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| **See Me Long Term Outcomes: Long Term Societal Change** |
| People live in a society where they are not ashamed of a mental health problem |
| The rights of people with experience of mental health problems are realised in settings that impact their lives. |
| Mental health stigma and discrimination are reduced in communities and organisations to have positive impact on people’s lives. |
| People with experience of mental health problems are valued and enabled to contribute fully to society |
| **See Me Medium Term Outcomes: With Fairness in Mind (2021-2026)** | **Impact Indicators (for evaluation)** |
| People in the populations we target feel confident to talk openly about their mental health and their experience of stigma and discrimination (O1) | Reported perceived discrimination |
| Confidence to talk about mental health |
| Help seeking behaviour |
| People in the populations we target feel confident to have conversations with other people who are experiencing poor mental health (O2) | Mental health literacy |
| Confidence to talk about mental health |
| People with experience of mental health problems feel more confident to challenge mental health stigma and discrimination (O3) | Action taken by people with lived experience to challenge mental health stigma and discrimination |
| Evidence of social contact across settings |
| People in the settings we work in recognise mental health stigma and discrimination, know how to challenge and take action against it (O4) | Mental health literacy  |
| Perceived control over challenging mental health stigma and discrimination |
| Actions / behaviours to challenge mental health stigma and discrimination |
| Leaders in key settings and organisations create inclusive cultures and take action to tackle mental health stigma and discrimination (O5) | Help seeking behaviour |
| Willingness to discuss and / or disclose mental health problems |
| Actions / behaviours to challenge mental health stigma and discrimination |
| National and local policy and decision makers resource, design and implement policies, systems and services that explicitly reduce mental health stigma and address discrimination (O6) | Reported perceived discrimination |
| Evidence of policy influenced by lived experience |
| Mental health inclusive service provision and referral pathways |

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| **Process Indicators (Example)** |
| **AIM 2: To deliver strategic partnerships which positively impact priority groups & communities** |
| Level of activities delivered to reduce Mental Health Stigma + Discrimination (number, type, location). |
| Number of people engaged in activities (number, type, location) |
| Level of diversity representation across people engaged in activities |
| Type/ Level of social contact embedded in activities to reduce Mental Health Stigma + Discrimination |
| Number of partners engaged in activities (number, type, location) |
| Level of partnerships (new and sustained) (number type, focus)  |
| Number of networks (See Me led & Partner Led) |
| Level of reach achieved by activity outputs (standards, reports, resources, reviews, etc). |
| Level of influencing activities to support others to embed a focus on Mental Health Stigma + Discrimination in activities (including in local strategy design and implementation) (number, type, location) |
| Ability of partner to influence change  |