

---

# **See Me Programme Review Accompanying Documents**

**Stakeholder Survey Questionnaire and  
Qualitative Research Topic Guide**

---

# Contents

<b>1. Stakeholder Survey Questionnaire</b>	<b>1</b>
<b>2. Qualitative Research Topic Guide</b>	<b>7</b>

# 1. Stakeholder Survey Questionnaire

Q1a: Are you familiar with the work of See Me?

- Very familiar / somewhat familiar / somewhat unfamiliar / not at all familiar / Not sure

Q1b: Are you completing this survey on behalf of an organisation?

- Yes [go to q2]
- No, I am an individual interested in the work of See Me [go to Q5]

Q2: Which of the following categories best describes the sector you work in? Please select all that apply. [multicode]

- Education
- Health
- Mental Health
- Social care
- Community
- Arts, entertainment and recreation
- Youth work
- Sport
- Legal
- Transport
- Retail
- Hospitality
- Finance
- Human resources
- Housing
- Social work
- Media and communications
- Employment
- Employability
- Information technology
- Government
- Local authority
- Utilities
- Criminal justice
- Military / veterans
- Emergency services
- Other: please specify

Q3: Where is your organisation primarily based?

- Scotland
- UK
- Europe
- Other overseas: specify [open-end]

Q4: At which level does your organisation operate? Please select all that apply. [multicode]

- Locally - within your local authority area.
- Regionally – across a number of local authority areas.
- Nationally – across Scotland.
- UK wide.
- Internationally.

Q5: What is your / your organisation's level of involvement with See Me?

- Very involved / somewhat involved / a little involved / not involved.

Q6: Which types of involvement have you / your organisation had with See Me, in the past 4 years?  
Please select all that apply [multicode]

- Volunteering with See Me
- Organising events, training and workshops
- Attending events, training and workshops
- Policy consultation/influencing
- Media and communication activities
- Research participation
- International connections
- Downloading resources
- Campaign
- Knowledge and learning exchange
- Using See Me data and evidence
- Strategic Influencing
- Partnership support
- Funding
- Consultancy
- Engaging in See Me In Work
- Engaging in See Me See Change
- Other: please specify
- None of the above

Q7a: What impacts have emerged from your / your organisation's engagement with See Me across the last five years. Please select all that apply. [multicode]

- Improved knowledge of mental health stigma and discrimination
- Improved understanding of mental health stigma and discrimination
- Improved confidence to tackle mental health stigma and discrimination

- Improved knowledge and understanding of intersectional approaches to address mental health stigma
- Improved confidence in the ability to have conversations about mental health stigma and discrimination
- Changed strategic approach/ thinking at an organisational / personal level
- Informed action
- Other, please elaborate in the following question
- None of the above

Q7b: Please describe the impacts for you / your organisation.

[open end]

Q8: Reflecting on the impact of See Me on Scotland across the last four years, to what extent do you agree with the following statements

- Strongly agree / agree / neither agree nor disagree / disagree / strongly disagree / don't know

Q8	See Me - Statement
a.	See Me is achieving its vision of a fairer and more inclusive Scotland
b.	See Me is achieving its vision of a Scotland free from mental health stigma and discrimination
c.	See Me is guided and supported by people with lived experience of mental health problems
d.	See Me influences change in <b>behaviours</b> so that people with experience with mental health problems are respected, valued and empowered to achieve outcomes important to them
e.	See Me influences change in <b>cultures</b> so that people with experience with mental health problems are respected, valued and empowered to achieve outcomes important to them
f.	See Me influences change in <b>systems</b> so that people with experience with mental health problems are respected, valued and empowered to achieve outcomes important to them
g.	See Me have delivered effective communications and digital resources that support the reduction of mental health stigma and discrimination
h.	See Me has worked to offer more inclusive and person-centred approaches for people with experience of mental health stigma and discrimination



Q9: Reflecting on the impact of See Me for individuals across the last four years, to what extent do you agree with the following statements

- Strongly agree / agree / neither agree nor disagree / disagree / strongly disagree / don't know

Q9	People - Statement
a)	People are increasingly talking about their mental health more openly
b)	People are increasingly talking about their mental health more often
c)	People are increasingly sharing their experiences about their mental health with others
d)	People are seeking more help and support for their mental health
e)	People are providing more mental health help and support for others
f)	People are more confident in challenging mental health stigma and discrimination
g)	People See Me works with are able to tackle mental health stigma and discrimination where it exists

Q10: Reflecting on the broader impacts of See Me across the last four years, to what extent do you agree with the following statements

- Strongly agree / agree / neither agree nor disagree / disagree / strongly disagree / don't know

Q10	Broader changes - Statement
a.	National and local decision makers are resourcing, designing and implementing policies, systems and services that explicitly reduce mental health stigma and address discrimination
b.	There has been a reduction in mental health stigma and discrimination in Scotland over the last four years

Q11: Please expand on what you think the biggest impacts of the See Me programme have been.  
[open-end]

Q 12	To what extent do you think See Me has created positive impacts for different organisations and sectors...  [Strongly agree / agree / neither agree nor disagree / disagree / strongly disagree / don't know]	Please expand on your answer [open-end]
a.	Mental health organisations	
b.	Health-related organisations	
c.	Education sector	
d.	Third sector, voluntary, charitable organisations	
e.	National governmental bodies	
f.	Local authorities	
g.	Policing	
h.	Scottish society overall	

Q 13.	To what extent do you think See Me has created positive impacts for individuals ...  [Strongly agree / agree / neither agree nor disagree / disagree / strongly disagree / don't know]	Please expand on your answer [open-end]
a)	Adults experiencing mental health stigma and discrimination generally	
b)	Young people experiencing mental health stigma and discrimination	
c)	Older adults experiencing mental health stigma and discrimination	
d)	Parents and carers of people experiencing mental health stigma and discrimination	

Q14: From your perspective, in what ways has See Me contributed to reducing mental health stigma and discrimination across Scotland or your local area? [open-end]

Q15: From your perspective, what actions should be taken to reduce mental health stigma and discrimination beyond 2026? [open-end]

Q16: We are trying to understand the impacts See Me has had in Scotland across the last 4 years. If you are aware of any reports or documents that would aid in understanding the impact of the See Me programme, please provide weblinks or details of where these can be accessed.

Q17: Would you describe yourself as someone with lived experience of a mental health condition?

- Yes.
- No.
- Don't know.
- Prefer not to say.

Q18: Would you be interested in participating in the next stage of the research? This will involve participating in an interview or small group discussion facilitate by researchers from Rocket Science.

*Please note, your email address will be used to contact you to set up a meeting. It will not be shared outside of Rocket Science.*

- Yes.
- No. [close survey]



## 2. Qualitative Research Topic Guide

### Section 1: Introductions

1. Could we first all introduce ourselves. Just a brief introduction each, name, organisation, job role, location.
2. In what ways and how closely have each of you been working with See Me over the last five years?
  - a. Approx. timescale of involvement or if continuously over the last four years
  - b. Type of involvement; e.g. volunteering, organising events, campaigns, consultancy, partnership support etc.

### Section 2: Progress/Impact Over Last Four Years

*Note to interviewer: be prepared to steer questions 3, 4 and 5 towards See Me and their work. We are wanting participants to reflect on See Me and need to avoid the discussion going off on a tangent towards wider societal issues. Probe responses to keep within the scope of See Me's work.*

See Me is focusing on system, culture and behaviour change and is working towards six medium-term outcomes – *copy in the chat*. As part of this review, we are trying to understand the progress made and the impact so far. I will ask your thoughts on these one at a time so we can break them down.

3. For each outcome: I'd like you to focus on the **progress you think See Me has made; views on where they can improve, and to what extent the outcome has been addressed so far.** *[Note: tease out examples from the participants, linked to the areas they have worked with See Me. Reassure participants that they don't need to be aware of the breadth of See Me's work, they can focus on where they have been involved].*
  1. **People in the populations** we target feel confident to talk openly about their mental health and their experience of stigma and discrimination.
  2. **People in the populations** we target feel confident to have conversations with other people who are experiencing poor mental health.
  3. **People with experience of mental health problems** feel more confident to challenge mental health stigma and discrimination.
  4. **People in the settings we work in** recognise mental health stigma and discrimination, know how to challenge and take action against it.
  5. **Leaders in key settings and organisations** create inclusive cultures and take action to tackle mental health stigma and discrimination.
  6. **National and local policy and decision makers** resource, design and implement policies, systems, and services that explicitly reduce mental health stigma and address discrimination.
4. Thinking further about the impact that any work of See Me has had on **people:**
  - a. Are more people talking/expressing/communicating about their mental health? **[if not covered already]**

- b. Are people confident in challenging mental health stigma and discrimination? **[if not covered already]**
  - c. Do people know where to look for help and support if experiencing mental health stigma and discrimination?
  - d. Are people experiencing less/more/same levels of mental health stigma and discrimination?
- 5. Is there anything else you would like to add regarding the work See Me is progressing to influence change in **behaviours, cultures, and systems**? Probe: *Behaviours, cultures and systems could include changes to environments, collective mindset, shared practices, and social dynamics, if not already covered.*
  - a. How much progress do you feel See Me has made in these areas?
  - b. Where has the impact been seen? Where are there gaps? [Probe for examples].
- 6. Overall, reflecting on the impact of See Me in the last five years, where would you say the **biggest positive change or changes** have taken place?
  - a. Personal anecdotes – case study opportunities?
  - b. Specific campaigns or other interventions that have worked well?
  - c. Across sectors?
  - d. Locally/regionally/nationally?
  - e. Influencing policy? If yes, explore further.
- 7. Where would you say the biggest gaps or areas of impact that need more work are?

### Section 3: Present day

- 8. What are See Me's current **strengths**? *[participants can focus on the work they are involved in and more broadly if they have knowledge].*
  - a. What are the positive impacts?
  - b. Why are they working well?
- 9. Are there any aspects of the See Me programme you think could be improved? can **improve** in their current campaigns and initiatives and work more broadly?
  - a. Are there ways in which the current campaigns and initiatives could be improved?
  - b. Anything that isn't going well?
  - c. Why is that?
- 10. How do you see the **current working relationship** between you and your organisation and See Me?
  - a. What works well?
  - b. Where could it be improved?
  - c. Is it proactive or reactive?
- 11. What are the **external challenges** that See Me face?
  - a. In the broader context of discourse around stigma that still exists.
  - b. Government or global shifts?

12. What current **opportunities** are there that See Me could engage with / build on to address mental health stigma and discrimination?

#### Section 4: The future

13. What future actions should be taken to continue to reduce mental health stigma and discrimination beyond 2026?
14. For you / your organisation, what are the **most important actions/ areas of focus** that needs to be taken?
- a. Is this action happening on a local or national level?
  - b. Or is it more broadly addressing the context around reducing mental health stigma and discrimination.
  - c. Why will this action have the desired impact?

#### Section 5: Close

15. Are there any other, final comments you would like to add about the See Me programme?







Offices in:

**Edinburgh**

**London**

**Newcastle**

[rocketsciencelab.co.uk](http://rocketsciencelab.co.uk)

© Rocket Science UK Ltd



**Social Value**  
Engine



**disability**  
confident

