



Impact Report

2021-2022

Contents

Overview	Page 3
Evolution of See Me	Page 4
Learning about what works	Page 5
Overview of Impact Report	Page 6
Approach	Page 7
See Me in numbers	Page 8
Progress towards outcomes	Page 10
Outcome 1	Page 11
Outcome 2	Page 15
Outcome 3	Page 19
Outcome 4	Page 22
Outcome 5	Page 26
Outcome 6	Page 29
A story of progress and impact	Page 32
Building on what works	Page 34
Learning for the future	Page 36
Recommendations for See Me and the Mental Health Foundation	Page 37
References	Page 39

Foreword

It's fair to say this has been an exciting, if somewhat challenging year for See Me and for tackling stigma. We know from evidence that action to end stigma is most often built around people coming together, having conversations and sharing experiences. Challenging attitudes and shifting behaviours and cultures is most effective when we unite. Having to work remotely at home, connect by video or telephone calls and stay socially distant meant we needed to continue to find new or different ways of working, of engaging people and of influencing change.

This report shares just a snapshot of some of the work taken forward by the See Me team, volunteers, partners and supporters; so much more has been progressed this year. It was great to launch our ambitious five-year strategy With Fairness In Mind in September 2021, setting out what we want to achieve over the next five years and to begin to take forward some of the projects that will deliver the change we are seeking to make. Alongside that we relaunched our social movement, with a new name, See Us, bringing people together to take action under one banner.



Many of the projects taken forward have helped us to understand the stigma experienced by different groups of people in Scotland, and as always, we have been working alongside them to find the most effective ways of addressing it. It will be great to see what action comes from these partnerships in 2022-23. Over the last year, the See Me team has been working with many volunteers and partners to develop digitally based campaigns and resources; several of these will be launched this summer, to engage with and support many more people to take action to address stigma.

Wendy Halliday
See Me, Director

Overview

The reduction of stigma and discrimination is foundational to good mental health. Stigma and discrimination present barriers to prevention, early intervention and recovery and have a direct impact on wellbeing and on the care and treatment people receive. Mental health stigma and discrimination lead to significant inequalities in health and affect overall life outcomes for individuals, families and communities.

See Me is Scotland's national programme to tackle mental health stigma and discrimination. It is managed by The Scottish Association for Mental Health (SAMH) and the Mental Health Foundation (MHF) and funded by the Scottish Government. See Me began as a campaign in 2002 and has developed into a multi layered behaviour change programme over the last 20 years.

The programme aims to build confidence to talk about mental health, and equip individuals, communities, practitioners and organisations in Scotland with the necessary language, skills and tools, to take action to tackle stigma and discrimination. See Me aspires to change attitudes and perceptions towards people living with mental ill health in Scotland by focusing on system, culture and behaviour change at individual, community, organisational and cultural levels. It does this by leading anti-stigma work in settings including workplaces, education and health and social care, engaging people from different groups and communities across Scotland through focused campaigns.

See Me is guided by people with lived experience of mental health problems. A core pillar of the programme is social movement which combines volunteer-led projects and initiatives designed to tackle stigma and discrimination where they occur, and the work supporters and partners do in various settings across the country to address stigma. The programme is underpinned by a human rights-based approach, with a focus on co-production, inclusion, recovery and intersectionality. The programme works on an evidence-based, social contact model, with the voice of lived experience at the core.

See Me aligns with and contributes to the delivery of the national Mental Health Strategy 2017-2027¹, Scotland's Suicide Prevention Action Plan: Every Life Matters² and the Coronavirus (COVID-19): Mental Health – Transition and Recovery Plan³. See Me is working towards achieving the Scottish Government's vision to create '...a Scotland where people can get the right help at the right time, expect recovery and fully enjoy their rights, free from stigma and discrimination'. See Me's strategy – With Fairness in Mind (2021-2026) sets out the programme direction for Phase 3:

- Achieve impact at scale to tackle the ingrained stigma and discrimination that people living with mental health problems in Scotland face.
- Secure Scotland's position as a global leader in anti-stigma activity.
- Generate further learning about stigma and discrimination by gathering, testing and applying the evidence of what works to change attitudes, behaviours and cultures to eliminate mental health stigma and discrimination.

Evolution of See Me



2002-2013

National campaign:

- **Awareness**
- **Understanding**
- Social marketing
- Campaigning – mental health problems/illness
- Communications
- Lived experience voices
- Employer pledges

2013-2016

Re-founding of See Me:

- **Understanding**
- **Behaviour change**
- Settings-based change programmes
- Social marketing
- Communications and media
- Lived experience volunteers

2016-Present

Complex multi-layered programme:

- **Behaviour change**
- **Cultural change**
- Settings-based programmes to influence system-wide change
- Lived experience/ social contact
- Social marketing/ media – targeted campaigning, digital

Tackling stigma as foundational to all action to improve mental health.



Learning about what works

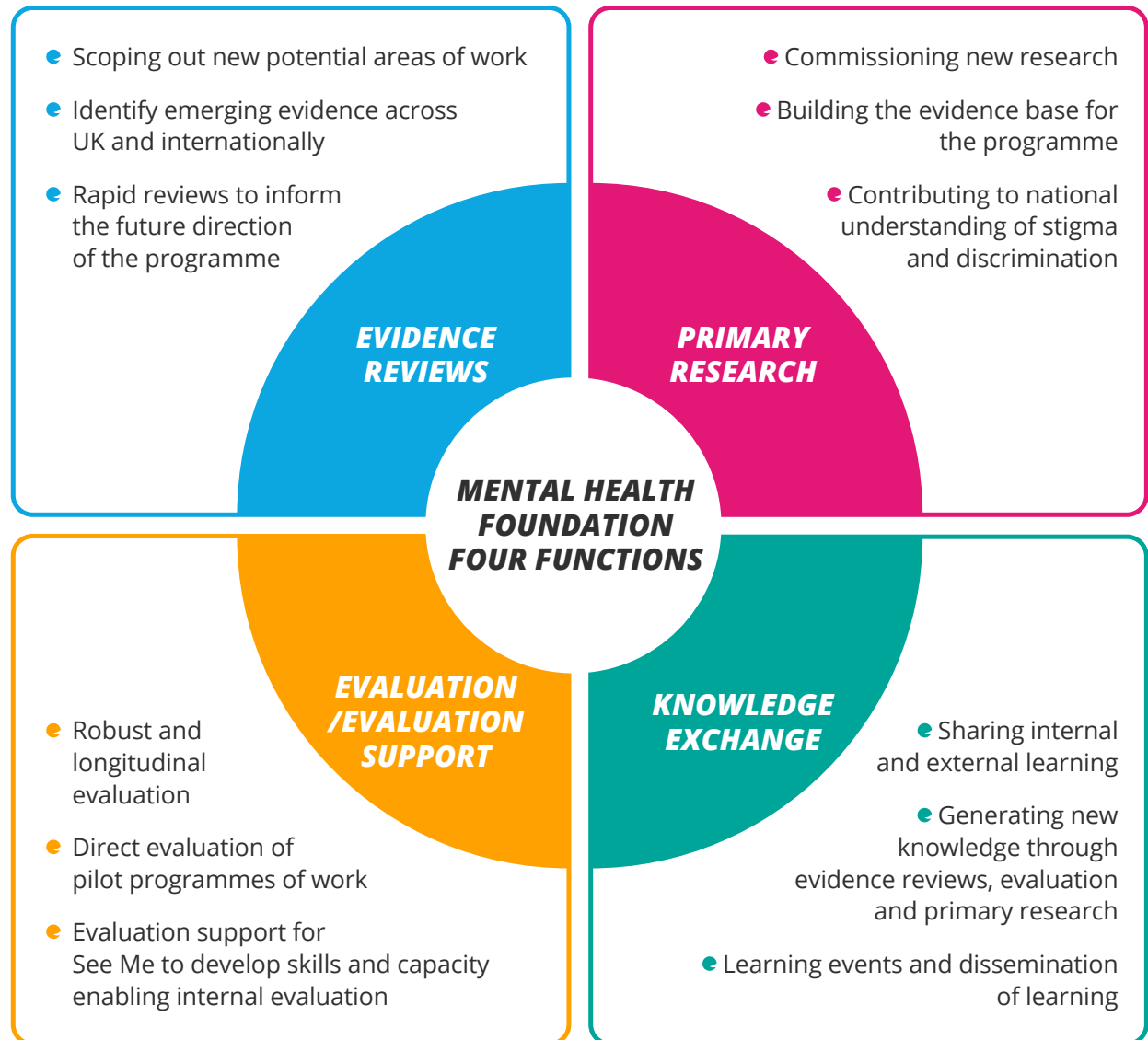
The Mental Health Foundation (MHF) provides research, learning, evaluation and knowledge exchange functions for See Me, through its Four Functions.

These are delivered by the See Me Research and Learning team that is managed by MHF and works flexibly across the programme guided by a structured workplan and responding to programme research, learning and evaluation needs as required.

This model ensures that research, learning and evaluation activities are embedded within See Me activity, whilst maintaining objective distance from programme delivery.

The underpinning aim of the Research and Learning team is to demonstrate whether the See Me programme is meeting its intended outcomes and it is guided by the question: what works to tackle and eliminate mental health stigma and discrimination. This overarching question is explored through learning derived from within the programme and externally from partners and other anti-stigma movements.

See Me Phase 3



Overview of Impact Report

The purpose of this Impact Report is to summarise See Me's progress and impact over 2021-22 (Phase 3, Year 1) for Scottish 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. It also draws out common themes across projects to highlight what works to tackle stigma and discrimination, building on the mechanisms of change identified in the three-year evaluation (2016-2019)⁴.

This builds on knowledge and learning generated by See Me, MHF and partners since 2013, with social contact, education and influencing at the core. A discussion of progress towards outcomes, common themes and learning follows, and the report concludes with key recommendations for the programme.

This report seeks to review the successes and learning of the programme's strategic change in direction, with an increased emphasis on a behaviour change approach and move towards cross-programmatic working within defined settings and across identified population groups.

It looks at the impact of See Me's shift from direct delivery of interventions to influencing and partnership working that inspires and builds the capacity of others to take forward anti stigma work across Scotland.

The report highlights where partners and people with lived experience have adopted See Me tools and resources within systems, settings and communities and involved in the See Us social movement for change, to enable See Me to continue to deliver its ambitious programme in a streamlined and sustainable way.

Approach

This report is not an evaluation of the See Me programme, rather it spotlights a number of projects that demonstrate impact and progress towards outcomes over 2021-22. This is a celebration of a selection of work delivered by See Me, volunteers and partners, and an exploration of progress, impact and learning.

The evidence that informs this report has been generated from a wide range of sources, including See Me programme monitoring and self-evaluation data, MHF research and evaluation data and evidence captured by partner organisations. This information and evidence has been synthesised to create a picture of progress and impact during 2021-22 and to continue to deepen our understanding of what works to reduce mental health stigma and discrimination in Scotland.

Stigma reduction is a collaborative effort, and this is reflected in this report. While significant progress towards raising awareness about and challenging stigma and discrimination has been made in Scotland, by See Me and partners, there is much more to do.



See Me IN NUMBERS




COMMUNICATIONS

189,157 social engagements

94,354 website visits from 68,964 users during 2021-22

2,106 new social media followers in 2021-22, bringing the total number of followers to 53,408

14,444 website downloads during 2021-22

4,811 people registered for See Us social movement since 2014

250 new people registered for See Us social movement

390 media mentions during 2021-22

219 lived experience representations in the media during 2021-22

POLICY AND PUBLIC AFFAIRS

69 MSP/MPs signed up to motions supporting See Us and Time to Talk Day during 2021-22

28 People with lived experience involved in consultation responses during 2021-22

11 Policy consultation responses in 2021-22



SETTINGS

2,253 staff surveys across organisations engaged in See Me in Work, during 2021-22

287 people completed e-learning training in 2021-22

In 2021-22 we engaged with:

239
students

123
school staff

19
schools

50 employers engaged in Peer Learning Network sessions in 2021-22

6 volunteers shared their lived experience during 2021-22

7 local authorities engaged in new work

3 workplace partnerships established in 2021-22



Health and social care engagements in 2021-22:

110 participants

24 partnerships

11 events



COMMUNITY AND PRIORITY GROUPS AND SETTINGS IN 2021-22



158 events and activities delivered by See Me volunteers

93 lived experience volunteers' voices heard

53 events and activities delivered by lived experience volunteers

29 youth and adult champions trained

29 See Me volunteers recruited

12 capacity building session delivered

9 community and intersectional partnership made

5 national partnerships formed

2 national partnerships sustained



RESEARCH AND LEARNING

412 FeelFM question responses in 2021

39 See Us campaign survey respondents in 2021

5 evaluation projects underway during 2021-22 including the Feniks Ambassadors project and the See Us campaign

5 rapid evidence reviews carried out in 2021-22 including women, girls and stigma and stigma experienced by men working in male-dominated industries

See Me
IN NUMBERS

KNOWLEDGE EXCHANGE ACTIVITIES IN 2021-22

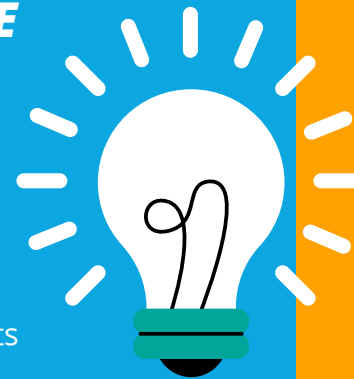
31 people attended 2021 Evaluation stakeholder learning events

22 people attended Scottish Stigma Survey findings events

20 people attended a Lunch and Learn session about young people and stigma

10 2021 Evaluation: advisory group learning events

8 UK Anti-Stigma Alliance events and 7 Global Anti-Stigma Alliance meetings



Progress towards outcomes

OUTCOME 1

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

OUTCOME 4

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

OUTCOME 2

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

OUTCOME 5

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

OUTCOME 3

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

OUTCOME 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.



Outcome 1

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

Six Wee Wordies

DIFFERENCES WE MADE

- A Six Wee Wordies facilitation guide was circulated to See Me in Work employers ahead of Time to Talk Day 2022
- The **Six Wee Wordies Instagram post** shared after the first received a total of 63 likes, reaching 1,103 people. It was the second-best performing post on the channel in February.
- See Me turned the images into **a short video for Facebook** – which has so far reached 1,102 people, generating 17 engagements (likes, comments and shares).

BACKGROUND

The Six Wee Wordies project was created by See Me Volunteer, Bridget Dickson. Bridget has previously used her love of reading as a catalyst for her work with See Me through her Don't Judge a Book project.

Six Wee Wordies explores the role of writing as an accessible medium for talking about mental health and stigma with a limit of just six words per exercise.

Volunteers collaborated to produce creative writing about mental health stigma in just six words, supported by a core working group.

PROCESS

The first Six Wee Wordies session was held as part of one of See Me's online anti-stigma sessions in 2020. In addition to sharing their own Six Word Stories, participants discussed attitudes towards mental health, the impact of lockdown and access to mental health services.

Following this, Six Wee Wordies evolved into a more traditional workshop format and the facilitation group delivered two further live online workshops to See Me volunteers and to Stepping Stones, a young parents group in North Edinburgh. The stories created during these sessions were shared on social media.

"Thanks all, inspiring and thought provoking."

"They judged, I fought, they lost."



CROSS CUTTING THEME

LIVED EXPERIENCE

This project is a tangible example of how See Me works to empower people with lived experience of mental health problems to develop their confidence to talk openly about their mental health and experiences of stigma and discrimination.

Volunteers are supported to develop their own approaches to tackle stigma and discrimination and share their stories to help normalise mental health and challenge self-stigma.

LEARNING FOR THE FUTURE

- The working group will have the opportunity to pilot the workshop in person for the first time at Inspiring Life Day in Peebles on 21st May.
- The group will explore how the session can be embedded into work in settings, initially looking at education and young people settings and workplaces.

"I think there is a shared feeling of struggling and general sadness and loneliness and I think people take comfort in not being alone in that."

"Sharing experiences can comfort and liberate."

DIFFERENCES WE MADE

- 10,247 visits to FeelsFM, using the platform 12, 271 times since its relaunch.
- 412 young people have used the platform and shared their views.
- Research shows that FeelsFM is being used regularly in schools and is popular in youth work.

LEARNING FOR THE FUTURE

- Engaging young people who are often unheard and providing them with an opportunity to share their experiences can produce powerful stories.
- Mental health training for professionals interacting with young people regularly, including doctors and school staff is vital.

BACKGROUND

FeelsFM is an emoji powered digital jukebox, refreshed in 2021, and designed to help young people have their voices heard, to explain how stigma and discrimination impact people their own age.

Originally launched in 2018, the campaign and platform has enabled over 5,000 young people to share their views, resulting in the Scottish Government making three commitments to reducing stigma, including the presence of stigma being central to all decisions about young people's mental health.

The first FeelsFM launch helped to inform government policy around children and young people, and the second aimed to look more deeply into where issues exist, to help inform future policy and address stigma in targeted areas.

PROCESS

Research started in 2020, when See Me implemented a survey and focus groups with its Youth Champions to establish the key issues around stigma.

A survey was carried out with See Me's Education and Young People's steering group and discussions facilitated with the Scottish Government Young People's team. Key issues highlighted were around young people's interactions with adults, such as teachers and health professionals, and families, and the Covid-19 pandemic.

In 2021 See Me polled 1,000 young people across the country that verified these commonly held views. The platform was updated with a new look, new questions about stigma and new playlists.

It was launched in June 2021 on STV, CapitalFM and across social media.



CROSS CUTTING THEME

CO-PRODUCTION

See Me's commitment to co-production as an approach to embed lived experience voices throughout the programme is embodied in FeelsFM. This work has been co-produced with Young Volunteers as young people with lived experience of mental health problems.

Surveys, focus groups and consultations were used to draw out the most important issues for young people and the findings were used to shape the refreshed platform, designed and led by young people, for young people.

Co-production can be seen in many areas of the See Me programme as a way to ensure that the voices of lived experience are central to everything that it does and harnessed as a driver for change.

Scottish Mental Illness Stigma Study

DIFFERENCES WE MADE

- Almost 350 people with complex, severe and/or enduring mental ill health chose to share their experiences of stigma and discrimination through the survey.
- 85% of respondents said that they had stopped themselves from seeking help for their mental health problems.
- The survey has prompted qualitative research that aims to explore people's experiences in more depth.
- Most interim survey respondents (77%) told us that experience stigma and discrimination most frequently within relationships, followed by employment and healthcare.
- Learning from the study so far has been shared with the Mental Health Commission of Canada which will deliver its own version of the survey, marking the beginning of a global effort to understand experiences of stigma.

BACKGROUND

See Me, the Mental Health Foundation, Glasgow Caledonian University and partners began work to develop Scotland's first national study to gather experiences of stigma and discrimination, faced by people aged 18 and over with severe, complex and/or enduring mental health illnesses in Scotland. This work was inspired by a study carried out by SANE Australia and the Melbourne School of Psychological Sciences.

LEARNING FOR THE FUTURE

- The research is designed as a cohort study which will create sustainability by providing an opportunity to follow up with people over time and track changes in their experiences.
- A wider programme of work is being developed by See Me and MHF to take forward projects and interventions based on the research findings, co-produced and led by people with lived experience.
- The findings will inform the Scottish Government's refreshed mental health strategy, amplifying the need for a continued focus on stigma that affects people living with complex and enduring mental ill health.

PROCESS

The Scottish Mental Illness Stigma Survey was developed collaboratively with partners, based on the original Australian research, and informed by people with lived experience.

The survey launched in November 2021, and responses were generated through partner organisations, social media, and local and national media, resulting in around 350 completed responses. Remote support was available to participants who may have found the lengthy online survey challenging to navigate. The survey report has been produced and a first engagement of stakeholders with the data facilitated.

Complementary qualitative research is underway and the full study findings will be publicly launched in late summer 2022. The research has galvanised interest from partners and stakeholders keen to be involved in action to address issues identified.



CROSS CUTTING THEME

LIVED EXPERIENCE

The Scottish Mental Illness Stigma Study is an example of harnessing the power of lived experience to enable us to better understand who is experiencing mental health stigma and discrimination, where and how it impacts on people's lives and behaviours.

With a focus on those living with complex and enduring mental ill health, the research aims to provide a platform for people to share their stories and tell us what the issues are, and what needs to change, to inform anti-stigma work undertaken by See Me, volunteers and partners in the future.

This represents the very reason for See Me's existence – to amplify seldom heard voices to achieve fundamental change within systems, services and society.



Outcome 2

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

GHK Partnership

DIFFERENCES WE MADE

- Coaches officials report that they are more comfortable and confident when talking about mental health and are working to discourage a “macho” approach to mental health conversations.
- Several other rugby clubs have approached GHK expressing an interest in taking part in anti-stigma work.
- Coaches report feeling more comfortable approaching players and asking how they are.
- Coaches are learning to treat poor mental health as they would a physical injury and are having more open conversations about mental health.
- Anti-stigma approach becoming embedded into the club’s way of working.

BACKGROUND

See Me partnered with Glasgow-based amateur rugby club GHK to deliver an anti-stigma programme with the aim of reducing mental health stigma and discrimination surrounding mental health across the club. Being part of a sports club or a team can be a great place to break down barriers and stereotypical attitudes that men can have about mental health, allowing people to support each other. The project raises awareness of stigma and discrimination, supports people to have more open conversations about mental health, and encourages people who are struggling to seek help when they need it.

PROCESS

Staff from GHK took the lead on the programme supported by See Me. Leadership commitment from GHK is enabling the work to become embedded in a sustainable way. The first phase of the programme focused on awareness raising and the second phase on building the capacity of the club through anti-stigma training to develop the confidence of staff and players to have meaningful conversations with each other about mental health. A Champions model will be developed within the club and the third phase of the work will involve wider community engagement.

LEARNING FOR THE FUTURE

- Adapt the resources so that they can be used with younger people.
- The model appears to be effective for community sports groups and could work with other teams and sports.
- In order for the programme to work, it has been important to have dedicated people working on it.
- See Me plans to partner with SAMH to incorporate learning from this approach into its mental health, physical activity and sport programme.

“It’s encouraging that [the work with See Me] has made people happier to talk about mental health.”

“We are all as a club more aware of wellbeing.”



CROSS CUTTING THEME

PARTNERSHIP WORKING

GHK is a powerful example of effective partnership working to reduce stigma and discrimination among target populations.

The project is designed to equip people with the knowledge and skills to identify when people are struggling and have conversations with men about their mental health.

The partnership exemplifies what can be achieved when a partner is passionate about and committed to tackling stigma.

Successful partnership working is evidenced across the See Me programme through anti stigma partnerships, for example with [Moray Wellbeing Hub](#) and [NHS Greater Glasgow and Clyde Healthy Minds](#).

Time to Talk Day 2022

DIFFERENCES WE MADE

- A total of 262 campaign packs were ordered for organisations putting on events.
- 1,000 downloads of our workplace activity pack, 433 downloads of the Communities Pack and 341 downloads of the schools' pack.
- The Time to Talk Day web page was visited more than 6,500 times.
- Time to Talk Day trended at number 1 on Twitter in Scotland.
- Scottish Conservative MSP Alexander Stewart raised a parliamentary motion in support of Time to Talk Day, which gained cross-party support from 41 MSPs.

BACKGROUND

Time to Talk Day is a UK-wide campaign, delivered annually empowering people to have conversations about mental health, to combat stigma in society. See Me has managed and delivered the campaign in Scotland since 2018. Time to Talk Day is run by **Mind** and **Rethink Mental Illness** in England, in Scotland by See Me, by Change Your Mind in Northern Ireland and Time to Change in Wales.

The campaign aims to create a dynamic moment where people take notice of mental health. It is particularly popular in workplaces; however, a lot of conversations also take place on social media, in schools, and communities in Scotland. The theme for the campaign in 2022 was "However you do it, have a conversation about mental health".

PROCESS

See Me, volunteers and national partners plan the campaign and choose a theme to inspire people to start conversations. Partners work together to develop the campaign pack, including conversation starters, posters, post cards, tip cards and more.

The 2022 campaign launched in November 2021, encouraging people to order resources. Partners, volunteers, high profile mental health advocates and celebrities were engaged to support the day. To reach new audiences and encourage participation, See Me ran advertising and media campaigns, and issued local and national press releases. A range of digital events and podcasts were produced to facilitate the campaign during the restrictions of the COVID-19 pandemic.

LEARNING FOR THE FUTURE

- Build an event registration form into the website to give a more accurate view of the number of events taking place Scotland-wide.
- Start planning with volunteers and partners early to help plan their events.
- Position Time to Talk Day as a core part of the See Us campaign and central to See Me's settings approach.

"Started a good open conversation about all the participants' experiences with mental health."

"Really useful materials, good for sharing with work colleagues."



CROSS CUTTING THEME

CAPACITY BUILDING

Time to Talk day is a compelling example of how the programme champions anti stigma work across the UK. See Me develops assets and resources that build the capacity of people and organisations all over the country to have conversations about mental health.

It is a high-profile campaign that educates and upskills. There are many examples of capacity building across the See Me programme, from cascade, peer-led anti stigma training delivery in schools, to funding organisations to deliver anti stigma work within communities.

NHS Greater Glasgow and Clyde Anti-Stigma Fund Partnership

DIFFERENCES WE MADE

- In 2021-2022, nine projects were funded through the NHS Greater Glasgow and Clyde Healthy Minds Anti-Stigma Fund, to a total of £45,000.
- Around 250 participants were engaged across funded projects, including young people, people with disabilities, and people from LGBTQ+ and minority ethnic communities.
- The fund saw increased engagement with more diverse groups and communities.
- Young people across projects reported increased awareness about stigma and self-stigma and greater confidence to talk about mental health and challenge stigma.
- Participants reported feeling involved and listened to through the work, sometimes for the first time.
- Staff felt more confident about identifying the signs of poor mental health and knowing how to support and signpost people when required.

BACKGROUND

NHS Greater Glasgow and Clyde (NHS GGC) has partnered with See Me to facilitate its **Anti-Stigma Fund** since 2019. See Me supports to allocate funding, and delivered six Learning Sets to funded organisations supporting them to adopt an anti-stigma approach and engage in peer support.

Funded projects delivered a wide range of anti-stigma activities including mental health awareness training sessions, creative workshops to explore mental health and stigma, research projects about the impact of mental health stigma on people with disabilities and physical activity and sport sessions to initiate conversations about mental health and stigma.

LEARNING FOR THE FUTURE

- Include more information and resources for funded projects enabling more confident responses to difficult conversations about mental health and stigma.
- Share learning from the Anti-Stigma Fund across Scotland as a model of good practice to support local action.
- Consider additional ways in which to build peer support into the Fund including a Teams channel and peer support network to share best practice.
- Provide support to projects that did not receive funding to take forward anti-stigma work in other ways.

PROCESS

Learning Sets were delivered for funded organisations by See Me and the NHS GGC Health Improvement Team to increase understanding of the impact of mental health stigma and discrimination on participants engaged in the projects and to enable project staff to feel more confident to start conversations about mental health. The sessions aimed to establish and embed the key components of a community based anti-stigma approach and See Me encouraged projects to embed sustainable anti-stigma practice into projects, to embed evaluation from the outset, and to ensure implementation and learning informs future work. Each session provided a chance for knowledge and capacity building, along with the opportunity to build peer relationships and learning.



CROSS CUTTING THEME

CAPACITY BUILDING

See Me's partnership with NHS Greater Glasgow and Clyde is a strong demonstration of its commitment to capacity building as a way to tackle stigma and discrimination.

See Me supports NHS GGC to allocate anti stigma funding, and support funded organisations to embed an anti-stigma approach into their projects through the delivery of six-week learning sets.

Capacity building as a mechanism for stigma reduction is well-evidenced throughout the programme, from strengthening the See Me volunteer base to developing community-specific anti stigma Ambassador-led projects as well as anti-stigma training in schools, workplaces and health and social care.



Outcome 3

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

Volunteer Steering Group

DIFFERENCES WE MADE

- 30 new volunteers recruited who are interested in volunteering in multiple parts of the programme.
- New General Induction process developed for See Me Volunteers, co-delivered by volunteers.
- Volunteers stepping into new peer-facilitator roles helped others to feel confident about tackling mental health stigma and discrimination.
- Volunteers felt that they were on a level playing field with See Me staff members, showing the positive impact that co-production can have on building the confidence of See Me volunteers.
- Having a variety of volunteering opportunities means that volunteers felt that they could learn from and support one another.

“It’s really useful to have people learning alongside you.”

“There’s not a hierarchy of volunteers [and See Me staff] which is quite nice.”

BACKGROUND

Lived experienced volunteers provide See Me with the insight into how stigma and discrimination manifests in communities across Scotland enabling the programme to effectively empower people confidently tackle stigma and discrimination. In addition, the tools, resources and campaigns volunteers co-produce with See Me are instrumental to growing its wider social movement for change. See Me’s new five-year volunteer strategy aims to work alongside volunteers to deliver a more impactful, sustainable and targeted volunteer programme which even more effectively supports, engages and empowers volunteers. A Volunteer Steering Group was launched in May 2021 to lead on this work.

LEARNING FOR THE FUTURE

- Consider extending membership of the Action Groups to other staff and volunteers who are not members of the Steering Group.
- Volunteers would benefit from more opportunities to try out different types of volunteering at See Me.

PROCESS

The Volunteer Steering Group involves See Me staff and volunteers and is co-chaired by two volunteers.

In order to meet the four key objectives of the Volunteer Strategy, the Steering Group has determined that volunteers inducted into See Me would benefit from having knowledge of and access to opportunities across each area of the programme.

In this way volunteers can work cross-programmatically and shape their experience according to their varied interests and needs. To achieve this, the Steering Group formed three Action Groups to drive forward all areas of the volunteer programme.

“It was well set up and the fact that existing volunteers were presenting helped provided more insight.”



CROSS CUTTING THEME

SOCIAL CONTACT

This work illustrates the importance of social contact as a mechanism for change, equipping people with lived experience to shape See Me’s volunteer strategy. The Volunteer Steering Group ensures that See Me’s volunteer strategy is genuinely lived experience led, continually improves the volunteer experience and guides volunteer led anti stigma opportunities across the programme.

Social contact is foundational to all programmatic work, including the delivery of See Me See Change in schools, led by See Me Youth Champions with lived experience, to ensure social contact and a peer-to-peer approach.

Anti Stigma Arts Fund

DIFFERENCES WE MADE

- The anti-stigma arts fund showcases an innovative and creative way to tackle stigma and discrimination with diverse groups and communities.
- The fund received 72 applications from a range of organisations and individuals and six projects were funded.
- 77 participants were engaged across five projects.
- Four films, one leaflet, one wellbeing pack and one comic book were produced across the funded projects.
- Projects provided learning around creating safe spaces for participants from priority communities, generating meaningful co-production opportunities in creative initiatives and improved understanding of how to tackle self-stigma through the arts.
- The projects created and strengthened connections between local organisations, established new community participation structures, developed productive working relationships with See Me, and produced arts-based anti-stigma resources to continue work in the future.

BACKGROUND

The See Me anti-stigma arts fund was created following the publication of See Me's report **'Tackling Mental Health Stigma through art'** in order to take forward its key learning. The purpose of the fund was to explore whether tackling stigma and discrimination through the arts is an effective approach to engage with people from diverse backgrounds and communities.

The initial budget for the fund was a total of £12,000 and the intention was to fund 3-4 arts projects that take forward key anti stigma principles with a focus on engaging specific groups in a creative project which tackles mental health stigma and discrimination. The projects funded include:

- **GIFT 'G52 Project'** in Pennilee working with members of a community affected by suicide.
- **Mindwaves** project creating films exploring stigma about severe and enduring mental health conditions.
- **'Unblemished'** transgender comic, exploring the intersection between transgender and non-binary identity and mental health.
- **'Be Kind Project'** working with young people engaging with Dumfries & Galloway CAMHS service.
- **Artlink** project working with Chinese students at Stirling University.
- **MECOPP Forum Theatre** project working with members of the Gypsy/ Traveller community.

PROCESS

The fund opened to applications in February 2021, when See Me received 72 applications covering a wide range of themes and approaches. Additional funding was secured to expand the number of funded projects to six. This reflects the quality and variety of the applications proposed.

The project leads have been supported by a Community and Priority Group Project Officer through regular meetings throughout the life of the project. Each funded project engaged with their community and developed creative assets and resources to raise awareness and start conversations about mental health, to reduce stigma and generate change.

LEARNING FOR THE FUTURE

- Bringing together fund recipients in a 'learning set' model for future fund cycles will strengthen this approach.
- GIFT, Unblemished and Artlink will all hold events in May 2022 to launch or share their work.

"The whole experience has been incredible, with so many more opportunities that we have been able to get involved in, speaking with policymakers, sharing our experiences within a national webinar, co-producing and designing resources alongside health professionals. I am excited about being a part of the change."



CROSS CUTTING THEME

SUSTAINABILITY

This work highlights how See Me explores and champions sustainable anti stigma approaches by funding work to challenge stigma and discrimination in diverse communities. The fund encourages organisations to embed anti stigma approaches into their projects in a sustainable way, underpinned by outcomes focused evaluation planning. See Me aims to create the conditions for long term change, providing partners with expertise, support and guidance to deliver pioneering and impactful interventions that can be replicated across different communities and settings.



Outcome 4

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

Moray Wellbeing Hub CIC

DIFFERENCES WE MADE

- 163 Health and Social Care Moray (HSCM) team members were engaged in project activities.
- Of those who took part in mental health inclusion sessions for the HSCM workforce, 57% were willing to engage in workplace mental health inclusion training and 63% were interested in attending stigma and discrimination training.
- Moray Wellbeing Hub has meaningful learning and resources ready for a stronger next step in influencing change and supporting lived experience voice to grow.

“Your contribution over the years has, in my opinion, assisted in shaping a more positive interaction, especially around those with Lived Experience.”

BACKGROUND

Building on a strong foundation of ongoing partnership working, See Me continues to support Moray Wellbeing Hub CIC to lead activity to challenge stigma and discrimination within health and social care.

This includes testing of See Me's mental health inclusion resources and development of a 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 aims to create stronger anti-stigma social movements in Moray and nationally, and a range of tested resources.

LEARNING FOR THE FUTURE

- The strong collaborative partnership working with See Me team members was instrumental to this project and will be continue to be important into the future.
- The decision to interweave two projects together from conception was both wise in terms of use of resources, partnership working and cross promoting to the workforce.

PROCESS

This work was planned to work in concert with an NHS Grampian Endowment Funded project: “Reconnecting to our wellbeing through COVID: HSCM workforce” (aka Reconnect HSCM 21), initiated in December 2020. This project focuses on understanding barriers faced by the health and social care workforce in Moray to supporting their own mental health including self-stigma, as well as delivering some self-management activities. The two projects therefore worked together to resource an approach to partnership working with Health and Social Care Moray that consider stigma and discrimination within the system, for both patients and the workforce.



CROSS CUTTING THEME

PARTNERSHIP WORKING

See Me's partnership with Moray Wellbeing Hub CIC is an example of using partnership working as a means by which to achieve programme outcomes and expand the reach and impact of the programme.

See Me has a long-standing partnership with Moray Wellbeing Hub CIC, which has seen their skilled Champions in facilitation and strategic liaison roles test See Me tools and resources in Moray's health and social care sector to influence change and create mental health inclusive systems and services.

Successful partnership working can be seen across the programme with a range of organisations and is a core mechanism of change that has been evidenced to work to reduce mental health stigma and discrimination.

See Us Campaign

DIFFERENCES WE MADE

- The campaign was co-produced with volunteers and partners to engage more people, encouraging them to get involved and to feel part of a national social movement.
- 250 new people signed up to the movement during the campaign, taking membership of See Us to 4,051.
- 69% of survey participants joined See Us because they were inspired by the See Me campaign to tackle mental health stigma and discrimination
- 75% of survey participants reported they would use the tools and resources in health and social care.
- 94% of survey respondents got ideas on how to challenge stigma and discrimination from the campaign.

BACKGROUND

Phase three of See Me represented a shift from programme delivery to influencing and building the capacity others to take action to reduce stigma.

To encourage people to take action to challenge stigma and discrimination a new campaign was launched to inspire people to get involved.

The social movement was rebranded and a platform provided for people to access the tools and resources they need to deliver anti-stigma activities in the areas of their lives most important to them.

LEARNING FOR THE FUTURE

- Consideration could be given to engaging audiences from more local authority areas across Scotland.
- Future projects could consider how to engage more audience members who report no lived experience. 9
- Greater diversity among audience members is encouraged in the future.
- More resources and messaging tailored to priority groups.
- Develop one clear call to action.

PROCESS

See Me undertook in depth audience analysis to understand the profile of people who engage with its website to challenge stigma and discrimination, and what resources they need to support them. A See Us section of the website was developed where people can search for resources tailored to suit their interests, stage of journey and available time. See Me worked with volunteers with lived experience to create the campaign and develop a concept for the social movement. A campaign video was created, along with social media assets, online volunteer stories and bespoke prints created by artists.

46,649 views of the campaign video. 8,822 resources downloaded from the website since the launch of the campaign.

14 features across media channels. #SeeMeSeeUs reached over two million people.



CROSS CUTTING THEME

SOCIAL MOVEMENT

The See Us campaign was designed to create a strong and visible new identity for See Me's social movement. See Me's ambitions for a stigma free Scotland are led by people with lived experience therefore it supports a thriving social movement of people who want to drive and achieve change, dignity and respect for people living in Scotland who are stigmatised because of their mental health problems.

Social movements come in many forms when people come together with a shared interest of creating or effecting change.

See Me See Change

DIFFERENCES WE MADE

- Mental Health Literacy (MHL) scores increased by an average of six points (scale 35-160) amongst participating senior pupils, with the biggest increases in stigma-related questions.
- Survey findings suggest that following the training, senior pupils are more likely to share their mental health problems and experiences with others.
- MHL scores showed an increase in MHL at baseline amongst the second cohort of pupils taking part in training across local authority areas, compared to the first. This suggests a cascading impact of the training on MHL within schools.
- Resources were developed as part of See Me See Change, including resources for staff and pupil sessions, and action planning and facilitation sessions.
- See Me See Change offers a sustainable and flexible programme to build capacity to end mental health stigma and discrimination in schools.

BACKGROUND

Over the last 24 months, See Me has piloted See Me See Change with 19 secondary schools across Scotland, including all mainstream North Ayrshire and Scottish Border secondary schools.

In total, 239 senior pupils and 123 staff members took part.

See Me See Change consists of three linked, interactive learning modules for senior pupils and staff, designed to: support the improvement of knowledge of mental health and its impacts; to open up conversations; and to tackle stigma and discrimination.

PROCESS

The pilot was launched during the Covid-19 pandemic and was delivered via online sessions by See Me staff, Young People Consultants, Youth Champions and volunteers, and in partnership with schools, local authority leads and wider support services. Learning involved three pupil capacity building sessions, two staff capacity building sessions and co-produced action planning session for staff and pupils to tackle mental health stigma and discrimination in their school. Schools were supported with guidance, resources and templates to support action plan development. A mixed-method assessment was undertaken to evaluate the impact of See Me See Change. This included baseline and follow up Mental Health Literacy (MHL) questionnaires, feedback questionnaires with open-ended qualitative questions, focus groups and interviews with staff, senior pupils and the See Me team.

LEARNING FOR THE FUTURE

- Where possible, See Me See Change should be delivered in person.
- Session content should consider inclusion of learning around Adverse Childhood Experiences (ACES).
- Processes and procedures for local authorities and schools regarding the recruitment of staff and pupils to See Me See Change should be developed.
- Intersectional factors related to MH stigma in schools should be explored, including in relation to ASN.



CROSS CUTTING THEME

EDUCATION AND TRAINING

This pilot programme of work is an effective illustration of a schools-based approach to stigma reduction. Education is a well-evidenced mechanism of change often adopted to challenge stigma and discrimination in a range of settings.

See Me's work in schools is a long established and effective technique used to tackle stigma and discrimination from a prevention and early intervention perspective.

Education as a tool for stigma reduction is evidenced throughout the See Me programme as a way to create knowledge and awareness of stigma and discrimination, how to identify and challenge it and what to do is someone experience it.



Outcome 5

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

Police Scotland-See Me Anti-Stigma Partnership

DIFFERENCES WE MADE

- A significant impact has been a significant increase in disclosures of poor mental health in the workplace.
- Over half of Pass the Badge participants (55%) said that there was more conversation about mental health in the workplace after the campaign.
- After e-learning training, 100% of participants agreed that they understood the potential impact of stigma and discrimination on someone who experiences mental health problems, an increase of 25%.
- Key to project success was the appointment of a dedicated Health and Wellbeing Project Officer to oversee the implementation of See Me tools and resources and coordinate anti stigma work – funding has been identified to recruit a Regional Wellbeing Coordinator for three Divisions in the North, which is a legacy of the See Me pilot.

BACKGROUND

See Me supported senior leaders in Police Scotland N Division – covering Highland, Shetland, Orkney and the Western Isles – to implement See Me in Work surveys to assess the baseline of and progress of anti-stigma work undertaken. See Me supported the recruitment of a new Health and Wellbeing Project Officer who facilitated a three-year action plan of focused work with leaders, managers, and staff; to raise awareness about stigma and discrimination and adapt See Me tools and resources to tackle it. Employees were equipped individually and collectively with the knowledge, skills, and resources to challenge stigma and discrimination, and to share their own experiences.

LEARNING FOR THE FUTURE

- The final year of the programme is about embedding lessons learned from the pilot, testing interventions, and capturing lessons learned.
- Funding for dedicated posts to take forward anti-stigma initiatives.
- Senior leaders were instrumental in overcoming corporate resistance to this innovative approach to changing culture and behaviours.
- Embedding wellbeing in the leadership toolkit is vital to taking the conversation about mental health forward and reducing stigma.

PROCESS

See Me worked with Police Scotland N Division leaders to implement the baseline See Me in Work survey, develop a two-year action plan based on the findings, and undertake a follow up survey to review how effective the programme of work was. The Health and Wellbeing Project Officer recruitment specifically to deliver the action plan worked with See Me and Police Scotland leaders to tailor tools and resources to start conversations about mental health and reduce stigma and discrimination across the Division. These included using See Me campaigns: the Power of Okay and Pass the Badge; rolling out activities as part of national initiatives: World Mental Health Day and Time To Talk Day; and encouraging employees to engage in See Me's eLearning online training programme.

A lived experience video created by a Police Officer about his journey with poor mental health started conversations among employees:

"The impact...of the video was huge. People were talking about it...That would never have happened before."



CROSS CUTTING THEME

LEADERSHIP

See Me's partnership with Police Scotland N Division emphasises the importance of senior leadership commitment to effectively tackle mental health stigma and discrimination in particular settings.

Previous programme evaluation has shown how anti stigma work can success or fail depending on the resources and support it receives from senior leaders. This partnership is one of a number that demonstrates the significance of leadership as a mechanism for change; others include Law Society Scotland, GHK and See Me involvement in the development of NHS Tayside's Mental Health Strategy: Living Life Well.

Peer Learning Network

DIFFERENCES WE MADE

- Participants felt that the top benefits from taking part were networking, learning from others and gaining support from others.
- Being part of the network allowed participants to feel like they were able to share with others and find support.
- Working in partnership, the project helped to increase the visibility of See Me among new audiences.
- Organisations chose to take part in the sessions because they wanted to share learning on best practice, share ideas with others and to hear from other organisations taking part.

BACKGROUND

The See Me in Work Peer Learning Network involves a series of quarterly sessions where organisations who participate in the See Me in Work programme can connect and share their experiences.

The Network offers organisations an opportunity to discuss the challenges they may be facing and share examples of good practice with other organisations in a safe and facilitated space.

By learning from each other, organisations can strengthen their abilities to tackle stigma and discrimination in the workplace.

PROCESS

In creating this Network, See Me had a number of outcomes that they hoped to achieve:

- To develop and improve practice
- To share good practice and encourage learning between organisations
- To strengthen social movements within workplaces
- To strengthen relationships between organisations
- To strengthen relationships between organisations and the See Me in Work programme team

In March 2022 the team carried out a survey to find out what the impact that this Network has had so far on the participating organisations.

LEARNING FOR THE FUTURE

- Employers value the networking aspect of Network sessions, enjoying learning from each other.
- Sessions are short, which limits learning/networking activity balance.
- Employers' feedback highlights the need to offer thematic masterclasses in addition to Network sessions, which would be open to employers outside the See Me in Work programme.

"This is my first session but I already see how sharing ideas and experience will help to improve our practice."

"I expressed my frustrations over my workplace and it was helpful to get things off my chest."



CROSS CUTTING THEME

PEER BASED APPROACHES

More recent evaluation of the See Me programme has demonstrated that peer based approaches are conducive to anti stigma work. Peer based approaches are based on the assumption that behaviour is socially influenced and that behavioural norms are developed through interaction. The See Me in Work Peer Learning Network is a compelling example of using peer support as a vehicle by which to offer a safe, facilitated space for employers actively engaged in the See Me in Work programme to share their challenges and good practice around what works in tackling mental health stigma and discrimination in the workplace. Peer based approaches can be seen throughout the See Me programme, including in school-based peer delivered education, volunteer led anti stigma activities and the Feniks Ambassador project.



Outcome 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.

Policy and Public Affairs

DIFFERENCES WE MADE

- See Me contributed to the Police Scotland and the Scottish Ambulance Service updated Equality Outcomes enabling both organisations to improve their outcomes by ensuring they reflect the accessibility needs of protected groups and those with poor mental health.
- The Scottish Ambulance Service committed to staff training to reduce stigma because of its work with See Me, captured in its newly published mental health strategy that See Me helped to develop.
- Following See Me's 2021 Scottish Parliament Election Manifesto, most of the major political party manifestos referenced mental health stigma and discrimination in their pledges, including the SNP and Scottish Greens who went on to form the Scottish Government.
- See Me's calls for improvements to be made to the Adult Disability Payment to ensure that mental health is considered were acknowledged by the Scottish Government.
- See Me's work to influence a stigma reduction focus across systems and services is exemplified in the Scottish Government Health, Social Care and Sport Committee's report on the health and wellbeing of young people, in which See Me recommends co-production involving young people as a mechanism to tackle mental health stigma and discrimination.
- See Me used partnership working to amplify the voices of lived experience and stigma in the wider mental health policy landscape through their contributions to Scotland's Mental Health Partnership.

BACKGROUND

The Policy and Public Affairs function at See Me is a relatively new area of work. By having more policy focused work, See Me can influence people at the highest level to spotlight and tackle mental health stigma and discrimination. This can be seen throughout a number of different contributions over the last year. Collectively, these have had a wide ranging impact and have helped to make stigma and discrimination a key policy consideration for a variety of public facing organisations.

PROCESS

See Me aim to influence these different public facing organisations by gathering lived experience feedback from See Me volunteers and findings from the wider programme work to inform and educate organisations on mental health stigma and discrimination. This can be through responding to calls for feedback on policy updates, giving evidence to parliamentary committees and by producing resources that organisations can access if they want to learn more about mental health stigma and discrimination.

LEARNING FOR THE FUTURE

- See Me should continue to amplify the voices of lived experience in order to shape public policy at a strategic level. This can be achieved by increasing opportunities for volunteers to contribute, for example in the form of co-production through the Policy Champion role which has seen some success at this stage.



CROSS CUTTING THEME

LIVED EXPERIENCE

See Me's work to involve the voices of lived experience in policy development at regional and national level is demonstrated through its Policy and Public Affairs function.

Volunteers with an interest in creating more inclusive policy and practice in Scotland took up posts as Policy Champions to work with See Me in a range of ways, including responding to Scottish Government consultations on topics that affect their lives.

This underlines See Me's commitment to creating the space for people with lived experience of mental health problems to contribute to and lead work across the programme.

NHS Tayside Mental Health Strategy

DIFFERENCES WE MADE

- See Me has worked with NHS Tayside as a positive, critical friend to support the development of its **mental health strategy**.
- Stigma and discrimination is one of the six core priorities of the strategy which will involve continued work with See Me to take forward a programme of stigma reduction within education, health and social care, communities, and workplaces.
- Since the strategy launched, See Me has supported implementation through involvement in a working group, including the ongoing redesign of crisis and urgent care services.
- See Me has delivered information sessions for mental health nurses since the strategy launched to support and destigmatise the nursing recruitment process and to address stigma and discrimination for patients and professionals.

BACKGROUND

See Me was involved in developing NHS Lanarkshire's **Mental Health and Wellbeing Strategy**. The Lanarkshire lead who worked with See Me to embed stigma and discrimination into the strategy was approached by NHS Tayside and the Scottish Government to undertake a similar approach.

However the issues and environment were different in Tayside and the work became focused in creating a culture for change. The Tayside mental health strategy was developed in the context of the Covid-19 pandemic with the support of See Me as part of the strategic programme board.

LEARNING FOR THE FUTURE

- See Me could reflect on the differences between mental health strategy development in multiple local authorities.
- Partners are keen to see how See Me's model of influencing policy and practice can roll out sustainably across Scotland.
- It is important for See Me to continue to work strategically with partners to achieve systemic change across the country for people with mental health

PROCESS

See Me supported the NHS Tayside strategic programme board on its journey towards developing an inclusive mental health strategy with stigma and discrimination at the centre. See Me contributed specific expertise around stigma reduction and language and emphasised the importance of creating a culture conducive to change. The partners worked on establishing a shared vision and plan and See Me offered advice and tools to bring these to life. The strategy considers the mental health impacts of a range of factors such as housing and employment, introducing a system wide way of thinking about mental health improvement. The strategy has six workstreams and one of these is focused on the reduction of mental health stigma and discrimination.

"It is embedding slowly but things are changing."

"Addressing stigma and discrimination in nursing can be quite challenging for people but [See Me] provided a very skilful challenge."

"It has been 100% helpful to have See Me involved. They want to get alongside you and work."



CROSS CUTTING THEME

INFLUENCING

See Me influenced the development of the Tayside mental health strategy through a stigma and discrimination lens. By taking a seat on the programme board See Me worked in partnership to inspire an outcome-led strategy with lived experience at its heart.

See Me's approach to influencing in a subtle small-step way has worked well with NHS Tayside and the success of this approach can be seen in other areas, including its work with NHS Lanarkshire and Stigma Free Lanarkshire.

A story of progress and impact

As See Me continues its journey towards a vision of a stigma-free Scotland, its story of progress and impact further unfolds through initiatives delivered with volunteers, supporters and partners in 2021-22. This report highlights a selection of projects that are indicative of a much broader programme of work designed to lead the way for stigma-reduction across the country and beyond, among target population groups and communities, and within settings. This demonstrates See Me's commitment to delivering positive outcomes for people who are perceived differently and treated unfairly because of their mental health problems. While ground continues to be gained, this story indicates that there is more to be done.

See Me remains steadfast in its intent to **build the confidence of the target groups it works with to talk openly about their mental health and experiences of stigma and discrimination**. This is a fundamental element of the programme that contributes to stigma-reduction, and work towards achieving this outcome has continued in 2021-22 through projects such as Six Wee Wordies, FeelsFM and the Scottish Mental Illness Stigma Study. This work is hugely varied in nature and interacts with different target groups in evidence informed ways to provide platforms for people with experience of stigma and discrimination to share their stories, raise awareness and challenge attitudes and behaviours.

See Me aims to **equip people in target populations with the knowledge and skills they need to feel confident to have conversations with other people who are experiencing poor mental health**. This is an intrinsic component of anti-stigma interventions which can be seen throughout the work that See Me and partners deliver.





See Me has worked in partnership with GHK Rugby and NHS Greater Glasgow and Clyde during 2021-22 to test anti-stigma interventions in quite different ways, with a range of target groups, to continue to explore what works to grow confidence around having difficult conversations about mental health. Time to Talk Day represents a well-established national approach that successfully encourages conversations about mental health and stigma across Scotland, facilitated by See Me's anti-stigma resources.

See Me has a strong and proven track record of working with **people with lived experience of mental health problems, growing their confidence to take action and challenge mental health stigma and discrimination where it occurs**. Phase 3 of the programme represents a firm focus on action: taking what we know works to tackle stigma and discrimination and applying it in practice. We see this through projects such as the Anti-Stigma Arts Fund that equips organisations to challenge stigma and discrimination in their own communities and environments, and more broadly in See Me's dedication to sustaining a thriving social movement of volunteers who lead projects across Scotland to reduce mental health stigma and discrimination.

See Me exists to **support people in the settings it works in to recognise mental health stigma and discrimination and know how to challenge and take action against it**. The programme achieves this in several ways. For example, Moray Wellbeing Hub is a strong example

of how See Me supports partners over a sustained period to challenge stigma and discrimination in a health and social care setting. See Me See Change is a bespoke approach to supporting early intervention peer led stigma reduction in schools. The See Us campaign shows us what challenging stigma and discrimination looks like at a national scale.

See Me in Work engages with employers to reduce stigma and discrimination in the workplace. See Me's partnership with Police Scotland N Division and its innovative Peer Learning Network shows us how the programme continues to **equip leaders in key settings and organisations to create inclusive cultures and take action to tackle mental health stigma and discrimination**. Ongoing work with Police Scotland is developing a system-wide model of stigma reduction, supporting understanding of what works to change behaviour and culture in an environment not traditionally seen as conducive to good mental health. The See Me in Work Peer Learning Network is an example of how learning from anti-stigma workplace partnerships can be shared and sustained through creating a safe environment for leaders to explore successes, challenges and experiences of anti-stigma initiatives, facilitated and supported by See Me.

As See Me's policy and public affairs function continues gain momentum, the programme increasingly works **to influence national and local policy and decision makers to resource, design and implement policies, systems and services that explicitly reduce mental health stigma and address discrimination**. The See Me 2021 Scottish Election Manifesto urged political parties to consider the importance of challenging mental health stigma and discrimination and the major parties referenced this in their pledges. This is an indication of how See Me can impact the anti-stigma agenda at the highest levels of decision making. See Me's ability to influence national and local mental health strategy can be seen through its contribution to the Scottish Government's Mental Health Strategy 2017-2027, and more recently its role in developing NHS Tayside's Mental Health Strategy as a stakeholder on the programme board, to ensure that stigma and discrimination were considered throughout.

Building on what works

The cross cutting themes that tell us more about what works to reduce stigma and discrimination continue to be apparent throughout See Me's programme of work. These themes represent recurring components of change that programme evaluation suggests play a role in stigma reduction, and that are often intertwined. The case studies illustrate how the mechanisms of change play out in specific projects. These concepts can also be seen at work across the programme as a whole.

Lived experience lies at the heart of stigma-reduction efforts. See Me delivers and champions work that elevates lived experience voices, empowering people with the confidence to talk about their mental health problems, to improve their own lives and the lives of others. Only through hearing and sharing stories of stigma and discrimination can we understand the true issues people face.

Co-production is central to See Me's programme of work. Delivering projects and activities in partnership with people with lived experience of mental health problems is crucial to understanding the issues clearly and achieving change where it matters most. See Me is guided by the voices of experience which is realised through a co-production approach.

Partnership working supports See Me to achieve its aims. Evidence shows that when See Me works alongside partners with similar values, who are equally passionate about tackling mental health stigma and discrimination, positive change can be achieved. See Me has long invested in partnerships with organisations that share its vision of a stigma-free society, and we know that these can yield results when partners are willing to dedicate the time, effort and resources required to make a difference.



Capacity building facilitates change at greater scale. See Me provides education, training, guidance and support to equip individuals and organisations to start conversations about mental health and take action to challenge stigma and discrimination. See Me works with partners to build their capacity to take forward anti-stigma work where change is most needed.

Social contact remains a core anti-stigma strategy. Social contact is inherent in successful anti-stigma approaches and can be seen clearly in See Me's volunteer and partner-led work locally and nationally, that uses the power of lived experience to achieve impact in terms of attitudinal, behavioural and cultural change. See Me's volunteer strategy provides a framework to coordinate and deliver impactful and high-quality social contact-based volunteering opportunities across the programme.

Sustainability of anti-stigma interventions is key to long-term change. To deliver desired outcomes for people with experience of mental health problems, stigma reduction work must be designed with sustainability in mind. This can be observed in See Me's work to achieve scale and scope, such as developing its anti-stigma arts approach and other models of change that can be adapted and replicated to increase programme reach.

Education and training are important stigma reduction mechanisms. They sit at the centre of most anti-stigma approaches, including the peer led See Me See Change pilot in schools, the volunteer journey and See Me in Work's tools and resources. While anti-stigma education manifests in different ways across the programme, it can almost always be identified as a common driver for change. Social movement has long been a catalyst for social change. It has an overarching presence in the See Me programme and the See Us campaign is an example of See Me's work to continue to build on and strengthen the impact of its movement for change.

Leadership is an essential mechanism for change. Evidence tells us that senior leadership commitment is crucial to tackling workplace stigma and discrimination. Leaders who are transparent about creating stigma-free workplaces, can make employees feel safe to participate in stigma reduction activities and more likely to disclose mental health problems at work. Grassroots peer leaders as illustrated by Moray Wellbeing Hub, supported by See Me, have been observed as effective catalysts of change, working to create inclusive cultures with the ability to engage wider communities in their vision for change.

Peer based approaches are seen throughout the work of See Me, as vehicles for tackling mental health stigma and discrimination in a range of settings, and the workplace is no exception. The Peer Learning Network is valued by its members, evidenced by their feedback, and demonstrates the importance of peer support to share and sustain learning.

Influencing is a form of protest used by See Me to encourage change within policy and practice. In Phase 3 of the programme See Me has adopted a deliberative style of influencing decision makers, to maximise impact with finite resources. As See Me's capacity for direct delivery has decreased, influencing combined with capacity building has become the primary means by which to achieve scale and scope of anti-stigma work. This includes working with strategic decision makers to consider the implications of mental health stigma and discrimination in policy and practice, informed by lived experience.



Learning for the future

See Me set out to continue to make progress towards programme outcomes through its 2021-22 programme of work and to consolidate understanding of what works to tackle mental health stigma and discrimination. Despite the continuing challenges created by the Covid-19 pandemic, See Me, volunteers and partners have continued to deliver impactful anti-stigma initiatives that have produced learning about the successes and challenges of reducing mental health stigma and discrimination in Scotland.

The programme has successfully strengthened collaborative partnership working, built capacity and equipped others to deliver anti-stigma work and take action to challenge stigma and discrimination where it occurs. It has created and refined stigma reduction tools and resources through a number of national and local campaigns and initiatives, designed to engage with a range of audiences and population groups. See Me has invested efforts into improving the volunteer experience and impact by creating opportunities for volunteer-led projects and activities across the programme. It has refreshed existing and developed new platforms for people to safely express how they feel about their mental health and improve the mental health of others.

See Me has established its role as a hub of national anti-stigma expertise and effectively provides guidance and support for organisations and projects that want to adopt innovative anti-stigma approaches in different settings, including education, workplaces and health and social care. Using peer-based approaches, See Me encourages individuals and organisations to share best practice, generate creative solutions to challenges and support each other within peer led networks. In terms of influencing policy and practice, See Me has made inroads into influencing strategic level decision making that impacts on mental health, and contributes to the development of mental health strategy through a stigma lens, locally and nationally.

There is more work to be done, to streamline delivery, consolidate learning into flexible and accessible resources, apply learning from pilot projects in different settings and influence mental health strategy at all levels in Scotland. See Me has experienced challenges in achieving take up of some recently developed resources, such as the Mental Health Inclusion Resources for health and social care. See Me's volunteer base is still on a journey towards becoming broader and more diverse, its movement for change has room for further growth, and its programme of intersectional work has yet to be further developed. Opportunities to amplify the voices of lived experience in public policy development at strategic level should be further explored.

There are actions to be taken based on the findings of evidence reviews including reviewing stigma and discrimination experienced by women and girls in Scotland, and mental health stigma faced by men working in male dominated industries, to ascertain whether these should feature in See Me's ongoing programme of work. There is further work to be done to fully embed an evaluation culture into the programme, facilitated by the Mental Health Foundation. Sharing learning, models of good practice and knowledge exchange with diverse audiences is also a developing function that requires attention over the coming year. Ongoing consideration to effectively increase the reach and scope of the programme will continue in the years ahead.

These are areas of the programme that will be monitored carefully as Phase 3 progresses.

Recommendations for See Me and the Mental Health Foundation

- Continue to develop anti-stigma approaches with more diverse groups and communities, illustrated by the Anti-Stigma Arts Fund, to understand what works to tackle intersectional stigma and discrimination.
- Creating safe, sharing spaces for peer support across the programme for a range of population groups, inspired by the Peer Learning Network and NHS GGC Anti-Stigma Fund Learning Sets.
- Equipping volunteers with the confidence, skills and knowledge they require to work across the See Me programme to challenge stigma and discrimination where it occurs.
- Consolidating learning to develop robust and replicable models of delivery that partners can adapt to a range of settings and population groups.
- Offering a self-service digital platform for employers across the country to access guidance and tools to take forward anti-stigma work themselves in a way that is suited to them.
- Identifying partners and leaders at strategic and grassroots levels willing to develop and test pilot anti-stigma approaches to understand more about what works.
- Influencing national decision makers to embed an anti-stigma approach into policy and practice through involvement in mental health strategy development.
- To build on the evidence base about what works to tackle mental health stigma and discrimination, through primary research, rapid reviews and evaluation.
- Continue to undertake research to understand how different groups experience stigma and discrimination in different areas of their lives, and explore what changes they feel will make a positive difference.

References

1. <https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2017/03/mental-health-strategy-2017-2027/documents/00516047-pdf/00516047-pdf/govscot%3Adocument/00516047.pdf>.
2. <https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2018/08/scotlands-suicide-prevention-action-plan-life-matters/documents/scotlands-suicide-prevention-action-plan-life-matters/scotlands-suicide-prevention-action-plan-life-matters/govscot%3Adocument/scotlands-suicide-prevention-action-plan-life-matters.pdf?forceDownload=true>.
3. <https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2020/10/mental-health-scotlands-transition-recovery/documents/mental-health-scotlands-transition-recovery/mental-health-scotlands-transition-recovery/govscot%3Adocument/mental-health-scotlands-transition-recovery.pdf?forceDownload=true>.
4. <https://www.seemescotland.org/about-see-me/how-we-are-making-a-difference/three-year-evaluation-reports-2016-2019/>.





End mental health
discrimination

www.seemescotland.org

See Me is managed by SAMH and MHF Scotland, and is funded by Scottish Government.



Brunswick House, 51 Wilson Street, Glasgow G1 1UZ

Phone: 0141 530 1111

Email: info@seemescotland.org

 [seemescotland](https://www.facebook.com/seemescotland)  [@seemescotland](https://twitter.com/seemescotland)

SAMH is a company limited by guarantee in Scotland No 82340. Scottish Charity No SC-008897.