

In conversation

Report 2014 - 2015



Introduction	03
.....	
Strategic goals, outcomes and programmes	05
.....	
Cross programme approaches	07
Building an equalities and human-rights based approach	07
Building a social movement	12
Communications, social media and media	14
.....	
Strategic goal 1	20
.....	
Strategic goal 2	26
.....	
Strategic goal 3	32
.....	
Evaluation	37
.....	

This has been another busy year for the programme delivery team of See Me.

We have sought to focus on developing our key workstream approaches; after extensive development and design work we launched our See Me in Work programme in April 2015, we scoped out the policy context and built relationships across the Children and Young People's sector and worked extensively with a group of young people to generate the resources to support a whole school approach to tackling stigma and discrimination and mental health and well-being. We have also mapped out the key issues relating to stigma and discrimination in health and social care and are building relationships and a better understanding how to change behaviours in this area.



Our cross cutting programme; taking a rights-based approach, building a social movement and our communications activity are now all well integrated into our programme delivery. Our partnerships have broadened and strengthened as we target our activity in specific ways; Rights for Life has brought together a strong partnership with the Scottish Recovery Network (SRN) and deepened our relationship with Voices of eXperience (VOX); the Scottish Mental Health Co-op's focus on tackling the mental health stigma and discrimination experienced by older people will bring real added-value and learning to our agenda, and the work of SMHAFF has continued to strengthen and spread as the impact of dedicated resources is felt.

Our engagement with people with lived-experience is strong and getting stronger as we find and develop more ways of bringing people into programme processes that are meaningful and make a real difference to our work and to the impact we, and they, can have.

New tools for engaging people where they are, in their communities, have emerged.

Our communications work is gaining traction all the time. Our media presence has increased, our use of social media and understanding of its impact has developed while our campaigns are being received positively and are well on the way to getting the outcome we want. Our ability to take advantage of opportunities has grown.

Because of how stigma and discrimination manifests in relation to mental health one of the driving goals of this programme and the approach we have taken is generating behaviour change. The previous programme was focused on shifting attitudes and beliefs and made an important

contribution to that. One of the distinctive aspects of this work is our focus on tackling discrimination, promoting rights and changing the behaviour of those who discriminate and empowering those on the receiving end to challenge it. The strategic goals and outcomes are a reflection of that approach and articulate some of the specific areas in which we are seeking to make that change happen.

There are many other challenges

- Making the time to generate good data, learn from our activity and reflect on what works,
- Finding ways through public sector processes to reach the hearts and minds of staff whose behaviour has such an impact on the lives of people with mental health conditions,
- Understanding accountability mechanisms and their workings so we can better help people with lived experience to find positive routes to successful care and treatment and
- Engaging busy people in an agenda that is only occasionally close to their hearts.

We would like to thank the many hundreds of people who have engaged with the programme over this last year, those with lived-experience and those without. The success of our work is dependent on that engagement and as we move into our third year we look forward to it opening up new opportunities to involve people in our work.

This report explores what we have done and why. The impact of what we have done is explored in the Year 2 Evaluation Report, which is summarised in n page 37.

Strategic goals, outcomes and programmes



Strategic goals

Related outcomes

Related work programme

Strategic goal 1

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

Outcome 1

People with lived experience increasingly imagine a life without stigma and discrimination and demand their rights

Outcome 2

Concerns about stigma and discrimination become less of a barrier to talking about mental health problems

- Outreach programme
- Community champions
- Engagement of people with lived-experience in decision-making
- Communication work
- Speaker and media volunteer programmes
- National campaign

Strategic goal 2

Stigma and discrimination is reduced within communities and organisations to have a positive impact on the lives of people with mental health problems

Outcome 3

The rights of people with lived experience are increasingly met

Outcome 4

Diverse leaders and organisations champion elimination of stigma and discrimination

Outcome 5

Negative stereotyping is reduced in targeted settings and communities

- Rights for life declaration and action plan
- Workplace strategy
- Children and young people's strategy
- Health and social care strategy
- Ongoing communications and media work
- Year 2 Community Innovation Fund grants programme
- Change networks
- SMHAFF

Strategic goal 3

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

Outcome 6

National and local policies increasingly and explicitly address stigma and discrimination

Outcome 7

Increased understanding of nature, source and effects of stigma and discrimination and what works in tackling this

- Policy work
- SNAP
- Evaluation
- International engagement

Cross programme approaches



Building an equalities and human rights based approach

Integrating an equalities and human rights based approach into our programme operations is a fundamental part of our mandate. This is because the unequal life chances faced by people with lived-experience of mental health problems are a key driver of our programme's work. Life expectancy for people with a severe and enduring mental health condition is currently 15 -20 years shorter than that for someone without. 60% of people with a mental health condition will be unemployed compared to 24% of the non- affected population.

In line with United Nations (UN) and Scottish Human Rights Commission (SHRC) recommendations we have adopted the **PANEL** principles as our operating framework and over the next few pages describe how we are developing programme practice and delivery in line with this.

The five principles are:

- **Participation**
- **Accountability**
- **Non-discrimination**
- **Empowerment**
- **Legality**

'After all where do human rights begin – in small places close to home. So close and so small that they cannot be seen on any maps of the world. Yet they are the world of the individual person, the neighbourhood he lives in, the school or college she attends, the factory, farm or office where he or she works – unless these rights have meaning there they have little meaning anywhere. Without concerted citizen action to uphold them close to home we shall look in vain for progress in the wider world.'

Eleanor Roosevelt in her speech to the UN in 1958 on the 10th Anniversary of the UN Universal Declaration of Human Rights



See Me Supporters join the Movement for Change

Participation

Everyone has the right to participate in decisions which affect their human rights. Participation must be active, free and meaningful and give attention to issues of accessibility, including access to information in a form and a language which can be understood.

UN Definition

See Me's commitment is that people with lived experience of mental health problems will be involved in all key See Me decisions that determine what the programme does and how it does it. See Me will also ensure the participation of people with lived experience in key influencing opportunities with Government and other relevant stakeholders.

Key means of achieving this are through our partnership working with VOX, Scotland's national service user organisation, through building the social movement, with effective engagement of people with lived experience in the Programme Advisory Group, through on-going engagement of people with lived experience in programme planning, design and delivery and through the implementation of key programme processes; CIF grants programme and change networks, innovation labs, community champions development, national campaign work, development of See Me in Work, Children and Young People's programme and See Me in Health.

Case study - participation

The champions

The idea for the champions as a programme came from the community consultations we undertook in 2014. People felt strongly that there needed to be local leaders who understood the issues of each community taking action. We then formed a steering group to decide what this would look like and conducted some focus groups about the idea, including some of our former volunteers.

On the steering group we had people with lived experience, staff from SAMH, MHF and See Me. It was vital that the programme was informed from its earliest stages by people with lived experience so it could deliver what it needed to in communities. We spent a few sessions with the steering group deciding on the values, vision and mission of the champions and constructing the outline of the training. As the training was constructed we checked back with the steering group to ensure it was in keeping with the values, vision and mission that we had agreed upon. Two of the lived experience members were so inspired by the process that they decided to apply for the programme.



Champions training

30
champions
trained

Accountability

Accountability requires effective monitoring of human rights standards as well as effective remedies for human rights breaches. For accountability to be effective there must be appropriate laws, policies, institutions, administrative procedures and mechanisms of redress in order to secure human rights.

UN Definition

See Me itself has structures in place to support the programme accountability to people with lived experience; the Programme Advisory Group meets quarterly and reviews plans and progress. See Me also has a role to play in ensuring that people with lived experience have access to a wide range of rights and if their rights are undermined then there will be recourse to justice.

At the moment in Scotland effective, accessible means of gaining justice are only available in limited ways. We have reviewed a range of accountability mechanisms in Scotland and support people to access them particularly through the See Me in Work programme. Through our work on the Rights for Life conference in partnership with the Scottish Recovery Network and VOX we also explored accountability in relation to patient rights, right to an adequate standard of living, right to education and right to participation.

There is much work to be done in this area and through our ongoing activity around Rights for Life we will develop our approach further.



Rights for Life conference - an artist's vision



Action planning at 'Rights for Life'

Non-discrimination

A Human Rights-based Approach (HRBA - application of PANEL principles through programme work) means that all forms of discrimination (such as age, gender, sexual orientation or ethnicity) in the realisation of rights must be prohibited, prevented and eliminated. It also requires the prioritisation of those in the most marginalised or vulnerable situations who face the biggest barriers to realising their rights.

UN Definition

See Me is committed to ensuring we have in place suitable and accessible programme processes and activities that include people from across society; that we understand the different ways different groups are affected by inequality in relation to mental health stigma and discrimination and work to ensure the programme is giving appropriate emphasis to them. We will also focus resources on promoting the interests of the most marginalised people in Scottish society and advocating through our policy agenda for a similar response from public sector bodies.

In this last year our main vehicle for developing this area has been through our Community Innovation Fund (CIF) grants programme and the development of the change networks. In terms of supporting work with some of the most vulnerable groups several of our CIF awards focus on this: Just Us/ Willow's work with women in the criminal justice system, Theatre Nemo's work with prisoners and prison officers, the Scottish Mental Health Co-operative's work on the stigma and discrimination affecting older people and the Scottish Refugee Council's recent grant for work with refugees and asylum seekers.

Empowerment

Individuals and communities should understand their rights, and be fully supported to participate in the development of policy and practices which affect their lives. Individuals and communities should be able to claim their rights where necessary.

UN Definition

In line with our programme outcomes See Me's goal is to empower people with lived experience of mental health problems to achieve their rights. We work with groups across Scotland to increase understanding of rights and how different groups and organisations can gain access to them in fairer, more empowering ways. The programme recognises that we all have rights and that a rights-based approach brings all views, opinions and needs to the table to address them fairly and in balance, where possible.

In this year work in this area includes Rights for Life, aspects of the See Me in Work programme, the development of the children and young people's programme and work within the communities programme with the community champions, the development of community conversations and through the Community Innovation Fund awards and local grants e.g. our award to the Legal Services Agency to develop a programme of knowledge and capacity building in relation to rights and mental health and Skye CAB.



Dr Heather Stuart of Queens University, Canada addresses the Rights for Life Conference

We asked people from the Rights for Life Conference to rate the extent to which they thought the event had fulfilled its objectives:

Objective	5 Fully achieved	4	3	2	1 Not achieved	Total
Increase awareness and understanding about rights, recovery and related topics	55.77% 29	36.54% 19	3.85% 2	1.92% 1	1.92% 1	52
Share information about solutions focused approaches to help achieve rights and recovery	36.54% 19	50.00% 26	9.62% 5	3.85% 2	0.00% 0	52
Enable a wide range of stakeholders to share ideas and build relationships	69.23% 36	21.15% 11	7.69% 4	1.92% 1	0.00% 0	52
To help inform future actions to support the realisation of rights for life in Scotland	58.82% 30	31.37% 16	9.80% 5	0.00% 0	0.00% 0	51

Legality of rights

A HRBA requires the recognition of rights as legally enforceable entitlements, and is linked in to national and international human rights law.

UN Definition

The programme seeks to increase understanding and awareness of the legal frameworks that support the rights of people with lived experience of mental health problems and put a spotlight on where those rights are being eroded or where the impacts of aspects of legislation and policy are undermining people's rights. The development of the Rights for Life Declaration and Change Agenda has been significant in this area and has to date involved well over 500 people from across Scotland in its creation.

Case study - legality of rights

Skye and Lochalsh's See Me local fund grant: "Advise-ability"

At Skye and Lochalsh CAB we had been aware for some time that people with mental health problems were under-represented in our client base. In rural areas health and access inequalities are exacerbated by poor public transport, social isolation, poverty and stigma. Yet we know that access to high quality advice and other support services can be vital for crisis avoidance and supporting recovery.

The See Me grant had three strands. The first involved setting up a new outreach service in the south of the island, with home visits when appropriate. This was staffed by a named adviser (myself) who had lived experience of mental ill health and could offer continuity of care.

The second strand involved establishing links with other agencies in Skye and Lochalsh, including advocacy services, health services, local authority, Job Centre employees and Police. This also involved me developing and delivering mental health awareness training which was received with enthusiasm.

The third strand involved the use of Social Policy reporting which allows us to flag up injustice, discrimination and poor administration experienced by clients. These reports can and do lead to change, up to and including revisions of statutory regulations and the laws that underpin them.



Team at "Advise-ability"

The evaluation of the project has prompted Highland Council to provide funding to develop the project further. We are developing training materials for healthcare professionals on welfare benefits and the difficulties clients with mental health problems face in accessing them. A short research internship working with Skye and Lochalsh CAB is mapping the provision of mental health services in our area, identifying gaps, and compiling a list of agencies that offer support. Lastly I undertook training to deliver the two day Mental Health First Aid course. More will be offered to participants both within and outside of CAB.

Skye and Lochalsh CAB is now recognised by the Highland Council and other agencies as a Bureau that offers a gold standard of service in relation to mental health. What started as a short-term grant from See Me has grown arms and legs, and I am confident that this work will continue to grow in the future. I'd like to thank the See Me team for the support they gave that got the ball rolling.

"The work has resulted in client financial gain worth approx £46,000."

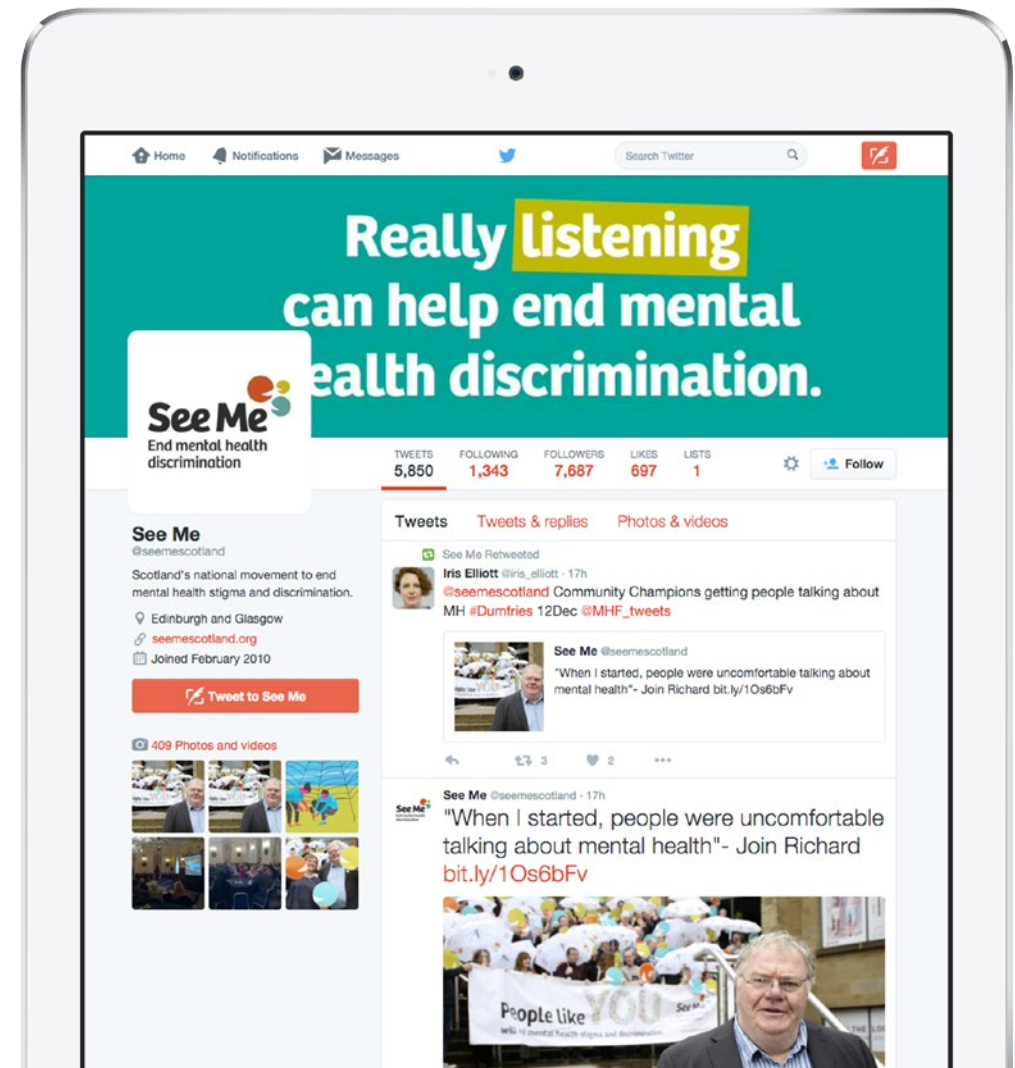
Building a social movement



Building a social movement to end mental health stigma and discrimination is an underpinning approach for the programme and encompasses a great deal, if not all, of our programme activity.

At the most introductory level people engage with us through the accessing the website and then through signing up for our monthly update or joining the movement. 9659 people currently receive our monthly newsletter. We would also describe them as supporters.

Our next level of engagement comes through social media. We have a very active facebook page, dynamic twitter account, an Instagram account and a LinkedIn account. We currently have a total of 16,655 followers on these platforms and are engaging with people sometimes hourly, mostly daily and weekly.





Speaking out at the Rights for Life Conference

Our next level of engagement comes with people participating in the various events organised by the programme team. In the course of the last year we have hosted around 15+ open-access or invited audience events to a total of around 650 people.

These events include our:

- **Rights for Life conference**
- **4 Community Innovation Fund workshops**
- **1 innovation lab**
- **1 parliamentary reception**
- **2 volunteer trainings**
- **4 programme development round-tables and numerous focus groups.**

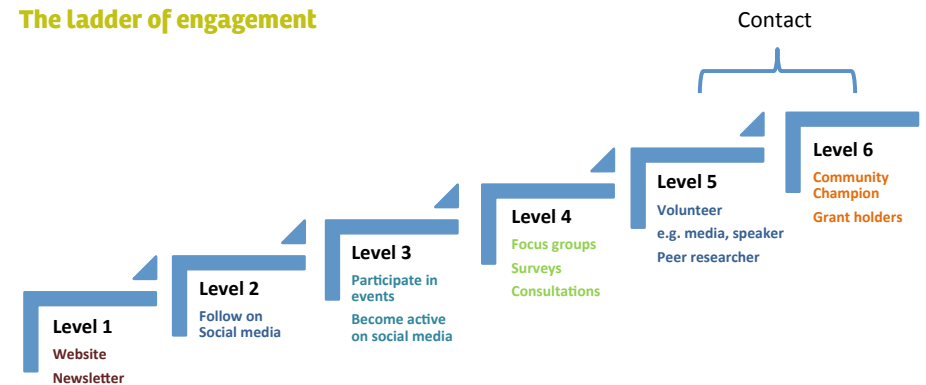
Our volunteer programme makes up our next level of engagement. We have three main volunteer strands; media volunteers, social media volunteers and speaker volunteers. We also direct people who are interested in volunteering towards our Community Champion programme.

Another layer of engagement happens through people who engage with us through our various programme development processes - of which there are many. They are reported on separately throughout the different sections below but very many individuals, particularly those with lived experience, engage with us to inform, advise and support our programme planning and development processes.

Our next level is focused on those who become Community Champions. Our Community Champions take part in a 4 – 6 day training programme over 4 months and are supported to develop and deliver their own projects in their own area. These are some of our most engaged individuals. We have completed 3 Community Champion training courses this year in Glasgow, Edinburgh and Inverness with a total of 30 graduates from across these different areas.

A slightly different type of engagement in the social movement are those organisations and individuals who have sought and gained a grant from the Community Innovation Fund. Over the last two years we have made 15 large grant awards and 28 local grant awards. We have also made 7 Change Network development awards to support organisations who want to create a wider project. That work represents a considerable dissemination of See Me's work into communities across Scotland on a range of different areas of interest all focusing on challenging stigma and discrimination.

The ladder of engagement



Visualising rights

Communications, social media and media



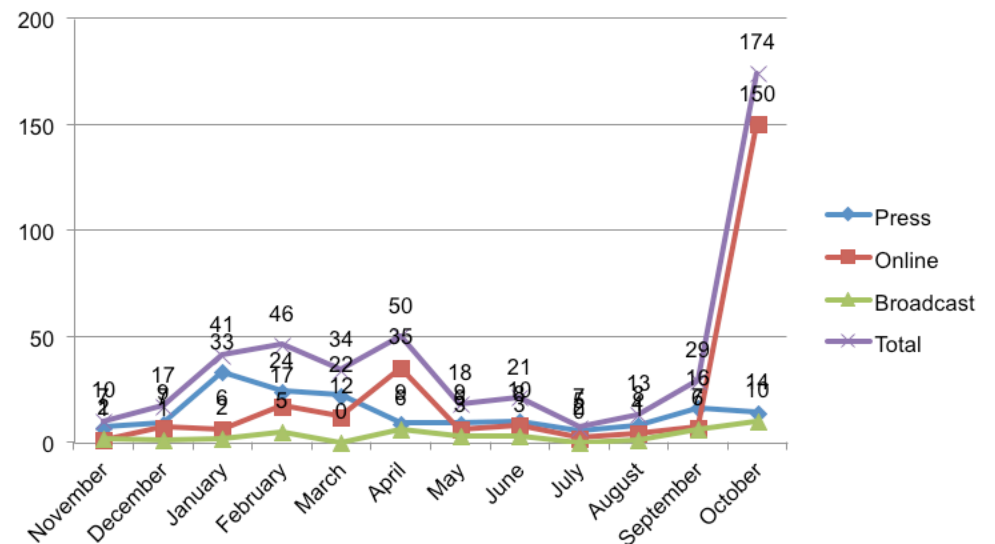
Our communications work including our media, social media, public awareness campaigns and wider external communications work provides a strong foundation to promote all our programme activity and is orientated in its entirety to meet our programme outcomes.

Media

Our proactive media work delivers regular, targeted national and local publicity about programme activity, supporting our campaign messages, while incorporating the experiences of our media volunteers where possible. We are also quick to respond to requests for comment and react speedily to stigmatising press coverage. We mobilise supporters to add their voice to ours which ensures that our challenging responses to editors and others responsible carries more gravitas.

Our total coverage for the year is 460 stories across all media. The best performing month is October, with 174 media hits. This was almost entirely down to the Royal Visit. The launch of the See Me in Work programme in April provided our next biggest media coverage, followed by our public call in February for Robert Gordon University to stop using masks in training mental health students.

Media coverage November 2014 - October 2015



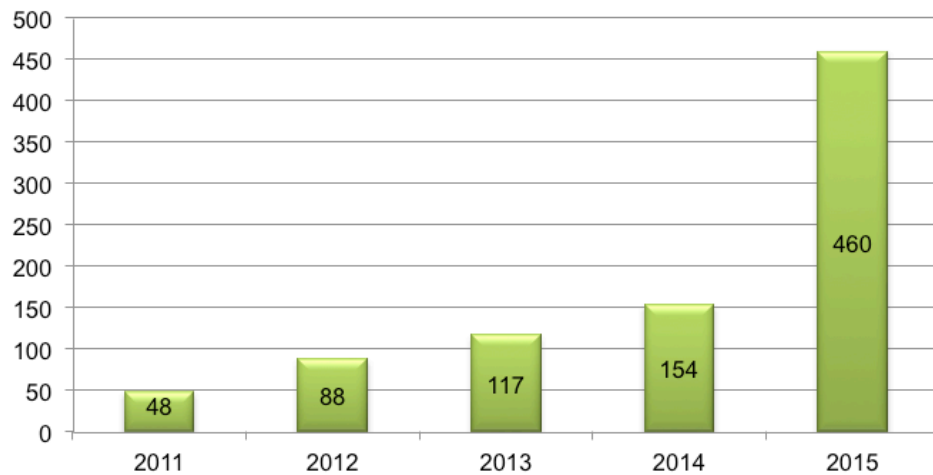
Since April when we improved our media monitoring, our Advertising Value Equivalent (AVE) is £1,453,939 and our Opportunities to See has been 292,294,882. This AVE was hugely boosted by the Royal visit and the broadcast coverage this created.

This year the number of media articles we have had has increased by 199% on last year, and by 293% on the previous year, before we re-founded.



See Me Media Volunteer Angela Erskine, who shared her story of Borderline Personality Disorder

Number of media articles 2011 – 2015



Media volunteers

Throughout the year 22 different lived experience volunteers have spoken out on behalf of See Me in the media. In total volunteers have appeared in the media 84 times in a total of 70 different articles, radio interviews or TV packages.

At the end of year two we had 31 active media volunteers, with 5 in training. We are also currently training 6 social media volunteers, a brand new role.

We have also sought to engage pro-actively with organisations whose activity is brought to our attention via the media or social media: Retail sector issues when brands use stigmatising comments on T-shirts for example, Partnerships in Care planning bid in Ayr, Robert Gordon's University story.

We seek to make that engagement constructive by encouraging them to find a better way to meet their goals.



Filming for Walk a Mile

Case study

Protest in action – the case of Robert Gordon University

On February 2015 one of our media volunteers contacted See Me with a link to an article on the BBC website about new masks being used by Robert Gordon University [RGU], to help train mental health nurses.

The story, and the press release issued by the university, said they were using 'Hollywood prosthetics' to represent individuals with mental health problems, who the students would work with and treat.

We believed they would cause real stigma against people with mental health problems, both in the public's perception and with the next generation of mental health professionals. We decided to contact our lived experience volunteers, to ask their opinion. This generated an overwhelming response with the vast majority finding the masks offensive.

Having mobilised our supporters, we contacted the teacher at RGU who led the implementation of the masks, told her of our concerns and also of many of our lived experience volunteers.

We then shared the RGU press release on social media, asking the wider public for their views. This received a huge response from our followers, and many others on social media who were already starting to debate their concerns.

We shared the latest reaction with the university who agreed to put a statement out to the media to clarify the use of the masks – running it by us to make sure the statement wouldn't offend anyone further.

As the negative feelings about the masks continued to swell and following our continued dialogue with RGU, they put out a further statement saying they would stop using the masks. We also put out our own statement welcoming the decision.

We were then approached by the media to speak out about our concerns and this was covered across UK national media, and closer to home by STV and BBC Radio Scotland and print media where Scottish Government Ministers and opposition politician's made comments.

As a result of all this activity, the University apologised and stopped using the masks to teach mental health nurses and agreed to review and evaluate practice.

In May two of our team, and a See Me volunteer visited the university to take part in a consultation on the future use of the masks. Again we outlined the concerns of the hundreds of people who had contacted us, and our volunteer Phoebe spoke passionately, both as a mental health nurse and as someone with lived experience of a mental health condition.

The university are undertaking a full evaluation in to the use of the masks and have said they will keep us informed about their next steps.

Facebook feed mobilises supporters

Donna Barrowman I think they are absolutely awful. Why use masks??? Are people who experience mental health problems "not normal" people
Like · Reply · Message · 6 · February 13 at 7:36pm

Rob N' Moira Taylor-Smith I am disgusted by this-I couldn't believe what I was seeing. It is like suggesting people with a mental illness are not just people (like for example nurses doctors etc) but a breed apart who look different from "normal" people. I am a Peer Support Wor... See More
Like · Reply · Message · 17 · February 13 at 6:39pm

Phyllis Miller Oh dear I really do not think so..Are we portraying people with mental health issues here ? Upsetting is my thoughts on this...
Like · Reply · Message · 5 · February 13 at 10:02pm

Morag Brown I was horrified when I saw these masks on television. The thinking behind their use in training is laudable, but the caricature-like appearances are stigmatising. I have been involved in training using simulation exercises involving working with actors. I find it difficult to envisage how students can empathise with the characters wearing masks which cannot convey subtlety of emotion.
Like · Reply · Message · 5 · February 13 at 8:00pm

Tracey King This is so incredibly stigmatising that I'm actually shocked to the core. At See Me we work hard to nullify the stereotype that only certain kinds of people develop mental illness, in fact we try to educate people that it can happen to anyone. This pro... See More
Like · Reply · Message · 14 · February 13 at 9:43pm · Edited

Jenny Love My initial thoughts were similar to those above, thinking, 'I don't look any different due to my mental health problem'.
But, when I read the article in full it explained that there are four 'characters' who the students will teach throughout their y... See More
Like · Reply · Message · 13 · February 13 at 7:18pm · Edited
 2 Replies

Irene Dingwall Saw the masks on tv last night think they are hidious people who have depression don't want to be made out to be freaks we are already thought of as that if that is all you can come up with don't bother if you think this will get rid of stigma it will make it 1000 times worse I think it it is disgusting we are not freaks we are ill
Like · Reply · Message · 4 · February 13 at 8:10pm

Fiona McCormick For the thousands of pounds they apparently spent on masks, they should just hire in actors. The masks are an insult to every one of us who suffer from mental health illness.
Like · Reply · Message · 4 · February 13 at 10:10pm

Amanda Simpson People with mental health problems include the people you share an office with, go to the gym with, teach, and those who you see each and every day but would never know (unless they told you). They do not look like freaks on a freak show.
I remember d... See More

National campaigns

In this last year we have run two main public awareness campaigns; our relaunch campaign 'People like YOU will end mental health discrimination' ran from end October 2014 for 6 weeks. Our second phase of 'People Like YOU' used a wider range of scenarios to start conversations including a focus on workplaces and children and young people ran from August 2015 for 9 weeks.

People like YOU – phase 1

Our launch campaign was designed to make a bold public statement about the new direction and focus of See Me and encourage people to become supporters and 'Take action. Change lives' by challenging stigma and discrimination. It used a multi-channel strategy (digital, radio, undergrounds, digital billboards, ambient and PR coverage), which succeeded in reaching new audiences:

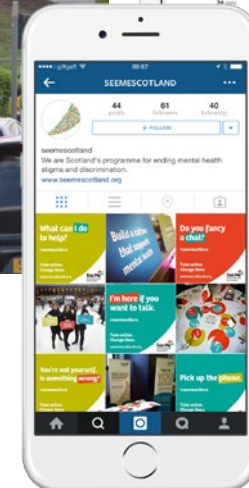
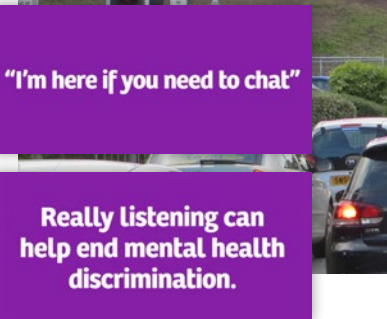
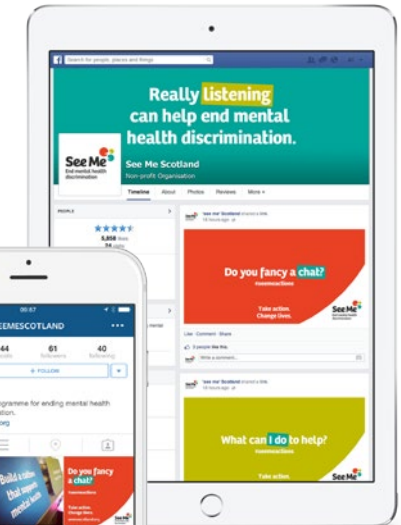
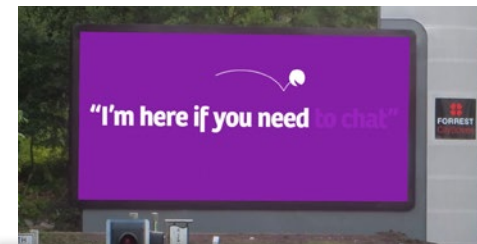
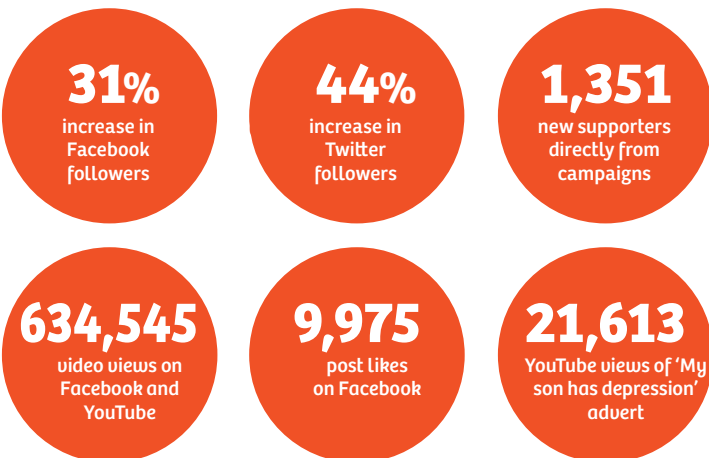
People like YOU – phase 2

The second phase of the campaign created realistic scenarios to communicate words that offered support, start conversations about mental health. It also drove people to the website and generated a significant number of new supporters.

New supporters

Building the movement by encouraging people to take action to end mental health stigma and discrimination is a major part of our work. Our campaign and communication work is a key driving force to make this happen. As a direct result of our campaign work we have attracted 1351 new supporters and a total of 2187 from all programme activities over the year.

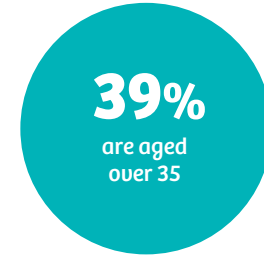
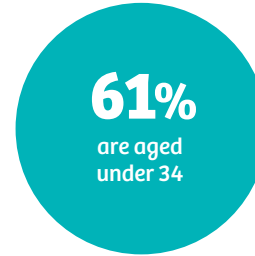
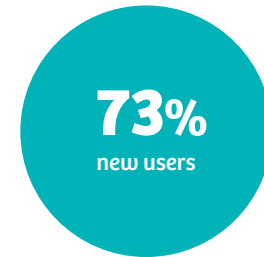
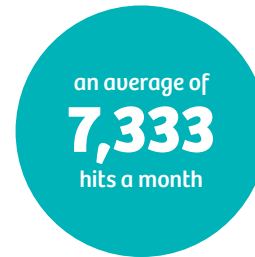
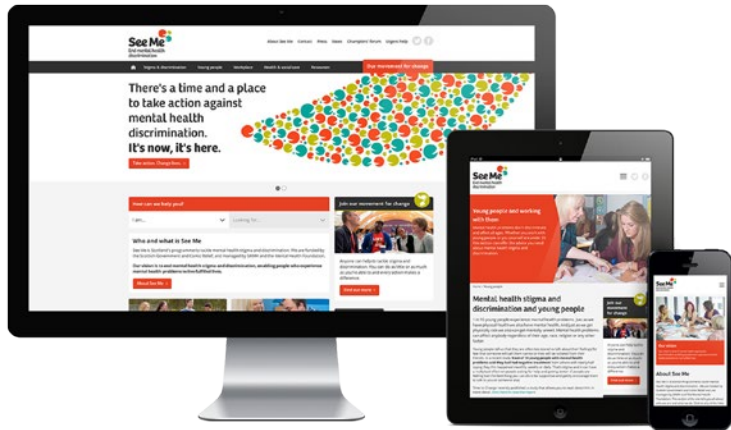
Results from this year's campaigns



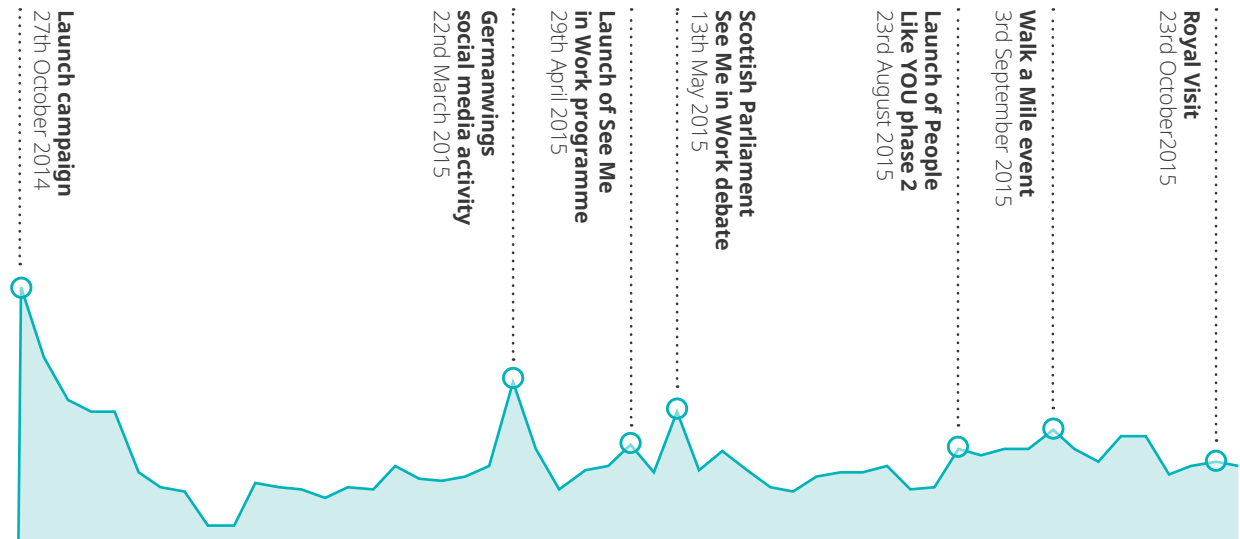
Website

Our website is the hub of our communications activity. It has been completely redesigned since the programme relaunched. Our national campaigns and social media activity drive traffic to our website which hosts our major engagement initiatives: See Me in Work, Community Champions mini-hub, newsletter/social movement sign up, and all the latest news from See Me. Our analytics allow us to understand who is visiting the site, what they are interested in, what pages are most popular and whether these visits result in signing up for updates or the workplace programme.

Our website had 88,000 hits over the year. The peaks in the website hits usually coincide with key media events, campaigns or initiatives e.g. Relaunch of See Me, Robert Gordon, Germanwings, Launch of See Me in Work, Launch of People like YOU phase 2, Walk a Mile, Royal Visit:



Website activity during key media events



Social media

Our focus on social media as a communications outlet has greatly improved in the last year as has the penetration, reach and engagement people have with us through these channels.



Facebook

The People like YOU campaigns have both directly resulted in a significant number of new followers on Facebook, which in turn increased the amount of daily interaction people have with us.

Stats	Nov 2013 - Oct 2014	Nov 2014 - Oct 2015	Percentage increase
Total likes to page over period	610	3,057	401%
Total likes to page at end of period	5,895	9,156	55%
Average post reach (organic)	901	4,190	365%
Average likes to posts	18	130	622%
Average comments on posts	3	11	267%
Average shares of posts	6	37	517%



Twitter

Our twitter following has also increased considerably over the year and we have become more effective about using it to engage quickly with supporters. Our strategy ensures that we pro-actively reach out to our supporters at least once a day.

Stats	Nov 2013 - Oct 2014	Nov 2014 - Oct 2015	Percentage Increase
New Followers Per Year	1,600	2,472	54%
Total Followers by End of Year	5,024	7,496	49%

Broader digital approach

We have also sought to use the opportunity that digital presents.

Our Rights for Life conference took a blended approach supporting online engagement as well as the physical engagement of the people who attended the event. This enabled more than 160 people to participate in the event who could not, or chose not to attend through live streaming of sessions, twitter reporting of specific sessions, questions from people online being brought into the room on the day and publication of the storify from the event.

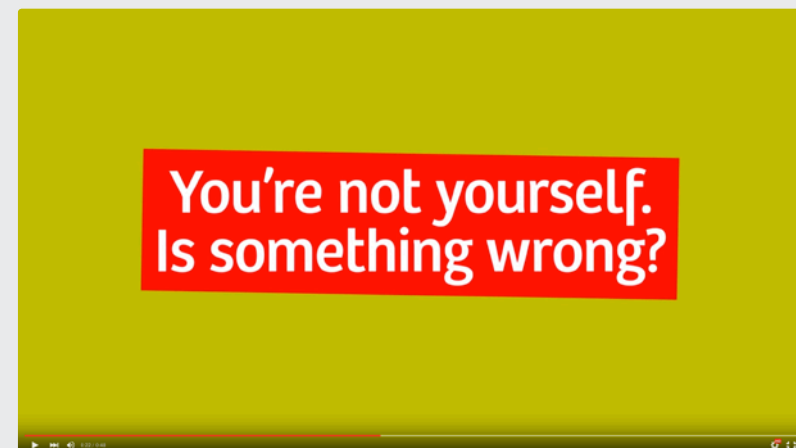
The development of Walk a Mile and the different Walk a Mile events themselves have engaged many hundreds of people as have innovations like Chris Young live-streaming his conversation with the Scottish Minister for Mental Health as they walked down the Royal Mile. We have also launched a monthly See Me Supplement. This brings together six of the best blogs, podcasts, videos, news stories and more, that we have seen. It allows followers

to find out what is going on in mental health all over the world, and also gives people the opportunity to submit their work to us to share, enabling them to connect with a new audience.

A number of the See Me staff now have their own See Me twitter accounts where they interact directly with followers wanting to know more about specific areas of the programme.

We have also filmed many of our events and created videos that people have viewed online after the events on YouTube. We have made or commissioned a total of 31 videos viewed a total of 49,140 times. The 5 campaign videos have generated over 90% of those views.

We still have a long way to go to maximise the opportunity that digital represents but we are learning all the time and will be developing this further in the next year.



Strategic goal 1

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

Outcome 1

People with lived experience increasingly imagine a life without stigma and discrimination and demand their rights

Outcome 2

Concerns about stigma and discrimination become less of a barrier to talking about mental health problems



Outreach programme

In this year our outreach programme has focused on a number of things:

- Informing people about the Community Innovation Fund, building community engagement
- Supporting people to develop ideas through the Innovation Lab
- Encouraging people to become See Me volunteers or Community Champions.

We held four workshop sessions dedicated to helping people understand different aspects of the CIF that were key selection criteria:

- Taking a human rights-based approach
- Building a social movement
- Tackling stigma and discrimination
- Understanding social contact.

Between 30 and 50 people came to each of these sessions. We held two volunteer taster days in Glasgow and Edinburgh. 23 people attended these two sessions that introduced people to the different aspects of the programme they could get involved in; media and speaker volunteering, becoming a Community Champion and developing a CIF project. We also held an event in Inverness focused on the CIF and on informing people about the Community Champions programme. 15 people attended this event.

Our two day Innovation Lab in Edinburgh that 35 people attended developed and explored a range of ideas and processes to tackle stigma and discrimination. This led to a number of successful grant applications and the development of the most popular idea of the event – Walk a Mile in My Shoes.



Volunteer taster day

Lanarkshire Recovery Network

We have worked extensively with the Lanarkshire Recovery Network (LRN) to support the review of their work relating to stigma and discrimination. We supported the development and delivery of a one day Innovation Lab for over 100 people locally exploring what they felt should be the priorities for action. From that event, further conversations and meetings we are now

working with LRN to develop a whole area approach to their anti-stigma work. They are keen to engage with all aspects of the See Me programme of work and lead on delivery in their area. This will incorporate See Me in Work, See Me in Schools, the health and social care workstream and building a rights-based approach. We are also exploring with the Evaluation team how we evaluate this.



Using Ketso to explore how to tackle stigma and discrimination in Lanarkshire

Speaking engagements

We have sought to promote the programme and its objectives with a wide range of audiences and have undertaken over 60 external speaking engagements, events and workshops to a total audience of more than 3000 people.



Judith Robertson addresses 'Rights for Life' conference

Community Champions

Our Community Champions programme is designed to support people in their local areas become leaders in challenging mental health stigma and discrimination and supporting people become more confident in claiming their rights.

We have now trained 3 cohorts of Champions in different parts of the country – our first training was in Glasgow targeting those in the southwest of Scotland, our second in Inverness targeting the highlands and Islands and our third in Edinburgh targeting the south east of the country. The 4 -6 days of training are held in short blocks over 4 months and are focused on empowering participants to develop their own project ideas, map and engage with their community to understand the key local issues and begin to take action to bring about change.

30 people have completed the training and a range of project activities are being supported from this process including bringing about changes in workplace policy and training around mental health, becoming researchers, holding stalls and community events, forming a Change Network, working with in-patients and staff in Newcraigs Hospital, Inverness, supporting Pass the Badge in Dundee on 12th Dec and working in West Lothian on the use of advanced statements.



Champions training

Case study

Richard Monaghan

Former senior rail director Richard became one of our first See Me Community Champions when he finished his training in March. Since then he has used the skills learnt in the Champions training to help him in his own unique way of changing the way people think and behave towards people with mental health problems.

He has been all over his hometown of Moffat handing out See Me badges, telling people about his own mental health problems and giving them some facts on stigma and discrimination. Importantly he asks them to only keep the badge for one day before passing it on, to spread the story and the facts, continuously engaging new people.

As well as speaking to people in his town, he has also been visiting biker cafes to give the bikers badges and asking them to take the messages to the rest of Scotland and beyond.

Richard said: "When I started doing this people in the town were uncomfortable talking about mental health. But I have noticed a change when I'm out and people seem happier to talk about it.

"When I first told people who I was and what happened people were uneasy and seemed embarrassed. It was all about stigma, people didn't want to talk about it, but after doing this a lot I'm finding I can have more open conversations on mental health."



Richard helps launch the movement

In December he will be joined by other See Me volunteers and staff for a 1000 badge day.

"When I started doing this people in the town were uncomfortable talking about mental health. But I have noticed a change when I'm out and people seem happier to talk about it."

Engagement of people with lived-experience in decision-making

Ensuring that the lived-experience of people with mental health problems is at the heart of programme design and development is a major principle of the programme's work. We encourage people to engage in a variety of different ways in the process. The most strategic level is through the Advisory Group which is chaired by someone with lived experience and has a further 6 people with lived experience as members.

In the last year the Advisory Group has informed a range of strategic development; our Year 2 plan, See Me in Work, our children and young people's programme, the See Me in Health programme and just recently the Rights for Life Declaration and Change Agenda.

Other programme processes bring in people at an early stage to contribute to design and development: the Community Champion training sessions, See Me in Work, the Children and Young people's Programme, See Me in Health and our public awareness campaigns have all been informed by the insight and experience of people with lived experience.

The work being done to support the Change Network action learning has lived-experience peer researchers at its heart as has the development of our community conversations toolkit. Our CIF decision-making panel has lived-experience representation while our Rights for Life process in partnership with VoX and SRN is being driven by a wider steering group with lived experience representation. This involvement ensures that the voice of people's experience is driving the process and the outcomes.

Our other means of engaging people is through support for delivery in many of the various events we organise. For example all the panels and workshops at Rights for Life had people with lived experience either on them or chairing them, our social reporters at the event were all people with lived experience, our CIF workshops all featured people's lived experience in different ways, our See Me in Work communications are all drawn from people's own stories and our peer researchers in our Change Network action learning all have lived experience.

One specific group who have supported programme learning are our lived experience peer researchers. Six peer researchers worked with IRISS to generate a piece of action learning about how best to set up and develop a Change Network.



Participants at CIF Innovation Lab



First Chair of See Me Advisory group - Jeannie McKenzie

Walk a mile in my shoes...

We are also seeking to support lived-experience leadership through our programme processes. Chris McCullough Young came to the Innovation Lab and his idea was voted most popular by the Lab participants. He is walking round the edge of the UK challenging stigma and discrimination one conversation at a time and he wanted to bring wider engagement with his cause. Following extensive discussion and development at the Innovation Lab, Walk a Mile in My Shoes was born. The idea is based on Chris's own experience of walking and talking to people about mental health coupled with the knowledge of what works in tackling stigma and discrimination – spending non-formal time with people with lived experience – i.e. social contact.



Walk a Mile is launched in Edinburgh's Royal Mile with over 400 participants



Chris walking with Jamie Hepburn MSP Minister for Health Improvement, Sport and Mental Health

The development of Walk a Mile has been led by Chris and supported by See Me in its initial phase and was launched in Edinburgh with a collective walk down the Royal Mile. This first phase was targeted at bringing health and social care practitioners into the conversation. Around 400 people walked down the Mile and were led by Chris engaging in a live-streamed conversation with Jamie Hepburn MSP Minister for Health Improvement, Sport and Mental Health.



The video made about Chris and Walk a Mile has been viewed 773 times and so far 571 miles are recorded on the Walk a Mile website as having been walked.

Further Walk a Mile events were organised in Lanarkshire, Inverness and Inverkeithing and more are in the pipeline with plans to extend the project's reach into a range of other linked processes; See Me in Work, See Me in Schools, Paths for All.

“He is walking round the edge of the UK challenging stigma and discrimination one conversation at a time.”

Speaker and media volunteer programmes

14 speaker volunteers have been trained in 2 training programmes this year. They have undertaken 19 speaking engagements to 1200 people in 19 different venues across Scotland. Some of our most notable speaking opportunities include after-show panels during the Scottish Mental Health Arts and Film Festival.

Leanne McKillop spoke at the Global Anti Stigma Alliance workshop and then the World Psychiatric Association Anti-Stigma conference both held in San Francisco while Community Champion Benjamin McAlwee spoke alongside the Programme Director at the Guernsey Department of Health and Social Services Anti-stigma Conference.

2 media volunteers have been trained joining our team of 31 trained media volunteers. They have contributed to 70 different media articles making a total of 84 media appearances. The most notable of these being the four young people who contributed to the media coverage around the visit to Dundee of the Duke and Duchess of Cambridge, the launch of Walk a Mile led by Chris Young, supported by Tracey King and Aimi Gold on BBC Radio Scotland.

Eight people have spoken about their lived experience in the media for the first time with us this year. Three of our volunteers, Leanne McKillop, Gemma Patterson and John Sawkins took part in interviews for the launch of See Me in Work.



Volunteer Leanne McKillop at World Psychiatric Association Anti-Stigma Conference in San Francisco

Social media

Much of our social media engagement activity is designed to undermine and occasionally directly challenge self-stigma.

People are often more comfortable expressing themselves on social media – our two main social media platforms are facebook and twitter – with engagement and reach significantly increasing demonstrated by more commentary on key issues that we raise and considerable feedback from people about things they want us to raise in the public domain.

Our followers use social media to tell us their story and offer words of support for others:



Strategic goal 2

Stigma and discrimination is reduced within communities and organisations to have a positive impact on the lives of people with mental health problems

Outcome 3

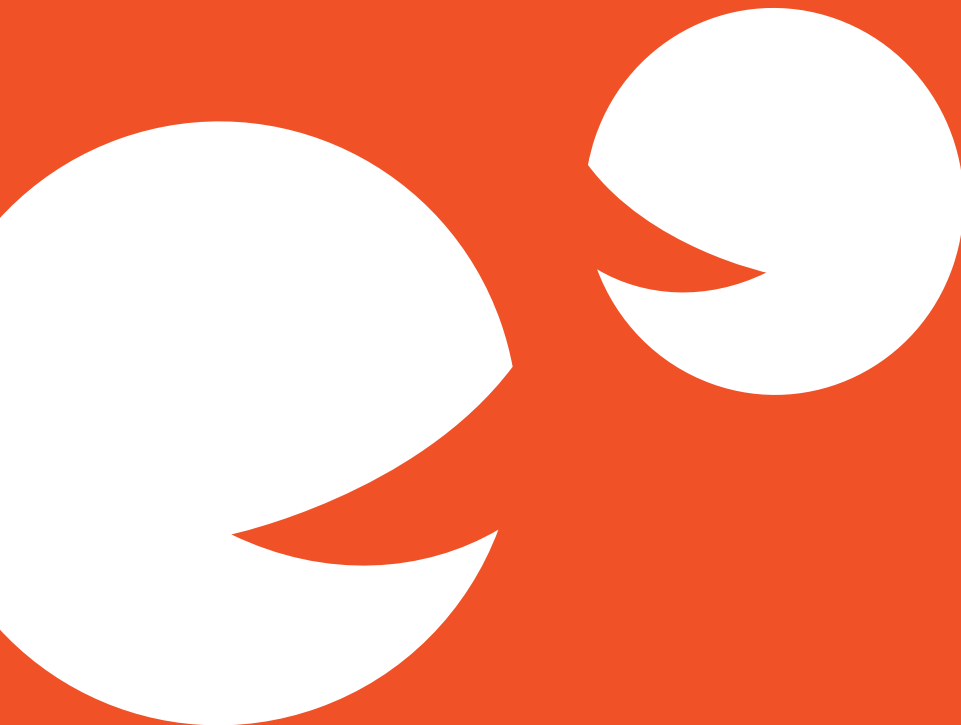
The rights of people with lived experience are increasingly met

Outcome 4

Diverse leaders and organisations champion elimination of stigma and discrimination

Outcome 5

Negative stereotyping is reduced in targeted settings and communities



Workplace strategy

Considerable work was done at the end of year 1 and through the first half of year 2 to work with employers and people with lived experience to review the See Me pledge and transform it into an engaging offer for employers to help support people with mental health problems in workplaces. We held 2 workshop sessions, a number of focus groups, face to face meetings and a wider on-line consultation from which we generated the revised framework which focuses on change rather than a 'pledge to take action'. The aim is to support employers to better fulfil their responsibilities under the Equalities Act 2010 and create a working environment where people experiencing a mental health condition can feel safe to discuss their situation and needs without fear of discrimination.

Our revised workplace programme - See Me in Work - was launched in April 2015. The new programme has a stepped approach enabling employers to engage at different levels, but with a fundamental focus on increasing their understanding of mental health, reducing stigma and discrimination, meeting the requirements of the Equalities legislation and ensuring that people's lived experience is driving that understanding.



Engaging with See Me in Work

To date 161 employers have signed up and are now receiving our workplace newsletter, their first step in engagement and a further 45 have expressed an interest in becoming more engaged. 8 of these organisations have completed their Mental Health Check or are in the process of doing so and we have surveyed over 1200 employees in these organisations.

We are now developing a suite of resources including an online training programme targeting managers and staff. We are also working in partnership with Healthy Working Lives, SAMH and the Hope Café to support their engagement with workforces in Scotland with the aim of generating a joined up approach.

A third public awareness campaign focusing on the workplace was developed in year 2, launched on 9th November 2015 and will be reported on in year 3.

We also undertook some polling to support our policy work in this area and that has been widely reported and well received.



See Me in Work media launch in Central Station

YouGov poll of 1,200 workers in April 2015

Participants were asked to imagine a member of staff was experiencing mental health problems in their workplace. They were then asked to what extent they agreed or disagreed with the following statements?

- **48%** of people think that someone in their work with a mental health problem would be unlikely to disclose their mental health problem for fear of losing their job [46% full time workers, 52% part time]
- **55%** of people think that someone in their work with a mental health problem would be unlikely to disclose for fear of being moved to another post or passed over for promotion
- **72%** think that someone in their work with a mental health problem would be supported by colleagues by asking what they could do to help
- **56%** think that someone in their work with a mental health problem would be supported by their workplace to make adjustments to their workload to allow them to remain in work
- **45%** think that someone in their work with a mental health problem would be supported by management who are trained to help and advise people with mental health problems (e.g. what to do and where to get help)

Children and young people's strategy

Our new Children and Young People's Programme Officer started in December 2014 and was tasked with scoping the landscape around children and young people's mental health in Scotland including setting our work in the context of the various policy and legislative processes around children's rights and education in Scotland.

That work was completed in May 2015 following a comprehensive desk research exercise, scoping meetings with over 45 potential partner organisations, resulting in the formation of a steering group and focus groups with young people with lived experience of mental health conditions.



Camping out at the 5 day residential programme

We also surveyed over 900 young people across Scotland to better understand the concerns and barriers to help seeking behaviours and accessing support in relation to their mental health. This provided a strong evidence base for our plans.

Our research told us that the main barriers related to 'Internal' stigma - embarrassment or fear about what other people will think, a lack of confidence, an inability to articulate feelings and 'External' stigma relating to other people's reactions and judgements. Other barriers included lack of knowledge where to get help and poor support when they have sought help.

With agreement of Education Scotland, we are now updating our 'What's On Your Mind' teaching resource and developing a suite of resources to equip secondary schools to meet their requirements under the Children and Young People's Scotland Act 2014 and the Curriculum for Excellence. We will be adopting a whole school approach to mental health awareness, tackling stigma and discrimination, improving mental health literacy, building confidence and building parity with physical health.

To develop these resources, we are working extensively with young people age 16-25. These young people have informed the process, strategy and resource development over the last 6 months. After an open recruitment phase, 19 young people with lived experience of a range of mental health conditions were selected from a pool of 59 to participate in a 5 day residential in July 2015.



Our Young Champions meet the Duke and Duchess of Cambridge

As a direct result, we have developed two video resources for both adults and young people and a 'common language' card - 'What's on Your Mind?'

Our whole school approach including development of additional materials will be piloted in six schools across Scotland over the next year and will be given to all pupils and staff to help develop mental health literacy, promote help-seeking behaviours and that it is 'ok not to be ok' in schools and beyond.

To support the pilot process and ultimately achieve our goal of roll out across Scotland an additional 6 of our young volunteers have gained a qualification in Scottish Mental Health First Aid

and 12 more are due to undertake the training. One volunteer was also trained as a trainer and facilitated the training to the wider group.

We were delighted to be asked by the Royal Household to host a meeting in October 2015 between our young people and the Duke and Duchess of Cambridge who, along with Prince Harry, are developing a specific interest in mental health. The Royal Highnesses met 10 of our group as part of their visit to Dundee Repertory Theatre and spent an hour talking with them and exploring their work. This activity generated over 170 media mentions across the UK for See Me and the young people's work, reaching a potential audience of 65 million people.



Team building

“These individuals are empowered and understand the importance of collective action and as such hope that our work to end mental health stigma and discrimination can lead to a renewed understanding of the need to address children and adolescent mental health in a holistic manner across education, health and social care and create an environment where individuals can access the support and information they need.”

Case study

Lynne, 24, Dunfermline, studying Psychology and Forensic Science at Heriot Watt University

Lynne joined the Children and Young People’s programme in the early focus group stage. Lynne had personally faced stigma and discrimination after being diagnosed with a mental health problem at 16 and wanted to make a difference to other young people.

“I came to a point in my life, where living no longer seemed a viable option and I want other people to know that, like me, you can get through it and come out the other side. I feel a duty to use my experience in a positive way. I owe it to my younger self “

Lynne feels that resources need to be available for young people to help make sense of their feelings in what can be a difficult and confusing time. Mental health isn’t spoken about in schools, and having these discussions early can change the stigma surrounding mental health.

“Everyone has mental health, and it needs to be seen in the same light as physical health. We all have both which means we can all have problems with both. Young people can and do suffer with mental health problems – age does not discriminate. I’m really proud of the materials we have developed so far, I showed my 13 year old sister the WOYM card and she loved it. She read the first, “Everyone has mental health” and she was like what? We all have that? She was so confused because she



Lynne meeting the Duke and Duchess of Cambridge

hears me talk about it in an illness kind of way but it opened up a great conversation about how yes, we all in fact have it, and she was actually really interested and engaged in it.”

Mental health is not spoken about in everyday conversation and this aids it being a taboo subject. Young people need to know they deserve help and they need to know where to get this. Everyone has the power to help and support someone, adults just need to be trained and supported to do this.

“Being part of this work has been one of the best experiences I’ve ever had. It has felt so good to be amongst so many people just like me, who cared, and were passionate about mental health and striving for a change to end stigma. I feel like I was listened to and could really contribute towards something great that will help young people and those working with them to challenge mental health stigma and discrimination.”

“I came to a point in my life, where living no longer seemed a viable option and I want other people to know that, like me, you can get through it and come out the other side.”

Health and social care strategy

Stigma and discrimination in health and social care settings is where issues are most frequently reported and can be the most damaging in terms of its impact. From our year one conference in Dunblane - See Me Now – this was deemed the top priority by participants. In the last year we have been scoping the issues in relation to health and social care and have held many meetings with more than 25 practitioners to get a better understanding and find a route through this vast area of work in a strategic way.

In August 2015 we held a round-table inviting health professionals from different disciplines across Scotland and people with lived experience to explore different approaches and strategies for health professionals to engage better with people with mental health conditions. 24 people attended the event and the meeting endorsed the overall approach being presented and generated some further options for exploration.

Our key objective in the strategy is to work with health professionals to transform the way they relate to people with mental health conditions and reduce stigma and discrimination in these settings. Our second objective is to ensure people with lived experience are supported to claim their rights.

We have prioritised three main approaches: engaging health and social care professionals in Walk a Mile in My Shoes, engaging them through the See Me in Work programme to start a dialogue about workplace mental health and then to explore how that impacts on patient care and finally through the Rights-based policy agenda. In developing the Rights for Life Declaration and Change Agenda a key focus of the action plan is what happens in services and what takes place under the Mental Health Act and we will use the Change Agenda to highlight issues and generate a focus on change.

We are also exploring the development of rights-based training resource for health and social care professionals that will complement the Rights for Life agenda and work going on in the Scottish National Action Plan for Human Rights. We recently delivered three training sessions as part of the Patient Safety Programme regional meetings on rights-based approaches and their relevance for patient safety. In addition, we have been asked to input into the Distress Brief Intervention training currently being developed by the Scottish Government and invited to present to the Scottish Mental Health Nurse Forum on how to support workplace mental health.

Year 2 grants programme

Our budget for the year 2 grants programme was £270,000. This money has been successfully allocated to 9 Community Innovation Fund grants of up to £20,000, 10 local grants of up to £4,000 and 6 change network development grants of up to £2,000. A further £30,000 was allocated to the development of our Innovation Lab project Walk a Mile in My Shoes.

The grants programme is designed to support the development of Change Networks that are focused on targeted areas of work. The grants are awarded to projects that meet a range of criteria; a clear focus on reducing stigma and discrimination, lived-experience leadership or engagement, integration of a rights-based approach, the use of social contact as a means of reducing stigma and a willingness to engage with the See Me evaluation.

We also ask that projects are focused on one of the workstream areas; workplace, health and social care, children and young people, equalities groups and/or building a social movement.

Considerable support has been provided to potential grant holders to orientate their applications to the requirements of the programme. In this last year we held 4 workshops and more than 50 face-to-face or telephone sessions to discuss potential projects. This has been a time-consuming exercise and we are evaluating its effectiveness in terms of the return on investment.



Feniks Project



Conversations for Change

Change Networks



Conversations for Change in Waverley Station, Edinburgh

To better support emerging Change Networks and also learn from existing development processes we established an action-learning process to work alongside the 6 grant-holders from year 1. This process is nearing completion and is being supported by IRISS, a small team of peer researchers and the grant-holding organisations. Our aim was to learn about what works in terms of establishing change networks and to generate a toolkit for other organisations interested in the process.

Alongside the development of the change networks supported by the grants programme we have been working with the Scottish Mental Health Co-operative to support the establishment of their programme. Their work will tackle the stigma and discrimination associated with older people's mental health and they have now appointed a network development officer for two years to take this work forward. They are looking to establish four older people's Change Networks in different parts of Scotland.

SMHAFF

Our funding to the Scottish Mental Health Arts and Film Festival has broadened and deepened the reach of the Festival both throughout the year and into other areas. An innovative one-day seminar called the Dust of Everyday Life brought over 120 people to Glasgow to explore and understand the impact of the Arts on mental health and stigma and discrimination. Many artists described their own lived experiences, the ethics of exploring mental health issues through the arts and many other topics. The event inspired further collaborations which are still developing new initiatives.

Some highlights of year include SMHAFF and See Me involvement in the launch of a Matt Haig book called *Reasons for Staying Alive* – a moving account of his depression and recovery, a regional film tour of winning festival films to Portree, Dumfries, Tobermory, Dunoon and Dunlop, a comedy Gala event at the Edinburgh Festival Fringe, Rapture Theatre tour of *The Last Yankee* which had closing panel sessions with See Me volunteer speakers and a potential new production in development by Alan Bissett.

For the Scottish Mental Health Arts and Film Festival this year (October 2015) 300 events have attracted an total audience of over 25,000 people in 17 regions around Scotland and involved 300 individuals and organisations. (A fuller SMHAFF report is available)

Rights for life declaration and action plan

Working in partnership with SRN and VOX we held a two day conference in June 2015 to increase people's awareness of their rights and to understand what action people felt was needed to further progress the rights of people with mental health problems. 210 people attended the conference and a further 160 people engaged with the event through our online process.

From this we generated a draft declaration of rights and an action plan to help increase progress towards those rights. This draft declaration and plan is now being consulted on through focus groups around Scotland, through the See Me Advisory group and an online survey. The final document will be launched in February 2016.



Rights for Life Conference

Strategic goal 3

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

Outcome 6

National and local policies increasingly and explicitly address stigma and discrimination

Outcome 7

Increased understanding of nature, source and effects of stigma and discrimination and what works in tackling it

Policy work

In this year the policy capacity we have has been dedicated to understanding and exploring policy in our key areas of focus: workplace, children and young people, health and social care and human rights.

Workplace



We have developed a good understanding of workplace policy and practise and relevant legislation and are building further capacity to design resources for workplaces which will be hosted on our website. We have also sought to promote this understanding more widely to influence the practise of others: staff have delivered presentations to Network Rail, Blackwood Group, Unison Scottish Health and Safety conference, Royal Society of Prevention of Accidents Scottish Conference with further opportunities in the pipeline including a potential STUC round-table with a wide range of Trade Unions.

We also undertook some polling to support our policy work in this area and that has been widely reported and well received.

Children and young people

Through the development of our Children and Young People's work we have sought to fully understand the policy context that this work area is being developed in. We have undertaken desk research and generated a library of resources (yet to go online) that has informed the development of our approach including Scottish Government (SG) policy and legislation.

As our children and young people's work is so closely aligned to SG policy we are also supporting teachers and other staff to deliver on their own policy commitments. For example the new Children and Young People's legislation in Scotland puts in place the 'named person' for every child and the work we are doing with schools will support

teachers and head teachers to ensure they are more able to tackle mental health stigma and discrimination and deliver their duty of care for young people in relation to their mental health and well-being.

We also undertook a survey of young people, mentioned previously. This has not yet been made public. We are still exploring the options for that.

We have also been promoting the work undertaken and the whole school approach at a series of influential events; Education Scotland Teachers Conference, Holyrood Conferences recent Children and Young People's Mental Health event, senior management team presentations in schools.

Health and social care

Our scoping of health and social care policy and practise is on-going work. We have built good relationships with key staff across Scotland including in NHS Health Scotland and are building a better understanding of the policy context that we can begin to influence. For example we worked with the Patient Safety Programme Mental Health strand to develop a workshop on building a rights-based approach in relation to mental health and delivered the workshop to three of their regional meetings. We have also been collaborating with NHS Lanarkshire to explore aspects of health inequalities and rights issues as they affect people with mental health problems in the Lanarkshire area and we are having dedicated meetings with the mental health team within NHS Lanarkshire.

We presented recently to the mental health delivery team in Scottish Government which has led to a plan to incorporate anti-stigma and discrimination into the Distress Brief Intervention training that is about to be piloted and we are working collaboratively with Healthy Working Lives to ensure there is cross-over of delivery plans with See Me in Work. We have also been participating in recent workshops with the Suicide Prevention Team to explore on-going collaboration.



Young People feeding back ideas

Human rights

Our understanding of human rights across all our workstreams has increased considerably. The development of the Rights for life Declaration and Change Agenda has supported us in that and that has been a very effective collaboration with SRN and VoX. We have also been using human rights understanding to support the development of the community conversations model, our workplace focus, our children and young people's work and the health related work. There is some good practise to draw on and more to generate.



Artist impression of Human Rights

One of our challenges in this area is the lack of effective accountability mechanisms for people when their rights are infringed and that undermines the work of promoting people rights as there are limited places to go for effective redress.

We have been supported in all this work by the team at the MHF who have provided us with a number of briefings for our CIF workshops and for general learning.

Parliamentary engagement

We have also sought to engage with MSPs to maintain their awareness and support for See Me and increase their understanding of the impact of stigma and discrimination. The Programme Director spoke alongside the newly appointed Minister for Health improvement, Sport and mental health, Jamie Hepburn MSP at the Health and Social Care Action Planning group Parliamentary event. We supported the Lib Dem sponsored debate in the Parliament about See Me in Work, hosted a parliamentary reception in September that Maureen Watt MSP Minister for Public Health spoke at and was attended by around 80 people. We met with Jamie Hepburn MSP to inform him about the work of the programme which resulted in him participating in our Walk a Mile launch event.

We also contributed to the development of the Commitment 5 report on increasing the rights of people with mental health problems undertaken by Mental Welfare Commission and the Scottish Human Rights Commission and. We participated in the Health Summit chaired by Jim Hume of the Liberal Democrats and supported one of our speaker volunteers to take part, sharing their stories, promoting our community work and encouraging people to attend our events.



Maureen Watt, MSP, Minister for Public Health addresses the parliamentary reception.



Parliamentary reception attended by around 80 people

International engagement

This has been a strong year for us internationally. We attended the 2015 Global Anti-Stigma Alliance (GASA) meeting in San Francisco making presentations on our workplace programme, new branding and our lived experience participation. We were accompanied on this visit by Leanne McKillop after a short recruitment process from our volunteers. As well as presenting to our GASA colleagues Leanne also contributed to two further See Me workshops at the World Psychiatric Association conference the same week. We supported our volunteer Holly McCormack to join the International Leadership Programme of the California Centre for Recovery Empowerment and Participation.

We also attended IIMHL in Vancouver with the Programme Director visiting Calgary as part of the week-long visit. Our Calgary visit was hosted by the Canada Mental Health Commission and focused on their Opening Minds programme – their anti-stigma programme and their work in workplaces, with children and young people and on health and social care. There was considerable learning from these sessions which will be integrated into our programme work.

We were also invited to speak at the Guernsey Department of Health and Social Services Anti-stigma Conference and our Community Champion, Benjamin McElwee accompanied the Programme Director and spoke most eloquently about this experience of mental illness, the stigma and discrimination he encountered and the impact on his life of engaging with See Me.

Our Communities Manager also attended an international Community Development conference in Vancouver entitled Collective Impact. This generated good learning of key organisational priorities for achieving greater impact on the ground.

Case study

Benjamin McElwee

Benj is one of our Community Champions who has been funded through our Community Innovation Fund to make improvements to mental health services in Strathclyde University and help to change the culture with students.

Since joining See Me he has regularly participated in our anti-stigma projects and recently spoke at a conference to hundreds of people in Guernsey. This is his journey, in his words:

“Through the process I’ve realised my own worth as an individual. Before, and when not around friends, I thought of myself as a caring, cynical, intelligent person, who rarely ventured an opinion for fear of conflict or confrontation.

“I went to the doctor recently, which is something I never do, and I told her I thought I was suffering from generalised anxiety disorder and had been for a while.

“This was the first time I’d ever acknowledged my anxiety with a medical professional, and I do believe that it’s only through my involvement with See Me that this occurred.

“I’ve been given lots of opportunities to do things that I initially would have balked at – normally social things, that are, or were, quite frankly terrifying. They’re very useful to my own personal and professional development though – such as public speaking, working in groups, facilitating group discussions.



Community Champion Ben McElwee participates in training

“I’ve been involved in things that really do suit me such as directing my own research. So far, I’ve probably got more out of being involved than I’ve put in.

“Hopefully through my research project and workshops with students I’ll be able to make my own small contribution towards reducing stigma.

“At a volunteer induction day one of the potential volunteers asked me why I got involved, and I told him I’d read research that suggested that altruism, or volunteering, was beneficial for your mental health and that I felt a bit lost. Searching for the right words, I said... I was looking for edification, and despite having ongoing mental health struggles, I think I’ve found it.”

“This was the first time I’d ever acknowledged my anxiety with a medical professional, and I do believe that it’s only through my involvement with See Me that this occurred.”

Scottish National Action Plan for Human Rights (SNAP)

See Me is well connected with the development of the Scottish National Action Plan for Human Rights. The Programme Director sits on the leadership panel of SNAP and we are members of the SNAP Better Culture action group. Some of our work feeds into the SNAP reports and our experience of integrating a rights-based approach into our organisational practise is good learning for others. The forums also generate good learning for us and connections with others doing similar work.

This led us recently to commission a Human Rights Audit of See Me which has generated a brief series of recommendations where we could more effectively integrate human rights into our work.

Evaluation

The See Me team has been working in tandem with the MHF Evaluation team over the course of this last year. Our focus on learning about what works has been, and remains, a clear priority for the programme and considerable time and attention is spent in this area. The Executive Summary of our year two Evaluation Report is included in the next section.



Joining the movement



Director, Judith Robertson addresses a conference

Evaluation



Introduction

This Year 2 Interim Evaluation Report provides an overview of the evaluation of See Me activities from the beginning of the re-founded programme in November 2013. The work was undertaken by the Evaluation team at MHF.

The implementation of the evaluation is intrinsically linked with delivery of the See Me programme which has been a dynamic process of network, infrastructure and capacity building as well as planning and delivery. At the end of Year 2 it is possible to provide some evaluative feedback on the See Me process, including the impact of involvement, as well as where project work is contributing to achieving See Me's outcomes. This report is a summary of interim findings.

The focus of this evaluation has been to gather impact data that can be strongly attributed to the activities of the See Me delivery team, their various partners, volunteers and those See Me has directly funded in order to provide learning about what works and how activities can be enhanced. The evaluation has also captured details about the processes behind See Me activities. Data gathered from See Me programme activities is brought together to tell a story of what happened, with what effect and why. Through this approach the evaluation is building a credible case about the difference the programme is making.

Key Findings: Delivering See Me Programme Outcomes

Drawing on evidence from across the evaluation of See Me's activities, the ways in which See Me is contributing to the achievement of its medium terms aims are summarised below.

People with lived experience increasingly imagine a life beyond stigma and discrimination and demand their rights

Good progress is being made towards meeting this outcome. The process of building knowledge of rights and a rights-based approach amongst those with lived experience and key stakeholders is key to demanding these rights. Attendees at Rights for Life and the CIF workshops reported a better understanding of what their rights are.

Community Champions have been empowered and due to the confidence and skills they have gained they are taking part in opportunities that they would not have done so previously and are finding their ability to influence others has increased.

Other impacts include increased ability to self-manage mental well-being. Those engaged in the CIF projects have experienced increased confidence levels and self-efficacy, a more positive view of mental health and increased ability to talk to others about mental health.

These impacts are also evidence that See Me is making progress towards achieving the long term See Me national outcomes that self-stigma among people with MHF problems will be reduced and that people who experience mental health problems will lead more fulfilled lives.

Concerns about stigma and discrimination become less of a barrier to talking about mental health problems

The greatest impact in terms of meeting this outcome so far has been among the Community Champions and people with lived experience who have been involved in CIF projects. Some Community Champions said that they feel more comfortable and confident talking about mental health as a result of participating in the Champion programme.

The young people involved with See Me in Schools co-production work experienced similar benefits. In addition, small changes in confidence around speaking out about mental health were seen in those who participated in workshops run by the CIF projects.

The evaluations of participation in key See Me events such as Walk a Mile and See Me Now demonstrate evidence of people finding for the first time that they could talk freely and positively about their own experiences with peers. The media volunteer scheme and social media work further contributes towards this outcome.

As the programme grows, it is projected that See Me in Work and See Me in Schools will contribute towards meeting this outcome on a much larger scale with a wider range of people.

Diverse leaders and organisations champion the elimination of stigma and discrimination increasingly imagine a life beyond stigma and discrimination and demand their rights

There is clear evidence that See Me is making a significant contribution to achieving this outcome.

The engagement and participation work of See Me and the evidence of high levels of involvement of people with lived experience and other stakeholders such as employers, education, health, social justice and prison professionals coupled with evidence of significant numbers of new people joining in See Me's work for the first time.

There is evidence of increased leadership skills and confidence particularly amongst the Community Champions. Three quarters of respondents to the engagement evaluation agreed or strongly agreed that they had been inspired to become more active in challenging mental health stigma and discrimination as a direct result of their face to face engagement with the See Me delivery team.

The social movement survey indicates also the large numbers of people engaged in challenging stigma and discrimination who feel part of, and inspired by, the See Me movement for change.

Negative stereotyping is reduced in targeted settings and communities

Evaluation data suggests that the Scottish Mental Health Arts and Film Festival (large scale intervention to 25,000 people each year), Bun and a Blether (workplace) and social media posting are impacting positively on reducing negative attitudes.

There was consensus amongst the See Me team that they were making progress towards this outcome in other programme settings including the Community Champions, CIF projects, Look Around (Polish community), Seeing People Seeing Ourselves (Prisons), JustUs (criminal justice), See Me in Work and See Me in Schools, where evidence is not yet available.

National and local policies increasingly and explicitly address stigma and discrimination

This is an outcome that the See Me team feel will be realised as the See Me Programme develops. However in the process of planning and implementation of key work streams including See Me In Work, See Me in Schools and Rights for Life, significant work in developing policy context understanding amongst stakeholders has meant that this programme work is located in a very clear policy context.

The intention of the See Me team is to move policy agendas on through their work through increased understanding of nature, source and effects of stigma and discrimination and what works in tackling it.

Increased understanding of nature, source and effects of stigma and discrimination and what works in tackling it

This outcome is being very effectively met across the programme. It was felt that the team had vastly improved their understanding around mental health stigma and discrimination.

The work done by the evaluation team to present the evidence around what works in tackling stigma and discrimination was highlighted as having been helpful in this respect. There is evidence of increased knowledge around stigma and what works in tackling it through the Community Champions training, CIF surgeries and the See Me in Schools co-production work with young people.

Evaluation data from See Me events, including Rights for Life, Innovation Labs and CIF workshops supports this and indicates that attendees felt that they had a better understanding of stigma and discrimination and its impact on people.

In addition, the data gathered from the See Me in Work programme, the engagement survey and the social movement survey all evidence See Me's contribution to increasing the knowledge base regarding the source and nature of mental health stigma and discrimination.

“I am more understanding of how circumstances and others influences can affect ones mental health and therefore hope I am less judgemental regarding other people's circumstances and challenges.”

“Feeling okay to let work know why I am really off sick when I feel mentally unwell.”

Engagement and building a movement for change

Much of See Me activity has focused on building a social movement.

Bringing new people on board

The vast majority of people engaging in CIF large grant funded projects were engaging with See Me for the first time. People with lived experience who have been involved have praised the value placed on that involvement by See Me and the recognition and support of where people are in their own personal journey of recovery.

There has been clear development and success in terms of recruiting and engaging people in See Me activities.

However there is evidence that more people can be reached who wish to know more about ways to engage with See Me.

“The support I have received has been unconditional and proportional. Of all the organisations that I have been involved with as a mental health activist, this has been the most empowering.”

Impact of engagement

Over the last year, the See Me team members have engaged face to face with over 3000 people and to explore the impact of the See Me delivery team's engagement activities, an evaluation of the impact on beneficiaries and intended agents for change was undertaken.

Respondents tended to have been engaged with See Me in at least 3 ways and the survey suggests that this engagement with See Me had significant impact in terms of: better understanding of what people could do now to help to reduce stigma and discrimination; inspiration to become more active in challenging mental health stigma and discrimination in personal and work lives; and a feeling that their approach to tackling stigma had changed for the better.

These findings indicate that those who are engaging with See Me are becoming more equipped and empowered to take action to tackle stigma and discrimination.

Building a strong movement for change

Evaluation evidence so far demonstrates that the See Me movement for change is growing with significant proportions of people becoming involved with See Me for the first time.

The baseline survey of the See Me social movement highlighted that respondents situated mental health stigma and discrimination within a wider framework of human rights, as well as exhibiting confidence that something can be done to reduce mental health stigma and discrimination in Scotland and confidence to contribute to this reduction.

Participation and leadership by people with lived experience

Central to See Me's approach to reduce mental health stigma and discrimination is that people with lived experience of mental health conditions are at the heart of and leading planning and delivery. The evaluation has identified that this is a key area of success throughout the programme. Across the programme lived experience participation has been built into different parts of the programme's implementation in a wide range of ways.

Through this process the See Me team has demonstrated significant experience in how to develop and deliver programmes that aim to be accessible, flexible and build capacity in people to take a leadership role.

Building capacity for leadership

There has been significant work on the part of the team to support people with lived experience to participate in various ways, with specific activities designed to build capacity and confidence among those who engage with See Me.

The See Me team has demonstrated significant experience in ensuring that their programmes have been accessible and flexible to the needs of people with lived experience. The See Me delivery team have demonstrated significant knowledge, capacity and confidence to deliver, lead and support others to lead.

Conclusions

The re-founded programme has largely been delivered as intended, with evidence that the underpinning principles of See Me have been applied throughout. The new programme continues to work with key partners from before as well as building strong new partnerships with significant progress in the areas of human rights, work and education. It has targeted areas where discrimination takes place and has been driven to a significant extent by people with lived experience with co-production a strong feature which has been an empowering process. Planning and delivery has been evidence informed and focussed on outcomes.

In terms of behavioural change we are beginning to learn about what works on a number of levels including overcoming of self-stigma, people taking on challenges they previously felt were not possible and new people becoming actively involved in See Me and placing mental health stigma and discrimination higher up their agenda such as employers and education authorities. The participation and leadership from people with lived experience within the See Me programme is demonstrable of a rights based approach being embedded within the process.

Implications

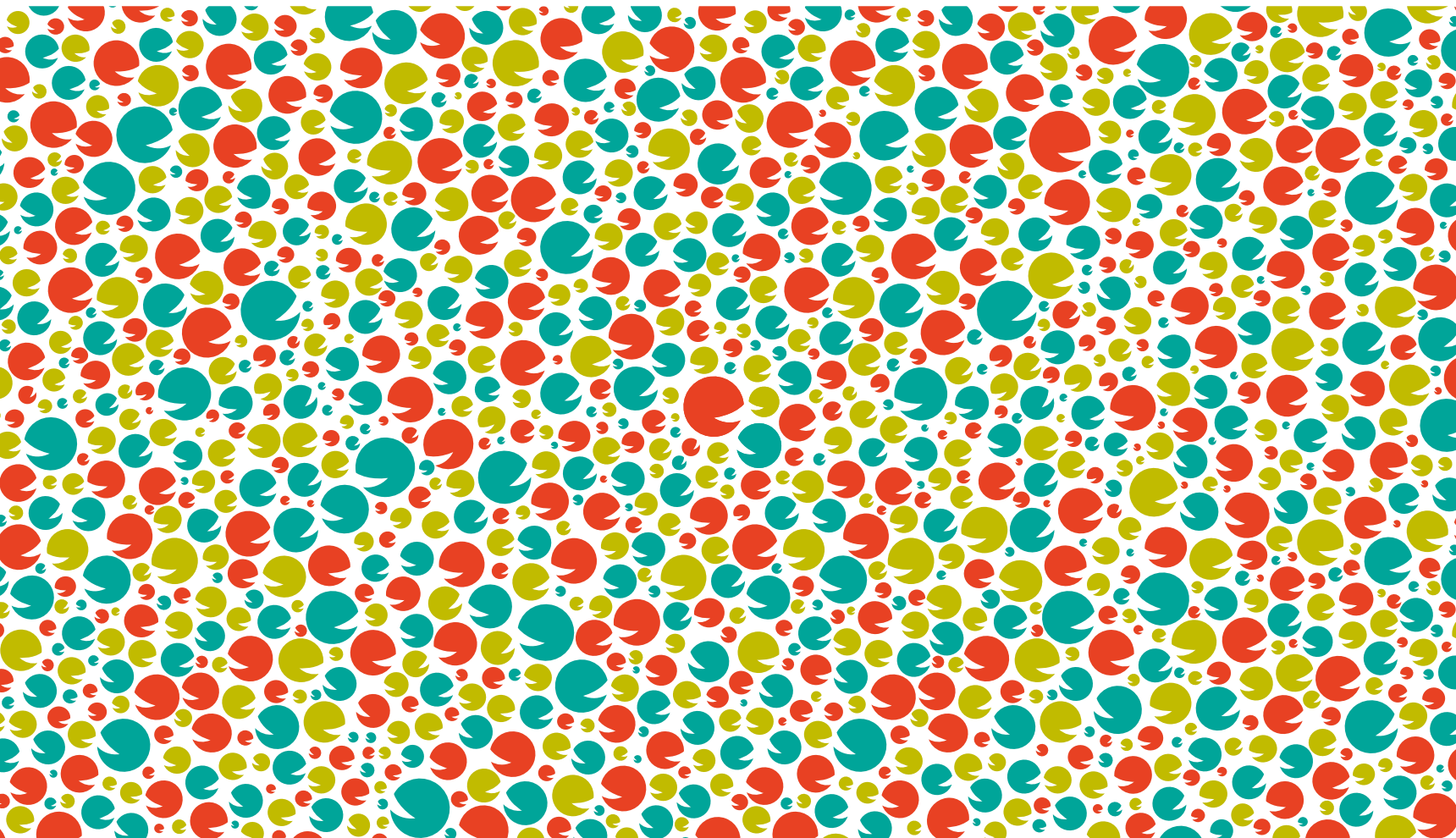
The evaluation findings raise the following implications for the See Me programme including:

- Further raising awareness of how people can become involved in tackling mental health stigma and discrimination and creation of accessible entry points.
- Increase a wider appreciation, knowledge and understanding of what a rights based approach is and how it can be achieved.
- Consideration should be given to maximising the support to grant funded projects to further enhance their impact and sustainability.
- There is some indication of a need for clarity on the Change Network process and what is expected from successful partnership working.

Implications for the evaluation include:

- It is important now to take time to assess what further evaluation data is required to fill the gaps in practice and strategic knowledge about See Me's contribution and what works by November 2017 and beyond;
- The balance of emphasis of the evaluation team resource should change, with less on Change Network activity such as CIF grant funded projects and more focus on the key work streams of See Me in Work, See Me in School and See Me in Health.
- To achieve the above, guidance and standardised evaluation tools will need to be given to community projects to help them to evaluate the impact of their work.
- The combination of triangulating qualitative and quantitative data in reporting impact is important.

For further information or a copy of the full Year 2 Interim Evaluation Report please contact info@seemescotland.org





See Me

Brunswick House
51 Wilson Street
Glasgow G1 1UZ

T 0141 530 1111

E info@seemescotland.org

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

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