Together we can end mental health stigma and discrimination

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See Me

Stigma and Discrimination...

Stigma is a mark of disgrace that sets a person apart from others.

When a person is labelled by their problem or illness they are no longer seen as an individual but as part of a stereotyped group.

Negative attitudes and beliefs toward this group create prejudice which leads to negative actions and discrimination.

We seek to end mental health stigma and discrimination

We work with others to create the conditions and environments where people are able to:

- Speak out without fear or judgement
- seek (and get) help when needed,
- Provide a confident, informed and compassionate response to someone seeking help
- Directly challenge stigma and discrimination where it happens
- Experience fair and equitable access to and experience of the range of public services (irrespective of their mental health)

To ensure people with lived experience are respected valued and able to achieve the outcomes important to them

Evolution of See Me

See Me
End mental health discrimination

2002-2013

Awareness

Understanding

Social marketing

Campaigning – mental health problems / illness

Comms

Lived experience voices

Employer pledges

2013-2016

Re-founding of See Me

Understanding

Behaviour change

Settings based change programmes

Social marketing

Comms/ media

Lived experience volunteers

2016 – Present

Complex multi layered programme

Behaviour change

Cultural change

Influencing system wide change – settings based programmes

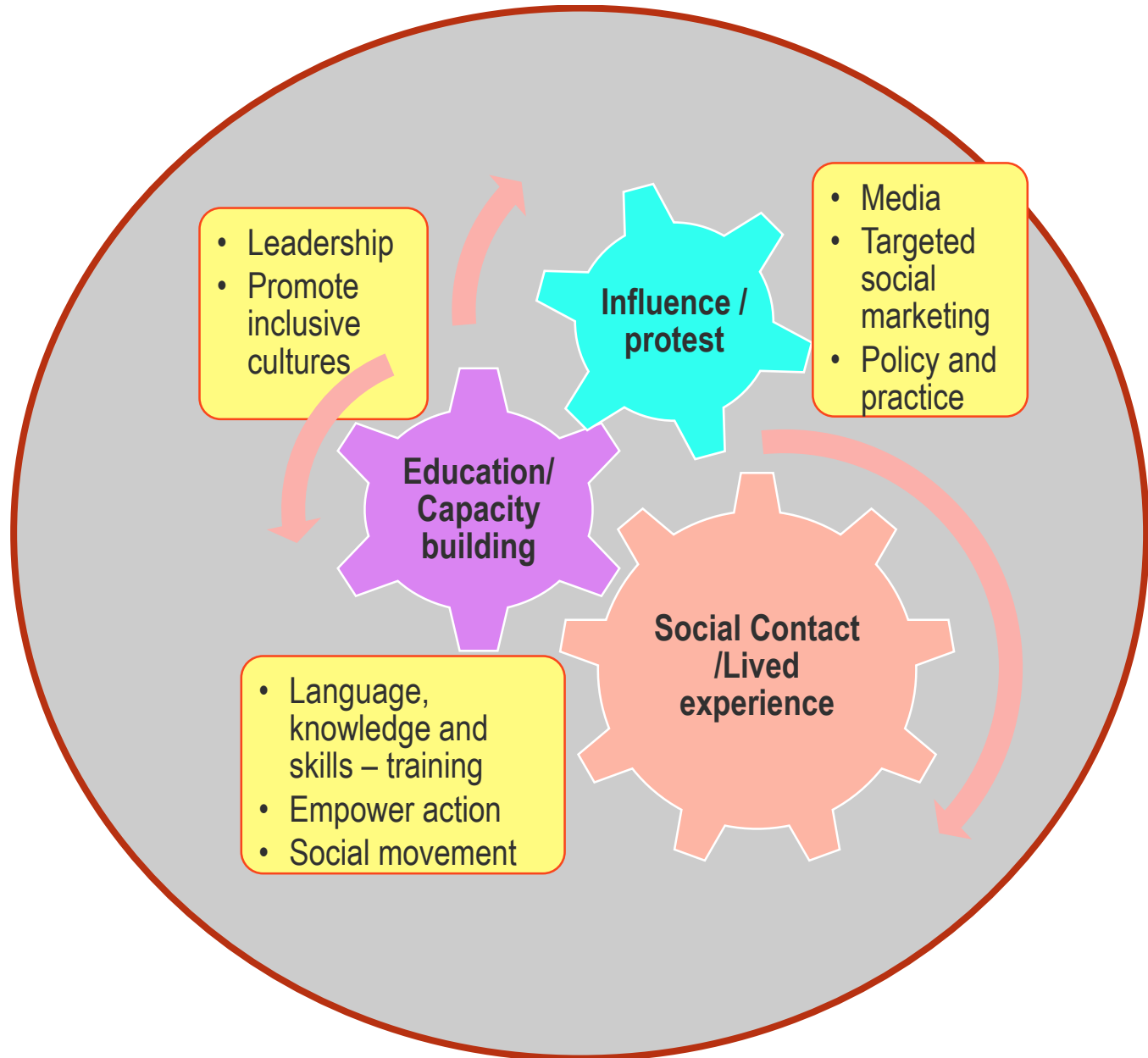Lived experience/Social contact

Social marketing / media - Targeted campaigning, digital

Moving Forward… Foundational to MHI
learning , testing, embedding & influencing

We've taken a programmatic approach

- Health and social care
- Communities
- Workplace - See Me in Work
- Education and young people – whole school/ LA (Borders, N Ayrshire), youth work
- Locality approaches – Fife, Renfrewshire
- Strategic Commissions - Lanarkshire, Moray
- Intersectional partnerships
- Integrated within MH strategy priorities e.g. DBI
- Communications and digital (societal, populations)
- Social Movement
- Volunteers

See Me's approaches to ending stigma combine...

- Leadership
- Promote inclusive cultures

Influence / protest

- Media
- Targeted social marketing
- Policy and practice

Education/ Capacity building

Social Contact /Lived experience

- Language, knowledge and skills – training
- Empower action
- Social movement

Creating conditions – structural factors

- Leadership buy in / co-ordination
- Intrinsic within commissioning, planning and quality and improvement processes
- Inclusive cultures (Micro cultures) and ethos – language, polices and practice,
- Safe environment - disclosure and response
- Education training and capacity building (include lived exp.)
- Workplace mental health – Staff and managers
- Practice change – inclusive – experience led
- Individualised - with me and not for…
- Accountability   - measurement and data

If we are to achieve the Mental Health Strategy aspiration ….

Requires social change and change at scale

Influence policy, practice , behaviours and minds

We need your help - core to your work?

Why is it foundational?

Stigma and discrimination
- present barriers to wellbeing and recovery
- act as barriers to prevention and early intervention
- have a direct impact on the care a treatment a person receives
- leads to significant inequalities in health and affects life outcomes overall
- result from human rights not been upheld

Unless addressed:

The inequalities experienced by people with lived experience will continue

Mental health improvement interventions will have limited impact.

Our Ask

Consider the place of mental health stigma and discrimination as it relates to your work / area of interest

Integrate explicit commitment (and action) towards mental heath inclusion within your priorities and work streams

Create the conditions for change…

Our offer ..

Working alongside you to:

- Build the movement for change
- Support system wide change - influence strategy and work plans
- Share evidence and learning , promote and support knowledge into action
- Integrate a focus on reducing stigma and discrimination as a cross setting/ service issue
- Support leaders, planners and commissioners to address stigma and discrimination as core
- Support tests of change in practice to create mental healthy inclusive cultures, environments and behaviours
- Promote and support lived experience and social contact approaches as central to innovation and redesign
- Support design and collection of data to show impact on ending inequalities experienced by people with lived experience
- Celebrate and share learning and achievements

Targeted tools and resources

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