

Newsletter October '16

Welcome to the October '16 newsletter from the Global Anti-Stigma Alliance. Many thanks again to all those who have contributed with an article to the newsletter. We have updates from USA, Scotland, Spain and England. Enjoy the read!

Bettina Friedrich

USA

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Bring Change 2Mind

BC2M debuted its 4th PSA, #MindOurFuture, in December 2015 with the goal of changing the narrative of mental illness among Millennials and GenZs from one of stigma to one of hope. It provides young audiences with a platform to end the fear, shame, and misunderstanding around mental health issues. It differs from previous campaigns in its two-phase interactive approach. The initial PSA videos served as a call-to-action, and BC2M then selected materials from submissions to create the second phase.

UBC2M, our college pilot on Indiana University's campus, continues to build on the organization's central focus on inclusion and openness combined with central findings from scientific research that interpersonal "contact" with individuals with mental health issues offers one of the most promising avenues to lower levels of prejudice and discrimination associated with mental illness. UBC2M is a unique "by students, for students" program and is the first effort of its kind to develop a systematic program aimed at reducing the stigma of mental illness on a college campus setting.

LETS BC2M, our high school program, has grown from its launch in the Fall 2015 with 25 high school campuses to 56 schools in Northern California for Fall 2016. This student-led club initiative provides an environment for teenagers to learn about mental wellness, and to debunk the common misconceptions surrounding mental illness. Students tackle issues in a way that is relevant to them, their peers, and their community. This youth-focused approach encourages teens to utilize their social media and crowd sourcing skills to achieve the goal of normalizing the conversation around mental health. BC2M is partnered with an outstanding research team from the University of California, Berkeley to assess and confirm the effectiveness and overall impact of the LETS BC2M pilot program.

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In the US, the national Destination Dignity! Project has built off of learnings of the Global Alliance to create a framework for national change. On August 15, 2016 the inaugural Destination Dignity Summit convened international and US leadership in health, consumer rights and stigma change to discuss priorities related to a US national strategy, and coordination for accomplishment of substantive change in social health areas including unemployment, incarceration, homelessness and suicide. Members of the steering committee of the Global alliance Rebecca Palpant of the Carter Center Mental Health Program, Destination Dignity! Chair Eduardo Vega and Michael Pietrus of Canada's Mental Health Commission spearheaded crucial conversations that were joined by Bernice Pescosolido, the World Health Organization/Pan American Health Division, the Satcher Institute for Health Leadership and Temple University among others.

By focusing on a recently recently report of the US National Academies of Science, and a growing national presence for grassroots advocacy Destination Dignity! to targeting structural stigma in particular in the context of human rights and the concept of Dignity as the opposite of stigma. Building on this, the second annual Destination Dignity! Rally and March will bring many voices together on World Mental Health Day, October 10, 2016 at the US national Capitol in Washington DC to call for support and an end to the legacy of stigma in America.

SPAIN

Angel Luis Mena & Pablo Garcia-Cubillana

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Andalusia Strategy 1in4

Spanish Award for the Andalusian Guide of Advanced Directives in Mental Health

The Project 'Guide of Advanced Directives in Mental Health', developed by the Andalusian Human Rights and Mental Health group, has been awarded by the Fundación Manantial. It is a national award which recognizes "people and institutions working to improve the quality of life of people with mental health problems, to create job opportunities and to help tackling stigma and discrimination".

The Andalusian Human Rights and Mental Health group works together with the Andalusian Strategy 1in4 to raise awareness and reduce social stigma and self-stigma, under the guidelines of the Andalusian Comprehensive Mental Health Plan. These last years the work done in Andalusia to advocate human rights in the community and in the social and health services (including mental health services) is receiving appraisal and a growing interest in other regions of Spain.

The guide provides tools and advice to register the advanced directives in situations such as who to call and/or would be the representative in case of a crisis or the preferences about treatments, therapies, medication, diets or care in general when the capacity of the person with mental health problems is limited.

The Andalusian Human Rights and Mental Health group is formed by people with mental health problems and

their relatives, professionals from Justice and from the Andalusian Public Health System.

Link to the guide: <http://www.1decada4.es/course/view.php?id=42>

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Soycomotu

The Cattell Psychologists Foundation launches the third edition of the Program # SOYCOMOTU® (I'm like you)

With this program two strategies to combat stigma are covered: Education and Contact. **The #Soycomotu Education Program** has been implemented in the previous two editions, in 48 schools for teachers (556) and students aged 7-19 years (13.050) with a total of 1.500 hours of intervention. Its main objective is to reduce stigma towards peers with mental health problems (MHP), preventing the development of self-stigma and consequent impairment of self-esteem. Another important goal is to prevent the onset and subsequent worsening of MHP favoring self-knowledge, social support and request of professional help, and early diagnosis. Through games and interactive dynamics performed in the classroom, knowledge of mental health science and values such as empathy, respect and cooperation with others are conveyed preventing the development of bullying attitudes and behaviors towards peers with MHP or disabilities.

The #Soycomotu Contact Program offers workshops about Social Participation, Art and Creativity that enhance the interaction between people with and without MHP in weekly sessions of two hours. In the already held two editions 197 people have participated. The main goals of this program are training and contributing to the elimination prejudices that isolate people with MHP, encouraging their participation and social and labor inclusion. It is our desire that people who perform such free and annual workshops stimulate their desire to expand knowledge, discover a vocation or special interest in a particular subject and expand their social support networks so that the decrease in self-stigma as well as the increase in self-esteem and confidence in oneself and in others are facilitated.

The Research and Development Department assesses the effectiveness of both programs that have proven their usefulness and impact, presenting their results through scientific communications at the XXVI National Conference of the Spanish Association of Neuropsychiatry.

SCOTLAND

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See Me Scotland

My unfiltered life

In the last few months See Me has been encouraging people to share their real lives online, to show people that it is okay not to be okay, with our first ever Instagram campaign, #myunfilteredlife. Instagram is a unique social media in many ways, but it's one where a quick scroll through and you will find a world shown through rose tinted glasses. That is great, there isn't anything wrong in showing off a bit of what makes us happy. But although it's

important to share the things in life that make us smile, we really think that showing the difficult side of life can be good too. Why? Because we're not encouraged to speak about how we truly feel, especially if we aren't feeling good.

Somewhere between 25% and 30% of us will experience a mental health problem this year, but many people keep it hidden for fear of stigma and discrimination. To reassure people they can speak out we encouraged people to post a picture online of the everyday, mundane or difficult experiences in their life, to counter the millions of pictures of apparent "perfect lives" that are posted every day.

So far fashion bloggers have posted photos in pyjamas, food bloggers have put up pictures of burnt meals and photographers have posted the outtakes from their photo reels. Others have shared images of their medication, when they are experiencing panic attacks or pictures which reveal everyday struggles, such as food for those who have experienced eating disorders.

We're in awe of the people who have opened up about their [#myunfilteredlife](#) with posts that are honest, raw and moving. They have reached out to others in a way that I'm sure they couldn't have hoped for when they started sharing. People are instinctively supporting each other online when they see someone is going through a difficult time, which is great to see. If you want to get involved share your picture on social media using [#myunfilteredlife](#).

ENGLAND

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Time To Change

Continued investment to change the way everyone thinks and acts about mental health problems in England

Time to Change is set to continue thanks to a £20 million investment from Department of Health, Comic Relief and Big Lottery Fund. This will fund the third phase of the campaign, until 2021.

During this time Time to Change will deliver harder hitting campaigns to reach audiences who have not yet engaged to improve their attitudes and encourage them to be open to mental health. This includes men and lower socio-economic groups.

Work to target young people and their parents will also continue, as well as activity in schools. People who experience mental health problems will be supported to challenge stigma and discrimination. Hundreds more organisations will be supported to transform their policies and practices around mental health.

Time to Change hubs

A key part of Time to Change over the next five years will be the development of local Time to Change hubs. These will be established with Health and Wellbeing Boards, Local Authorities and voluntary sector organisations across the country to develop local-led anti-stigma campaigns.

Over the next five years, 16 hubs will be set up across England, with the first four appointed in 2016/17.

For many partners, improving the health and wellbeing of their local communities will be a strategic priority and supporting people to open up to mental health problems, is the first step.

Having a resilient community that is open to mental health means less stress on mental health services in the long term, lower sickness rates from work due to work related stress, and fewer people receiving help in crisis.

Time to Talk Day 2017

On Thursday 2 February, Time to Change will run the fourth annual Time to Talk Day. It can be difficult to talk about mental health. That's why Time to Change supports people to open up to mental health problems, to talk and to listen. Find out more at <https://www.time-to-change.org.uk/timetotalkday>

Editorial:

Dr. Bettina Friedrich

for the

Global Anti-Stigma Alliance (GASA)

The Global Anti-Stigma Alliance is a network of 120+ scientists and mental health campaigners from five continents who are working in the area of mental health stigma and mental health education. <http://www.time-to-change.org.uk/globalalliance>

