



Change in the "Look Around – See Me" project by DB

Details about the Look Around – See Me Change Network and its project can be found in the About the Change Networks page.

1. **Factors that are important for change to happen:**

During an interview with two participants involved in the "Look Around" project the following factors were identified as very important for change: time, people, money (we did not talk much about money so financial issues are not discussed below), and continuity of work.

1.1 Time

If we are to change people's mentality, involving few people (community champions) is not going to be enough. I know that there will be the "snowball effect" and that by changing attitudes of these people we will change attitudes of another five people per person. But in the end of the day this is a work for decades.

1.2 People

Also, people are needed, people who want to do something (...) there are twenty people (community champions) but in order for change to happen they need to act in order to share what they learned and not put it aside (...). They need to want it, have energy and motivation. This is very important – this enthusiasm.

1.3 Continuity and consistency of work

According to participants, it is important to work in a continuous and consistent way. Change is not going to happen as a result of one event or action:

And working hard all the time... Keep doing things... Doing things consistently and keeping talking about mental health in a way that will not make people bored. So people do not think that because we already talked about mental health so we do not have to do it any more.

1.4 Money

2. **Measuring and evidencing change**

2.1 Achieving change and outcomes

Even though the project was perceived as being successful in terms of achieving its outcomes, participants were aware that these outcomes are not indicators of change and were not sure whether the project resulted in any change:

There are various outcomes. As the ones we specified with Mental Health Foundation for our project, during the evaluation meeting, I think we achieved them so far with the

exception of the brochure. I mean we are still working on the brochure. All of the was realised as it should be. Of course there is the question about the change: what impact this has had on the Polish community but this is very difficult to say.

Obviously, when this brochure will be released in September, maybe something more will begin so maybe more people will be aware that there is help and there are organisations, that they can go here or there and that is normal to have some problems and that they are not alone...

Some outcomes that could measure and evidence a change in the Polish community turned out to be too difficult to measure and therefore the decision was made to not use them. For example, the number of people signposted to various services as a result of introducing the brochure.

At the end of the day, Mental Health Foundation gave this outcome up as it was too complicated, the project is too short to capture and measure it.

2.2 Building the change network by linking people together as the indication of change

The building change network itself was perceived as a very important positive result of the project:

"The project linked many people together. This is important, this networking for people to know where to go to not feel isolated".

Moreover, participants perceived the positive response to the project by the Polish community and the involvement of new people who were not involved in any type of community work prior to the project as evidence:

"We were uncertain about ways in which the Polish community would respond. Many various people got involved not necessarily the activists and initially I thought that there would be same people again. It happens very often that same people attend each meeting and we have new faces in this network."

2.3 Increase in skills and knowledge as an aspect of change

"So many things have happened, so much we have learned and it was very interesting and super experience but it is difficult to show how it has happened.... But everything we learned during this time will stay with us knowledge and experience which we will use in the future and this is great."

3. The impact of funding requirements on change

"On the one hand, outcomes and working with Mental Health Foundation and See Me made our aims realistic and brought them down to earth and helped with breaking them down into small steps which are measurable and realistic. This did not limit us but it gave us a realistic picture and structure of the project. And this is why I like working with Mental Health Foundation and See Me because we were focused on things we wanted to achieve and our aims were consistent. But working with other funders is not always like that. Sometimes working on projects with other funders is all about achieving their outcomes."