**Joy Pitman** - Administrative Assistant (from June 2003 to March 2005)

**Lindsey Gordon** - Development Officer (Volunteer programme) (from July 2003)

**Chris O'Sullivan** - Campaign Development Officer (from July 2003 to May 2006)

**Suzie Vestri** - Deputy Campaign Director (from October 2003)

**Kirsten Cliff** - Administrative Assistant (from October 2004 to October 2006)

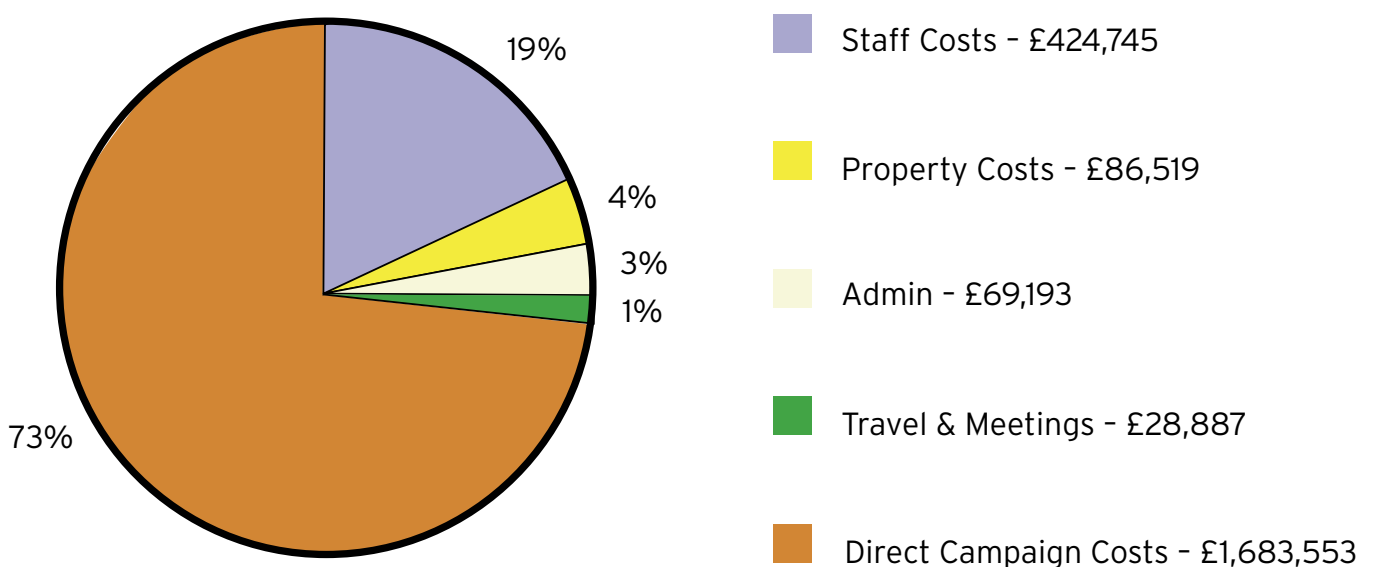
**Debbie Denver** - Campaign Administrator (from February 2005)

**Susan Ramsay** - Campaign Development Officer (from July 2005)

**Johannes Parkkonen** - Campaign Development Officer (from July 2006)

## 'see me' campaign spend 2002 to 2005

Below is a summary of our campaign spend for the financial years 2002 - 2003, 2003 - 2004 and 2004-2005. As you can see, we were able to spend 73% of our income on direct campaign costs; all money which went on getting the anti-stigma message across to the public, and working with local groups. The next biggest share of our spend is on staffing costs, including training. The campaign team grew steadily over this period, enabling us to carry out more work directly with the public, with local activists and with stakeholders such as NHS staff and local authorities.



# 'see me' Alliance

## Members of the 'see me' Management Group

The management group meets quarterly to plan, monitor and direct the work of 'see me'.



Graham Morgan  
Highland Users Group



Mary Weir  
National Schizophrenia  
Fellowship Scotland



Nigel Henderson  
Penumbra



Michael Smith  
Royal College  
of Psychiatrists -  
Scottish Division



Shona Neil  
Scottish Association  
for Mental Health

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