

Newsletter July '17

[View this email in your browser](#)

Dear All

Welcome to the newest edition of the newsletter of the Global Anti-Stigma Alliance. Many thanks again to everybody who submitted a news item. We have updates from Denmark, Germany, USA, Ireland, Northern Ireland, the Netherlands, Spain, Australia, Scotland and England!

If you have any questions about the news items, please contact the respective author(s) directly.

I hope to see many of you at the Together Against Stigma conference in Copenhagen (20-22. September). For more information on the conference, please see the updates from One of US/Denmark.

Enjoy the read!

Bettina Friedrich

Bettina.Friedrich@gmail.com

DENMARK

One of US

Johanne Bratbo jb@en-af-os.dk

& Anja Kare Vedelsby akv@en-af-os.dk

8th Together against Stigma Conference: Overcoming Barriers in Minds and Society

The plans for the conference in Copenhagen 20.-22. September 2017 are progressing. The program reflects a broad international representation covering the five overall conference themes:

- People with lived experience of mental illness, their peers, relatives and carers
- Professionals, staff and clinical practice
- Youth and other special population groups
- Work and social inclusion
- Communication and the media

The program has just been released and can be found

here: http://againststigma2017.com/images/Program/Program_Website.pdf

You can register

here: <http://againststigma2017.com/index.php/registration>. We have sent special information and instructions to the national and regional anti-stigma programs and campaigns represented at the conference inviting them to be available for dialogue with conference delegates.

Stay updated about the conference by registering for the conference newsletter

here: <http://againststigma2017.com/index.php/newsroom/newsletter>

Please help us disseminate information about the conference to your colleagues and network!

Preconference for GASA members

Furthermore we are currently planning a preconference meeting for the GASA members 18. and 19. September. 28th June GASA members have received our proposals for structuring and focusing the two days.

GERMANY

German Mental Health Alliance

Heike Becker Heike.Becker@lvr.de

Harald Zäske

New social media campaign “Dein Kopf voller Fragen”: The German

Mental Health Alliance recently has launched its new social media campaign “Dein Kopf voller Fragen” to promote mental health prevention in young adults aged 18 to 34. The campaign aims to educate on protective health behavior, to encourage help seeking, and to reduce the stigma of people with mental illness. The project is funded by the German Federal Ministry of Health.

“Dein Kopf voller Fragen” so far has launched a Fan Site on Facebook and a Twitter channel posting both educational and entertaining formats along with personal testimonials of people with mental illness. Posts focus on a healthy life style and various forms of stress coping. A set of animated videos on various mental illnesses is planned for the next months. The first months show positive media resonance for humorous, entertaining formats and also high content interaction rates.

Symposium on the WPA World Congress 2017 in Berlin: The German Mental Health Alliance will hold a symposium on “Mental Health Awareness-Campaigns – Challenges and Best Practices” on the WPA World Congress 2017 from 8th -12th October presenting case studies from the UK, India and Germany.

About the German Mental Health Alliance: The German Mental Health Alliance is a cross-diagnosis, Germany-wide network that unites about 90 organizations in the field of mental health including user and relative organizations, medical associations , charities, and authorities. Its speaker is Prof. Wolfgang Gaebel (Heinrich-Heine-University Düsseldorf). The German Mental Health Alliance aims to combat the stigma of people with mental illness and to advance mental health prevention in the population. Its legal body is the German Association for Psychiatry, Psychotherapy and Psychosomatics (DGPPN).

www.seelischegesundheits.net

www.aktionswoche.seelischegesundheits.net

www.twitter.com/ABSG_DE

www.facebook.com/seelischegesundheits

USA

Bring Change to Mind

Pamela Herington pharrington@bringchange2mind.org

Bring Change to Mind (BC2M) is thrilled to announce the launch of a fifth PSA campaign, *Talk to Anyone*.

<http://www.bringchange2mind.org/learn/psas/talk-to-anyone>

Sometimes, beginning a conversation is hard. We've found this to be especially true with mental health. But, with the right tools, it's possible to talk openly with everyone in our lives. So, this year, we focused on one of the biggest challenges in discussing mental health: **Getting Started**.

To create *Talk to Anyone*, we gathered a small group of performers and asked them to role-play different mental health conversations, touching on various relationships and diagnoses. While together, we learned that many had joined us because they identified with the challenge of stigma and, during filming, they used their own experiences as inspiration. The result is a series of interactions that demonstrate how real connections are possible through dialogue.

This campaign includes 7 videos, 5 behind-the-scenes interviews, 3 print pieces, 3 radio spots, and a variety of digital and out of home options. As with previous PSAs, all of these components are viewable on the BC2M website and social platforms, and have been placed into media rotation. There is no end date for any of the campaigns, allowing this important work to touch millions of people each year and to start the conversation about mental health around the world. Additionally, an interactive Talk Tool was created to accompany this campaign. It lives on the BC2M website, and offers a series of openers and icebreakers to help people start talking about mental health. This content will be continually updated and further developed so check back frequently!

Please note! This tool is meant to show the many ways you can talk about mental health with the people in your life. But, everyone's experience is different. So, if you think, "Wait, that's not how I feel," you're probably not alone. Use these words as inspiration, but feel free to find your own. The

important thing is just starting the conversation. Please watch and share!

IRELAND

See Change

Celine Moran cmoran@seechange.ie

See Change Ireland - Green Ribbon Campaign, May 2017

The Green Ribbon campaign aims to reduce the stigma associated with mental health by seeking to change attitudes and behaviours relating to mental health thereby creating an open and positive environment. See Change works with a number of partner organisations to promote a large number of events throughout Ireland during the month of May. This is the 5th annual green ribbon campaign and over 500,000 green ribbons have been distributed to homes, workplaces, colleges and community groups throughout Ireland. Nationally representative research focusing on stigma in key settings including the workplace was presented as part of the green ribbon campaign resulting in significant coverage in digital and print media. Research will also be undertaken in June / July to evaluate the impact of the Green Ribbon campaign in reducing the stigma associated with mental health.

NORTHERN IRELAND

Change Your Mind

Joanne English j.english@inspirewellbeing.org

“Change Your Mind” is Northern Ireland’s mental health anti-stigma campaign. Our work aims to open up the conversation about stigma and create meaningful opportunities to reduce its impact. We work collaboratively with schools, universities and workplaces. In recent months, we have worked on a number of projects across these sectors, here is a flavour of the work to date.

TV Campaign

“Helping Others” debuted on NI television in Sept / October and told the story of two men, one of whom is struggling with his mental health. To view the video, please visit www.changeyourmindni.org . This commercial was seen across the region on UTV, ITV and Channel Four. The campaign is part of a wider programme of work in schools and work places to help reduce stigma around mental health and has been partly funded by Comic Relief.

Phase 2 of the campaign introduces a TV advert called ‘Life-changing’ which encourages the public to reach out and support someone they know who may be experiencing problems with their mental health. The key message is that asking, listening and talking to someone with a mental health problem can be the start of their road to recovery. Just a few little words can make a massive difference to someone who may need help.

Mental Health Workplace Charter

Change Your Mind has been a key partner in the development and implementation of the Mental Health Charter which was launched by the NI Equality Commission in winter 2016. This is a voluntary commitment by an employer and shows an organisation’s willingness to work with all the partners in this initiative to ensure that Northern Ireland’s workplaces are more supportive of people who find themselves having to deal with mental illness. As a first step, we’ll be working with signatories to find out how we can build in long-term sustainable information and training support that will help managers identify and offer help and support to staff with mental health issues. There is a wide range of options for other support from our partners that’s open to all employers.

Schools

Change Your Mind is now in every school in Northern Ireland thanks to its digital link up to the C2K online learning platform which is run in all schools across NI. Currently, we are working with a number of primary schools to develop videos and materials for young people who are experiencing the stigma of poor mental health, whether that be themselves or family

members.

NETHERLANDS

Samen Sterk

Judith de Laat j.delaaat@samensterkzonderstigma.nl

Gerdien Rabbers g.rabbers@samensterkzonderstigma.nl

In this newsletter I'd like to tell you more about the Dutch stigma movement and our mission. I bet it's not that different from other missions!

Samen Sterk zonder Stigma is working towards a society in which everyone can be open about psychological issues. Exclusion and discrimination against people with a psychological disorder will be banished. That way society will be more equal, more diverse and with a higher quality of life for everyone. In 2018 we actually will consider our mission again, and form more step towards accomplishing our mission.

What is it we do now:

1. We make society aware of stigma and its impact;
2. We make people aware that they themselves can make a change;
3. We try to diminish the experienced exclusion and discrimination;

Long-term effects are: raising the welfare of people with a psychological disorder and their environment and the reduction of care and social costs.

In 2013 Samen Sterk started, amongst others, partner of a large SIRE-campaign "The helpline for people without a psychological disease" (<https://www.youtube.com/watch?v=GHDyrP2DpeM&list=PLrFvuebSHvoCtzfPwVYyLbvRGzgg8on2O> (If you would like an English translation, you can just send me an e-mail and i will send it.)

At the end of 2012 the Directors Agreement Mental Health Care (Bestuurlijk Akkoord GGZ) was signed, within this agreement there also was a joint de-stigmatisation programme. Samen Sterk executes this programme, and we started with 5 projects: Stigma and ambassadors, Stigma and Work, Stigma within the Mental Health Care and Stigma &

Media. This year we started also a project that concentrates on the youth (10-12 years) and a project voor regions in the Netherlands. Until next time!

SPAIN

Obertament

Francisco José Eiroa-Orosa,

María Lomascolo mlomascolo@obertament.org

Obertament's trainings and activism: the impact on people who have experience with mental health problems

Obertament presents the results of the studies on the positive effects of activism and Obertament's training on anti-stigma champions. The study shows reduced levels of self-stigma after the training and an increase of the empowerment and wellbeing of the participants.

The Obertament training for mental health aim to train and empower people who have experience with mental health problems, so they can be themselves who lead the action against stigma discrimination. It is not possible to conceive a project demanding collective rights for a specific stigmatised group without the voice of the members of that group. We think that the fight against stigma and discrimination against people with mental health problems would only have legitimacy if it is led by the people who have had the experience in first person.

A first prospective study took place in 6 different cities between 2013 and 2015. The aim was to assess the effect on champions' empowerment, their attitudes towards people with mental illness and their stigma and discrimination perception levels after being trained and become an anti-stigma activist. Data were collected from a sample of 123 champions, using self-administered questionnaires with assessment prior to the training, at the end of the training and 9 months later. The scales used were Community Attitudes toward the Mentally Ill (CAMI), Empowerment Scale (ES), Experienced Discrimination Scale (Janssen). An additional study was carried out with the aim of measuring the effect of the training

on self-stigma and wellbeing levels of the participants, using quantitative method and an experimental, prospective method. The scales used were Internalized Stigma of Mental Illness (ISMI) Scale and Pemberton Happiness Index PHI. The self-administered questionnaires with assessment were filled out before the training and after it.

The Results of the studies show a significant increase on champions' wellbeing and empowerment levels as well as a significant drop of self-stigma levels together with an improvement on attitudes towards people with mental illness.

Strategy I'm Like You

Dra. M^a Nieves Martínez-

Hidalgo presidenta@fundacioncattellpsicologos.org

The importance of volunteering with personal mental health experience in the fight against stigma

On June 23rd 2017, the Cattell Psychologists Foundation held the Closing Ceremony for the III Edition of the Soycomotu® Inclusive Training, Creativity and Mental Health Workshops. In this edition, 174 participants with and without mental health problems (MHP) obtained a 80-hour training diploma in different disciplines (theater, cooking, radio and video, literature, photography, history, computing and dance). These workshops are conducted by volunteer monitors without which no solidarity project could succeed.

"We are looking for angels to transform the world and create people, angels of meteoric wake to touch the heart of others and infuse love for fellows". So began the poem that Dr. Juan Jose Regadera, Foundation Vice President, devised as a volunteer training campaign which has given a great result. Many angels came to our call, angels with their feet on the ground, volunteers who struggle every day, sometimes to rise from their own falls, others to convey their energy and know-how to the people with whom they interact in those spaces of affective meeting that make up the

workshops of the soycomotu® program. Their life stories are not a fairy tale, but complicated lives full of unforeseen challenges, successes and failures.

These angels are neither psychologists nor psychiatrists, but they understand the human soul. With their sensitivity and experience they are able to stimulate creativity, respecting the rhythms and functional diversity of each participant in their workshops; They are able to realize their dreams by cooperating with those of others. Great individualistic missions are not going anywhere and cooperation as a response to the community needs by joining solidarity projects is our tool to improve the world.

The Cattell Psychologists Foundation was born as a response to a social need, to facilitate the inclusion and social participation of people with MHP in the community, which contributes to their recovery and to a greater social cohesion.

AUSTRALIA

SANE

Philip Blackman Philip.blackman@sane.org

“Schizophrenia can be a scary, but it doesn’t make the people who have it scary”

To coincide with Schizophrenia Awareness Week (Australia, May 14-20), leading mental health charity SANE Australia launched an awareness campaign aimed at increasing understanding and reducing stigma of schizophrenia, an illness that affects up to one in 100 people. With symptoms of schizophrenia often beginning in people’s late teens to mid-20s, SANE Australia’s campaign was centered around the personal story of 23-year-old Hannah - an inspiring young University student who lives with schizophrenia. A short and compelling video of Hannah was broadcast through various channels to hundreds of thousands of people, telling the story of her journey from diagnosis to now.

“I remember the day when they told me I had schizophrenia. I didn’t know much about it at the time, I just knew all the stereotypes surrounding it,” Hannah says. *“I was thinking ‘Does that mean I’m dangerous? Does it mean that they’re going to lock me away?’.”* *“People get all their ideas [about schizophrenia] from horror movies. “They can be really flippant, calling people ‘psycho’ or ‘schizo’, and don’t realise it has such an impact. “Schizophrenia can be a scary illness, but it doesn’t make the people who have it scary people. “We’re human, just like everyone else. We all want the same things.”*

At the conclusion of the two-week campaign Hannah’s video story had reached an audience of more than 830,000 Australians while SANE’s new Schizophrenia Factsheet & Guide was viewed more than 12,000 times. SANE CEO Jack Heath said stigma and discrimination is still one of the biggest barriers for people to seek the help and treatment they need.

“Schizophrenia remains heavily overrepresented in the suicide statistics with research showing people living with the illness are 13 times more likely to take their life,” Mr Heath said. To view Hannah’s story and get the facts about schizophrenia, head to: <https://www.sane.org/schizophrenia>. Help reduce the stigma, become a StigmaWatcher: <https://www.sane.org/changing-attitudes>

SCOTLAND

SEE ME

Nick Jedrzejewski nick.jedrzejewski@seemescotland.org

Earlier this year we had a big recruitment drive to help take See Me into the next phase, with a strengthened focus on health and social care.

We are delighted to say that we now have our full See Me team in place. We have increased our team to 16 with extra staff working specifically on health and social care and increased staff in our education, workplace and comms teams.

You can find out who we all are

here. <https://www.seemescotland.org/news-and-blogs/growing-the-see-me-team/>

ENGLAND

Time to Change

Louise Penman l.penman@time-to-change.org.uk

Research shows significant improvement in public attitudes and behaviours

Research shows people's willingness to work, live and continue a relationship with someone with a mental health problem have improved by 11% since 2009.

This has now improved at a higher rate than public attitudes which have improved by 9.6% in the same time period. An estimated 4.1m people in England have improved attitudes towards people with mental health problems since Time to Change started in 2007.

The survey, carried out in December 2016 with analysis by the Institute of Psychiatry, Psychology & Neuroscience, King's College London, reveals that since 2009 there has been:

- 15% increase in willingness to live with someone with a mental health problem (up to 72%)
- 11% increase in willingness to work with someone with a mental health problem (up to 80%)
- 6% increase in willingness to continue a relationship with a friend who had a mental health problem (up to 89%).

<https://www.time-to-change.org.uk/news/significant-improvement-public-attitudes-and-behaviours-%E2%80%93-latest-research-shows>

Contact: Head of Marketing and Communications, Joanna Kowalski; j.kowalski@time-to-change.org.uk

First Time to Change hubs announced

Cumbria, Leeds, Suffolk and West Sussex have been named the first Time to Change hubs in England, new partnerships of local organisations and

mental health champions committed to improving local attitudes and behaviours towards people experiencing mental health problems. These new hubs will combine insights from Time to Change with local knowledge to support communities, workplaces and schools to take action in their area. It is part of Time to Change's broader strategy to embed and sustain its social movement in local communities.

Over the next three years a further 12 hubs will be established across England to provide a focus for local campaigning work.

<http://www.time-to-change.org.uk/news/%E2%80%8Bcumbria-leeds-suffolk-and-west-sussex-win-bid-become-first-time-change-hubs>
