

Community Innovation Fund Guidelines



02 February 2015

Community Innovation Fund (CIF)- Guidance Notes

1. Introduction

The purpose of the Community Innovation Fund (CIF) is to support the strategic aim of the See Me programme in creating a Scotland where everyone can live without fear or experience of stigma and discrimination in relation to mental health.

The programme's purpose is to build a movement of people who will effectively tackle mental health stigma and discrimination in Scotland and bring about lasting changes in the behaviour of people and institutions in such a way that the rights of people with mental health problems can be realised in a fulfilling and dignified way.

2. Movement for Change

Effectively tackling stigma and discrimination is an important and challenging task and if people are going to feel the impact of the change we are looking for, that change needs to happen in communities all over Scotland. And no one is going to succeed in this on their own. We know that 1 in 4 people will be affected by mental health problems in any given year and the people they know and care about are also affected. So it is an issue for everyone. Part of the refounded programme is focused on building that movement of people who care about this issue and want to do something about it. If you have good ideas about engaging the general public or key target audiences in this work, this is an important opportunity to think that through and make an application.

3. Programme Aim, Outcomes and Values

3.1 Programme Aim: People with mental health problems will lead more fulfilled lives

This is the overall aim of the programme. Stigma and discrimination in relation to mental health have a damaging and life limiting effect. By ending stigma and discrimination, See Me believes that people experiencing mental health problems will be able to lead more fulfilled lives.

3.2 Programme Outcomes

- Self-stigma amongst people with mental health problems will be reduced
- Stigma and discrimination will be reduced among communities and organisations to have a positive impact on the lives of people with

- mental health problems
- Recovery from mental health problems will be more widely understood and more people will believe recovery is possible.

3.2.1 Self-stigma amongst people with mental health problems will be reduced

People also report feeling held back by their own negative feelings about their conditions and the work of the programme is designed to challenge that and support people in creative and empowering ways to feel more positive and hopeful about themselves and their lives.

3.2.2 Stigma and discrimination will be reduced among communities and organisations to have a positive impact on the lives of people with mental health problems

Discrimination and stigma happen in many different ways, whether it is in the media, in the way people speak, or in the decisions that are made about what can be done or not done to support people with mental health problems. There is considerable evidence that shows the negative impact that discrimination has on people's lives and this outcome is intended to bring about a reduction of that. It is focused on both national initiatives and specific actions that can be taken in particular settings like health services, the workplace or schools and colleges in order that people with mental health problems feel a positive impact of the change.

3.2.3 Recovery from mental health problems will be more widely understood and more people will believe recovery is possible

The Scottish Recovery Network (SRN) defines recovery in relation to mental health in the following way – 'Recovery is being able to live a meaningful and satisfying life, as defined by each person, in the presence or absence of symptoms. It is about having control over and input into your own life. Each individual's recovery, like his or her experience of the mental health conditions or illness, is a unique and deeply personal process. See Me will not duplicate the activities of SRN and will look to fund work which integrates recovery messages into processes that tackle stigma and discrimination explicitly.

3.3 Values

- Our position is based on using the best evidence available. We are 'informed' by and are inclusive of the voices of people with lived experience. We act inclusively to enable everyone to participate at the level they feel comfortable with.

- We are determined to stop mental health stigma and discrimination at the source and will do everything in our power to challenge and prevent it.
- We talk confidently and passionately about challenging and ending mental health stigma and discrimination.
- We understand the challenges that those with mental health problems face and we're sensitive to their situation.

3.4 Priority Areas of Focus

The programme has also identified four priority areas of focus that we consider to be important in relation to behaviour change and stigma and discrimination:

- Children and Young People
- Employment and the Workplace
- Health and Social Care and
- Movement for Change

4. Purpose of the See Me Community Innovation Fund

The main purpose of the Community Innovation Fund is to create a Scotland-wide body of work seeking to challenge mental health stigma and discrimination and bring together essential lessons and experience in achieving positive changes in behaviour.

The CIF will support a culture of innovation and learning to underpin the delivery of See Me programme outcomes. The CIF will be targeted to bring benefit to people with mental health conditions, carers and vulnerable groups through the widespread implementation of new ideas and best practice in relation to anti-stigma and discrimination work. To support this process the intention is for the CIF to be delivered primarily through the creation of Change Networks¹, i.e. a partnership of those working in target programme areas and people with lived experience of mental health conditions. Change Networks will ideally be comprised of, or at least working towards, 50% of people with lived experience of mental health problems.

All allocations made through the CIF will seek to deliver significant changes in behaviour through innovation. Innovation is about generating new ideas or practices, testing them out, and where successful, supporting their widespread implementation.

¹ See Section 7 for information on Change Networks.

5. Community Innovation Fund Criteria

The Community Innovation Fund will support networks that:

- Aim to achieve one or more of the programme outcomes
- Tackle issues in at least one of the areas of work See Me currently focuses on
- Clearly show how stigmatising and discriminatory behaviour will be changed
- Can demonstrate a human rights based approach
- Demonstrate innovative practice and creative thinking
- Demonstrate clear and achievable outcomes
- Show use of SMART objectives (Specific, Measurable, Attainable, Realistic, Timely) and project milestones
- Show clearly what they want to achieve and how they will do this
- Will run a project within a 6 month to 1 year timeframe
- Will run a project that has the potential of being reproduced in other areas of Scotland
- Can demonstrate a clear and justifiable budget allocation
- Have a clearly presented and well structured funding proposal.

6. The Funding Process

There are three CIF funding streams:

6.1 Change Network Fund

See Me will award up to **£2,000** to support the development of strong partnerships that will create and deliver projects to challenge mental health stigma and discrimination. We would anticipate that the Change Networks will be organised around a specific theme or geographical area and would be operational within 6 months of receiving funding. This will be a rolling fund with applications being accepted between April 2015 and April 2016. (See Change Network Fund guidelines)

6.2 Community Innovation Fund (Local)

See Me will award up to **£4,000** to support the development of specific ideas into local small projects that challenge mental health stigma and discrimination. This funding stream will be subject to the terms of the CIF criteria as outlined below and will be awarded to community organisations/groups that can demonstrate strong lived experience participation and leadership or to Change Networks which are already established. We would expect these projects to last between 2 to 6 months in duration.

6.3 Community Innovation Fund (Large)

See Me will award up to **£20,000** for larger pieces of work to challenge mental health stigma and discrimination. The funding will be open to Change Networks with more formed and longer term project ideas. This funding stream will be subject to the terms of the CIF criteria as outlined in the CIF guidelines and will be awarded to Change Networks which are already established or can be established by the time the funding is disbursed. Funding will be made available for year-long pieces of work focused on behaviour change within communities that adhere to See Me values and contribute to national aim and objectives.

We would also ask groups or Change Networks who are interested in applying for this fund to work in collaboration with See Me staff when developing their project ideas and agree that their activity will participate fully in the overall See Me evaluation process.

Examples of what the CIF grants might be used for:

- Adoption and spread of new and innovative ways of bringing about behaviour change in relation to tackling stigma and discrimination
- Building recovery messages into projects designed to tackle stigma and discrimination
- Challenging self-stigma in people with mental health conditions
- Project/personnel/programme costs to support the delivery of the funded initiative
- Evaluation of the project

The CIF will not be used for:

- Activities which the applicant is not legally permitted to undertake
- Subsidising core activities
- Fundraising activities
- Support for individuals
- Continuation of pilot or existing projects

7. Purpose of Change Networks

Change Networks have been designed as part of the local work that See Me will be involved in and they will complement and inform the work of the National Programme.

Change Networks are when people come together and share ideas to help improve the lives of people who experience mental health stigma and discrimination. What makes them unique is that at least 50% of the members have lived experience.

What we learn from these Change Networks helps us understand what works well so we can share best practices with other mental health groups or organisations.

7.1 Change Network Criteria

Change Networks will:

- Be led by and empowers people with lived experience of mental health conditions
- Can demonstrate that it is working towards at least 50% of membership comprising people with lived experience of mental health conditions
- Have a commitment to working in partnership to ensure project outcomes are co-operatively produced and delivered
- are located in a specific geographical area of Scotland or is a thematic network
- Will commit to participate fully in the evaluation process used by See Me
- Ensure the allocated funding is managed by a constituted organisation.

7.2 Who's in a Change Network?

It is important that partnerships are made up of groups where at least 50% of members have lived experience of a mental health condition. If this isn't practical from the start, we need to know that you are committed to achieving this by the time the funding is disbursed and the project starts.

This structure is invaluable because lived experience partners will:

- Have experience of the issues being addressed and be able to express their opinions about how to bring about change
- Expert knowledge and skills to share
- Have essential knowledge and insight into the issue.

Other partners will offer:

- Knowledge, skills, resources
- Influential perspectives from working in health and social care, education, as employers, as carers, in the voluntary sector or community groups
- Be in a position to affect the change we want to see.

Within the Change Networks, an evaluative approach will be promoted. This will allow initiatives and activities to be evaluated on a smaller scale and rolled out to other areas (or nationally) where appropriate.

7.3 Change Network Process

The Change Network approach aims to support practice and create test sites which target activity at those most likely to experience stigma or discrimination and/or have discriminatory behaviours.

If you have an idea for a project and want to make an application and are not in a position to form a Change Network or be part of one please talk to us. We are keen to hear from you and support your proposal and may be in a position to partner you with others who have the same interest as you.

8. Priorities for Funding

The CIF will focus on projects supporting the delivery of the See Me National Programme outcomes as outlined in Section 3. We want to create a culture of innovation by delivering strategically significant anti-stigma and discrimination activities.

In recognising the role of people with lived experience as leaders in the programme, See Me will work closely with individuals and groups in ensuring that any applications funded through the CIF are supportive of delivering local plans to challenge stigma and discrimination and are led by people with lived experience.

A further priority for the See Me programme will be embedding a Human Rights Based Approach² throughout all our work. Funded programmes will therefore be expected to **place human rights at the heart of their project** and clearly articulate the expected impact this will have on the project's outcomes. We will also be asking people to focus their activity on one or more of our four priority themes of:

- Children and Young People
- Employment and the Workplace
- Health and Social Care
- Building a Movement for Change

² For further information about Human Rights Bases Approaches, go to www.ehrf.org.uk

9. Evidence to Support This Approach

9.1 The ways in which stigma limits people's lives

Exposure to mental health stigma that results in limiting people's lives amounts to an infringement of their human rights. Research evidence shows that people experience stigma at home, in their social and public lives and many are subjected to systematic disadvantages in work, education, health care and in the media. This is most evident in health care and in the workplace.

In healthcare, as an example, diagnostic overshadowing (where staff fails to address a physical health problem because they attribute it to the person's mental illness) is a commonly reported experience backed up by statistical evidence of the poor physical health outcomes for people diagnosed with mental health problems.

In the workplace, people known to have mental health problems are more likely than the general population to be excluded from work opportunities, less likely to stay in employment and due to self-stigma are less likely to seek work through fear of rejection.

These systematic disadvantages can lead to poverty, social exclusion and isolation, low quality of life, reduced healthy life expectancy and reduced ability to live in recovery.

There is also evidence that self-stigma is a deterrent to help-seeking for those experiencing mental health problems. There is growing opinion and some evidence that the current financial crisis is exacerbating the impact of stigma and social exclusion.

9.2 What can be done about stigma and discrimination?

There is much support for the idea that stigma and discrimination can be reduced, however there is limited evidence on what we need to do to achieve this and to build resilience against stigma. Over the past 15 years, there has been an increasing amount of research into what activities are most effective at challenging stigma and discrimination. The three key categories of activity are protest, education and contact.

'Protest' activities highlight injustice and aim at effecting changes in policy, approach and behaviour. Protest can be effective in achieving some behaviour change such as improved conditions for mental health service users or better

media coverage. However there is less evidence of impact on public attitudes. There is a risk of an unintended 'rebound' where attitudes and prejudice remain unchanged or become worse.

'Education' activities challenge inaccurate stereotypes and promote factual information. This approach shows some evidence of positive impact on knowledge and, at least in the short term, attitudes. Evidence is limited on the extent to which attitudes are changed in the long term and whether the approach leads to any behaviour change.

'Social Contact' activities involve interaction between those with mental health problems and the general public. This process aims to develop empathy, understanding and knowledge about mental illness, challenging 'myths' and stereotypes about people with mental health problems perpetuated in the media and popular culture.

There is evidence that repetitive contact results in greater improvements in attitudes than other approaches. The American 'Strategic Stigma Change' programme is based on direct contact between people in recovery and targeted members of the general public. The principles underpinning this programme are defined by the acronym TLC3: Targeted, Local, Credible, and Continuous Contact. These principles alongside the following suggestions are said to be an ideal environment for facilitating contact: equal status between groups, common goals and co-operation between different groups, the support of authorities, law or custom in the interaction.

10. Eligibility

The CIF is designed to attract as broad a range of applicants as possible. We are keen to encourage applications from people with lived experience of mental health problems, carers, Health and Social Care, Third Sector, community and private providers, business community, education providers, employers and other partners seeking to innovate to improve the experiences of people with mental health conditions.

If you are not already part of a Change Network or organisation, and have an idea please talk to us and consider submitting a proposal as we may be able to connect you with others with a shared interest or help you think about partnerships that would help in your area.

11. Value and Nature of the Fund

See Me is awarding Community Innovation Fund grants for a three year period from November 2013/14. Details of the allocation are set out below:

2013/14	£120,000	}	Subject to confirmed allocations in each year
2015/16	£230,000		
2016/17	£225,000		

CIF allocations will be **non-recurrent** but in any year there is no limit to the number of applications or Change Networks an organisation or individual can be involved in. One core criteria for the CIF is that projects must focus on achieving behaviour change related to stigma and discrimination - not on funding the delivery of or long-term costs of services. There is also an expectation that the investment will lead to some long-term sustainability and transferability of learning.

Successful applicants will have a contractual obligation to pro-actively share their learning and to promote the adoption and spread of their successful innovations more widely across their region or indeed nationally. All successful applicants will be required to share their work through annual See Me learning events and See Me reporting structures, and also at local and regional events at mutually agreed upon dates.

11.1 Constituted Organisation

To access funding from the CIF, a successful applicant must be part of a properly constituted organisation. Applications must ensure they satisfy this requirement, and to help those involved in assessing the eligibility of applicants. The constituted organisation must have a bank account to manage the allocated CIF. The Change Network does not have to be constituted. Only the organisation that is receiving the CIF funds on behalf of the Change Network or the project application needs to be constituted.

11.2 What is a constituted organisation?

People coming together to form a community or voluntary organisation to pursue objectives in which they have an interest will usually have a written agreement between the organisation and its members. This is frequently referred to as the organisation's constitution. There are various ways of constituting an organisation and the most commonly used legal structures by community and voluntary organisations are:

- Voluntary association
- Charity
- Company limited by guarantee
- Trust

For further help, SCVO's website has a section on Governance which includes a very useful *Guide to Constitutions and Charitable Status*.

<http://www.scvo.org.uk/governance>

12. Evaluation of Funded Projects

All successful projects will be **contractually obliged** to participate in the See Me evaluation process. The Mental Health Foundation (MHF) is leading on the evaluation of the See Me programme of work, which includes projects funded through the CIF.

13. Application Process

Applicants who wish to submit an application for one of the CIF funds (Large or Local) should complete the CIF Application Form (Large or Local) - available on the [See Me website](#).

Applicants should submit the CIF Application form outlining the main project contact details, a summary of the project's idea, aims and outcomes, and an outline budget, by the dates provided below. Ideally applications will be submitted by a nominee of an already formed Change Network.

Applications should be submitted to laetitia.jan@seemescotland.org at any point from **1st April 2015 to 31st May 2015** for the 2015/16 fund and **3rd August to 30th September 2015** for the 2016 fund. Applications for the Change Network Fund will be accepted throughout the period 1st April 2015 to 1st April 2016.

Where applicants require support or further information to complete their application (Large or Local), please contact the See Me team on info@seemescotland.org and someone will get back to you or book a slot on a CIF surgery (see dates below and book on our web site or by phone). We fully welcome contact throughout the grant application process.

Funding Timeframes for the 2015 and 2016 Community Innovation Fund

14.1 Timeframe for the Change Network Fund

Timeframe	Change Network Fund Process
1 st April 2015	Change Network Fund Opens: submissions to the fund will be accepted <u>from</u> this date.
1 st April 2016	Change Network Fund Closes: submissions to the fund will be accepted <u>to</u> this date.

14.2 Timeframe for the Community Innovation Fund (Large and Local) - 2015

Timeframe	Community Innovation Fund Process
Nov 2014 - to Feb 2015	Information: Series of workshops to provide information and support to potential applicants
3 rd and 4 th March 2015	Ideas: Innovation Lab to support the creation of ideas to tackle stigma and discrimination
1 st April 2015	CIF Opens: submissions to the 2015 CIF will be accepted <u>from</u> this date
31 st May 2015	Submission: closing date for CIF funding applications (not the £2k Change Network)
18 th , 25 th , 26 th March 2015 22 nd , 23 rd April 2015 13 th and 14 th May 2015	CIF Surgeries: dedicated time available to anyone wishing to consult See Me funding staff on a potential application (open to anyone interested in applying for CIF)
June to July 2015	Sifting: Sifting and selection process
August 2015	Awards: Contracts and funding awarded
September 2015	Delivery: Start of funded projects

14.3 Timeframe for the Community Innovation Fund (Large and Local) - 2016

Timeframe	Community Innovation Fund Process
3 rd August 2015	CIF Opens: submissions to the 2015 CIF will be accepted <u>from</u> this date.
30 th September 2015	Submission: closing date for CIF funding applications (not the £2k Change Network)
7 th and 24 th July 2015 20 th August 2015 14 th September 2015	CIF Surgeries: which are dedicated time available to anyone wishing to consult See Me funding staff on a potential application (open to anyone interested in applying for CIF)
October to November 2015	Sifting: Sifting and selection process
December 2015	Awards: Contracts and funding awarded
January 2016	Delivery: Start of funded projects

It will be expected that CIF application proposals be developed through a co-produced process with all members of the relevant Change Network or group and submitted by the dates above.

14. Community Innovation Fund Decision Process

The decision-making process for the allocation of funds will have the full participation of people with lived experience as will the process of development for the final terms of reference for the funds.

See Me has created a Community Innovation Fund Allocation working group which consists of members of the See Me team, representatives from our partner organisations and volunteers of people with lived experience of mental health conditions. The working group will oversee the assessment and approval of applications.

15. Obligations

Successful applicants will enter into a formal contract with See Me to support the delivery of their plans through a Grant Agreement setting out the rights and responsibilities of each party, process of review and audit.

Obligations on funded applicants will include:

- Funding must be used for the agreed purpose
- Thorough record keeping to enable accountability for the expenditure
- All development work must be shared openly with See Me and wider communities through agreed mechanisms
- Projects must fully participate in the See Me evaluation process
- Reporting on progress will happen in line with agreed arrangements
- Presentation at See Me annual learning events.

16. Accountability

The decisions of the Grant Allocation working group will be final and not subject to appeal. All decisions will be reported to the See Me management team and Advisory Board. The governance and accountability for the use of funding will rest with the lead applicant. See Me will account to the Scottish Government and Comic Relief funders through the formal reporting processes for the programme.

17. Review

The operation of the CIF will be continuously reviewed by See Me in the light of:

- Experience
- Change Network feedback
- Other applicant feedback
- Programme priorities
- Lessons from other anti-stigma programmes
- Evaluation of the impact of the programme

18. Further Information

For further information please contact a member of the See Me team:

info@seemescotland.org

0131 243 3808

0141 226 9844

Appendix – Additional Notes

Project and Project Activities

Having identified the changes you want to achieve, you can now plan how to make them happen. You need to think about the tasks, actions or services that will take place. This will be the core of your project planning:

- **what** will be done
- **how** will it be done
- **who** will do it
- **when** in order to achieve your outcomes
- what **resources** do you need to run the project
- what **budget** do you need to run the project

NB: Activities are best described using words of action to describe what those working on the project will actually do, such as: to provide, run, organise, or produce. At the initial planning stage of a project, activities are best identified at a broad level by considering how best to achieve the outcomes. When you get to the detailed project planning, the activities should be specific and measurable. This will help you to set your budget and plan your resources.

Activities - key points checklist

- Does each activity have a direct link to one or more of your outcomes?
- Have you used words of action to describe your activities?
- From your activities, can you develop a project plan showing what you will do, how and by when in order to achieve the outcomes?

What will your project achieve? How will you know if the project is making the difference you intended?

What's working and what isn't? Do you need to make adaptations?

Track progress to be able to provide information back to See Me and learn from your project. To track progress, you need to be able to understand and identify the signs of change (using indicators) and measure the extent of change that is happening (tracking progress).

Tracking progress - key points checklist

- Have you identified at least one indicator for each outcome?
- Do your indicators describe the signs that will tell you if a change is happening?

- Have you described the scale or level of the change you wish to achieve at key points during the project, and by the end of the project?
- What methods will you use to track your indicators?
- How do you know if this is the most appropriate way to collect information?
- Are your indicators realistic?

Learning from your project enables you to:

- Explore the reasons why things are (or are not) working well and make changes to help you achieve your outcomes
- Gather information about the impact of your project, that will help you report to See Me about how your project is performing and how you've adapted it if needed
- Provide evidence of your impact, your achievements and your experience and to identify good practice.

About monitoring and evaluation

Monitoring information will help you check progress against agreed plans, and will be useful to report back to others in the Change Network and to See Me.

Evaluation goes further than monitoring. Evaluation explores how and why certain outcomes were achieved (or not). It also looks at issues of quality and relevance: What has been the value and significance of the project to those it was intended to affect (and others who have been affected)? Have you identified additional and unanticipated outcomes of the project?

Learning - key points checklist

- Have you included key review points in your project plan?
- Does your approach take into account See Me's monitoring and evaluation requirements?
- Is there anything else you want to collect for your own learning?
- How will you use your learning to improve your project delivery?
- How will you share your learning beyond the project?