



# See Me In-Year Progress Report

April-September 2024

*Photo courtesy of Ifro Thomas*

# Purpose of this report

In line with the conditions set out in See Me's offer of grant, and with the purpose of keeping the Scottish Minister informed, this in-year report summarises the progress of the programme during the period between April – September 2024.

See Me is a multi-layered programme focusing on system, culture and behaviour change at individual, community and socio-cultural levels. We are now in the fourth year of a [five year strategy](#) and continue to work to deliver six outcomes and associated impact indicators. Progress on action toward these outcomes is reported throughout the year and summarised in an end of year impact report (May 2025). Operational progress and performance are measured against agreed aims and indicators.

See Me's Delivery Framework is developed annually and sets out objectives, activities, and key outputs. Each activity and output is monitored through an exception reporting process and risks are identified and managed at monthly Senior Leadership Group meetings.

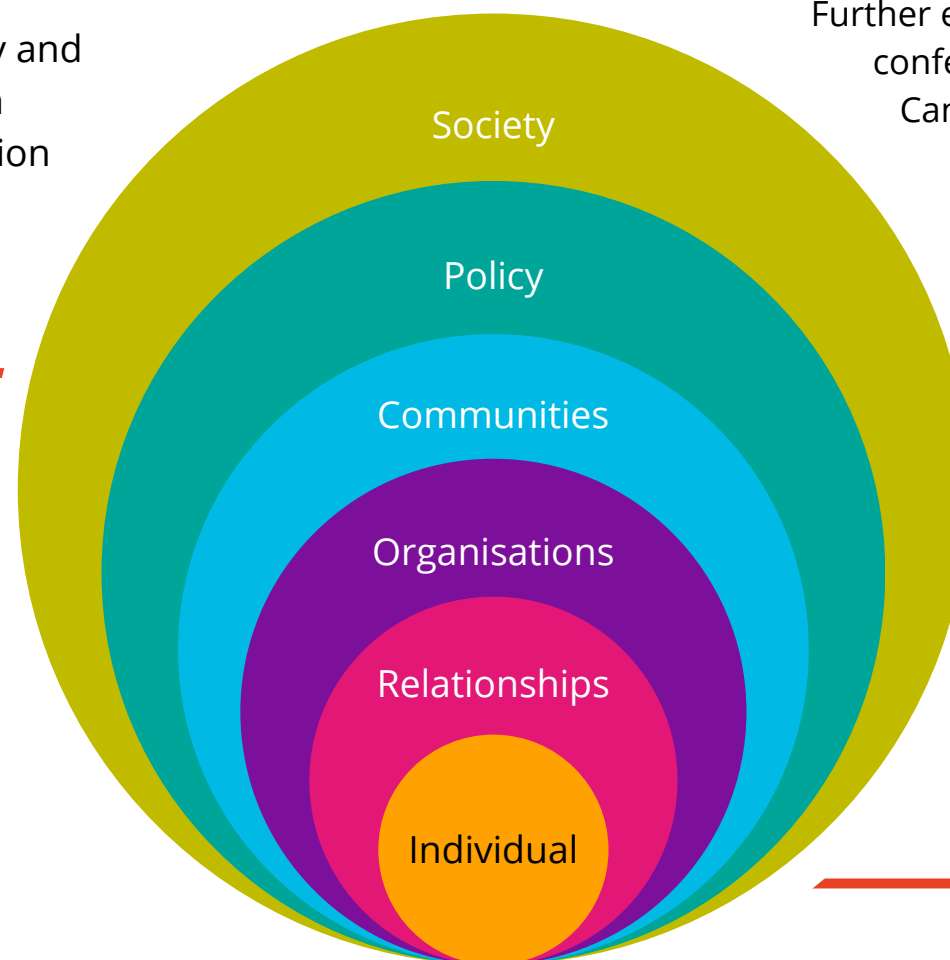
## Contents

### Section 1

Progress against aims

### Section 2

[Exception reporting](#)



# Strategic Successes

- We have continued to work with policy officials and leads to identify ways of embedding action on stigma as part of commitments within the Mental Health and Wellbeing Strategy, the Suicide Prevention Strategy and action plan and the Self Harm Strategy.
- We continue to contribute to and influence action on stigma and discrimination as part of the Equality and Human Rights Group linked to the national strategy. We are now co-representatives for this group on the Mental Health Leadership Board giving further opportunity to ensure greater attention is given to stigma and discrimination.
- We have continued to strengthen our international links, hosting a visit from Professor Chris Groot for a seminar comparing findings from the Scottish Mental Illness Stigma Study and Australia's National Report Card.

Further exploration of these findings at the Together Against Stigma conference in Iceland has led us to partner with Australia and Canada to support development of a global stigma report card.

- We contributed to three local leadership events with leaders in local boards in NHS boards and Local Authority areas, including Perth Integrated Joint Board, Greater Glasgow and Clyde, and Ayrshire and Arran, to integrate a focus on stigma and discrimination into local plans and activities.
  - As we have worked to deepen our understanding, interest in our intersectional approach to addressing mental health stigma and discrimination has grown and we have facilitated 16 workshops across 18 partnerships, with over 194 participants.
- We also contributed to the development of the World Health Organisation's [Mosaic toolkit to end stigma and discrimination in mental health](#)

# Section 1

## Progress against aims

This section provides updates about our progress towards eight programmatic aims, through the reporting of key highlights, set alongside the monitoring data we have collected between April-September 2024.

**Aim 1: To deliver an impactful and sustainable volunteer programme which supports, engages and empowers our volunteers**

**Aim 2: To deliver strategic partnerships which positively impact priority groups and communities**

**Aim 3: To influence change in key settings**

**Aim 4: To deliver effective communication activity and quality digital resources that will amplify See Me's reach and impact**

**Aim 5: To influence the design and implementation of policy, legislation and evaluation**

**Aim 6: To develop and improve See Me's learning and knowledge exchange functions**

**Aim 7: To develop and maintain a culture reflective of See Me's Values.**

**Aim 8 : To continually improve and develop the programme.**

## CPA Manager's Update

During the past six months, we have continued to take forward all aspects of the communications, policy and public affairs programme during this time, informed by the SMISS findings

### Policy

- We continue to participate in key strategic partnerships to embed action on stigma within their agendas and work going forward e.g. the Rural Mental Health Forum, and the Scottish Mental Health Partnership.
- We continue to influence key policies as they are being consulted on and have contributed to 9 individual responses and 2 in partnership with SAMH.

### Communications

- As part of our strategic engagement and stakeholder mapping, we are undertaking a review of our use of social media to maximise our engagement and identify different ways to extend our reach and impact.
- We are working with the UK anti stigma alliance partners to plan for delivery of Time to Talk day in February 2025, this is the final year of Co-op funding.

### Volunteering

- Lived experience continues to be a central pillar of anti-stigma activity in addition to supporting volunteers to engage across the programme.
- We are linking with the [Scottish Recovery Network](#) and [Vox](#) to look at ways of strengthening lived experience leadership, and involvement in policy and design and implementation of national guidelines with a view to hosting an event in 2025.

## Communications

## Aim 4

### Embedding learning from *If it's Okay*

The *If it's Okay* campaign focused on tackling the shame experienced by people living with mental illness. The campaign challenged one of the most famous phrases in mental health messaging: 'It's okay to not be okay', since many people who are struggling with mental illness do not feel it is okay.

We have evaluated the campaign, drawing out learning.

Key findings include:

- Participants understood the messages that the images were trying to portray and were enthusiastic about the overall purpose.
- Participants felt that being involved with the campaign had been personally beneficial to them, and they valued being included in the development and design of the campaign.
- Some participants used the campaign as a talking point to prompt discussions with family and friends about mental health and the role that shame can play.
- Using local colloquial language helped the messaging to resonate within local communities.
- Survey respondents widely highlighted experiences of stigma and shame within workplaces, making this a key target for further campaign work.

We shared findings from this evaluation at the Reykjavik *Together Against Stigma* conference in June, and more recently with the UK Anti-Stigma Alliance in Wales.

### Next steps:

Since presenting the findings to the UK Alliance, the devolved nations have been looking at ways to run the campaign again across Scotland, Ireland and Wales in March 2025. The nature of the campaign means there is a scope to refresh the campaign and verbatims (colours, wording) and to share it digitally. There is an appetite across the UK to keep up the momentum and further explore and tackle self-stigma and shame around mental health.



Wendy, Bridey and Gordon with Rachel from Time to Change Wales and George from Mind at Together Against Stigma conference



*If It's Okay* campaign verbatim from Bridget, one of our volunteers in Peebles

## ***Communications and Public Affairs***

## Lived Experience Engagement

During the past six months, we worked to centre lived experience within See Me and our work, and to increase levels of engagement and involvement. We have focused on:

- Prioritising key aspects of authentic and effective engagement, as highlighted through the lived experience desktop review carried out last year.
- Putting in place improved tools, processes and ways of working to enhance the identified priority areas for lived experience involvement, which include; clear communication, reciprocal relationships, valued involvement and meaningful opportunities.

**Key activities:**

- Continued to develop more personalised and tailored communication and engagement with volunteers, with more time spent on 121 calls, in-person meetings and individual emails.
- Introduced a monthly online networking session to help volunteers feel more connected with each other, the staff team and our programme. These are informal sessions where we focus on building connection, community and relationships.
- Further enhanced our training offer for volunteers to include more diverse topics. 24 volunteers were trained across 4 sessions. Sessions were delivered on: Intersectionality; Education & Young People; How to Use Your Lived Experience and Community Action training.
- We supported 9 volunteer led projects/events across a wide range of activities, spanning a wide geographical area from the Scottish Borders to Shetland! These included the Walk a Mile event, a spoken word night, creative writing & poetry workshops, Comicon events and stalls at various local & community events.

### Next Steps:

- Deliver the See Me annual volunteer gathering event in December to recognise and celebrate volunteer's achievements. It also ensures we have at least one in-person opportunity each year for volunteers to come together to connect, build community and feel part of the movement.
- Develop an enhanced communication strategy with tools to increase engagement and connection with volunteers.

## Aim1

85  
active  
volunteers

88  
attendances  
by volunteers  
at

31  
events/  
activities

**84%**  
opportunities  
taken up



Volunteer Szabolcs and his wife Ibolya at the Kirkwall county show, August



Volunteer Abi at ComiCon event, June

## Policy & Public Affairs

## Aim 5

See Me has been working with the Scottish Government, COSLA and the strategic outcome and delivery leads for Creating Hope together to review the delivery plan and identify areas for action where stigma and discrimination can be embedded. We have agreed a plan of activity to support mainstreaming of action on stigma across all of the outcomes.

So far, we have engaged with all written consultation opportunities to ensure that stigma and discrimination are at the forefront of the response, with stigma cited within the key vision of the strategy. A key focus of our continuous engagement plan included reviewing the delivery plan and identifying areas of work that can tackle mental health stigma and discrimination.

Next, we will:

- Facilitate a full day in-person workshop with Suicide Prevention Scotland strategic outcome and delivery leads
- Produce a set of questions to encourage critical self and institutional reflection for action owners within Creating Hope Together
- Support to identify measures, indicators and outcomes - embedded with the outcome frameworks of Creating Hope Together
- Support the building connections (EDI and intersectional) work being led by the leads in Suicide Prevention Scotland
- Support capacity building and engagement in 3 test of change areas (Tayside, Borders, Dumfries & Galloway) looking at embedding Time, Space and Compassion in the local area approach. As part of this, we will:
  - Work with the national Time, Space and Compassion lead to shape a workshop with local area leads
  - Contribute to the national support and engagement team who are trialing embedding a focus on stigma and discrimination within the approach and specifically looking at taking an intersectional approach



Volunteer Bridget at Walk a Mile event, Peebles

## Safe Spaces Scoping Report: *Right Care, Right Place, Right Time*

In September 2024, See Me contributed evidence to a Scottish Government report which explores the feasibility of implementing additional safe spaces for people experiencing crisis and acute emotional distress. See Me's response resulted in the inclusion of a section dedicated to stigma in emergency care, and our recommendations:

- To ensure that time is given for people to safely share their experiences
- To ensure that people experiencing crisis and acute emotional distress are seen at the time and no waiting list for A&E safe spaces
- To ensure that people have the opportunity to bring in friends and family to the safe space
- Designing services through targeted and meaningful engagement with grassroots equalities organisations

***"I would like to offer my sincere gratitude for taking the time to provide this thoughtful response. I have redrafted the report to take account of these and we have since held a safe spaces session with the Diverse Experiences Advisory Panel to secure their input regarding barriers/needs associated with the design and operation of services. The points raised in your response have helped, I think, add value to the report and on occasion clarity on the purpose of additional safe spaces".***

### CPG Manager's Update

Over the past six months, the CPG team has continued piloting materials to support adherence to the Public Sector Equality Duty and implementing intersectional approaches to understanding and addressing mental health stigma and discrimination. We have piloted workshops with 194 participants including See Me staff, volunteers and 18 partners (community, third sector, public and higher education) through 16 workshops. We have 5 further sessions planned this year with PHS, Scottish Government, and community partners.

We continue to build relationships with community partners with anti-racist / equalities expertise and embed feedback and learning into our resources and ways of working (e.g. intersectional stigma pilot session with [Boots and Beards](#)). We are sharing learning through resources, blogs ([MECOPP Blog](#)) events, and policy consultations. We will further develop our partnerships and learning materials through workshops with [WSREC](#), [Pachedu](#) and [SQIFF](#).

We concluded our seven-year [LGBTH&WB](#) funded partnership and transitioned See Me Proud Champions to See Me. We are finalising the partnership report and now jointly represent the Scottish Government Equality and Human Rights Forum at the Mental Health and Wellbeing Leadership Board with [LGBTH&WB](#).

Our [Anti-Stigma Arts Fund](#) is supporting [6 projects](#) and we delivered 3 learning sets to recipients to develop peer support and embed anti-stigma approaches whilst learning from them. We have published a [learning blog and are finalising a report on this work to date](#).

We continue to support the [Scottish Mental Health Arts Festival](#) through planning sessions, the Film Jury, upcoming workshops and including our Anti-Stigma Arts Fund recipient events in the festival.

We are facilitating networking and peer knowledge exchange sessions with local area leads across Scotland, including in Renfrewshire, Forth Valley, Lanarkshire, Moray and Perth and Kinross.

We have also worked with [LGBT Youth](#) to produce resources to enable conversations about intersectional stigma and discrimination related to mental health by developing and facilitating workshops and supporting volunteer involvement.

**Stigma and Intersectionality workshops:**  
**18 Partners**  
**16 Workshops**  
**194 Participants**  
**5 further sessions planned in 2024**

It's okay to talk session with Pachedu, May



### Partnership working with Pachedu

The CPG team has been working to build on existing partnerships and work together to tackle stigma and discrimination through our resources and embedding learning into our resources and ways of working. One of our key partnerships has been with Pachedu, a Renfrewshire-based charity that works with ethnically diverse groups on various projects and amplifies their voices.

Through ongoing discussions and scoping meetings with Pachedu staff, we identified that community members would appreciate greater confidence when discussing mental health. As a result, we delivered the *It's Okay to Talk* workshop, attended by 13 community members and staff. During the workshop, participants explored themes such as the need for cultural awareness and the importance of representing their community in the scenarios and videos provided. It was emphasized that having content that resonates with their lived experiences, while recognizing the resilience of the community amidst societal challenges, is crucial. They found the workshop very helpful, and we received a lot of positive feedback. As a result of the workshop, we have made changes to the *It's okay to talk* facilitation pack. The conversations enabled us to think about coproducing culturally suitable/sensitive content with Pachedu in the future.

Additionally, we hosted a stall alongside Pachedu at RASA (Renfrewshire Anti-Stigma) mental health awareness event in Paisley and attended Pachedu's launch of their new mental health toolkit in partnership with the Scottish Refugee Council.

**Next steps:** These valuable discussions have paved the way for us to continue collaborating with the community, focusing on cultural understandings and awareness around mental health and the stigma surrounding it.

### LGBT Health & Wellbeing

As the current form of the 'See Me Proud' partnership with [LGBT Health and Wellbeing](#) draws to a close, See Me has been working to transition volunteers and produce an evaluation.

#### Key activities have included:

- See Me Proud staff and volunteers took part an evaluation workshop with the Mental Health Foundation where we developed a timeline of See Me Proud activity and impact over the years.
- LGBT Health and Wellbeing Development Worker worked with a See Me Proud volunteer on a presentation of some of the learning of See Me Proud at the See Me Impact and Learning Event launching our Impact Report. This was very well received by those in attendance.
- Five See Me Proud volunteers chose to stay on with See Me as volunteers. Volunteers were involved in a range of events including the See Me Proud celebration picnic, Inverpride, Comicon, [LGBT Youth Scotland](#) video project, the impact report session and a range of other internal sessions.

#### Next steps:

- We will share the evaluation and learning of our See Me Proud partnership on our website and through knowledge exchange.
- The partnership is continuing in a new iteration with See Me sharing a position with LGBT Health and Wellbeing on the Scottish Government Equality and Human Rights Forum. This allows for continued shared learning and influencing.



Sophie (LGBT H&WB), volunteers Shelley, Zy, Rose and staff member Anna at the LGBT Health & Wellbeing celebration picnic in August



“

*The anti-stigma and discrimination work has been part of our organisation's delivery for 7 years, and so this has been embedded into all other projects, including our counselling service and community project, as well as our targeted programmes (e.g. trans support; asylum seekers; older people).*

LGBT Health & Wellbeing annual report

”

### Anti-Stigma Arts Fund

The See Me Anti-Stigma arts fund is an annual fund which aims to increase our understanding of the intersectional dimension of mental health stigma and how to tackle it. Organisations and groups can apply for up to £5000 to support a participatory art project.

This year, we have funded six projects, due to deliver their final reports by January 2025.

- Maryhill Integration Network launched the 'Monuments for the Present Exhibition' at the CCA in Glasgow as part of Glasgow International festival.
- Music Broth and the Survivor Arts Community expanded the Solace Choir which performed at the 'Make Music Day' at the Mitchell Library and the Scottish Mental Health Arts Festival 'Now You See Us' showcase.
- Empower Women for Change launched the Beyond the Canvas Exhibition at Byres Road Community Hub in October
- Sarah's Sanctuary peer support group have been sharing a powerful blog describing the emotional journey members have undertaken through creating artwork for the Slipping Through the Net Exhibition.
- Rowan Alba have begun to make recordings with project participants sharing their experience of engaging with the Rowan Alba CARDS project.
- Orkney Blide Trust held their Headspace Showcase event featuring performances and artwork by Orkney Blide Trust members.

**Next steps:** We will continue to embed the learning from the project reports and evaluations into the next round of the fund.



Beyond the Canvas launch

6 Projects  
5 Events  
2 Exhibitions



Monuments for the Present launch

Settings update

- Over the past six months, the Settings team has:
- Collaborated with LGBT Youth to coproduce videos with young people, addressing intersectional stigma related to mental health.
  - Progressed partnership with Think Positive, establishing two feedback groups and facilitating eight sessions to review See Me See Change materials for higher education, with plans to amend resources and pilot the approach.
  - Influenced the Student Mental Health Action Plan to prioritise actions addressing mental health stigma and discrimination.
  - Supported the Scottish Ambulance Service to run a survey on public perceptions of responses to mental health emergencies. The survey received 439 responses, highlighting mixed experiences.
  - Contributed to a Police Scotland workshop on Mental Health Unscheduled Care and joined the first Mental Health Reference Group established by their new Mental Health Taskforce. These initiatives are part of Police Scotland's response to recommendations made by HMICS in their thematic review of policing mental health in Scotland.

### Share your views

Mental health nursing and stigma in Scotland



Are you a Registered Mental Health Nurse?  
We want to hear from you!



Find out more about the study in this short video:





Take part in our online survey:





Recruitment poster, Mental Health Nursing study

Stigma in Mental Health Nursing Research

We are working with our research partners at the Mental Health Foundation , Abertay University, and nursing leads on a survey exploring experiences of associated stigma in mental health nursing and to influence the national review of the profession.

The MHF team have been leading on survey development and data collection for the Mental Health Nursing study, exploring experiences of stigma by association within the profession. In the next six months, this data will be analysed and added to with a series of focus groups.



Children & Young People: Parents & Carers

This project aims to develop and test an approach to engage parents, carers, and families as part of the See Me See Change (SMSC) initiative. The project also seeks to identify and share best practices for supporting these conversations and fostering understanding in this area.

Key activities:

We have completed the scoping phase for this project, reviewing data on parents, carers, and young people to avoid duplicating existing resources. Youth Consultants and staff analysed data from the Feels FM campaigns and SMISS to understand the barriers young people face when discussing mental health with parents and carers. This highlighted a gap in understanding the barriers from the parent and carer perspective.

To address this, we developed a short survey with See Me Volunteers and Youth Consultants. Partners SAMH and MHF provided feedback. We received 130 responses from parents and carers, providing valuable insights. We are now analysing the data, which will shape the development of a new resource.

“  
*I sometimes don't really know what to say or how to help.*  
Parent carer survey response  
”

Next Steps:

We are currently analysing the data, which will shape the focus of the resource being developed. We will collaborate with parent and carer organisations during this development phase and pilot the resource with groups of parents and carers. The pilot will include groups or parent and carers via our See Me See Change participating schools and other organisations.

Workplaces

We have contributed to regular secretariat meetings for National Learning Network for Employers, providing advice and support to embed a focus on mental health stigma and discrimination in events and newsletters, connecting employers and See Me volunteers to share learning and provide social contact opportunities.

We have continued to offer regular advice and support to employers engaged in See Me in Work (SMiW) through tailored support calls and consultancy, case study gathering, and opportunities to share their learning at various events and networks. We continue to look for opportunities to increase our reach and engage with many more employers, with a view to encouraging action to address key issues highlighted by the Scottish Mental Illness Stigma Study (SMISS) around employment.

Key activities

We have engaged with employers to promote mental health inclusion and address stigma through the See Me in Work initiative. Key activities included:

- Supporting Scottish Power's transition to the See Me in Work Portal, beginning their needs assessment which included a staff survey.
- Providing consultancy to the Crown Office and Procurator Fiscal Service, advising them on how to ensure their recruitment processes are more inclusive of mental health.
- Encouraging senior leadership at Crossreach and Glasgow Kelvin College to engage with See Me in Work.
- Assisting a See Me volunteer at SSE in presenting an anti-stigma proposal to senior management.
- Helping Police Scotland develop a mental health workshop for Wellbeing Champions.

Additional activities included hosting a healthcare employer webinar, the Law Society of Scotland on tackling stigma within the legal profession, and preparing a World Mental Health Day blog promoting anti-stigma resources for employers.

Next Steps

- Continue to boost engagement with See Me in Work across targeted industries.
- Host three webinars focusing on stigma in the workplace, including stigma faced by men, fostering safe disclosure, and stigma against those with mental illness.
- Reviewing the Peer Learning Network to gather member feedback and create meaningful engagement opportunities.

129 people completed e-learning module

180 employers engaged with SMiW

16 active users on SMiW portal

Information for employers webpage:

413 views  
266 active users  
Event count: 909

“It’s taken a while but I’m pleased to say that I’ve got approval from our corporate management team in CrossReach to commence the See Me in Work programme. I’ve been given the go ahead to develop an organisational wide steering group to manage and co-ordinate the project. Delighted that we’ve got the approval through and looking forward to getting things started. Crossreach”



Volunteer Angela speaking at event at the Royal College of Psychiatrists

“I shared your feedback with my team which has resulted in a number of changes to some of our recent adverts. We’re very much more aware of how to structure the job description and the role specific responsibilities in line with the suggestions you provided. COPFS Feedback”

### Healthcare: Student curriculum

This project builds on previous work to embed mental health stigma and discrimination education and social contact in undergraduate student curriculums across mental health disciplines. It aims to further embed and test intersectionality content, and establish a sustainable approach.

#### Key activities so far

We have:

- Collated all process and impact data from last year's delivery,
- Identified new opportunities to deliver or support delivery of anti-stigma sessions, primarily focusing on mental health nursing and pharmacy students
- Delivered two workshops and reflective practice sessions to mental health nursing students at Robert Gordon (n=30) and Abertay (n=70) Universities
- Worked in partnership with the Strathclyde University Pharmacy teaching team to update the intersectional content of the course

#### Next steps

In the second half of the year we will work to:

- Support partners to deliver two in-person Stigma Workshops with Strathclyde University Pharmacy students.
- Explore further opportunities with Strathclyde colleagues to:
  - include lived experience accounts of access/barriers to mental health and substance use services,
  - gather peer-led content on why mental health stigma and discrimination content should be embedded in the Pharmacy curriculum.
- Update Lived Experience Recordings – Gather lived experience evidence on intersectional stigma in healthcare and social care settings for inclusion in future sessions.
- Develop and deliver an Intersectional Stigma Workshop as part of Robert Gordon University's new Narratives of Mental Health Care Module
- Finalise a resource that can be used to embed a focus on mental health stigma and discrimination in the undergraduate student curriculum across mental health disciplines.

“  
***Moving forward, I will look to be more mindful of the language people I care for use and whether they are communicating that they are being experiencing stigma through their emotions (ashamed, isolated etc.).***  
***Student feedback***  
 ”

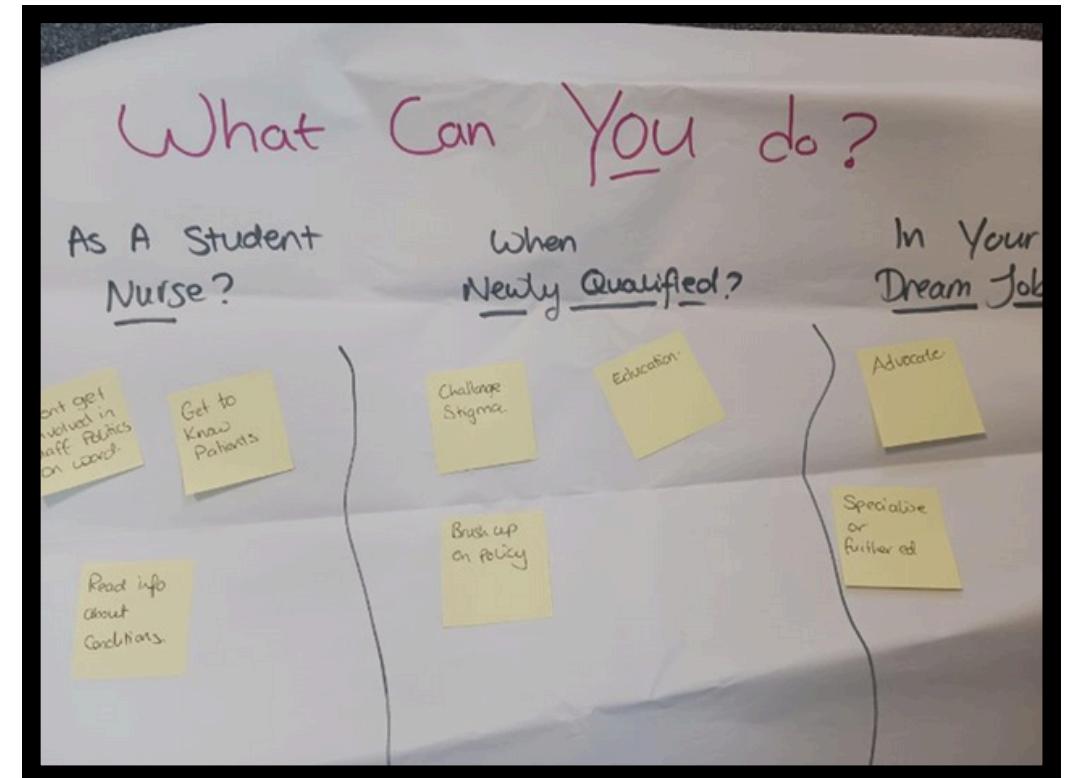


Image from reflective practice session at Abertay University

“  
***The See Me content stimulated some really interesting discussions around stigma and the students' experiences of this whilst on placement. It supported a really good exploration of this.***  
***- Abertay staff***  
 ”



Volunteer Siobhan at Inspiring Life event, May

# Learning, knowledge exchange and business support

## Aim 6

We have conducted an evaluations of and/or literature reviews on:

- If It's Okay campaign, and completing
- an evidence review on women veteran's experiences of mental health stigma and discrimination.
- See Me See Change regional approach,
- creative approaches used within See Me,
- partnership with LGBT Health & Wellbeing.

See Me had seven abstracts presented to the Together Against Stigma conference in Iceland. All the abstracts were accepted, ensuring that See Me was very well represented across the three days of the conference and the accompanying online conference. Wendy, Bridey and Gordon Johnston travelled to Iceland for the conference, where they attended GASA and international research meetings, and presented the work of See Me in posters, seminars, and plenary sessions. See Me also preceded the conference with a seminar at Strathclyde University, comparing the findings of the Scottish Mental Illness Stigma Survey with those from Australia's National Stigma Report Card.

The next six months will also see the team focus on developing self-evaluation capacity and evaluating impact across the programme, and continuing to develop our international partnerships.



Wendy, Bridey and Gordon at the Together Against Stigma conference

## Aim 8

We have continued to refine internal ways of working with the goal of increasing reach, efficiency and confidence in our processes. Improvements have been made to financial management, IT systems, processes and procedures for safeguarding, data collection and reporting, staff support, and risk management.

We are working with managing partners to develop a tender proposal for an independent review of Phase Three of See Me's work, to provide an understanding of the impact of our work at a national level.

We have worked on embedding a strategic approach to EDI and intersectionality across the See Me, and within our internal policies and procedures.

## Aim 7

In the past six months, we have:

- Run regular knowledge and learning exchange sessions to share learning and collaborate as a team. We have focused on intersectionality, visual story capturing, and creating workshops. We reflected on the learning from See Me's participation in the Global Anti-Stigma Alliance conference in Iceland.
- Engaged across the team to embed a focus on team wellbeing and development. This has included working with SAMH's wellbeing champion programme, using Wellbeing Action Plans, a session on psychological safety, and improving our office space.



Members of the See Me team and their creative outputs from a recent team building session

# Section 2

## Exception reporting

The programme manages operational progress and performance through an exception reporting process set against an annual Delivery Framework. For the purposes of this In-Year Progress report, we have updated our Delivery Framework and logged each exception report within this section.

Aim	Priority	Project	Expected start date	RAG	UPDATE/MITIGATING ACTION
AIM 3 : To influence change in key settings	Further develop See Me See Change (SMSC) approach and support adoption in secondary schools, higher education and further education	Accreditation of SMSC to enhance the business case for schools to embed anti-stigma whole school approaches as part of CPD hours	April 2024	Cancelled	This comes at a significant cost and the budget is not available at present
AIM 5 : To influence the design and implementation of policy, legislation and evaluation	Increase awareness and influence of See Me	Set up an anti-stigma delivery collective to influence and support change at different levels across the system, in line with the priorities within the action plan	April 2024	Delayed	There is delay in finalising the scope and terms of reference for this project. Mitigations include redrafting both the project brief and TOR for consideration by the Scottish Government sponsor.



[www.seemescotland.org](http://www.seemescotland.org)

*See Me recognises that terminology and labels used to refer to social groups and experiences is ethically and politically complex, can be harmful and is subject to debate and update. Throughout this report we have used the terminology partners themselves or cited publications have used to refer to the communities they are led by or referring to. We are committed to continually engaging with this critical debate to understand and mitigate harm.*

See Me is managed by SAMH and MHF Scotland, and is funded by Scottish Government.



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