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Foreword

This year has been particularly special, as in October 2022 we celebrated twenty years of See Me. The event gave us a great opportunity to look back on the journey of the national programme and how it has evolved over time.

We've come a long way in our efforts to tackle mental health stigma in Scotland and as a result of a long-term commitment to See Me we have a lot to be proud of. A Censuswide poll told us that views on mental health are changing: 96% of people said they would support someone who was struggling with their mental health and eight in 10 people agreed that they would have the confidence to talk about their own mental health today compared to just two in ten 20 years ago. This shift is really encouraging, but we need to be cautious with the numbers, as they are not representative of views across the population as a whole.

Other data (including testimonies that we have looked at in this report) show that stigma and discrimination experienced by and within minoritised communities continue to create too many barriers for people. The Scottish Mental Illness Stigma Study (SMISS) that we carried out and reported in September, is a difficult read. It shows very clearly that too many people with experience of mental illness face stigma and are treated unfairly in all areas of life. It reinforces that despite all of our efforts, there is a great deal more needed to change attitudes, prejudice and behaviours surrounding mental illness. This research has been influential in ensuring that addressing mental health stigma and discrimination continues to be a policy priority in the forthcoming mental health strategy.

I am incredibly proud of what we have achieved this year. Working alongside volunteers, supporters and partners, the See Me team have worked hard to influence change in the places where people experience stigma (relationships, families, work, health and mental health care and education). We are working with key organisations to engage with targeted groups, seeking to understand the specific ways stigma affects them and are working with them to find and drive forward solutions. Our communications and campaigns increasingly provide a blend of universal messaging and calls to action with approaches specific to priority groups. Our volunteers and people with lived experience continue to influence and guide our work and ensure social contact is central to all that we do.

This year we have moved closer to being the national 'anti-stigma' hub, providing expertise and resources, sharing learning and facilitating and influencing change. With the launch of digital resources including See Us, the workplace digital platform and See Me See Change in schools, we are building the social movement for change, supporting more people across Scotland to engage in anti-stigma work. There is still a lot to do to achieve our ambition: to live in a place where everybody is able to engage in all areas of their lives fully and actively, irrespective of their mental health. That people are treated fairly, respectfully with no fear, shame or judgement. and can realise their rights.

I'm delighted to be able to share the impact of some of the work taken forward in this year and would like to thank everyone who joins us in our effort to ending stigma.

Wendy Halliday
See Me, Director



Overview of Impact Report

The purpose of this Impact Report is to summarise our progress and impact over 2022/23 (Phase 3, Year 2) for Scottish Government Ministers and the programme funder. The report takes a case study approach, featuring selected projects that demonstrate progress towards the six medium term programme outcomes as detailed in the See Me theory of change. It also draws out learning and common themes across projects to highlight what works to tackle stigma and discrimination.

In March 2022, SAMH (who host See Me) was subject to a criminal cyber-attack. The SAMH Executive and all teams did an incredible job to carry on with business as usual; whilst at the same time work to recover from this. The incident had an impact on what See Me was able to deliver in the first quarter of 22-23. The resilience shown by the team and volunteers was incredible and testament to their ongoing commitment to the programme and to SAMH. An independent investigation carried out by the Information Commissioners Office (ICO) concluded in September 2022 with no fault attributed to SAMH and no recommendations with regard to security. However SAMH continue to make significant investments in security, with advice from external cyber security experts, to ensure their security architecture is as strong as possible.

This report highlights where partners and people with lived experience have adopted our tools and resources within systems, settings and communities and to be part of the See Us social movement for change, to enable us to continue to deliver our ambitious programme in a streamlined and sustainable way.

This report demonstrates progress towards outcomes while building on programmatic knowledge and learning generated by us and partners since 2013, with social contact, education and influencing at the core.

This report has been produced collaboratively by See Me and the Mental Health Foundation as programme partners and aims to describe the differences that we have made during 2022/23 and explore the learning produced.



Theory of Change

See Me's Vision: Our vision is of a fairer and more inclusive Scotland free from mental health stigma and discrimination.

See Me's Mission: Guided and supported by people with lived experience of mental health problems, we challenge mental health stigma and discrimination. We influence change in behaviours, cultures and systems so that people with experience of mental health problems are respected, valued and empowered to achieve the outcomes important to them.

During 2022/23 the people we have worked alongside will:

- Use their own or other people's lived experience to influence change
- Understand mental health and the stigma and discrimination associated with it
- Understand the impact stigma and discrimination have on people's lives
- Talk openly about mental health (taking account of different cultures and context)
- Know where to go to seek help or signpost others to sources of support
- Know what action they can take to challenge stigma and dissociation
- Be empowered to challenge stigma and discrimination with confidence
- Take forward action to influence attitudes, behaviours, policy and cultures
- Know what tools they can use to track the impact of their action to address stigma and discrimination

To achieve this and progress towards our outcomes, our aims for 2022/23 are:

- Deliver an impactful and sustainable volunteer programme which supports, engages and empowers our volunteers
- Deliver strategic partnerships which positively impact priority groups and communities
- Influence change in key settings
- Deliver effective communication activity and quality digital resources that will amplify See Me's reach & impact
- Influence the design and implementation of policy, legislation and evaluation
- Develop and improve See Me's learning and knowledge exchange functions
- Develop and maintain a culture reflective of See Me's organisational values
- Continually improve and develop the programme

For the period of this strategy we are working to achieve the following outcomes:

- 1** People in the populations we target feel confident to talk openly about their mental health and their experience of stigma and discrimination
- 2** People in the populations we target feel confident to have conversations with other people who are experiencing poor mental health
- 3** People with experience of mental health problems feel more confident to challenge mental health stigma and discrimination
- 4** People in the settings we work in recognise mental health stigma and discrimination, know how to challenge and take action against it
- 5** Leaders in key settings and organisations create inclusive cultures and take action to tackle mental health stigma and discrimination
- 6** National and local policy and decision makers resource, design and implement policies, systems and services that explicitly reduce mental health stigma and discrimination

Our long term outcomes are:

- People live in a society where they are not ashamed of a mental health problem
- The rights of people with experience of mental health problems are realised in settings that impact their lives
- Mental health stigma and discrimination are reduced in communities and organisations and this has a positive impact on people's lives
- People with experience of mental health problems are valued and able to contribute fully to society

Creating the conditions for change

In order to achieve the ambitions set out in With Fairness in Mind, we have taken steps to develop as a programme team, to improve our approach and how we work within the programme, with our volunteers and partners.

Efficient and effective Programme Team

- Developed and implemented the See Me Way team charter.
- Created a team development plan.
- Reviewed team meetings (frequency and focus).
- Provided co-ordinated and focused business support.

Efficient and effective planning

- Streamlined annual delivery framework development process.
- Established interconnected work stream plans.
- Introduced pipeline to set out potential projects pending in-year capacity and funding.
- Introduced in-year flexibility to bring forward projects from the pipeline if any projects are delayed.
- Revised and introduced Salesforce to support planning and track progress against delivery framework.

Finance and funding

- Reviewed and improved financial management processes with SAMH.
- Introduced an income and investment plan to secure additional in-year funding.

Expert consultancy and support

- All staff (and some volunteers) trained in facilitation skills.
- Trialling and learning from approaches to influence at all levels.

Risk management and GDPR

- Tightened standard operating processes following cyber-attack and internal SAMH Audit.

Scoping and researching (creating the case for improvement)

- Delivered focused research including SMISS, to highlight current issues and make the case for future collaborative work.
- Ongoing creative and participative research to gather data on how to ensure lived experience influences programme and partnership approaches.
- Ongoing data review and analysis to build the case for action in key settings and with key groups.

Supporting behavioural and cultural change

- Team development to introduce and develop our theory of change and behaviour change model.
- Behaviour change embedded as a core theme in all of the 'setting' based self-assessment tools – encouraging this as foundational to creating safe spaces and effective involvement of people with lived experience.



Creating the conditions for change

Innovating and testing

- Piloted 'training for trainers' approach to anti-stigma work in schools - shifting from delivery to enabling others to lead change in their own setting.
- Tested bespoke approaches to engaging with minoritised communities and groups.
- Tested different ways to bring social contact (lived experience contribution) at scale.
- Tested approaches for initial professional education and CPD modules to focus specifically on stigma.
- Improved in-year data gathering – giving insights that help shape next steps / focus.

Lived experience engagement

- Implementing the See Me Volunteer Strategy.
- Worked with partners to engage people with lived experience (PWLE) from underrepresented groups.
- Refocused the Volunteer Co-ordinator role to be a PWLE Officer, responsible for ensuring lived experience involvement.
- Reviewed safeguarding practices and processes to take account of emerging evidence and good practice.
- Reviewed risk assessment process for due diligence at events.
- Reviewed guidance to ensure safe and effective engagement of PWLE.

Knowledge into action

- Building databases and case studies of good practice in anti-stigma work across Scotland.
- Focused work to engage policy officials in the SMISS data – using it to influence policy and practice change.

Influence change at pace and scale

- Developed and introduced digital resources (e.g. workplace portal, schools approach and See Us is a broadening of our social movement).
- Provided expertise, consultancy and support with less emphasis on delivery and more on influencing.
- Moved social movement from being the responsibility of a team to being something that is central across the programme and driven by all members of the team.
- Created a web-based platform to share materials and tools for more people to engage in social movement activity.

Partnership working

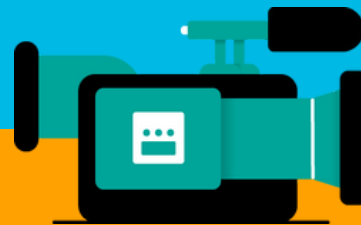
- Built stronger connections to Global and UK Anti-Stigma Alliance, exchanging learning and adopting tools, materials and resources, preventing duplication and exchange of expertise.
- Hosted learning exchange events for different settings, interest or population groups, to share evidence and best practice examples.

See Me IN NUMBERS



VOLUNTEERS

- 12** See Me volunteers recruited
- 25** Lived experience volunteers' voices heard in the media
- 17** Volunteers trained (media training, policy training and SMSC TtT)
- 213** People with lived experience involved in delivery of events and activities
- 103** Activities volunteers engaged with (total)
- 249** Lived experience representations in the media



POLICY & PUBLIC AFFAIRS

- 12** Policy consultation responses
- 60** MSP/MPs signed up to motions supporting See Me's work to tackle stigma
- 25** People with lived experience involved in consultation responses

COMMUNICATIONS

97.7m

People reached by our media



72,995 Website visits

11,590 Website downloads

514 Total media mentions

313 Events held in communities across Scotland for Time to Talk day

4,659 Total people signed up to the See Us movement

616 New people registered for See Us social movement

54,933 Total social media followers

1,525 New social media followers

60,425 Social media engagements

Young People

Worked with **123** partners

Engaged with **1123** people

Attended/ delivered **23** events

2 Local authority areas supported to deliver See Me See Change via a Train the Trainer approach

32 People trained in See Me See Change delivery for pupils

In 2022-23 we engaged with:

343

Students

194

Staff

44

Schools

See Me
IN NUMBERS

132%
increase in
schools
engaged

SETTINGS

Workplace

Worked with **249** partners

Engaged with **1404** employers

Directly supported **166** employers

with a total of **11,140** employees

Employees reached through new organisations: **4563**

People completing e-learning: **210**

Employers engaged in Peer Learning Network sessions: **24**

Health & Social Care

Worked with **86** partners

Engaged with **1041** people

Took part in **19** strategic/operational Partnerships

Attended/ delivered **44** events

Delivered workshops to **213** mental health professionals

COMMUNITIES AND PRIORITY GROUPS

42 Community and intersectional partnerships made, sustained or influenced

37 Capacity building sessions delivered, attended by **267** participants and volunteers

3 SMISS sessions held, attended by over **200** participants

10 Arts projects funded



Research & learning: evidencing impact

Evidence of impact is demonstrated through research, learning and evaluation activities delivered by the Research & Learning Team that is managed by the Mental Health Foundation (MHF). The MHF Research & Learning Team works flexibly across the programme guided by a structured workplan and responding to programme research, learning and evaluation needs as required.

Evaluation and evaluation support

We directly evaluated a selection of See Me projects in 2022/23 including the Feniks Ambassadors' anti-stigma social media campaign, the See Us Social Movement and The Veterans' Guard campaign. We continued the evaluation of the implementation of See Me's Health and Social Care Mental Health Inclusion Resources and of the See Me See Change approach in schools.

We created a self-evaluation offering in 2022/23, a toolkit which includes evaluation planning and data collection tools, and through a facilitated workshop and series of sessions with the team we are embedding evaluation into See Me projects and initiatives at the outset, to more effectively measure impact.

Evidence reviews and guidance

We delivered a number of non-systematic desktop and evidence reviews, to support programme teams to scope out potential areas of work. These included a rapid desktop review of literature on pharmacy and mental health stigma and engaging parents and carers in anti-stigma activities in schools.

We led a top-up review about perinatal and infant mental health stigma commissioned by the Scottish Government's Perinatal and Infant Mental Health Programme Board that informed the development of guidelines for practitioners, and a series of best practice case studies. We delivered a non-systematic literature review about working with people with lived experience, to inform our current approach through applying learning from emerging evidence about engaging people with lived experience in anti-stigma interventions.



HIGHLIGHTS FROM AN EVIDENCE REVIEW: PERINATAL AND INFANT MENTAL HEALTH STIGMA

- Women's personal networks encouraged some mothers to disclose mental health issues and seek treatment in the perinatal period.
- Some mothers expressed positive perceptions of support from peers with lived experience of perinatal mental health stigma.
- Some new parents felt that healthcare professionals diminished or dismissed their symptoms of poor perinatal mental health.
- Person-centred care, shared decision making and attentive listening can promote empowerment of mothers in their perinatal treatment and care.

Research and learning: evidencing impact

Primary research

We have continued to explore and learn from the Scottish Mental Illness Stigma Study (SMISS) research findings. MHF has been leading work with the University of Melbourne, Victoria University and the Mental Health Commission of Canada to explore international collaboration opportunities. Plans for a joint SMISS international paper are taking shape with our Australian and Canadian academic colleagues to develop a policy-focused journal article.

The continuation of the SMISS Research Advisory Group will enable us to lead the delivery of further research based on the findings from the study which is funding-dependent.

The MHF/Glasgow Caledonian University-funded PhD in partnership with See Me, which is developing a stigma scale for young people, has entered its final year and will complete in 2023/24. This has been co-produced by See Me youth volunteers.

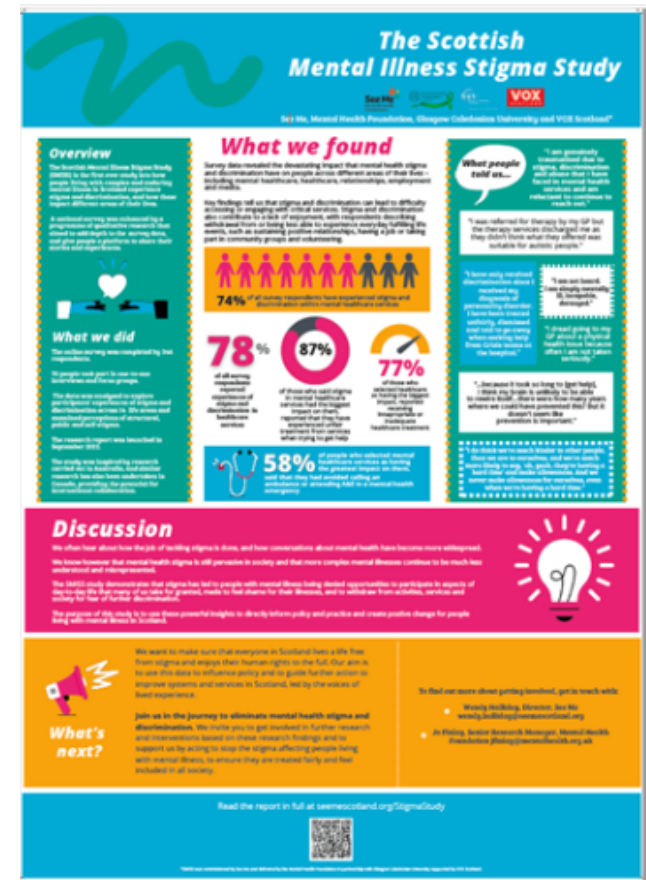


Knowledge exchange

The See Me 2021/22 Impact Report was delivered in May 2022 and the SMISS research report was published in September 2022. This has been supported by significant streamlining of the process for in-year and end of year reporting (linked to Salesforce). We delivered an impact-focused learning event in June 2022 to showcase programme impact from the previous year.

We continued to disseminate key findings and messages from SMISS, including presenting the research findings at two conferences - winning the People's Poster Prize at the Annual Scientific Meeting of the NRS Mental Health Network - and delivering a number of SMISS dissemination events.

We have continued to lead and contribute to Anti-Stigma Alliance meetings to share and develop anti-stigma work with partners from the UK and Ireland.



SMISS poster presented at the NRS conference 2022

Programme Outcomes

1

People in the populations we target feel confident to talk about their mental health and their experience of stigma and discrimination.

2

People in the populations we target feel confident to have conversations with other people who are experiencing poor mental health.

3

People with experience of mental health problems feel more confident to challenge mental health stigma and discrimination.

4

People in the settings we work in recognise mental health stigma and discrimination, know how to challenge and take action against it.

5

Leaders in key settings and organisations create inclusive cultures and take action to tackle mental health stigma and discrimination.

6

National and local policy and decision makers resource, design and implement policies, systems and services that explicitly reduce mental health stigma and address discrimination.

Feniks Partnership and the Polish Men's network

Background

In 2019 we commissioned Feniks to produce the Mental Health and Suicides Among Polish Men In Scotland report in order to understand and highlight the devastating levels of suicide among Polish men.

The research outlined five recommendations including:

- *Designing an awareness-raising campaign targeting Polish men living in Scotland to initiate a conversation about their mental health.*
- *Creating opportunities for Polish men to socialise within their local community to tackle social isolation and create opportunities to speak about their mental health.*



Feniks Campaign poster

Process

A wide range of public and third sector partners who took part in a dissemination event following the publication of the research recognised the importance of working in partnership to address inequalities invisible to the mental health system, often based on its "one size fits all" solutions. The Polish Men's Mental Health Network was created in response to the recommendations made in the report.

We co-facilitated the Polish Men's Mental Health Network between 2020 and 2022, providing administrative and facilitation support to quarterly meetings. We also funded a Volunteer Co-ordinator based at Feniks and worked closely with the Coordinator to recruit and induct Feniks Ambassadors using See Me's Community Champion model. See Me delivered It's Okay to Talk training to 10 Feniks Ambassadors. A Polish translator was available to enable participants to fully engage in the training, which was designed as a reflective session with built-in space for feedback.

Organisations involved in the Polish Men's Mental Health Network include: NHS 24, Glenoakes Housing Association, Breathing Space, Police Scotland, Support in Mind/Change Mental Health, The Ripple Project, NHS Lanarkshire, Children 1st, CAMHS, University of the Highlands and Islands, SAMH, NUS Scotland, Tilhill Forestry, Health All Round, University of Edinburgh, Citizens Rights Project, NHS Lothian, Shared Parenting Scotland, Andy's Man Club, Mental Welfare Commission, Glasgow City Council, CSREC, Sacro, LGBT Health & Wellbeing.

We supported the volunteer coordinator and ambassadors to develop the awareness-raising campaign "Shed your armour, show the scars". The campaign uses the symbolism of armour as the emotional protection that some men use to shield themselves from different aspects of social judgement, while the scars depict painful experiences and self-stigma around shame and stereotype.

Feniks Partnership and the Polish Men's Network

Difference we made

- Feniks' anti-stigma campaign has been nominated for the award of campaign of the year at the Scottish Charity Awards 2023.
- The campaign Facebook page was visited 1168 times.
- The campaign video was requested by the Equality & Diversity Officer at Barlinnie Prison to share with Polish prisoners to tackle mental health self-stigma.
- The evaluation of the Its Okay to Talk Workshop with 10 Feniks Ambassadors captured an overall increase in confidence to talk about their own, and others' mental health in the future.
- The Ambassadors felt that they had an overall positive impact on people who engaged with the campaign. They have had good feedback from people and felt that they gained trust from people as they came to the project with lived experience. They spoke about how people now came to them asking for next steps, which they felt showed that there is a hunger from Polish people in Scotland to talk more about mental health.

NHS 24, a member of the Polish Men's Mental Health Network, introduced a translated version of its non-English interactive voice response (IVR) menu for people who contact them through 111. Polish is one of the seven language options now available, making it easier for people whose first language is not English to access the health support they need. The number of callers who requested Polish interpreter support when contacting 111 increased by 64% in August 2022 compared to the same month the previous year.

Another network member, Glenoakes Housing Association, used learning from the report as guidance to develop a series of interventions offering support and connection for Polish male tenants, making it easier for them to talk about mental health and access support. This included recruiting a Polish telephone befriender, a Polish facilitator and organising a Polish mass in a local Catholic Church.

Learning

- There is appetite for the Feniks Ambassadors to become trained It's Okay to Talk Facilitators, sharing the resource with Polish community members, and there is a clear need for translated materials to allow this to proceed.
- Exploring cultural differences in terms of conversations and talking about mental health will be of huge benefit across the programme as we seek to develop resources that genuinely target specific communities in Scotland.

"Certainly, [the campaign] really helped me out to understand my own mental health a lot... I wasn't aware of the dramatic situation of men in Scotland. It's helped me to understand how I can help other people who struggle. How should I react, what should I say, what's not good to say, so it's definitely benefited my life".

(Feniks Ambassador)

See Me See Change - Train the Trainer Approach

Background

See Me See Change (SMSC) was successfully launched in June 2022. Following a local authority roundtable, school launch workshops and a public online launch event, word of SMSC travelled quickly. Since then, SMSC has continued to develop and reach more schools across Scotland. To enhance capacity and sustainability, a Train the Trainer (TtT) approach has been trialled with East Lothian Mental Health Youth Workers, Moray Wellbeing Hub and Fife local authority.

Difference we made

TtT participants who took part in a focus group reported finding the training enjoyable, useful and engaging. The benefits from the training for these participants included:

- Activities and ideas that they were able to use with pupils.
- Increased confidence to have conversations about mental health.
- Gained confidence to challenge stigma and discrimination.
- Gained confidence to create an action plan to address issues raised.
- Following the training, trainees have found that delivering sessions has further increased confidence.

Process

A TtT module was developed covering knowledge and theory of stigma and discrimination and how to reduce it. Participants are introduced to SMSC resources and given opportunities to practice delivering some of the activities, with feedback from See Me staff and volunteers. TtT sessions have ranged from half-day sessions to two full days. After training four East Lothian youth workers, See Me delivered to 22 active schools co-ordinators in Fife, who will roll out the approach across the 18 Fife schools in September. Two members of the Moray Wellbeing Hub team have also been trained to deliver the sessions across Moray schools.

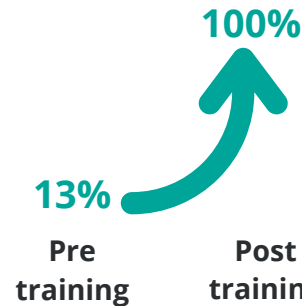
Volunteers, Youth Consultants and staff also delivered SMSC sessions to 17 schools across two local authorities between September and November 2022. These reached 307 pupils and 58 staff.

Learning

Learning from the TtT approach will inform the regional approach that we are taking with the Northern Alliance Improvement Collaborative in May 2023. Here we will be working with seven Northern local authorities to provide a two-part hybrid train the trainer approach with the respective areas.

Youth Consultants and volunteers have been using feedback from SMSC sessions to enhance the suite of resources to support schools with their action planning including example action plans and how-to cards.

I am aware of what approaches can be taken to tackle mental health stigma and discrimination



Percentage of trainees who agreed or strongly agreed with the statement 'I am aware of what approaches can be taken to tackle mental health stigma and discrimination' before and after training.

See Me See Change - Train the Trainer Approach

Active Schools Co-ordinators (ASCs) in Fife undertook training to learn how to facilitate See Me See Change sessions with pupils across secondary schools in Fife. After running their first SMSC sessions, three ASCs from one team in Fife met with our research and learning partner MHF to discuss how they have begun implementing See Me See Change, and what has worked well:

ASCs ran all four See Me See Change pupil sessions back to back over the course of one day during half term. Facilitators reported that this was not only more efficient than running weekly sessions (as it cut down on time needed for warm up activities and refreshers), but it also helped pupils remain focused. Workbooks were used during the sessions as a break from other sessions, helping embed learning.



Pupil sessions were delivered by three ASCs who worked together to create a relaxed and informal environment whilst ensuring there were plenty of people present to identify and respond to any arising distress/concerns from pupils. Feedback suggested that pupils responded well to working with the ASCs, with whom they they already had an existing relationship, without the challenges of pupil-teacher relationships.

ASCs will be working with pupils and teachers from each school to develop action plans. More resources to support the action planning process were requested, and See Me are currently developing these.

Student Ambassadors involved in implementing a See Me See Change action plan at Selkirk High School

It's Okay To Talk

Background

It's Okay to Talk is a resource comprised of a Z-Card and a workshop intended to make it easier for people to have conversations about mental health in their everyday lives. We are also developing a facilitation pack to complement this resource which will give other external facilitators the opportunity to deliver this session.

The need for a jargon-free, asset-based resource to support people to have more comfortable conversations about mental health was identified by See Me volunteers involved in Time To Talk Day 2022, who recognised that some people still felt unsure or uncomfortable having these conversations.

It's Okay to Talk is designed to be easily tailored to the needs of diverse groups and communities using a case study approach.

Process

- The Z-Card and workshop content were developed with guidance from See Me volunteers, and guide users through the journey of a conversation in four stages.
- Ongoing dissemination of the Z-Cards began in June 2022, and they are shared at anti-stigma events and activities.
- The workshop has been delivered as part of a pilot to a range of groups, including GHK Rugby club, the Spit it Out Festival, Fèisean nan Gàidheal, Aberdeen University students, Feniks Ambassadors, three groups in West Lothian and See Me staff and volunteers.
- A dynamic review process has enabled feedback about the resource to be incorporated allowing for continuous improvement.
- See Me commissioned Neil's Hugs in West Lothian, a grassroots peer support organisation, to deliver the workshop to local community groups. See Me delivered Train the Trainer training to four Neil's Hugs volunteers to support this delivery.

"I'll have more confidence in having these conversations, as simply listening and supporting someone can go such a long way!"
(Training Participant)



Z-Card resource

It's Okay To Talk

Difference we made

Two Youth Consultants and seven volunteers supported us to deliver the It's Okay to Talk workshop to more than 70 participants across eight sessions.

Delivery reached a wide geographical area, encompassing the Highlands, North East and Central Belt, and diversity of experience, including members of the Polish community, young LGBT+ people, university students, Gaelic speakers, rugby club members, and lived experience volunteers.

Feedback from the sessions has been positive, with the majority of participants reporting increased confidence to talk about their own mental health and the mental health of others.

Working with a translator to facilitate a session with Feniks Ambassadors allowed full participation for all members and the opportunity to gather valuable feedback from a cultural perspective.

"I will deal a bit more confidently with people who are having a rough time and will be more comfortable having the conversations needed. If I feel like someone needs to have a chat I am more likely to ask them, rather than hope someone else will deal with them and help them who has more experience."

(Training Participant)

"We'll be able to better consider mental health / support for our participants across our projects from the initial planning stages and ensure we have procedures and support in place for all to lean on."

(Training Participant)



Learning

Participant feedback about It's Okay to Talk suggested a need for further review of the resource and workshop in partnership with minority ethnic-led equality specialist organisations, and as a result See Me is working with the West of Scotland Regional Equality Council (WSREC) and others to achieve a greater focus on equality, diversity and inclusion within the resources.

A facilitator pack will be launched in June 2023 enabling the engagement of a much wider audience.

Veterans' Campaign

Background

See Me were commissioned by the Scottish Government to create a campaign to tackle the stigma experienced by veterans, as part of the Veterans Mental Health and Wellbeing Action Plan. See Me's aim was to create something that will enable veterans, their families, colleagues, carers and others to understand the impact of mental health stigma and discrimination, and give them the words, tools and understanding to address it, and to create a wider social movement of action to end the stigma experienced.

Difference we made

Since the campaign launched, Combat Stress have reported an increase in referrals from wider partner agencies, from wider geographical areas in Scotland, although this cannot be solely attributed to the campaign.

A veterans peer support service which was linked to the campaign received 10 referrals they day after the campaign launch.

Process

A literature review was carried out and meetings were arranged with organisations working with veterans, starting with Veterans Scotland and Combat Stress. See Me then held three focus groups, and met with veterans one on one. In total, See Me engaged with 34 veterans, representing all parts of the forces with a variety in age, gender, race, combat experience and rank in the forces.

From these experiences, the concept of The Guard was created and launched on 29 November. This saw two 10-foot structures erected in Edinburgh Waverley Station. The structures had five portrait images of veterans, some information on the veteran, and a QR code, which when scanned played audio of the veterans telling their own story.

See Me also worked with In Motion Theatre, to develop a short podcast series, Veteran Voices, with actors voicing stories based on the real lives of veterans.

Learning

- Any campaigns, or work with veterans, must be led by and co-designed by veterans.
- Engaging with veterans was one of the biggest challenges in developing this campaign. When planning any further work, an extended timescale should be put in place to support thorough engagement.
- Due to the high levels of self-stigma that veterans experience, this is a very vulnerable group, of which many will need extra support when speaking out about their own mental health and telling their story. Those who took part were at a point in their journey where they were more comfortable and confident talking about their own mental health.
- Veterans spoke about the culture in the forces that actively discouraged people from speaking about mental health, therefore future work with the armed forces is essential for early intervention and prevention.

Veterans' Campaign

Two of the veterans appeared on BBC Radio Scotland to talk about their experiences. The story also featured on national and local news, including STV, Forces News and Heart Scotland.

Organic social content since November has received over 54,500 impressions, and 1,175 engagements (likes, comments or shares).

Advertising achieved a total of 2.8 million impressions across the social channels, and received 4,249 clicks.

140,000 people saw The Guard veterans campaign in Edinburgh Waverley.



Veteran filming at Waverley Station as part of the veteran's campaign

"I thought that [Edinburgh Waverley] was a terrific location... It resonated with myself as a former service person, and then the amount of time we would spend in railway stations and the amount of memories that railway stations would bring up. And I think that there was a great potential there for a whole host of different kinds of people who are perhaps not really that interested in veterans issues to come into contact and be exposed."

(Veteran involved in the campaign)

2996
visits to the veterans' website pages

veterans' stories listened to
609
times

The campaign appeared in the media
66
times

Arts Based Approaches

Background

Creative methods, with a focus on participatory arts, are central to our delivery because evidence shows creativity can support transformative change at the individual and group level.

We launched the Anti-Stigma Arts Fund in 2021 and have been supporting the delivery of a learning set for NHS GGC's anti-stigma fund for the last five years, which supports many creative projects. The second year of the arts fund was launched in 2022.

The learning set model was further developed during 2022/23 to embed anti-stigma principles within all funded projects from the beginning.

The model brings together creative practitioners who are exploring mental health stigma through participative and collective processes with diverse populations. This offers participants involved the opportunity to network and exchange peer knowledge related to stigma, challenging stigma and community engagement. The learning sets allow See Me to better understand its role as a small grants funder by learning from these processes.

Process

In 2022/23, the Anti-Stigma Arts Fund prioritised application forms aimed at engaging with marginalised groups. A total of 39 applications were received, and four of these were awarded funding.

NHS GGC awarded funding to 11 organisations through its Anti-Stigma Fund.

We delivered learning sets comprised of three sessions to projects funded through NHS GGC and the Anti-Stigma Arts Fund. These sessions focused on: approaches to tackling mental health stigma and discrimination, evaluation techniques, and the role of lived experience.



Performance of Judged, a forum theatre performance led by members of Gypsy/Traveller community working with MECOPP, funded through See Me's Anti-Stigma arts fund

"What a great project to be involved with! In all the years I have been making participatory art, I have never been brought together with other projects like this."

(See Me Anti-Stigma Arts Fund participant)

Arts Based Approaches

Difference we made

The powerful graphic novel Trace, created by See Me volunteer Abi Pirani, has been incorporated into one of the See Me funded projects with Say Women. This is due to its resonance with the participant's own experiences and contexts.

As a result of our Learning Sets, the six See Me funded project leads are planning to keep in touch and share progress over the year. This has the potential to establish a creative network supporting each other to embed anti-stigma work within their practice.

The learning sets facilitated important conversations around the balance of power, peer support, the role of personal lived experience as a facilitator, language used to describe stigma in different contexts and creating safe, inclusive spaces.

We are facilitating creative projects, which directly challenge stigma within communities and in relation to public and structural stigma. The MECOPP project with the Scottish Gypsy/Traveller community is a good illustration of this.



Cover image from Trace, a graphic novel about adverse childhood experiences (ACES) created by artist and See Me volunteer Abi Pirani

"I now have a greater understanding of the different elements of stigma and will relate this to the learning sessions we develop to support our members and use this to inform how the podcasts for our project are developed."
(NHS GGC Anti-Stigma Fund participant)

Learning

- Greater diversity (in the broadest sense) among the See Me Arts Fund shortlisting panel would be beneficial to enable further critical reflection in our processes from a range of perspectives.
- There is a need for a renewed focus on tools for measuring community connectedness as a key indicator with creative work in communities.
- We are planning a Creative Learning Event for later in 2023 intended to bring together See Me and NHS GGC funded groups, partner organisations and wider communities to share insights and impacts from their work.

"After our conversation about power and lived experience we both feel we need to bring everyone involved in the projects together again to open up some further conversations about what everyone felt comfortable with."
(See Me Anti-Stigma Arts Fund participant)

Volunteer Recruitment & Development

Background

Each year, See Me recruits and trains new volunteers to ensure that the programme is being influenced by new voices, has new ideas and to ensure lived experience is at the heart of their work. This year we recruited and trained six new young people (aged 16-18), six new media volunteers and five policy champions.

Process

Young volunteers were given training on: understanding stigma and discrimination, what See Me volunteers do, why lived experience is important to See Me's work, how to create change and where they can influence. They were also introduced to the tools and resources for young people and how to use them.

Media volunteers were given one-day training on why See Me engages with the media, how media interviews are set up and how the role works. We then conducted practice interviews with them, designed to help them explore ways to take ownership of their story.

Policy champions were given a short introductory session on how their experiences can help influence policy consultations, and how See Me looks to influence legislation and strategies.

Difference we made

- 16–18-year-old volunteers were involved in peer facilitators training and resource development for See Me See Change.
- 13 volunteers supported consultations, including the response on adult secondary mental health standards.
- Five media volunteers were featured in media coverage, totalling 69 different media mentions across a wide range of outlets including Radio 1, STV News, and The I.
- Five shared their stories on the See Me website, viewed 1,309 times.
- Social media posts featuring new media volunteers reached a total of 21,761 impressions.

This has helped to achieve the impact indicator of 'social contact in settings', as well as going further to achieve social contact at a societal level.

Learning

See Me's volunteer development survey found that one-third of the volunteers would benefit from programme specific training.

Volunteers also expressed an interest in online and accessible training. See Me will review the existing training offered to see which could be made more accessible.

On recruiting new volunteers, we will target those who will be best placed to enhance the specific work of the programme over the next year. This could be in diversifying the volunteer base, or by seeing which experiences would make the targeted work the programme does as impactful as possible.

Volunteer Recruitment & Development



Media volunteer Nicky

During 2023, in total, volunteers featured in: 104 social media posts which had 118,912 impressions, 3,638 engagements and 61 comments.

Media volunteer Nicky put her media training into action sooner than anticipated, with a live interview on BBC Radio 1.

"The media training happened on a Wednesday and was really interesting. It was great fun. We did mock interviews. I'm being recorded and then filmed and then we played them back to listen to them and tweak them a bit. We went over what we should say and what we shouldn't say. It was really interesting to learn. We got some scripts to look at and things like that."

"Then, the next Tuesday I got a text from See Me saying, would you like to be on BBC Radio 1? I was like, wow, oh my gosh yes."

"So, a week later I'm on my laptop talking on Radio 1, and that experience was great, it was a fantastic conversation and you know, it was reaching such a wide audience."

"The training definitely prepared me. Being in a situation where you are on the spot to talk about mental health stigma and discrimination and then being able to listen back. It's quite helpful. The media training really helped and prepared me."

Building the Capacity of the Mental Health Workforce

Background

The SMISS study found that over 75% of people with mental illness felt that they had been treated unfairly by a mental health professional. Our healthcare workforce training programme aims to address this by working with current and future healthcare professionals to improve their understanding of stigma, examine how and why stigma exists in healthcare settings, and reflect on what they can do to end mental health stigma and discrimination.

This year we worked with universities and professional bodies across Scotland to deliver training sessions to over 200 current and future healthcare professionals including pharmacy students at the University of Strathclyde, Global Mental Health students at the University of Glasgow, and members of the Royal College of Psychiatrists.

Difference we made

- 50 registered psychiatrists, 150 pharmacy students and 22 Global Mental Health students participated in workshops.
- 70% of participating psychiatrists said that the session had changed how they feel about people living with mental health problems or mental illness.
- 80% of psychiatrists and 70% of Global Mental Health students said that their knowledge about how to tackle stigma and discrimination had improved.
- Some pharmacy students reported that they appreciated the increased opportunities to openly discuss mental health with their professional peers and help each other to think about the best ways to support people.

Learning

- Lived experience inputs and in-person co-delivery were extremely well received.
- Involving lecturers in student workshops is valuable for learners as they can draw from their personal and professional experience providing vital context for early-stage students with limited experience.
- Participants suggested that future training should include a strong focus on health professionals' own mental health.
- Interactive, small-group activities work best for engaging participants in the workshops.

"My thoughts about stigma and discrimination were broadened. It was helpful to have time to reflect on our own situations and think about what could be done differently going forward. Stigma and discrimination is everyone's issue"

(RCPsych participant)

Process

Bespoke online workshops were developed, delivering content relevant to professional background and career stage. Students and professionals were introduced to definitions of stigma and recent research about how stigma affects people in healthcare settings. Participants took part in interactive activities such as role plays to reflect on how to tackle mental health stigma, and compassionately respond to mental distress. Social contact was embedded into the training through lived experience co-delivery and videos.

Growing the Peer Based Approach at Moray Wellbeing Hub

Background

We have supported Moray Wellbeing Hub (MWH) to lead activity to continue to challenge mental health stigma and discrimination in Moray. The latest phase of this project involved testing and embedding our workplace inclusion resources within Health and Social Care Moray, the See Me universal resource with Champions, and further development of MWH's Health and Social Care influencers training kit. As well as changing minds and influencing practice in Health and Social Care in Moray, the legacy of this project focuses on a strengthened lived experience social movement to challenge stigma and discrimination, and strengthened resources to roll out nationally.

Process

MWH adapted See Me health and social care inclusion resources for use at local level to be delivered by peers, with our support.

Partnership working was central to ensuring access to key health and social care audiences across Moray. MWH Champions leveraged their networks to embed the work in their local community as part of already existing work, including the NHS Grampian Endowment (reconnecting to our wellbeing through Covid: HSCM workforce), a Lottery funded project (focused on active citizenship) and Cash For Kids ('Kindness Cupboards'). This approach boosted the reach of our inclusion resources.

Difference we made

Providing support to MWH has strengthened existing peer-led activity in Moray. Having access to See Me support and tools empowers Champions to communicate impactful messages. Our experience of testing the inclusion resources at a local level will strengthen reach and effectiveness, for example, the Influencing Change in Health and Social Care resource that has been tested by 19 MWH Champions. Through this partnership, we have been able to reach a wider range of health and social care partners and work in schools has resulted in young people feeling heard, and encouraged school staff to support the work.

- 42** HSCM workforce reached.
- 19** Champions involved in testing the Health and Social Care influencers' resources.
- 55** Teachers and pupils involved in the delivery of See Me See Change over 13 sessions.

Learning

Creating change in health and social care requires a strong ongoing commitment to relationships and strategic working at a leadership level. Changes in leadership can impact this journey, create uncertainty, and sometimes result in the need to start afresh. Despite this, See Me has secured new relationships in unlikely places as it carefully considers whom to connect with and influence.

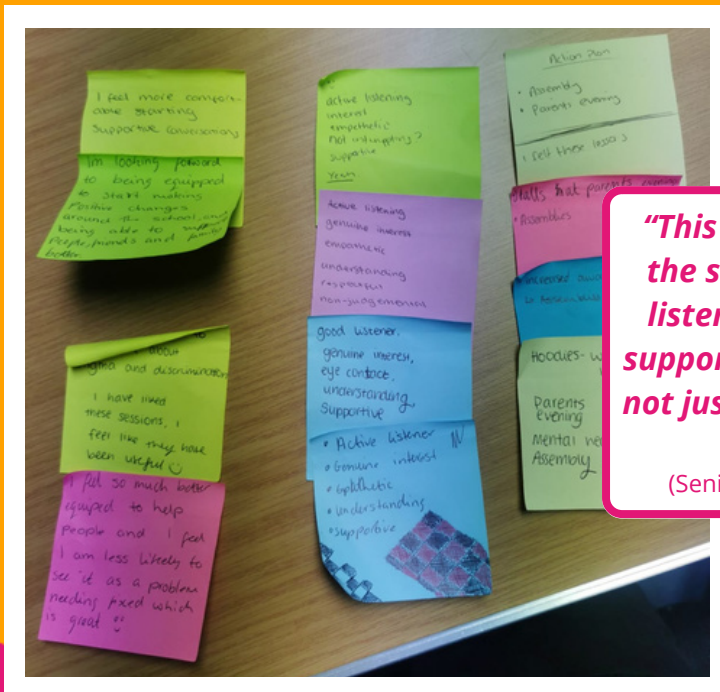
Growing the Peer Based Approach at Moray Wellbeing Hub

A mental health inclusion resources session was delivered at Elgin Children's Home. Staff were keen to learn more about recovery and See Me showcased resources for their ongoing learning.

The session revealed a stark divide between the younger female and older male workers – women did not perceive stigma in their work as much as men did. A recurring topic of taboo when talking about children's and staff's mental wellbeing was apparent.

"I feel more comfortable starting supportive conversations"
(Session participant)

"I feel there is huge social stigma in social care, so much burnout and taking onboard other people's work when they are off [sick] and so not being able to talk about myself due to pressure of time constraints around workload."
(Session participant)



"This [training] is good for the staff, for them to feel listened to and heard...to support each other as peers, not just [training to support] the children."
(Senior leaders team member)



Participant feedback

See Me resources in action

See Me in Work

Background

For the last two years See Me has worked with creative agency Bright Signals to digitalise our See Me in Work offer for employers. The See Me in Work Portal offers organisations accessible guidance and support to take ownership of improvement work and move through the programme at a pace that suits them, without relying on See Me's staff. News about the digital platform was widely shared through our networks, social media channels and targeted communications. 'Discovery sessions' were delivered to employers interested in the portal, to advise on its suitability. Recognising the diversity of employers in Scotland, their different needs, resources and starting points in their anti-stigma journey, See Me developed a 'starter pack' that includes a number of elements from the programme including the self-assessment tool. See Me continued to facilitate the Peer Learning Network for employers to connect and share learning with each other.

Process

See Me in Work Portal: The portal is a digital solution to the capacity limitations that the previous consultative approach created by allowing organisations to take ownership of improvement work and move through the programme at a pace that suits them, accessing guidance and support without relying on the availability of the Improvement Officer.

Starter Pack: We recognise that some organisations might be ready to take action, but feel that the full programme is not for them. The starter pack is designed to be a source of practice information and guidance and includes a number of elements from the programme including the self-assessment tool.

The Peer Learning Network: The network continues to offer a safe space for employers to network and share good practices. We have now opened up the network more widely to any employer in Scotland that is ready to take action on stigma at any level.

3
new workplace
partnerships

2
partnerships
sustained

Employers are still recovering from the impact of the pandemic, which has translated into limited uptake of our tools. As SMISS evidence highlighted, workplaces continue to be hotspots for stigma and discrimination. We are working hard to promote the See Me in Work offer, joining new networks, forging new partnerships and exploring innovative ways to connect with more employers.

Difference we made

We were able to make a measurable difference in the number of employers and organisations we were able to reach in 2022/23:

Portal

9 employers using the portal
8 are new sign ups
4563 total employees reached

Starter Pack

226 Page visits
126 Cost Calculator page visits
115 Self-Assessment Tool downloads

Peer Learning Network

24 organisations engaged

Learning

Background

The Crown Office and Procurator Fiscal Service (COPFS) is Scotland's largest legal sector employer with approximately 2305 employees across Scotland. COPFS joined the See Me in Work programme as their senior leadership team wanted to increase awareness of the impact of mental health stigma and discrimination at work, improve staff confidence to approach managers about mental health, and for the organisation to promote campaigns that tackle stigma and discrimination.

Senior leaders showed their commitment by investing significant staff capacity to complete the staff survey to gauge mental health stigma and discrimination attitudes and perceptions in their workplace. Demonstrating commitment to inclusion and diversity, COPFS facilitated focus groups so that underrepresented staff in the survey could safely explore the findings and thus develop an improvement plan that meets the needs of their staff.

Difference we made

Facilitators had no previous experience in facilitating mental health focus groups but felt confident to do so as a result of the guidance provided and no safeguarding issues arose during any of the discussions.

Feedback from attendees was that the groups provided a safe space for open and honest feedback.

The discussions captured from each group were summarised into key points that provided clarity and confirmation for COPFS around what actions were a priority for the improvement plan.

Process

The COPFS engagement lead used the focus group guidance provided on the Workplace Portal to create a plan that was shared with and signed by the organisation's corporate Health and Wellbeing Committee, consisting of senior leaders from across the organisation. The committee informed managers that any staff wanting to attend the focus groups should be explicitly allowed time during their working day to attend.

COPFS mental health ambassadors and line managers provided feedback on the focus group questions to allow the development of questions that were tailored to the organisation. The focus groups were facilitated by two COPFS staff with one mental health first aider also present.

"We followed the guidance provided by See Me almost to the letter and the feedback we got from staff who attended the focus groups was that we had created a safe space for really open and honest discussion...these discussions really provided clarity and confirmation around what actions were a priority for the improvement plan."
COPFS

Learning

Senior leaders investing staff capacity is key to staff engagement. Providing information and consent forms before the focus group meant that it felt like it was a safe space for open and honest feedback.

Employees and managers had a different understanding of mental health at the organisation.

Self-harm Strategy

Background

Following the launch of Samaritans' Hidden Harm research, we joined them in sessions to help shape a proposal to take to the Scottish Government to help them progress a dedicated self-harm strategy.

In March 2022, we were then invited to be part of the development of the strategy. In April, the programme started working with the government and helped to set up a working group, made up of organisations and people with lived experience, who could support the creation of the strategy.

We supported the government to develop safeguarding processes for everyone involved, before advertising the opportunity to our volunteers who had experience of self-harm. Three volunteers expressed interest in joining the group, with two going on to become members. The first meeting of the group was in May 2022.

Difference we made

The influence of See Me and our volunteers in the first draft of the strategy is clear:

- Two of the 12 guiding principles included:
 - Take an anti-stigma approach.
 - Be sensitive and non-judgemental.
- See Me helped draft one of the four strategy outcomes, as well as three supporting aims, ensuring that it focussed on behaviours, not just attitudinal change, to mirror the See Me approach. The outcome read:

Reducing stigma and increasing understanding about self-harm will result in a tangible shift in attitudes and behaviours across society and services.

Process

The group meets every two months to discuss issues people experience alongside self-harm. Representatives from Scottish Government lead the group and organise the meetings to hear the opinions of those with lived experience, to help guide the strategy planning.

In between the in-person meetings are virtual learning sessions covering different topics. We hosted a learning session where we shared our knowledge of the impact of stigma on those who struggle with their mental health and the stigma on those who have experienced self-harm.

We also took part in the first stakeholder consultation and supported drafting the strategy.

Learning

Whilst we had three volunteers engaged at the start of this strategy group, due to various external factors only one was able to commit throughout the whole process. To increase the influence of See Me volunteers on strategy, we should seek to involve more volunteers. Volunteers suggested that making opportunities more explicit could help with this.

The stigma session we ran was effective in helping the group to understand more about stigma. This session used a mix of our own work and knowledge, and research from Samaritans.

Parliamentary Debate

Background

In April 2022, we met with an MSP following an article she had written about her own personal experience of mental health stigma and its impact. We provided her with some background on the programme's work with employers, the workplace programme, and evidence gathered by the programme into the issues in this area. During the meeting, we discussed putting a motion into parliament to highlight the stigma of mental health at work.

Process

In September, the MSP contacted See Me to advise that the motion, which had a direct mention of See Me and a focus on complex mental illness, had been published and she was seeking cross-party support.

We shared with her the SMISS report, highlighting findings around workplace and employment. We offered to support the motion with promotion across social media, to help the motion gain cross-party support to be debated in Parliament. It received support from 27 MSPs from all five parties.

At the start of November, the motion was selected for debate. With support from SAMH, we developed a joint brief which was circulated to all MSPs. We also created an additional brief for the Mental Wellbeing and Social Care Minister and for Emma Roddick MSP, and helped to promote the debate.

Difference we made

Stigma ran as a theme throughout the debate:

- Our workplace polling was mentioned in the opening remarks, highlighting that half of people with a mental health problem would keep it to themselves for fear of being passed over for promotion or losing their job.
- The SMISS report was mentioned, as well as See Me's work with the LGBTQ+ community, See Me in Work, See Us and work with Police Scotland to improve mental health.
- The Mental Wellbeing and Social Care Minister, Kevin Stewart MSP, highlighted the value of See Me and its work, as well as quoting many See Me key messages. He highlighted SMISS and the See Me in Work portal.
- All of these inputs contributed to achieving the indicator of policy makers understanding discrimination.

Learning

Through our strong connections with MSPs, we have seen a significant benefit in being able to have our work given a real spotlight in Parliament. Ensuring that MSPs are aware of the impact of stigma, the work to tackle it, and the importance of raising the issue is vital for See Me to achieve our aims and influence policy makers.

We learned a lot about the processes of having a parliamentary debate, including securing support across the chamber, how to brief all MSPs, and targeting the right people. This is learning that the programme can take forward with future strategic stigma work.



**Scottish Mental
Illness Stigma Study
(SMISS): Embedding
the Findings**



**See Me 20th
Birthday**



Scottish Mental Illness Stigma Study (SMISS)

The Scottish Mental Illness Stigma Study (SMISS) is the first in-depth study into mental health stigma and discrimination in Scotland. Based on the Australian 'National Stigma Report Card', the research aimed to identify experiences of stigma and discrimination that people who reported living with severe, complex and/or enduring mental illness face in Scotland.

The study was commissioned by and carried out on behalf of See Me in partnership with the Mental Health Foundation, Glasgow Caledonian University and The Lines Between. The first part of the study consisted of a survey. This was followed by qualitative research to add more depth and understanding to survey responses.

Learning from participants

- Employers need to address barriers for employees with mental health issues, such as reasonable adjustments and more inclusive cultures if they wish to tackle stigma effectively.
- Supportive relationships, improved crisis response, long-term support, early intervention and treating people as individuals could reduce stigma in mental healthcare settings.
- Negative media portrayal of people living with mental illness needs to be tackled as it can lead to stigma.

Recommendations

- To share the research in tailored ways with key stakeholders and generate engagement with the findings amongst a variety of groups, including those delivering mental health services, policy makers and those leading public services.
- Allocate and rally resources which reflect the scale, scope and long-term nature of work required to tackle stigma and discrimination.
- Develop an action plan to address the issues set out in the report.
- Repeat the survey on a larger scale.
- Generate evidence to answer some of the questions raised by this research.

Life Areas most impacted by experiences of stigma and discrimination

Relationships with family & friends

- 49% had been rejected or estranged from family.
- 76% expect that people will not want to date or have intimate relationships with them.
- 45% stopped themselves from starting a family/having children.
- 93% stopped themselves from getting close to people to avoid rejection.

Employment

- 57% have been unfairly denied employment opportunities.
- 48% expect to unfairly be asked to leave.
- 75% have stopped themselves from discussing their mental illness needs and experiences at work.

Mental healthcare services

- 81% have been unfairly denied help for their mental illness(es).
- 68% expect to be unfairly excluded from having a say in decisions about their care.
- 58% have stopped themselves from calling 999 for an ambulance or going to hospital for emergency mental healthcare.

We shared the SMISS findings at a launch event on 27 September 2022 in Glasgow, attended by people with lived experience, See Me volunteers, and a variety of professionals working in service delivery and policy. Following the launch, we have delivered on the actions noted below:

Distilling and packaging the data

- Delivered general and targeted presentations informed by life areas
- Produced summaries/briefing papers for each life area.

Communication and Engagement

- Hosted three meetings of a short-life action group.
- Input to 21 national and two global events (2,690 people).
- Met with 16 strategic partners/ organisations.
- Input to nine strategic groups (260 people).
- Featured in two **parliamentary debates**.
- Linked with five local area partnerships.
- Published blogs from both lived experience and professional perspectives.
- Created social media features, including input from lived experience media volunteers.
- Featured on **STV's main news bulletin** and achieved a total of 22 media hits for the study's publication, across national and local print, broadcast, and online.
- Created a SMISS page on the **website**.

Learning and Development

Influence healthcare professionals' education through universities, colleges, and professional development.

Engagement of people with lived experience

- Hosted session with people with lived experience from VOX and other partners prior to SMISS launch event.
- Engaged and trained speakers and media representatives to support ongoing engagement.

Policy Influence

Establishing:

- expert group to help identify priorities.
- collaborative to drive forward actions

SMISS data are informing:

- strategy developments and workforce plans; stigma is now identified as a priority in the new Mental Health Strategy.
- EDI review and governance framework.

Research

- Preparing publications for journals.
- Linking with Canadian and Australian teams to explore international findings.
- Applying for further funding to explore and expand on the SMISS findings.
- Developing a National Stigma Indicator.
- Working with partners to influence stigma indicators within national surveys.
- Reviewing guidance for effective lived experience involvement to inform best practice and continuous improvement.

See Me Delivery Plan

Action across the programme to address SMISS findings, for example:

- Campaign on self-stigma (shame).
- Focused work with minorities/ racialised groups.
- Volunteer-led work.

See Me 20th Birthday

To mark See Me's 20th anniversary we hosted a number of activities to celebrate the changes made over the last 20 years, and highlight the changes that still need to be made going forward. The activities reflected what See Me had achieved as a campaign in the first 10 years, and what has been achieved by the programme in the last 10 years in their key areas of focus; workplace, health and social care, and education. The key call to action was for people to become part of the See Us movement, and to take action in areas where they can really make a difference. The aim of the celebration was to not only focus on See Me as a programme, but to appreciate the incredible action our partners, supporter, and people with experience of mental health problems have taken to challenge stigma with See Me.

24 items of media coverage

Including mentions in The National, the Press and Journal, the Sunday Post, Herald and Daily Record and on STV News

**Organic social media content led to
15,582 impressions
481 post engagements**

Anti-Stigma Activities

Activities were held to ensure that the anti-stigma work of See Me was high on the agenda of partners, volunteers and politicians:



A Walk a Mile took place through Glasgow, with conversations themed around what people think has made the biggest difference over the last 20 years.

Celebration Event

A celebration event was held on 27 October 2022 in Glasgow. The event was attended by See Me staff, partner organisations, See Me volunteers past and present and the Minister for Mental Wellbeing and Social Care, Kevin Stewart MSP. The event included moving speeches from volunteers and staff, previous campaigns, a slide show of volunteers displayed on a big screen, timeline posters of major milestones, and 20 years of campaign materials on the walls.

The peer learning network held an event for members to celebrate, learn, and think about their own anti-stigma work.

We created a short film which featured clips from campaign videos over the decades, images of stigmatising newspaper cuttings from 20 years ago, and interviews with volunteers and managing partners on the difference that has been made.

"I've had poor mental health most of my life. Starting with See Me, I suddenly discovered this community where I was allowed to talk about it. That just gave me the confidence to go and talk about it with my family and then my friends and then the wider public."

"I've created a couple of projects with the help of See Me to tackle mental health stigma. I developed a project based on six-word stories. With the help of a couple of other volunteers, we turned it into a workshop which we called Six Wee Wordies. It's just amazing to see how people engage with it and get involved in conversations which they wouldn't necessarily have done otherwise."

Bridget Dickson, See Me volunteer since 2016

The impact on See Me's lived experienced volunteers

"Volunteering with See Me has led to me setting up a men's mental health and suicide prevention peer support group in Glasgow, Mind the Men. We have hundreds of men who come through the doors and it's helped them to open up about their mental health and challenge stigma and discrimination."

"Being a part of See Me and the See Us movement has been a life-changing experience for me. I wouldn't be doing what I'm doing today as a mental health first aid trainer, and I wouldn't be doing so much if it hadn't been for See Me. It really changed my life."

Gary Macdonald, See Me volunteer since 2016



A poll of **1,000** Scots found that **8** in **10** Scots would have the confidence to talk about their own mental health today compared to just **2** in **10** when See Me began 20 years ago.

Key Learning

- We demonstrated that lived experience is key to creating change through our messaging in the media, the film and the celebration event.
- Volunteer led events need time and resources in order to make them possible.
- In person events can be enhanced by music and performers reinforcing the benefits of arts-based approaches in engaging people in action in tackling stigma.
- It would have been beneficial to have had more capacity to support partners to host events.
- Timing is key. This event fell between two other major events: the SMISS report launch and Veterans campaign, making it a busy period for See Me and partners.

Learning from what works

This year's impact report highlights the breadth of work we delivered during 2022/23, demonstrates the impact of anti-stigma projects, and tells us more about what works to tackle mental health stigma and discrimination, building the evidence base. Valuable insights have been gained into the effective delivery of anti-stigma work through our 2022/23 programme of work and these have been themed into a number of areas to help inform programme development for the future.

Education, training and capacity building

We delivered a wide range of anti-stigma training and skills development opportunities in 2022/23. The literature tells us that contact-based education interventions that convey factual information about mental health conditions to counteract negative attitudes and beliefs about people with mental health problems are effective strategies to reduce stigma. A number of See Me projects delivered in 2022/23 have involved education and training intended to build the capacity of groups and organisations to deliver their own anti-stigma activities tailored for their specific environments.

For example, participants involved in Time to Talk Day 2023 reported that the training they received supported them to develop ideas for anti-stigma activities and helped them to feel more confident to have conversations about mental health. Additionally, the See Me Train the Trainer approach has continued to work effectively in 2022/23 as exemplified by See Me See Change and its work with Youth Consultants and volunteers. Evidence shows that building the capacity of people with lived experience to support them to design and deliver anti-stigma initiatives is crucial. In the future, we plan to continue to strengthen education as a mechanism for change, through reviewing existing training opportunities for volunteers and facilitating access to online training through SAMH.

Evaluating for Impact

We have been working to strengthen programme evaluation during 2022/23 to support programme teams and partners to build their confidence and capacity to embed evaluation activities into anti-stigma work from the outset. Promoting self-evaluation encourages internal learning about what works and what doesn't, and to make use of that learning to understand the impact. Drawing on Evaluation Support Scotland's self-evaluation principles, MHF developed a bespoke self-evaluation toolkit during 2022/23 to enable See Me and partners to measure the difference they are making. MHF has delivered evaluation workshops and drop-in sessions for See Me and its partners, including projects funded through See Me's Anti-Stigma Arts Fund, and through NHS Greater Glasgow and Clyde's Anti-Stigma Fund, and some partners have reported that they are building it into their own organisational processes.

Leadership commitment

We delivered further work in 2022/23 that underlines the importance of leadership buy-in and commitment to creating robust and sustainable approaches to tackling stigma. For example, working with senior leaders alongside Moray Wellbeing Hub within Moray's health and social care sector has emphasised that strong relationships at leadership level are essential for creating the condition for change. Unforeseen changes in leadership have set back progress on occasion and See Me is carefully considering how best to mitigate changes in senior leadership, ensuring these relationships are sustainable and impactful.

Social contact

We continually strive to embed lived experience in the form of social contact into the programme, in a range of ways and at different levels. The literature tells us that social contact is an essential mechanism for stigma reduction, and there are many examples of how social contact is used effectively in anti-stigma interventions to achieve this. For example, Corrigan et al. (2012) write about the importance of face-to-face social contact as a key strategy for reducing stigma for both adults and young people. We have created lived experience opportunities through volunteer recruitment – 17 new volunteers were inducted across all areas of the programme during 2022/23 with the aim of strengthening lived experience-led projects and activities, and ensuring that social contact underpins our work. In 2022/23, youth volunteers are involved in the delivery of See Me See Change training and media volunteers shared their experiences of stigma and discrimination last year across varied media channels including radio, television, print, and social media.

Influencing

We have continued to use influencing as a stigma reduction strategy within the programme, as it works to achieve behavioural and cultural change across settings. Protest is a well-evidenced strategy for reducing stigma and over time this form of activism has evolved into an influencing role where we work with national and local policy makers to influence policy and practice. For example, we worked with our volunteers during 2022/23 to influence government strategy through lived experience, including Scotland's first self-harm strategy. We were invited to be part of a Scottish Government working group to inform the development of the self-harm strategy, along with volunteers with lived experience. A first draft of the strategy was produced in November 2022, in which the influence of See Me volunteers was evident in two of its 12 guiding principles focused on stigma.

Co-production

Co-producing anti-stigma projects and initiatives with people with lived experience is essential to achieve wider engagement and buy-in to interventions and their key messages. The Guard campaign highlighted that lived experience-led projects that are co-designed and delivered are more impactful than those that are not. Careful consideration about how to support vulnerable people with lived experience to design and deliver anti-stigma initiatives is required, to ensure that they can participate without the risk of damaging their mental health. Engaging with people with lived experience safely takes time, resources, and capacity.

To maximise the potential for genuine co-production within the programme, we have invested in building and diversifying our volunteer base to achieve representative voices and to ensure that tools, resources, and activities are co-produced with people with lived experience. For example, recently recruited young volunteers have been involved in the co-design and delivery of See Me See Change facilitator training and resources. Additionally, 14 volunteers have co-produced a range of Scottish Government policy consultation responses.



See Me volunteers at Time to Talk Day 2023

Public awareness

As a programme, we have continued to deliver anti-stigma awareness-raising campaigns during 2022/23, including a campaign informed by discussions with veterans living in Scotland who have experienced mental health stigma and discrimination. It is well evidenced that public education about mental health stigma that embeds social contact – drawing on learning from education as a core mechanism for stigma reduction – can be an effective strategy for tackling mental health stigma. There is also evidence to suggest that awareness-raising campaigns can have a positive impact on supporting people to disclose mental health problems to family and friends and seek help. For example, The Guard campaign had a high level of online engagement through social media and one of the key campaign partners – Combat Stress – reported increased numbers of referrals through a wider range of sources, covering a broader geographical area in Scotland than has been achieved previously.

Peer support networks

We have been working to establish and sustain peer support networks across different areas of the programme to support the delivery of anti-stigma work. Literature indicates that peer support networks can improve the efficacy of anti-stigma interventions, and result in stigma reduction, particularly in relation to self-stigma. Programme peer support networks include formal structures such as the See Me in Work Peer Learning Network and more organic structures, for example, the network which is developing between Anti-Stigma Arts Fund projects. This can be seen through the See Me-delivered learning sets for arts-funded anti-stigma projects in 2022/23, where project leads have committed to staying in touch as a form of a supportive creative peer network to enable them to embed and sustain anti-stigma work within their practice.

Developing an intersectional approach

We have been focused on developing an intersectional approach during 2022/23 and working with Polish charity Feniks has been key to this. As a programme we supported Feniks' research that examined the high rates of suicide among Polish men in Scotland, leading to the development of the Polish Men's Network. Some members of the network have taken action to address the findings from the research. For example, a housing association has developed housing support interventions to support Polish male tenants to talk about their mental health and access relevant and appropriate support, including a Polish telephone befriender and a Polish facilitator.

We are committed to increasing equality and diversity within our work and for volunteers, supporters, and partners to achieve better representation across the programme as a whole. Stigma is still pervasive in society, particularly for more marginalised and diverse groups that are at greater risk of experiencing stigma and discrimination. More work is planned to better understand what works to tackle stigma affecting minoritised groups, including building on intersectional and creative stigma reduction approaches. For example, work is underway to deliver creative anti-stigma projects with community-based partners working with marginalised groups and to diversify the See Me arts fund shortlisting panel to ensure that funding opportunities are reaching more diverse organisations that work with those at risk of exclusion, and who experience high levels of mental health stigma.



Key Insights

Learning from this year's programme has provided us with an enhanced understanding of what works to tackle mental health stigma and discrimination, building on what we already know. The See Me programme has undergone a significant transformation since it began as a campaign in 2002. The Covid-19 pandemic presented new and more complex challenges for people living with mental health issues which we are still working hard to respond to. We are supporting partners, volunteers, and supporters to pursue anti-stigma agendas with increasingly limited capacity and resources, finding new and innovative ways to challenge stigma where it occurs.

The programme is increasingly moving from delivery to influencing – to enable more people to take action against stigma. We know that influencing behaviour and cultural change is challenging and takes time, this is particularly the case when there are system-wide barriers to change. The impact of the pandemic means organisations are more inclined to focus on wellbeing and resilience interventions rather than take an organisation-wide approach to stigma reduction, and it has been important to regularly reframe our work in order to encourage more employers and service providers to see that addressing stigma is not an additional ask, but core to sustaining good population-level mental health.

People working in public services are experiencing capacity issues meaning that they are less able to consider action to address stigma, and people who have been early adopters of our approach in the past are struggling to find time to take forward anti-stigma actions. We are therefore working with key partners to progress action on stigma as a central part of what they do already, but this will take time.

We have learned that our volunteer cohort can never be fully representative of the range of different identities, groups, and populations we want and need to work with. Partnerships with key organisations that have established links and high levels of trust within their communities are critical to more effective engagement, co-production, and sustainability of our approach. This level of partnership and relationship building takes time to establish and grow and also requires additional resources to enable authentic engagement of people from marginalised groups with lived experience.

It is fantastic to see much higher levels of lived experience leadership and engagement that is now in place across policy and practice areas.

See Me has a long history of this and has been able to offer advice and learning gained from our experiences over time. Through SMISS we have reviewed and refreshed our approach to safeguarding and engagement of people with lived experience, and sharing our learning around this will be important and we anticipate beneficial to many partners.



Evidence from SMISS and other work is a strong reminder that to achieve change at scale we need to look at addressing self, structural, and public stigma. With the introduction of the new Scottish Mental Health Strategy and supporting action plans, we have an opportunity to influence and take forward strategic collective action to address some of the 'wicked issues' that remain and continue to impact people's lives. Through our learning, and from subsequent years of delivery, See Me is best placed to lead, coordinate and progress much of this action in 2023/24. This will include:

- Clarifying the longer-term role of See Me in the context of the new Mental Health Strategy - specifically considering self, structural, and public stigma.
- Working with new partners and communities to trial different ways to address stigma as part of an intersectional approach.
- Focusing on and engaging key employers to support them to prioritise action on stigma.
- Working directly with healthcare partners, including mental health services, to identify the best practice and what's working to reduce stigma, and sharing knowledge through publications, networks, and events.
- Trialling varied approaches to addressing stigma in further and higher education - exploring impactful practice that is already in place.



- Building, extending, and diversifying the See Me social movement, supporting more people across Scotland to take action against stigma.
- Linking with global and UK anti-stigma alliances to share learning and continue to build the evidence base.
- Working with people who experience stigma to lead a campaign with a focus on shame – one of the key themes emerging through research data.
- Securing funding to take forward further research to understand the nature and scale of stigma and what can be done to address it.
- Extending our role as the national hub for anti-stigma action – supporting sharing of best practices and learning and enabling easier access to a range of tools that can help people to challenge stigma and discrimination.



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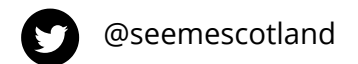
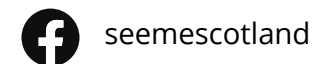
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