#### An approach to tackling mental health stigma and discrimination in schools

#### Communications pack

##### Introduction

Thank you for taking the first steps towards tackling mental health stigma and discrimination in your school, by signing up for See Me See Change – we’re thrilled that you’re on board, and can’t wait to see what you and your school achieve.

Tackling mental health stigma and discrimination is foundational to good mental health, and participating in See Me See Change will provide your staff and pupils with the knowledge and tools of how to take action across all areas of your school, adopting a whole school approach to eliminate mental health stigma and discrimination.

See Me See Change is made up of three different parts – one for pupils, one for staff, and a joint action-planning session where the two groups come together to formulate a plan for your school.

In this pack, [and online](https://seemescotland.org/young-people/see-me-see-change/), you’ll find a variety of communications tools to help you spread the word to students and staff and encourage participation. This includes:

* A printable poster for pupils to use in corridors and classrooms, with a blank space to fill in who to contact
* A poster for staff rooms, also with a blank space for contact details
* Social media and website graphics
* Written content to promote the sessions through your channels, including your website, newsletter, school bulletin and social media
* Key messages and statistics to help you promote the sessions to your school community

The designed PDF files [can be found on the See Me website](https://seemescotland.org/young-people/see-me-see-change/) at [seemescotland.org/young-people/see-me-see-change](https://seemescotland.org/young-people/see-me-see-change/).

All of the text contained in this pack is designed to act as a template, and can be tailored and adapted to meet your needs and circumstances and shared through the various channels available to your school.

#### Adaptable content

##### Part 1 – Pupils

###### Website/blog copy

**Training opportunity for pupils**

*Be part of the movement to challenge mental health stigma and discrimination in our school community*

[NAME OF SCHOOL] is working with [See Me](http://seemescotland.org), Scotland’s programme to end mental health stigma and discrimination, on an exciting opportunity for our pupils and staff.

See Me See Change is for schools interested in learning more about the impact that stigma and discrimination have on people who experience mental health problems, and that want to do something to make things better.

We all have mental health, and any of us could go through a period where we struggle. Research carried out by See Me shows that 71% of people with a mental health problem have experienced stigma and discrimination.

The programme is made up of training for pupils and for staff, with the two groups then coming together to co-create an action plan to reduce mental health stigma and discrimination in our school community.

Through the training programme, which is designed by young people for young people, pupils will gain:

* An increased understanding of mental health stigma and discrimination
* A greater awareness of the impact of mental health stigma and discrimination
* An increased knowledge of the ways we can reduce mental health stigma and discrimination across various settings
* Increased capacity and confidence in taking action to tackle stigma and discrimination
* Information on where you can access resources to continue your development

Pupils will also come away with enhanced skills and knowledge to boost their CV, and credits towards the SQA’s Mental Health and Wellbeing (Level 4 and 5) award.

Pupils interested in taking part should contact [CONTACT NAME] by [DATE].

###### Newsletter content

**Training opportunity for pupils**

[NAME OF SCHOOL] is working with See Me, Scotland’s programme to end mental health stigma and discrimination, on an exciting opportunity for our pupils and staff.

See Me See Change is for schools interested learning more about the impact that stigma and discrimination have on people who experience mental health problems, and that want to do something to make it better.

The programme is made up of training for pupils and for staff, with the two groups then coming together to create an action plan to reduce mental health stigma and discrimination in our school.

This is a great opportunity for pupils to make a real difference in our school, while boosting their own skills and experience.

Interested pupils should speak to [CONTACT] in [DEPARTMENT/ROOM].

###### School bulletin content

**Training opportunity for pupils**

Our school is participating in the See Me See Change training programme to tackle mental health stigma and discrimination in our school.

The programme is made up of four one-hour training sessions, and then pupils will work with staff to create an action plan for the school.

This is a great opportunity to boost your skills and experience, and you’ll gain credit towards the SQA Mental Health and Wellbeing (Level 4 and 5) award.

To find out more, please speak to [CONTACT] in [DEPARTMENT/ROOM].

###### Social media content

*Twitter*

Our school is taking part in @seemescotland’s See Me See Change programme to offer training for pupils and staff to tackle mental health stigma and discrimination in our school. Interested pupils should contact [CONTACT NAME].

We’re tackling mental health stigma and discrimination in our school through the @seemescotland See Me See Change training programme. Pupils can find out more about taking part from [CONTACT NAME].

*Facebook*

We’re excited to be taking part in See Me See Change, a new programme designed to tackle mental health stigma and discrimination in our school.

The programme – designed by young people for young people by See Me, Scotland’s programme to end mental health stigma and discrimination – is made up of four one-hour training sessions to gain a better understanding of mental health, stigma and discrimination, the impact this has on people, and what can be done to end it. Pupils will then work with staff to create an action plan for the school.

This is a fantastic opportunity for pupils to make a real difference in our school community, learn new skills and gain credits toward the SQA Mental Health and Wellbeing (Level 4 & 5) award.

Interested pupils should speak to [CONTACT NAME] in [DEPARTMENT/ROOM] to find out more.

##### Part 2 – staff

###### Staff update/email/newsletter content

**Training opportunity for colleagues – mental health stigma and discrimination**

In the coming months, we’re going to be taking part in the See Me See Change approach for schools from See Me, to tackle mental health stigma and discrimination in schools.

Mental health is very much a priority for our school, both for staff and pupils, but one of the biggest barriers to seeking help for many is the stigma and discrimination with continue to exist in communities across Scotland.

We all have mental health, and any of us could go through a period where we struggle. Research carried out by See Me shows that 71% of people with a mental health condition have experienced stigma and discrimination.

The See Me See Change programme includes training for pupils and staff, before bringing the two groups together for an action planning session to agree how we will work together to tackle mental health stigma and discrimination within our school.

This is an excellent professional learning opportunity which will count towards your CLPL for the year. The programme consists of two sessions which will be delivered on [INSERT DATES AND TIMES]. Colleagues will:

* Gain an increased understanding of mental health stigma and discrimination.
* Develop a greater awareness of the impact of mental health stigma and discrimination.
* Gain an increased knowledge of approaches to reduce mental health stigma and discrimination across various settings.
* Know what actions you can take in your school that address stigma and discrimination.
* Gain a better understanding of where you can access resources to continue your development.
* Be able to embed a focus on mental health stigma and discrimination when adopting the whole school approach in your school.

If you’re interested in taking part, please contact [CONTACT NAME] in [DEPARTMENT/ROOM].

##### Part 3 – Action planning

###### Pupil reminder for school bulletin/newsletter

**Reminder for pupils undertaking See Me See Change training**

Pupils who took part in the See Me See Change training sessions are reminded that the teacher-pupil action planning session will take place on [DATE AND TIME].

If you have any questions, please contact [CONTACT NAME].

###### Staff reminder for email/newsletter

**Reminder for colleagues – mental health stigma and discrimination action planning**

Following the successful delivery of the See Me See Change training for pupils and staff, participants will come together on [DATE] at [TIME] to complete the final part of the programme, action planning how we as a school will work to end mental health stigma and discrimination in our school.

I’d like to extend my thanks to all involved so far, and look forward to seeing how we can take this work forward.

##### Posters, leaflets and social media graphics

Printable posters and leaflets, and social media graphics [can be accessed through the See Me website](https://seemescotland.org/young-people/see-me-see-change/).

#### Key messages and statistics

To help you speak confidently about the sessions to those who are interested, we’ve compiled some key messages and statistics to support conversations.

###### Key messages

* Mental health is part of everyone’s day-to-day life, it affects all of us, but there is still stigma and discrimination that surrounds it. To tackle this properly, people need to understand that it is okay not to be okay and you can talk about it.
* You don’t have to be an expert to speak about mental health; just asking someone if they are okay can be a powerful thing.
* We need to change the culture around mental health so people feel confident enough to speak about how they are feeling and can ask for help if they need it, without the fear that they will be stigmatised and discriminated against.
* No one should ever be made to feel ashamed or embarrassed to tell anyone that they experience mental health problems.

###### Statistics - Research from See Me

* 66 per cent of young Scots think young people are dismissed by adults when they try to speak about their mental health.
* 51 per cent of young people wouldn’t tell someone if they were struggling to cope with their mental health.
* Just four in ten young people think teachers take them seriously when they say they’re struggling with their mental health
* 72 per cent of young people in Scotland (age 16 to 24) say they have struggled with their mental health – and more than half (51 per cent) say they wouldn’t tell someone if they were having difficulties with how they were feeling.
* 44 per cent of Scots felt that someone with a mental health problem would be supported by someone in their workplace.