



***See Us  
Activity  
Pack***

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## 1. Introduction

In Scotland more than two thirds of people with mental health problems have experienced stigma or discrimination.

This has to change – and we can do that if we all work together.

With our new campaign – See Us – we’re asking the people of Scotland to come together to challenge mental health stigma and discrimination, to open up the conversation on mental health, and be there for those who need it most.

Lack of understanding often fuels stigma, and we know that by talking about mental health and taking action, we can challenge outdated stereotypes and negative perceptions.

In this pack, you’ll find a range of activities that you can use yourself, or as part of a group to get a better understanding of what mental health stigma and discrimination look like, and how we can all come together to make sure no one is treated unfairly because of their mental health.

This pack is just a taster of some of the activities and resources we have created to help you to take action as part of the movement.

Make sure to check out the See Us pages on our website to get exactly what you need. Whatever your interest, and however you want to do it, we have something for you.

## 2. How to Use This Pack

We've collated some of the activities we use with groups and individuals across Scotland that'll help you gain a better understanding of mental health stigma and discrimination.

We've split the activities into two categories:

Activities you can do on your own, including videos, reading materials and quizzes you can do in your spare time, and activities to try as a group, which can be used in schools, youth groups, community groups, workplaces or even with family and friends.

## 3. Activities to do on Your Own

In this section, you'll find links to useful videos, quizzes and advice to help you develop your understanding of mental health stigma and discrimination and recognise it when you see it.

### Video Libraries

On our YouTube channel, we've got a range of videos to help you gain a better understanding of stigma and discrimination. With poetry and spoken word, animations, thought-provoking campaign content, and individuals and professionals discussing mental health stigma and its impact, there's a huge range of content online. You can watch these on your own, share on social media, or with friends or family, or use to spark conversation at work, school, or where ever you want to make a difference.

- [See Us Campaign Film \(released October 20\)](#)
- [What works in tackling stigma](#)
- [Seeing past the stigma at work](#)
- [Advice From Young People on mental health.](#)
- [A short video showing how helpful words can be.](#)
- [Our health and social care library, featuring people who access and work in health and social care services.](#)
- [Our 'It's Okay' campaign video for young people.](#)
- [Our 'The Power of Okay' campaign video for workplaces.](#)
- [Danny Quinn is a rapper whose work focuses on the stigma surrounding speaking out about having a mental health condition.](#)
- [Angela McCrimmon is a poet and author who writes about mental health, recovery and compassion.](#)
- [Zoe, a youth volunteer, speaks about human rights.](#)



## Quiz

This quick quiz will help you find out more about mental health in Scotland and the UK today.

1. How many of us have mental health?  
A 25% B 50% C 100%
2. How many GP appointments in Scotland relate to mental health?  
A 1 in 2 B 1 in 3 C 1 in 4
3. How many people in Scotland say they have experienced mental health stigma and discrimination?  
A 34% B 61% C 71%
4. How many people in Scotland say their perceptions of mental health have improved over the last 10 years?  
A 13% B 58% C 85%
5. How many young people in Scotland say they are dismissed by adults when they try to speak about their mental health?  
A 26% B 46% C 66%
6. Which age group in the UK report experiencing better mental health than average?  
A 16-35 B 35-55 C 55+
7. How many young people in Scotland say they have struggle with their mental health?  
A 20% B 57% C 72%

Answers:

1.C 2.B 3.C 4.B 5.C 6.C 7.C

## Top Tips for a Conversation

1. Show You Care
  - Ask “How are you?” Showing you care and just being there means a lot. It can help to ask more than once.
2. Be Patient
  - With mental health there are good days and bad days.
3. Listen
  - Listening is as important as talking.
4. No Pressure
  - You don’t have to be a mental health expert to help. It’s not about ‘fixing’ things, just having a chat.
5. Small Actions
  - Natter over a brew or drop a text. Small actions can make a big difference.

## Download your See Us postcards

You can download our See Us postcard and write your action of what you will do to tackle stigma and discrimination, and post it on social media using #SeeMeSeeUs.

Or, you could send it to someone you care about, or encourage others to take action by giving out postcards.

Download yours here.



***You don't  
need to be an  
expert to  
make a  
difference.***

#### ***4. Activities to Try as a Group***

We know that the best way to tackle mental health stigma and discrimination is by working together.

As more people join the movement to tackle mental health stigma and discrimination, the louder our voices become.

Talking about mental health stigma and discrimination in group sessions is effective too, with different people bringing their own experiences and views to the table – letting you see different perspectives and understanding.

The following activities can be used in schools, youth groups, workplaces – anywhere where you can get a group of people together who are eager to learn and make change.



## What are the Facts?

**20 minutes**

**Materials needed:** Statements (over page). Answers signs:

'agree',

'disagree'

'unsure'

In this session the group will be able to explore and challenge their own and others' values and attitudes through the discussion of facts about mental health.

### **Aims**

- To challenge the stigma that acts as a barrier to seeking help for mental health problems
- To positively influence individual attitudes through exposure to accurate information

### **Step 1: Expressing and challenging views**

- The facilitator should create and put up the signs – 'agree', 'disagree' and 'unsure'

The facilitator will read from a series of statements, e.g. 'People with mental health problems don't get better'

- Participants choose to publicly identify with the statement and stand by the sign that indicates their response – the facilitator should make it clear to participants that it's okay if they feel they don't know the correct answer
- Facilitator to generate discussion amongst the group if there are differences in where/how individuals stood/responded

## Step 2: Review

- What was your experience with this activity?
- What was it like to see people having different opinions from you?
- Were there areas that made you feel uncomfortable?
- How did it feel to make a choice?
- Did you choose a certain response because you didn't want assumptions made?
- Were there things you wanted to say but you felt you couldn't?

## Statements

1. Diet, exercise and regular sleep patterns are all effective ways to support mental health and wellbeing.
2. Anyone can experience a mental health problem.
3. Stigma against people with a mental health condition is uncommon in Scotland.
4. Distress can occur in someone who has a mental health condition.
5. Many clinical depressions that develop in teenagers come out of the blue.
6. Schizophrenia is a split personality.
7. Suicide is the leading cause of death for males under 35 years old in Scotland.
8. People with mental health problems don't get better.
9. Young people self-harming are attention seeking.
10. Everyone has the power to support a friend having difficulty with their mental health.
11. Most people with panic disorder do not get well with treatment.
12. A psychiatrist is a medical doctor who specialises in treating people who have a mental health conditions.
13. Serotonin is a liver chemical that controls appetite.
14. A delusion is defined as seeing something that is not real.
15. Lack of pleasure, hopelessness and chronic tiredness can all be symptoms of a clinical depression.

## Answers

1. **Agree** – All of these can help support positive mental health and wellbeing
2. **Agree** – We all have mental health and as such anyone could develop a mental health problem
3. **Disagree** – Stigma is unfortunately very common, however lots of people are working towards changing this and we can all challenge stigma
4. **Agree** – We can all experience stress and people can experience distress at different times. Distress is caused by a problem or event
5. **Agree** – Anyone could develop a mental health condition, however help and support are available
6. **Disagree** – People who have Schizophrenia experience delusions and hallucinations (psychotic symptoms)
7. **Agree** – Many factors contribute towards this, including the stigma surrounding mental health which stops people accessing the help and support that is available
8. **Disagree** – Most people who develop mental health problems can and do get better with support. People with enduring (long lasting) mental health conditions such as eating disorders are commonly referred to as being 'in recovery'
9. **Disagree** – Many people self-harm as a coping mechanism to deal with distress. It is any injury that a person inflicts on themselves without the intent to die
10. **Agree** – We can all help a friend by listening and supporting them to reach out to get support with a mental health difficulty including encouraging them to speak to an adult

11. **Disagree** – Panic Disorder can be effectively treated with psychological therapies or medications. A person with panic disorder has panic attacks, expects and fears the attacks and avoids going to places where escape may be difficult if a panic attack happens
12. **Agree** – Psychiatrists are medical doctors who have had many years of additional training in psychiatric medicine
13. **Disagree** - Serotonin is a chemical. It is a neurotransmitter that helps in regulating many different brain functions, including mood, anxiety and thinking
14. **Disagree** – It is a disturbance of cognition where a person has fixed false beliefs that something has occurred or will occur
15. **Agree** – If you are concerned about yourself or someone else you should talk to someone you trust to get help and support



## Discussing Stigma

**20+ minutes**

**Materials:** Prompt Questions

**Instructions:**

Ask the group if they know what the word “stigma” means. Lead a whole group discussion on the definition of stigma and the relationship between stigma and stereotyping. (20 mins discussion)

**Prompt Questions:**

- What are some of the negative things you have heard about people with mental health conditions (Responses may include: violence; crazy)
- Why do you think people with mental health conditions are stigmatized? (Possible answers include: they are weird/different; people don't really know the facts)
- Can you think of any other health conditions or social issues that have been stigmatised throughout history? (Possible answers include: homosexuality; leprosy; AIDS; unwed motherhood; divorce)
- What kinds of factors have contributed to changing public attitudes around some of these conditions or issues? (Possible answers include: education; research; legislation)
- What do you think influences perceptions about mental health? (Possible answers include: the media – films, news, newspaper headlines and stories that associate people with violence)
- How do you think stigma affects the lives of people with mental health conditions? (Possible answers include: people decide not to get help and treatment even though they would benefit from it; it makes them unhappy; they may not be able to get a job or find housing)

## Hands up for stigma

**20 minutes**

**Materials:** Scenario questions below

**Instructions:**

Ask the group to raise their hand. Read out the different scenarios below and ask everyone to consider how open they'd feel about talking about their own mental health.

1. You are at a close friend's house catching up after not seeing them for a while. They ask you how you have been feeling. Keep your hand up if you feel you are able to talk to someone about your mental health and speak with them about some of the difficulties you have recently had. Put your hand down if you decide to brush it off and just say “I'm fine”.
2. You have just applied for a new job. It is one that you really hope you will get and you are really excited when they ask you to come in for an interview. In the interview one of the interviewers asks why you were unemployed for some time, this was when you had to take time away from working to look after your mental health. Keep your hand up if you feel you are able to be open about your mental health problem and be honest about the reasoning for your time off work. Hands down if you decide to make up another reason.
3. You are on a first date. So far it is going great and you think there might be something there. As the date ends you start to talk about a recent programme on TV that looked at mental health. Keep your hand up if you feel you are able to be open about your experience of mental health difficulties and what you felt about the TV programme. Hands down if you say nothing at all. How many people are left with their hand up?



### **Discussion points:**

- What does each scenario make you think about?
- Why are some things harder to talk about than others?
- What do you think would happen if you did talk about your mental health?

### **Summary:**

Stigma stops people from speaking out. People are often afraid of being judged or misunderstood if they open up about how they feel. This can mean that those who really need help do not seek it out and recovery is delayed. Speaking about mental health gives stigma less power as it normalises it.

## Conversation Starters

### **20 minutes**

### **Instructions:**

Ask the group to raise their hand. Read out the different scenarios below and ask everyone to consider how open they'd feel about talking about their own mental health.

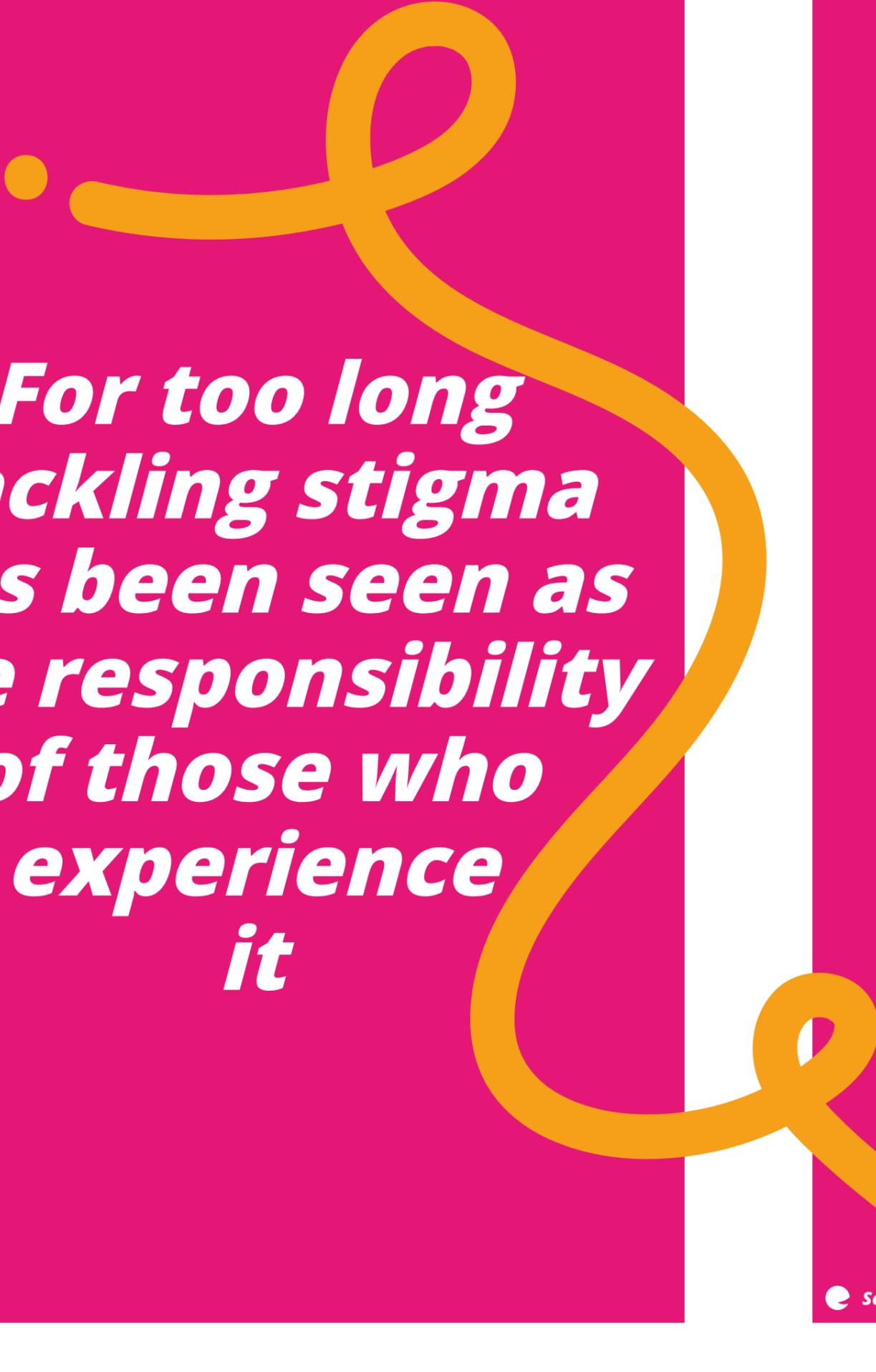
Split into groups of two or three and use these conversation starters to get chatting about how you're feeling – and be as honest as you feel comfortable.

### **How are you?**

1. What made you participate in this session?
2. What do you do to take care of your mental health and wellbeing?
3. What does mental health and wellbeing mean to you?
4. Do you find it difficult to talk about mental health?

### **Key messages:**

- We all have mental health
- We can fully recover from a mental health problem
- You can play your part in breaking down barriers by simply welcoming people to groups, and not judging



***For too long  
tackling stigma  
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## Iceberg Theory

**45-60 minutes**

**Materials:** Ability to show video to the group and flipchart/  
notepad/pens

**Background:**

Every society has stereotypes, like the idea that all Scottish people wear tartan, eat haggis and play bagpipes. These are often based on a variety of factors and hold an element of cultural truth. In order to consider what 'mental health' really means to people, we have to take into account stigma and discrimination across society, and how this impacts on perceptions of people with mental health problems.

People often tell us they feel defined by one aspect of themselves and not considered as a whole person. It is essential to consider all the different factors in a person's life and the ways that these can impact their mental health and wellbeing.

One way of doing this is through a theory called "Intersectionality". This says that the various biological, social, and cultural things which can be used to define us (such as gender, race, class, ability, sexual orientation, religion, and age), interact on multiple and often simultaneous levels. So to fully understand a person we need to think about how all these traits are linked, not just use one to judge a person.



### **Aims:**

- Gain better understanding of other people's perspectives.
- Understand factors which can influence a person and their behaviour.
- Explore mental health discrimination and intersectionality.

### **Instructions:**

1. Introduce section and session aims
2. Show the following video about the iceberg theory (show the first 1 minute 10 seconds). <https://www.youtube.com/watch?v=ye7TVMI-TQ>
3. Ask: how much of the iceberg we can see? Answer – about 9% Ask how this relates to what's really going on with people. Explain that we often only see the tip of the iceberg and not the whole picture of what is happening in someone's life.
4. Ask when we see challenging behaviours (eg. anger, fear) what do these feeling look like? What behaviours might we see? I.e. swearing, fighting. What are possible things that could happen in someone's life that cause these? How might social isolation affect this? How might this look different in lockdown when we are socially distanced from each other?
5. Ask what might be at the bottom of the iceberg under the water that contributes to the type of person they are and write these in. What makes people similar and different? ANSWER: I.e. Values, skills, beliefs, culture, identity, past experiences. Ask participants to explore what these mean to them.
6. What are the basic needs of human beings? ANSWER: Love, shelter, food, water, air, connection and safety. How might your behaviours change if these needs are not met? Consider the effects of lockdown/social isolation, COVID situation.
7. Conclude with the quote and remind participants to try to be empathetic at all times and treat people with 'unconditional positive regard'.

# Zombie Apocalypse

**40 minutes**

**Materials:** Character cards ([available from the See Me website](#))

## **Background:**

This activity is designed to challenge preconceptions of mental health and areas of intersectionality (e.g. age, gender, sexuality) in a controlled environment through role play.

Before starting the activity the facilitator should consider potential triggers and issues that may come up and whether it is appropriate for all participants to take part and enable participants to opt out if they feel it is necessary. The facilitator should also ensure that signposting info is made available to all participants after the activity.

Any participants who choose not to take part can assume the role of an 'observer' and consider any learning points for the group.

This activity can be run alternatively as a paper exercise for quieter groups who may be uncomfortable taking part in role play. There are 12 characters; split people into two groups running the activity simultaneously or for younger groups they can team up into pairs or threes with each taking a character between them.

## **Aims**

To understand that:

- Everyone has mental health and can experience distress regardless of whether or not they have mental health problems/conditions
- Everyone is unique
- We all have factors that influence how we think and feel about ourselves
- Mental health conditions like physical health conditions can be effectively treated

## **Step 1: Introduction**

Let the group read the brief...

### **Brief:**

A zombie apocalypse has happened in Scotland, the government and emergency services no longer exist. Priority groups are being taken to a 'safe zone' on the Isle of Skye. However the bus you were traveling on has broken down just north of Fort William. In 25 minutes a huge herd of zombies is due to pass your location. You and your group have found a shelter that will protect some of you from the herd. It also has medical supplies, fresh water and food. Unfortunately after closer inspection, the shelter only has room for 6 people. This means that only 6 people can survive and continue on to the 'safe zone' once the herd has passed.

...and then hand out the first set of character details (one card per person). It is up to the facilitator, which individual will get which character description.

- The group now has 25 minutes to decide amongst themselves who is to stay and who is to leave the shelter. This could be purely discussion based within the group or the facilitator could choose to get the participants to role play the character they have the card for.
- After the group has made its decision (or 15 minutes is up), give each person their second character description. The group then has 10 more minutes to make their final decision on who should stay in the shelter.

Note: If the participants struggle to complete the task with 5 minutes remaining, the facilitator can introduce the suggestion of removing the supplies from the shelter. This will provide space for 4 more people in the shelter.

### **Step 2: Review**

- Now ask the group to discuss how they came to the final decision. Did they change their choices? Yes/No – Why?
- How does this scenario reflect real life situations?
  - Stigma/discrimination/stereotyping/making assumptions based upon what people look like, how they speak, where they come from and what they do.
- Is there anything else you can learn/take away from this activity?

## **5. Get Involved on Social Media**

### **Social Media**

Whether you're shouting about a recent activity you've run, sharing your own story or calling on your followers to join the movement, there are lots of ways to show your support and say, "See Us!" online.

#### **Social media graphics**

You can download a range of graphics for Twitter, Facebook and Instagram on the campaign site.

#### **Email signatures**

If your workplace is committed to tackling mental health stigma and discrimination, show your support by updating your email signature with our banner – and asking your corporate contacts to See Us.

#### **Blogs and vlogs**

If you've got your own blog, YouTube channel or TikTok following, share why you're getting involved in the campaign with your followers. You could point them towards our campaign site to find out more, share why tackling stigma and discrimination is important to you – and don't forget to share it on your social channels, tagging @seemescotland.

*Please note, the campaign site won't be live until 20 October.*



## Suggested Social Media Posts

### Twitter

1. See Us? We're here to make change. Join us in supporting @seemescotland's new campaign to tackle mental health stigma and discrimination. Find out more at <http://seemescotland.org/SeeUs> #SeeMeSeeUs
2. Did you know that more than half of people in Scotland think that attitudes towards mental health have improved in the last 10 years? Let's keep the momentum going – join @seemescotland's new campaign to tackle stigma and discrimination. <http://seemescotland.org/SeeUs> #SeeMeSeeUs
3. Join the movement to tackle mental health stigma and discrimination with @seemescotland's new campaign, #SeeMeSeeUs. <http://seemescotland.org/SeeUs>
4. Want to make a difference? Help others? See change? Get the resources you need to tackle mental health stigma and discrimination through the @seemescotland #SeeMeSeeUs web pages at <http://seemescotland.org/SeeUs>

### Instagram

1. Join the social movement to collectively end mental health stigma and discrimination. It's on us all to make change. Get access to the resources you need to make change from @seemescotland at [seemescotland.org/SeeUs](http://seemescotland.org/SeeUs) #SeeMeSeeUs
2. See Me? I want to make a difference. For too long, tackling mental health stigma has been seen as the responsibility of those who have experienced it. In reality, it needs all of us. Join me, and @seemescotland, to make a difference – [seemescotland.org/SeeUs](http://seemescotland.org/SeeUs) #SeeMeSeeUs

On Instagram, we're also asking our supporters to share why they're supporting the campaign – upload a photo or video of yourself to your grid and explain what the movement means to you. Why are you supporting See Us? What do you wish people understood about mental health? Use the hashtag #SeeMeSeeUs and tag @seemescotland so we can see your stories!

You can download graphics to go with your posts on the See Us web page from 20 October.

## Facebook

1. More than half of people in Scotland say their perceptions of people with mental health problems have improved over the past ten years.

However, more than two thirds of people with mental health problems have still experienced discrimination and been treated unfairly. That could be over one million Scots.

Now is the time for us all to come together, build on the positive changes in society, and do something to make a difference – which is why See Me Scotland have launched a new campaign to bring us all together to tackle stigma and discrimination.

Find out more about the movement for change at <http://seemescotland.org/SeeUs>.

2. For too long, tackling mental health stigma has been seen as the responsibility of those who have experienced it. I'm joining the movement for change to tackle mental health stigma and discrimination in Scotland – and you should too.

See Us? We can make a difference. Find out more about getting involved with See Me Scotland, and access the resources you need to make a difference, at <http://seemescotland.org/SeeUs>.

## Tips for using social media and blogging

Use photos and videos to make your posts more engaging.

It's the human stories that make your posts interesting, so focus on the people! Why not film some short clips of the people at your activity or event or share screen grabs from your Zoom meet? Use the hashtag #SeeMeSeeUs in all tweets and Instagram posts about your activity.

Include a 'call to action' in your tweet if appropriate – i.e. 'get involved', 'join the movement', 'tell your friends' etc.

Post interesting updates throughout the day to keep the buzz going.

Don't forget to tag us in your posts:

- Facebook seemescotland
- Twitter @seemescotland
- Instagram @seemescotland

## Share your story through See Me

If you've got a story to share that you think could make a big impact on a wider audience, get in touch and we can share it through our blog or social media channels.

By sharing your story, you can spread knowledge and perspective about mental illness that could change the way people think about it.

If you'd like to have your blog featured on our website or social media channels, please contact [lindsay.cochrane@seemescotland.org](mailto:lindsay.cochrane@seemescotland.org).

## 6. Public Activities

### Pass the Badge

#### What is it?

Pass the Badge is a simple way to start conversations on mental health. The idea is that you wear a See Me badge for a day and then pass it onto someone else to wear for the next 24 hours. That person then passes it on and so on. There is also a digital badge which you can post on social media and pass on by tagging your friends and family. However you do it, when you pass on the badge you share the message:

*We all have mental health. It's okay to talk about it.*

The most important thing about Pass the Badge is sharing the messages and having a conversation on mental health, the badge is just an easy way to do that.

#### Pass the Badge Event

You could run a Pass the Badge event. These are great ways of starting loads of conversations at once, by getting a group of people together to hand out lots of badges. This could be done anywhere you like, at work, in a school, in public, or even with friends or family, anywhere that you want to get people talking about mental health.

- Think about how many badges you want to hand out to start conversations
- If you want to start a lot, think about getting some people to help you
- Get in touch with us here to request a pack of badges and tell us about your event

- When you run the event, make sure that everyone handing out badges knows how the process works, and that the badges are supposed to be passed on and used to start conversations
- Encourage people to talk about mental health when they are wearing the badges
- Encourage people wearing the badges to share pictures on social media using #PasstheBadge and tagging @seemescotland
- Let us know how the event went by contacting [info@seemescotland.org](mailto:info@seemescotland.org)

#### How do you start a conversation?

- Introduce yourself (if needed)
- Pass someone the badge
- Say that the campaign is about tackling the stigma around mental health by showing it's okay to talk about it
- Share the message that we all have mental health
- If you're comfortable, speak about your mental health
- Ask them about their mental health
- Ask them to wear the badge for 24 hours, then pass it on to someone else and ask them to carry it on.

#### Pass the Digital Badge

You can also "Start Talking" about mental health using our digital badge. You can do this by finding a photo which means something to you and uploading it at <http://passthebadge.co.uk> to put our digital badge on. Then share it on social media with a story about why you think it's important to Start Talking about mental health.

Then tag a couple of your friends, family or colleagues, ask how their mental health is and get them to share their own badge picture.

## Walk a Mile

### What is it?

Walk a Mile brings people together to speak about mental health and 'walk a mile in each other's shoes'.

The idea is that people get paired up with someone they don't know, using different colour stickers, and then walk a mile together speaking about mental health.

The activity was created by See Me and Chris McCullough Young, inspired by his walk around the UK to tackle mental health stigma.

One of the main focuses of Walk a Mile is health and social care, to bring together professionals, carers and people with lived experience, people who may normally stigmatise each other, to walk together, to get to know each other and walk a mile in each other's shoes.

It's a great activity that anyone who cares about tackling stigma can take part in.

### What can you do?

People all over Scotland have put on walks at schools, workplaces, hospitals, in their community and more, to show that mental health can be a topic of everyday conversation.

We're always delighted to help people to arrange their own Walk a Mile events. If you're interested in putting on a walk, get in contact

- Before and after the walk encourage people to share pictures on social media using #letswalkamile
- Let us know how many people took part and what types of conversations people had

## 7. Speaking to the Media

If you're part of an organisation making change, an individual holding a local event to spread the word about See Us, or you just want to share your story to tackle stigma, speaking to the media can be a really powerful way of spreading the word about what you're doing.

Here are some things to think about, along with a template press release.

If you need any more assistance please contact See Me's senior communications officer Lindsay Cochrane, [lindsay.cochrane@seemescotland.org](mailto:lindsay.cochrane@seemescotland.org).

### Speaking to a journalist – think about what you want to speak to them about

Whether you phone or email the journalist, be clear about what you want to speak about. Do you just want to speak about your See Us campaign event, or would you also be happy to share your personal experiences, if appropriate?

In all instances, remember you are speaking as an individual, and not as a representative of See Me. This means you don't have to remember lots of information about the campaign or what we do. If a journalist wants a quote from See Me, they will get in touch with us.

Think about the level of detail you want to give to the journalist. For instance, are you happy for your full name to be used? Can they include where you're from and your experiences of mental health problems? How much detail do you want to go into about your experiences?

It's useful to think about this before you approach a publication as they will want to know how much of your story they will be allowed to cover.

If you are expecting to have some media coverage, or have done any interviews with TV or radio, please let our communications team know, so we can look out for it.

### Top tips

News-desks are looking for news – think about why they will want to write about your story at this point in time. In this instance it will be because you are holding an event to support the See Me, See Us campaign.

You can usually find contact details for your local newspaper, radio station, TV channel etc. on their website. You can also contact See Me to get details.

You can try to phone or email the appropriate contact but remember journalists can get hundreds of emails every day so they might not get back to you straight away and if particularly busy, they may not respond at all, but try not to take this personally.

If you need public participation to your event or activity then we would recommend speaking to the media two weeks before your event is due to take place.

### What do you want to say?

Preparation is key and often jotting down three key messages ahead of the interview is helpful. This could be the three most crucial bits of information that you want to get across, for example, dates, times and venue of your event, why you're holding it etc.

### What don't you want to say?

If you are going to speak about your personal experience, it might be helpful to take a few moments to think about anything you do not want to discuss.

### Template Press Release

#### **Name of group] holds [insert event] in support of national mental health campaign**

[Name of group] are taking the lead in tackling mental health stigma and discrimination in [Area], as part of a brand new nationwide campaign.

The See Us campaign, from See Me, Scotland's programme to end mental health discrimination. The new campaign marks the next phase in the social movement to tackle mental health stigma and discrimination in Scotland, calling on people to get on board and make change – whether they have experience of mental health problems or not.

Launched on 20 October, the campaign is encouraging people across Scotland to make a difference, through prevention and intervention, by boosting their understanding of mental health and encouraging those around them to get on board.

More than half of people in Scotland say their perceptions of people with mental health problems have improved over the past ten years. The new campaign is looking to build on this progress – and [Name of group] are among those getting on board.

[Name of group, location] will join hundreds of other groups, organisations, schools and members of the public, who will all be hosting events and starting conversations around mental health as part of the campaign.

Activity planned for the day by [Name of group] will include [Please add a paragraph in here about what your group is doing].

[Name of spokesperson, role at group] said: [suggested quote] "To see real change in tackling mental health stigma and discrimination, we all need to join forces – which is why we're proud to show our support to the See Us campaign.

“There is a lot of power in working together, and our upcoming [event/activity] is just the start of how we’ll be challenging stigma and discrimination in the months ahead.”

See Us will also see the launch a new section of the See Me website, with all the resources and tools people need to make change, whether they’re looking to do this on a large or small scale. People can also access graphics and information to share on social media, to spread the #SeeMeSeeUs movement further.

As part of the campaign, See Me has also launched a new video showing the ways in which people are making their mark in the movement for change.

Wendy Halliday, director at See Me, said: “For too long, tackling mental health stigma has been seen as the responsibility of those who have experienced it.

“It’s time to move past Seeing Me, the person struggling, and for everyone to stand up and say, ‘See Us, we’re making a difference together.’

“Wherever you want to make a change, and however you want to do it, there is something for you in this movement.”

For information about See Us and how you can get involved please visit [www.seemescotland.org/SeeUs](http://www.seemescotland.org/SeeUs).

## 8. Signposts to support

Mental health conversations have the power to make a big difference, but sometimes these conversations can bring up some difficult things that people may not have spoken about before. This might mean that they need some support.

If you are experiencing mental health problems or need urgent support, there are lots of places you can go to for help. See Me is focusing on changing how we all think and act about mental health. We’re not able to provide individual or emergency support for people in crisis, but there are lots of people who can. They are listed here:

### **Samaritans**

Telephone: 116 123

Text: 07725 90 90 90

Email: [jo@samaritans.org](mailto:jo@samaritans.org)

[www.samaritans.org](http://www.samaritans.org)

The service is available 24 hours a day, seven days a week.

### **Breathing Space**

Call: 0800 83 85 87

[www.breathingspacescotland.co.uk](http://www.breathingspacescotland.co.uk)

Lines are open from Monday to Thursday, 6pm–2am and Friday to Sunday 6pm–6am.

### **NHS 24**

[www.nhs24.com](http://www.nhs24.com)

Call 111 or if you think you need an emergency ambulance, call 999 and speak to the operator.

ChildLine Scotland

Call 0800 1111

[www.childline.org.uk](http://www.childline.org.uk)