

Everything You Need To Tackle Mental Health Stigma



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Thank You for Making a Difference

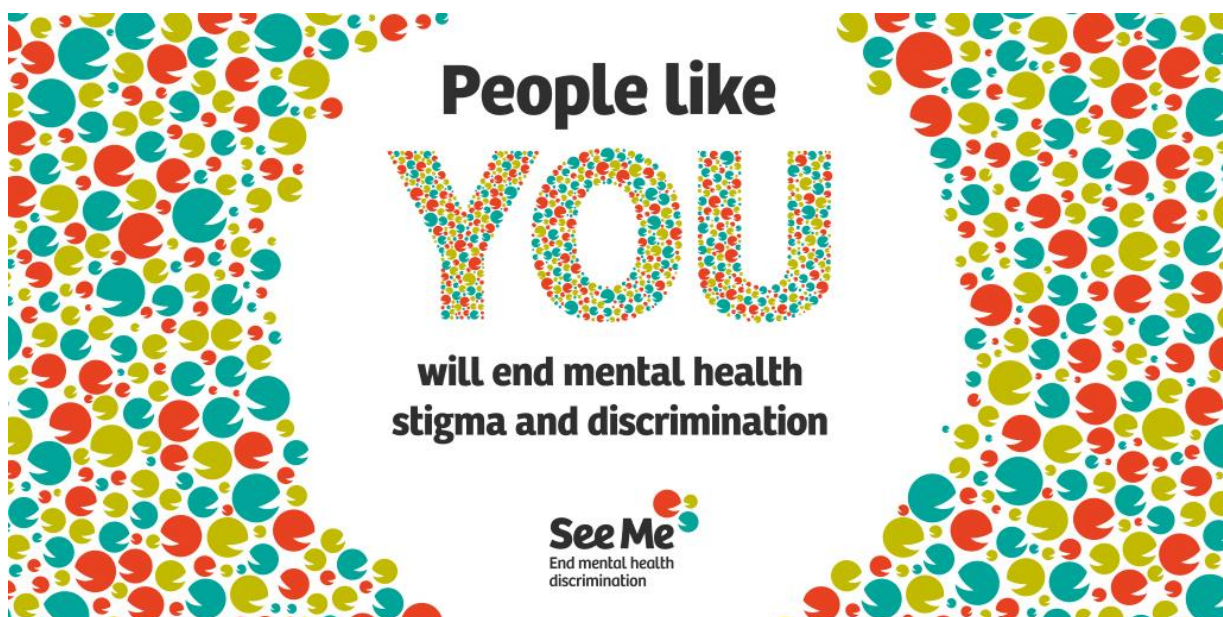
Thank you for helping us to tackle mental health stigma in Scotland. In this pack we have links and information for you, to help you to take action to change how people think and behave towards mental health.

It is only with people like you that we can end mental health stigma and discrimination.

We think that the first step to making a change is for all of us to be more comfortable speaking about mental health. You can do that today. If you think that someone you know is struggling, don't ignore it, ask them if they are okay and **really listen**. Speaking about mental health doesn't have to be daunting, showing you care can make a huge difference to someone going through a tough time.

We all have mental health; any of us could struggle, so it's vital that we can all talk about it.

In this pack there is a selection of campaigns, activities and downloadable resources which you can combine to encourage people to take part and help make a real difference. For example, if you're holding a mental health day, you could play campaign videos, share postcards, put up posters, share some of the example social media posts, encourage people to take part in a Walk a Mile and then ask people to go away and complete the e-learning.



Campaigns

We have a variety of different campaigns, some are targeted at specific audiences, and others are for everyone.

In this section you can find information and links to everything you need to run one of these campaigns.

Power of Okay

What is it?

The Power of Okay is a two part campaign which focuses on making improvements in the way people think about **mental health at work**.

The campaign shows how we can support people with how they are feeling, especially if they are struggling, and if we are going through a tough time ourselves, how we can talk to someone at work about it.

The first video is from **the point of view of someone struggling** with their mental health, but unsure if they should tell anyone, or what they should say.

The second is from the **point of view of a manager** who sees the staff member struggling, but doesn't want to say anything as they are worried about saying the wrong thing.

Together they show that the simple question, 'are you okay?' can make a huge difference, and is something any of us can do.

What can you do?

- Share the campaign videos (page 8-9)
- Share the key messages and facts along with the video
- Encourage people at your workplace to speak more about mental health
- Put up posters and share postcards at work events
- Link in one or more of the activities (page 20)
- Follow up by encouraging people to take part in the e-learning
- Senior managers can look into making a sustained change in their work, by signing up to the See Me in Work programme (page 24)
- Feature a digital image in your email signature

Messages to go with the campaign

- You don't have to be an expert to speak about mental health, just asking someone if they are okay can be a powerful thing
- If everybody asked someone today 'are you okay' then we would start to change the culture towards mental health in the workplace
- People are worried that if someone says they are not okay, they won't know what to say or do to help, or they could even make things worse
- If you ask someone if they are okay at work and they say 'no', don't worry. Tell them you are there for them, show that you care and that they can speak to you confidentially, it can make a huge difference
- If you're struggling, find someone you trust and tell them how you are feeling. If you don't find the right person straight away try again

Why is this Campaign Needed - Facts from a See Me Survey of Scottish Workers by YouGov

- 46% don't think that someone in their work with a mental health problem would be supported by management
- 45% of people think that someone in their work with a mental health problem would be unlikely to disclose for fear of being discriminated against by colleagues
- 48% of people think that someone in their work with a mental health problem would be unlikely to disclose for fear of losing their job
- 31% of people have personally experienced a mental health problem

Case Study



Joe Bannatyne

"I was always the guy who appeared to be on top of things and it was that sense of losing credibility that stopped me from having the courage to tell anyone.

"I was working for a small high profile company and I worried that people would think I wasn't coping with the workload. I kept a lot of things private from many people, due to a fear of people's reaction and judgement.

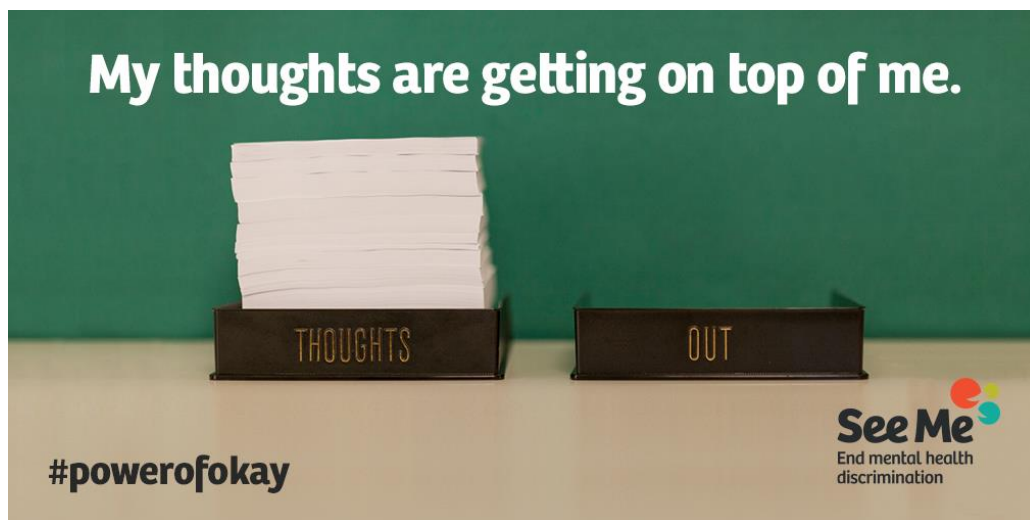
"My work referred me to an occupational health advisor and everything became more difficult.

"The conversations all focussed on my contract and they kept telling me that I was 'running out of time' and that isn't a good term to use with someone who is experiencing depression and anxiety.

"I went in thinking this could be beneficial to my recovery but I left feeling that I had just been interrogated. It was a very dangerous experience I had and one that no one else should have to endure."

Resources you can use

We have a selection of resources you can download and use for your own Power of Okay campaign, including social media images and posters. We also have additional resources you can order from us. Just click on the image below to check out our online Power of Okay gallery.



What Could you Post on Social Media?

The campaign hashtag is #PowerOfOkay, Below are some suggested social media posts which can be used with the campaigns images or videos.

Twitter

If you know someone struggling with their #mentalhealth but you're worried about what to say? Use #powerofokay

Facebook

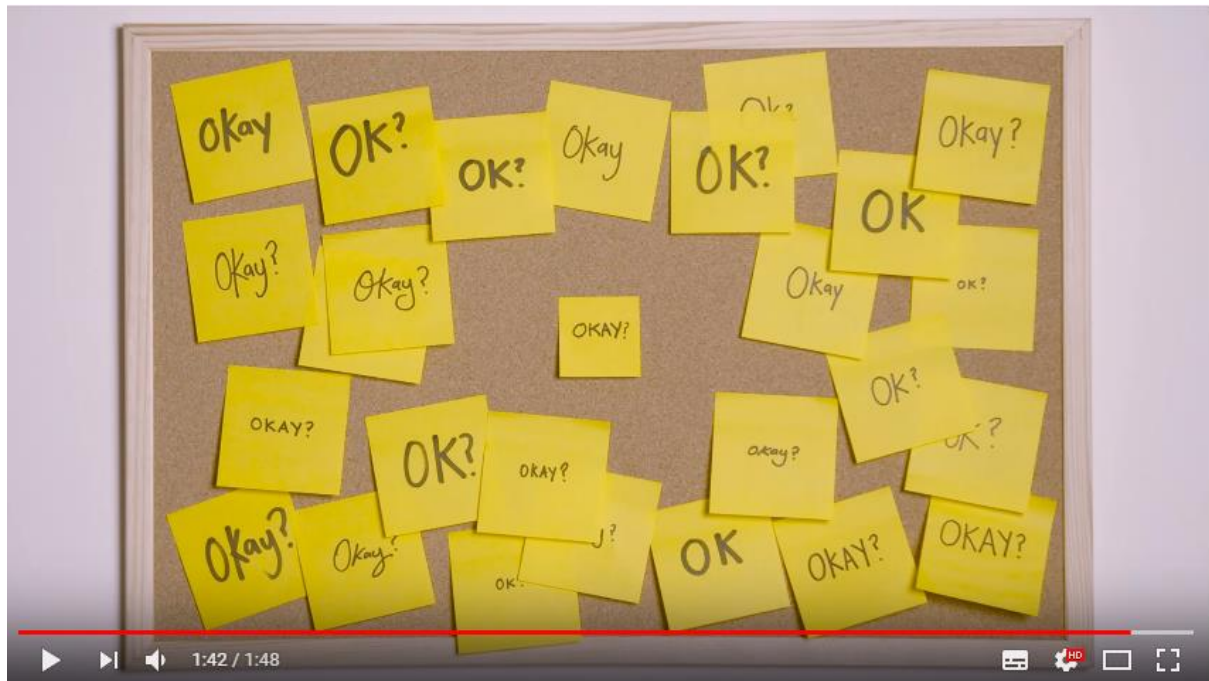
You don't have to be an expert to speak about mental health, just asking someone if they are okay can be a powerful thing.

We know people are worried that if someone says they are not okay, they won't know what to say or do to help, or they could even make things worse.

But if you ask someone if they are okay at work and they say 'no', don't worry. Tell them you are there for them, show that you care and that they can speak to you confidentially, it can make a huge difference.

Videos you can share, Just click on the image to open.

Part 1, Full Version (Strong Language)



Part 1, Short Version (Clean Language)



Part 2, Full Version (Strong Language)



Part 2, Short Version (Clean Language)



*If you can't access Youtube and require to be sent the videos, please let your contact at See Me know, or email nick.jedrzejewski@seemescotland.org

It's Okay

What is it?

The It's Okay campaign is to **support young people** through all the things that might affect or worry them.

It aims to tackle the stigma that stops young people speaking about their mental health, to encourage them to get help before they reach crisis point.

A video and website (below) have been created for the campaign to help young people **understand their feelings better** and have the **confidence and words to reach out** to the right people for support and guidance when they are struggling.

The campaign launched alongside our 'What's on your mind?' schools pack which supports adults and young people to develop a common language on mental health and tackle stigma.

What can you do?

- Share the campaign video
- Share the key messages along with the video
- Encourage young people to speak more about how they are feeling.
- Put up posters and share postcards at events
- Download the 'What's on your mind?' pack and common language card (page 24)
- Link in with one or more of the activities.

Messages to go with the campaign

- It's okay not to be okay and it's okay to ask for help if you're struggling.
- Young people say they are not taken seriously by adults when it comes to mental health, which can stop them from getting the help they need, when they need it
- Everyone involved in young people's lives needs to have the confidence to open up conversations about mental health and be supportive about what to do next

Why is this Campaign Needed – Facts from a See Me Survey of Young People

- See Me surveyed young people and only 37% said they would tell someone if they were finding it difficult to cope with their mental health, compared to 78% who would tell someone if they were physically ill.

Case Study



Mairi McLaughlin (centre)

"I didn't know what I was going through with my mental health. I thought I was weird, that there was something wrong and this is just the way it was going to be.

"People talking about mental health would have helped. It seems like such a simple thing, but if you talk about it you know more about it, if you know more about it you're able to deal with it better.

"No one talked about it.

"I don't think people talk about mental health with kids because they are scared that they will say the wrong thing or trigger something, or make something worse. So they just avoid it all together.

"Having more information out there for people would help, so everyone knows it is okay to talk about it, you're not going to make something worse. It is normal to talk about things."

Resources you can use

We have a selection of resources you can download and use for your own It's Okay campaign, including social media images and posters. We also have additional resources you can order from us. Just click on the image below to check out our online It's Okay gallery.



What Could you Post on Social Media?

The campaign hashtag is #ItsOkayTo

Twitter

It's Okay to say exactly how you feel & it's okay to find out more about mental health.

www.itsokay.tv #ItsOkayTo (with image)

It's Okay to be up & It's okay to be down & #ItsOkayTo not feel okay. Check out

@seemescotland campaign <https://www.youtube.com/watch?v=Eg1SokvP-h4>

Facebook

It's Okay to be up and it's okay to be down, to be worried, to feel lost, to stress. It's okay to ask for help, to say exactly how you feel. And it's okay to not feel okay.

We're supporting See Me's It's Okay campaign. We want you to know that if you are going through a tough time you're not the only person, the way you feel is real and valid and you can talk about it.

Check out the video here <https://www.youtube.com/watch?v=Eg1SokvP-h4>, and share how you are feeling at www.itsokay.tv

Videos you can share

Strong Language



Clean Language



*If you can't access Youtube and require to be sent the videos, please let your contact at See Me know, or email nick.jedrzejewski@seemescotland.org

People Like YOU

What is it?

The People like YOU campaign looks at the **actions we can all take** to end mental health stigma and discrimination in Scotland.

The action could range from directly challenging someone they see discriminating, to supporting someone who is struggling due to a mental health problem.

Everyone has mental health and we can all be hit by mental health problems. But we each have the power to make a positive difference in the lives of our families, friends and colleagues when they are affected by mental health problems.

The campaign has five supporting videos, which all help to **open up conversations** on mental health by giving you ideas of what you could say in different scenarios.

What can you do?

- Share the campaign videos
- Share the key messages along with the video
- Put up posters and share postcards in community, school, health care or work events
- Link in with one or more of the activities
- Encourage people to speak more about mental health
- Speak to someone close to you about mental health

Messages to go with the campaign

- People like you will end mental health stigma and discrimination. By taking action you can change lives.
- Take Action, Change Lives

Why is this Campaign Needed – Facts on Stigma from the Mental Health Foundation and Time to Change

- Nearly two-thirds of people (65%) say that they have experienced a mental health problem. This rises to 7 in every 10 women, young adults aged 18-34 and people living alone.
- We know that 9 out of 10 people who have had a mental health problem will experience discrimination in work, education, health care or at home

Case Study

Leanne's Story

"I didn't want to admit I needed help. I thought if I told people what I was thinking, they would think I'm crazy."



Leanne McKillop

"In the past talking about mental health was something I would avoid at all cost, but now I feel at total ease speaking out about my eating disorder.

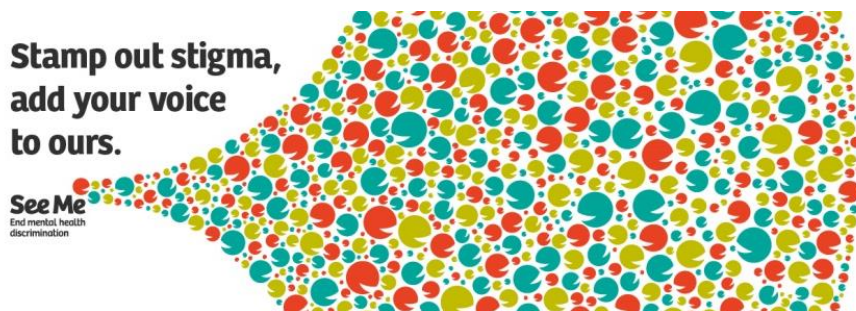
"People didn't hold back on what they said to me. They would call me selfish and say I was hurting people around me when all I had to do was just pick up a fork and eat something.

"You then think that you are hurting these people and it is all down to your own choices. You then think that others don't think much of you and you start to question yourself as a person.

"But I want people to see you can come out the other end and that's it's ok to speak up about having issues. I think it's the only way we are going to make this subject not something you need to hide."

Resources you can use

We have a selection of resources you can download and use for your own People Like YOU campaign, including social media images and posters. We also have additional resources you can order from us. Just click on the image below to check out our online People Like YOU gallery.



What Could you Post on Social Media?

The campaign hashtag is #SeeMeActions

Twitter

Tell someone it's okay to talk if they want to. It could make the difference between coping or not #seemeactions (with any video or image)

Help end mental health discrimination in work. Support colleagues and ask if they are Okay #seemeactions (with workplace video)

Facebook

No one should ever be made to feel ashamed or embarrassed to tell anyone that they experience mental health problems.

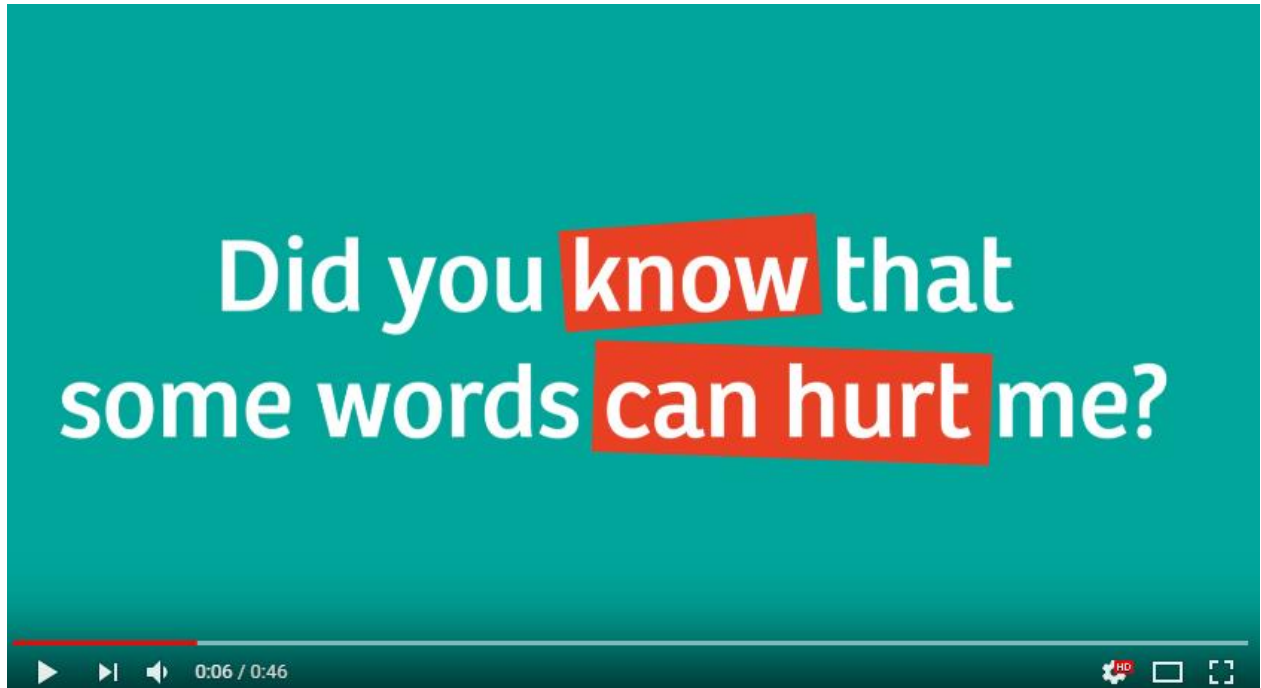
Mental health is part of everyone's day to day life, it affects all of us, but there is still a stigma around it.

To tackle this properly people need to understand that it is okay not to be okay, however it is not okay for anyone to suffer alone in silence.

We need to change the culture around mental health so people with mental health problems to feel confident enough to talk, without the fear that they will be stigmatised and discriminated against. (link to video 1, or graphic)

Videos you can share

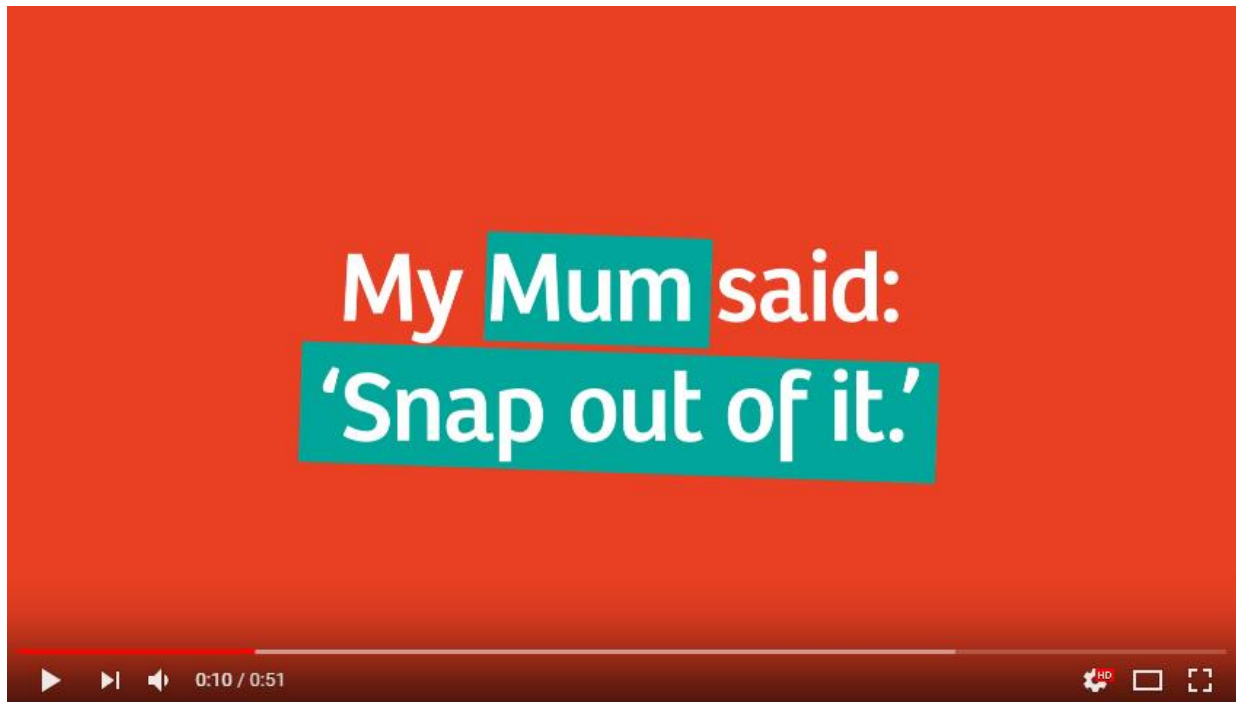
How to help someone experiencing a mental health problem



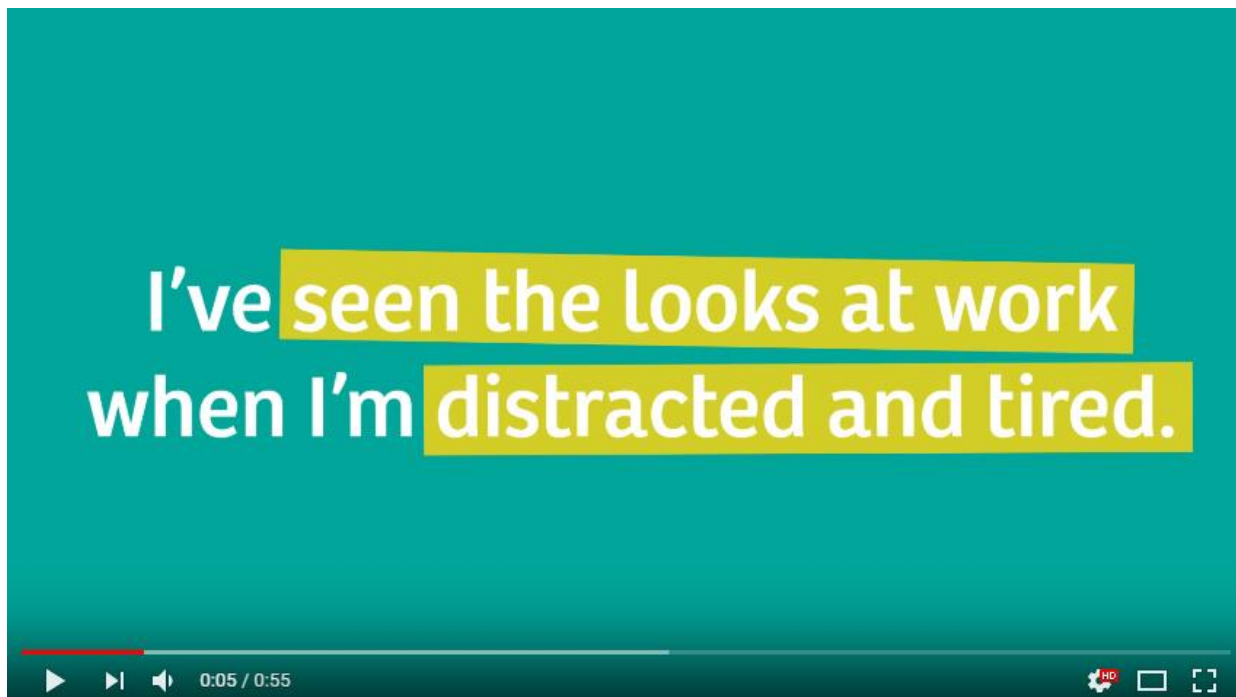
Speaking to your children about a mental health problem



Speaking to your parents about mental health



Advice from an employee to colleagues on mental health



Speaking to one of your colleagues who is struggling with their mental health



*If you can't access Youtube and require to be sent the videos, please let your contact at See Me know, or email nick.jedrzejewski@seemescotland.org

What can you do?

Pass the Badge Event

You could run a Pass the Badge event. These are great ways of starting loads of conversations at once, by getting a group of people together to hand out lots of badges. This could be done anywhere you like, at work, in a school, in public, or even with friends or family, anywhere that you want to get people talking about mental health.

- Think about how many badges you want to hand out to start conversations
- If you want to start a lot, think about getting some people to help you
- Get in touch with us [here](#) to request a pack of badges and tell us about your event
- When you run the event, make sure that everyone handing out badges knows how the process works, and that the badges are supposed to be passed on and used to start conversations
- Encourage people to talk about mental health when they are wearing the badges
- Encourage people wearing the badges to share pictures on social media using #PasstheBadge and tagging @seemescotland
- Let us know how the event went by contacting info@seemescotland.org

How do you start a conversation?

- Introduce yourself (if needed)
- Pass someone the badge
- Say that the campaign is about tackling the stigma around mental health by showing it's okay to talk about it
- Share the message that we all have mental health
- If you're comfortable, speak about your mental health
- Ask them about their mental health
- Ask them to wear the badge for 24 hours, then pass it on to someone else and ask them to carry it on

Pass the Digital Badge

You can also "Start Talking" about mental health using our digital badge. You can do this by finding a photo which means something to you and uploading it at <http://passthebadge.co.uk> to put our digital badge on. Then share it on social media with a story about why you think it's important to Start Talking about mental health.

Then tag a couple of your friends, family or colleagues, ask how their mental health is and get them to share their own badge picture.

Walk a Mile



What is it?

Walk a Mile brings people together to speak about mental health and 'walk a mile in each other's shoes'.

The idea is that people get paired up with someone they don't know, using different colour T-shirts, and then walk a mile together speaking about mental health.

The activity was created by See Me and Chris McCullough Young, inspired by his walk around the UK to tackle mental health stigma.

One of the main focuses of Walk a Mile is health and social care, to bring together professionals, carers and people with lived experience, people who may normally stigmatise each other, to walk together, to get to know each other and walk a mile in each other's shoes.

It's a great activity that anyone who cares about tackling stigma can take part in.

You can find out more [here](#).

What can you do?

Walk a Mile is a great way to get people talking about mental health in a variety of settings. People all over Scotland have put on walks at schools, workplaces, hospitals, in their community and more, to show that mental health can be a topic of everyday conversation.

We're always delighted to help people to arrange their own Walk a Mile events. If you're interested in putting on a walk, fill out the form [here](#), and we can help to make sure you have everything you need.

- Before and after the walk encourage people to share pictures on social media using #letswalkamile
- Let us know how many people took part and what types of conversations people had

Chris McCullough Young: "You hear about stigma and prejudice, but I found when I'm face to face with someone in a neutral setting, and I say I have a mental health problem, people are great."

"There's no uniforms, no barriers, everyone is on a level playing field, it's about breaking down prejudice and seeing how fabulous people are."

Additional Resources

As well as promoting campaigns and running events, we also have a selection of resources which you can use over a more sustained period, to encourage people to continue learning more about mental health stigma, or to make long term sustained change.

At Work



For workplaces we recommend our [See Me in Work programme](https://www.seemescotland.org/workplaces/), where we support organisations to improve the working lives of employees with mental health problems, encourage an equal and fair recruiting process for those seeking employment and ensure those returning to work following ill-health are fully supported back into the workplace.

Individuals can also take part in our free [online e-learning](#) programme on mental health discrimination at work.

In Health and Social Care

For health and social care services we have devised mental health stigma and discrimination workshops you can run. These are designed to help people understand the impact that stigma and discrimination can have on people and the importance of compassion.

You can find out more about these on our website [here](#).

In Education and with Young People



Our [‘What’s on your mind?’](#) pack helps everyone involved in young people’s lives, especially teachers, youth workers and young people themselves to learn about mental health and develop core skills and confidence to tackle stigma and discrimination in school and the wider community.

A helpful tool for young people wanting to feel more confident speaking about mental health, or for adults wanting to speak to young people about how they are feeling, is our Common Language Card, which you can get as part of the ‘What’s on your mind?’ pack. It has information on where, how and who to get support from, as well as words to use to help describe how you feel.

Extras

If you’re running an event, mental health day or week, there are extra things we can provide. Contact info@seemescotland.org for:

Pencils

Pens

Mover and Shaker cares

Post Its

Bags

Stress Balls

What Else Might You Need

If you are holding events and want a speaker to share their experiences of mental health and stigma, contact toni.groundwater@Seemescotland.org

If you want external promotion for your event, or help with internal promotion, contact nick.jedrzejewski@seemescotland.org

Going Further



If you want to do longer term or more dedicated work in partnership with See Me then please contact us at 0141 530 1111 and let us know what you want to do.

For individuals we have a number of [volunteer roles](#) where people can make a personal commitment to tackling stigma.

To keep up to date with everything we are doing at See Me sign up to our newsletter here <https://www.seemescotland.org/our-movement-for-change/join-the-movement/>.

* For further references for the facts and stats provided contact nick.jedrzejewski@seemescotland.org.