**Anti-Stigma Arts Project - Guidance Document**

**Background**

About See Me:

See Me is Scotland’s national programme to tackle mental health stigma and discrimination. We know that stigma can often be a huge barrier to speaking openly and seeking help for a mental health problem, and can often create a considerable additional burden for a person experiencing challenges with their mental health. There is strong evidence that creative processes, practises and outputs (such as artistic creations or performances, for example) can be a particularly impactful way to tackle mental health stigma, including self-stigma, and open up valuable conversations about mental health. To find out more about how the arts can be effective in tackling mental health stigma and discrimination, read our research report here <https://www.seemescotland.org/movement-forchange/get-involved/partner-with-us/communities/the-arts/>. Since publishing this report, our work has additionally focused on participatory creative processes and this year’s fund aims to further develop our understanding of the particular benefits of these ways of working.

Anti-Stigma Fund:

We will award between £500 - £5000 each to three to four arts-based projects, which aim to tackle mental health stigma and discrimination. The deadline for applying is **midnight on Sunday 21 January**.

Please email your completed application to [Maeve.Grindall@seemescotland.org](mailto:Maeve.Grindall@seemescotland.org) with ‘Anti-Stigma Fund’ in the subject line. You will know if you have been successful by Wednesday 7 February. The project itself can be carried out any time before December 2024, and final reporting must be received by January 2025.

To help answer any questions that prospective applicants may have a representative from See Me will be hosting informal online sessions on Thursday 14 December 11am – 12pm, and on Thursday 11h January from 6pm – 7pm.

If you’d like to attend either of these dates, please email [Maeve.Grindall@seemescotland.org](mailto:Maeve.Grindall@seemescotland.org).

Who can apply?

The fund is open to constituted groups and organisations. Partnership working between organisations and creative practitioners is encouraged and you must be able to demonstrate that you possess / can access the necessary skills to take the project forward. Freelance artists must be paid at industry rates by the organisation collaborating with them, please detail this within your budget.

Types of project:

We are open to projects using any creative process, but will prioritise projects which plan to create a tool or resource that can be used/experienced again to challenge stigma and discrimination beyond the timeframe of the project. Your project must meaningfully involve people with lived experience of mental health problems and be led by and/or engage with intersectionally marginalised groups (such as those with [protected characteristics under the Equality Act 2010](https://www.equalityhumanrights.com/equality/equality-act-2010/protected-characteristics) who may have experienced homophobia, racism or socioeconomic disadvantage, for example).

Alternative formats, languages and access support:

See Me is committed to supporting applications in alternative formats. If you need to apply for funds in an alternative format, or you need support to make your application please contact [Maeve.Grindall@seemescotland.org](mailto:Maeve.Grindall@seemescotland.org). We are happy to accept recorded/filmed applications if that is a preferable way to share your ideas, for example.

Learning Set Approach:

The successful applicants will be invited to be part of three two-hour online sessions held in February/March 2024. We will arrange these dates with the successful projects when we get in touch.

This is an opportunity to link with other projects, share knowledge, learn more about effective anti-stigma approaches and explore some evaluation tools.

**Completing the Application Form**:

Section 1 - Contact Information

Please provide a named project lead who will be the main contact with See Me for the duration of this project. When indicating start and end dates for the project, we are looking for an idea of when you would ideally like to carry out the project / over what period of time. Some projects may run for a sustained period of time (e.g. a week / month), whilst others may choose to run activity at different points throughout the year.

Section 2 - What is Your Project?

Please describe the project you intend to run, why you think it is important, and who you plan to work with. Your project must have the aim of improving understanding of the nature of mental health stigma as experienced by particular communities and tackling [self-stigma and/or public stigma](https://www.seemescotland.org/stigma-discrimination/understanding-mental-health-stigma-and-discrimination).

We know that particular identity groups and communities experience disproportionately negative mental health outcomes. We would like to fund projects that are led by or can demonstrate meaningful engagement with communities from traditionally marginalised groups, including those with [protected characteristics under the Equality Act 2010](https://www.equalityhumanrights.com/equality/equality-act-2010/protected-characteristics) and groups who are not included in this legislation but who experience higher levels of mental health stigma and discrimination. For example, we would also welcome projects with a particular emphasis on addressing the stigma associated with ‘severe and enduring’ mental health conditions, which are often particularly stigmatised and this can be made worse and create very specific experiences for those also facing racism.

Please tell us here about any partners on this project, why you want to work together, and the particular skills and experience they bring.

Section 3 - What is your approach?

In this section we would like to know about the approach you take to your work and the relationships you build with others. You may wish to refer to recognised frameworks in your response like The National Standards for Community Engagement, which offer a helpful set of principles for working with communities [National Standards for Community Engagement | SCDC - We believe communities matter](https://www.scdc.org.uk/what/national-standards/)

In your application, please use this space to reflect on your own organisation or group’s position in relation to the communities you intend to work with. For example, is your organisation community-led? Do you have well-established, trusted relationships with the groups you work with? Is lived experience at the core to your ways of working? Are you thinking about the multiple forms of discrimination that some people face, and thinking about the power structures (e.g. whiteness and racism) that cause this?

You can read a blog on our website here for more ideas about this. As the blog suggests, we don’t have all the answers – we are still learning! Read the full blog here: [Making space for everyone’s mental health | End Mental Health Stigma and Discrimination (seemescotland.org)](https://www.seemescotland.org/priority-groups/making-space-for-everyone-s-mental-health)

Section 4 - How will you do it?

This is the space to give more detail about the elements that will make up the project. What are the key activities and milestones? See Me is a programme led by lived experience, so please give thought to where lived experience is present within this project and how early in the design of the project lived experience voices are involved.

The project lead will have responsibility for ensuring that potential risks have been considered and that the safety and wellbeing of everyone involved are protected. Please use this section to describe how you will do this. Also, consider the potential impact on those taking part both during the project and once it comes to an end.

Please give thought to how you will ensure and protect the wellbeing of the individual(s) leading the project.

See Me has a longstanding relationship with SMHAF ([Scottish Mental Health Arts Festival](https://www.mhfestival.com/)) which will run in October 2024, you may want to consider the festival as an event to plan dates around.

Section 5 - How will You Measure Success?

*We can offer support around creating an evaluation plan for your project, so we will not use this section as part of our scoring criteria, but your answer will help us to tailor our learning set session on evaluation. We are also particularly interested in understanding from your organisation’s perspective what helpful evaluation includes.*

Please tell us how you would capture key data from your project, and how you would build this evaluation into your project planning.

Section 6 - Budget

You can apply for this funding as the full project cost or as match funding. Please detail all costs associated with this project and any in kind support you are expecting to receive. Freelance artists must be paid at industry rates and this must be detailed in your budget.

Use of Your Information:

See Me regards the lawful and correct treatment of personal information as very important and therefore ensures that personal information is treated lawfully and correctly, in accordance with the General Data Protection Regulations and Data Protection Act 1998 (regulated by the [Information Commissioner's Office](https://ico.org.uk/)) The Data Protection Act 1988 gives individuals (data subjects) a number of rights including the right to access personal data that an organisation holds about them. The right of access extends to all information held on an individual and includes personnel files, data-bases, interview notes and emails referring to the individual. For more information on what data we collect, why, how we store it and what we use it for, please visit our website to view our Privacy Policy <https://www.seemescotland.org/privacy/>.

Stigma and Discrimination definitions:

**Stigma:** The negative attitudes or beliefs based on a preconception, misunderstanding or fear of mental health

**Discrimination:** When a person performs an action, whether intentional or unintentional, that creates barriers and inequality for people with lived experience of mental health problems.

**Public stigma:** This is refers to the negative attitudes and beliefs held by the general public towards people with mental health problems.

**Stigma by association:** People connected to people with mental health problems, e.g family member or friend can sometimes experience stigma by association. This can negatively impact upon the mental wellbeing of both the individual and those around them.

**Self-stigma:** Self-stigma occurs when people who experience mental health problems internalise public attitudes and suffer numerous negative consequences as a result.

**Structural stigma/discrimination:** This refers to the rules, policies, and practices of social institutions that arbitrarily restrict the rights of, and opportunities for, people with mental health problems

**Intersectional Stigma** This refers to how social identities and structural inequities shape and influence each other ([Sievwright et al., 2022](https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2022.306718)). This means we cannot understand any one stigma in isolation from another.