See Me

Evaluation of Process and Impact: Phase 2 Year 2

Mental Health Foundation

See Me
End mental health discrimination

IT'S OKAY TO NOT BE OKAY

MENTAL HEALTH IS JUST AS IMPORTANT AS PHYSICAL HEALTH

This report provides a summary of the findings from the See Me anti-stigma and discrimination programme in Scotland, from November 2017 until October 2018. See Me is jointly managed by the Scottish Association for Mental Health (SAMH) and The Mental Health Foundation (MHF), and funded by the Scottish Government and Comic Relief.

See Me Vision
To end mental health stigma and discrimination, enabling people who experience mental health problems to live fulfilled lives.

See Me Goals
Changing minds, changing policy, changing practice.

July 2019

About See Me

Overview

The approaches used by See Me to challenge and end mental health stigma and discrimination are informed by the voices of people with lived experience, and by the best available evidence about what supports attitude and behaviour change generally, at the individual, community and socio-cultural levels. It is based on evidence about what works specifically to impact mental health stigma and discrimination. It is also informed by the following key principles:

Human Rights Based Approach (HRBA)

Empowering people to know and claim their rights and increasing the ability and accountability of individuals and institutions who are responsible for respecting, protecting and fulfilling these rights.

See Me is working to embed the PANEL principles into the programme (participation, accountability, non-discrimination, empowerment and legality) and to support the implementation of rights-based approaches in practice and system improvement activities.

Co-production

Ensuring an equal and mutual relationship between professionals, people using services, their families and their communities to become more effective agents of change.

Intersectionality

Recognising that there are systemic patterns of interrelated stigma and discrimination that people face due to aspects of their identities or social circumstances, such as race, ethnicity, economic status, gender, age, sexual orientation or disability.

Behaviour Change Approach

Achieving meaningful change through See Me by improving knowledge and understanding changing how people and organisations think (attitudes) and how they act (behaviour).

Mental Health Stigma and Discrimination

Evidence for building a successful anti-stigma programme tends to agree that protest, education and social contact are some of the most effective approaches (Corrigan et al., 2001; Rusch et al., 2005), especially when combined (Link, 2001).

See Me Programme Areas

Social Movement

This programme area brings people together to achieve changes in behaviours and attitudes towards mental health using a series of anti-prejudice approaches and theories. These include social contact theory, education, training and awareness raising campaigns, and protest activity. A social movement has always been at the heart of See Me's approach to end mental health stigma and discrimination.

See Me in Work

This programme area supports employers to create a working environment that encourages an equal and fair recruitment process for those seeking employment. It works to inspire a culture where people feel safe and able to talk openly about mental health in work, and in which those returning to work following ill-health are fully supported back into the workplace.

Education and Young People

This programme area empowers young people to advocate for their own mental health and the mental health of their peers. This is done through a Local Authority whole-school approach, where the school is supported to develop a mentally flourishing community. Staff and pupils can learn and work within an environment free from mental health stigma and discrimination.

Health and Social Care

This programme area is facilitating a mental health inclusion agenda, in which See Me seeks to achieve a health and social care system free from stigma and discrimination. This involves tackling stigma and discrimination at personal, cultural, institutional and structural levels.

JOIN THE MOVEMENT

Methods and Analysis

See Me is supported by a Research and Learning team based at the Mental Health Foundation, who work to find out if the See Me programme is achieving its outcomes. The team is guided by the question:

What works to tackle and eliminate mental health stigma and discrimination?

This is explored within the context of changes to practice, policy and culture in communities, organisations and wider society.

The changes to practice, policy and culture and the work of See Me were evaluated using a mixed-methods approach, combining qualitative and quantitative methods.

Qualitative data collection included in-depth interviews, focus groups, visual inquiry, participant feedback, and non-participant observation. The qualitative evaluation across all programme areas used purposive sampling (Parahoo, 2014).

Semi-structured interview frameworks and discussion guides were developed for each programme area. They broadly focused on the experience of See Me processes and activities, to gather thoughts on impact and attitudes and understanding of mental health, stigma and discrimination.

The interviews and focus groups were recorded and lasted between fifteen minutes and one hour. Following the interview or focus group, the recordings were transcribed verbatim. The data was analysed using a thematic analysis approach.

Quantitative data collection included participant surveys carried out before and after See Me training and/or programme implementation.

All survey data were collated and input into SPSS. Data cleaning and descriptive analyses were then undertaken. The descriptive analyses focused on calculating and comparing baseline and follow-up mean values for the questionnaire statements to assess overall changes in knowledge and attitudes about mental health stigma and discrimination.

Most of the surveys included questions where participants were asked to rate their level of agreement with several statements (both positive and negative) on a scale from strongly agree to strongly disagree, or don't know. To allow comparison between the baseline and follow-up surveys, responses were given a numerical rating that includes reverse coding for negatively worded statements.

All data was collected from participants who have taken part in See Me interventions, such as training or programme implementation.

The work of the Research and Learning Team is supported by an Academic Partnership with the University of Strathclyde. This provides objective advice on research methodologies and broader insight into the wider evidence on what works to eliminate stigma and discrimination.

Social Movement

These are the key findings from the evaluation of the Social Movement programme area. These findings are based on ethnographic and qualitative research gathered at eight community-based events, analysis of volunteer training and Community Connectedness evaluation forms, in-depth interviews and analysis of engagement with a social media platform.

Outcomes aligned to Social Movement programme

- People individually and collectively will increasingly challenge self-stigma, stigma and discrimination.

- People will increasingly feel safe, confident and inspired to speak about their mental health and seek help.

- Increased understanding of nature, source and effects of stigma and discrimination and what works in tackling it.

Data collection

Participants who took part in Community Champions training were asked to complete a baseline and follow-up survey. This assessed their understanding of the overall programme outcomes and their learning from each session.

Nineteen Community Champions completed pre-Community Connectedness surveys which will be followed up later this year with post Community Connectedness surveys. In-depth interviews were also carried out with a random selection of Community Champions and volunteers.

Participatory evaluation included the development of an '*overarching question*', to gain a better understanding of the events held in the community from the viewpoint of people who attended. An Instagram analytics software package was used to analyse Instagram posts to identify those who had engaged with the hashtag: #passthebadge.

Reach of the Social Movement Programme
(November 2016 – October 2018)

- **99** volunteers engaged in programme.[1]

- **36** Community Champions were trained.[2]

- **217** volunteer activities were recorded.

- **95** Pass the badge registrations were received with an estimated **172,922** badges passed during 2017/18.

- **23** Walk a Mile events were facilitated with an estimated **1,078** participants.

- See Me was a core partner of the Scottish Mental Health Arts Festival which in May 2018 delivered **160** events in eleven local authority areas with **12,000** attendances.

- There were **3,082** sign-ups to the See Me Newsletter.[3]

- **19,966** Facebook followers, **5,785** Instagram followers, **16,600** Twitter followers and **582** YouTube subscribers were recorded.[4]

> **"It's okay to ask for help and talk about how you feel. It's okay not to feel okay."**
>
> Pass the Badge Campaign Participant

> **"I took the first steps out the door... turned back home... turned again – a big step forward! And came."**
>
> Event Participant

1. This represents a snapshot of the number of volunteers engaged as at October 2018.
2. 26 Community Champions were trained between November 2016 and October 2017. 36 Community Champions were trained between November 2017 and October 2018.
3. Sign-ups since November 2017.
4. Recorded since November 2016.

> **"We all have mental health, so it's okay to start talking about it!**
>
> **#PassTheBadge #StartTalking get involved! @seemescotland."**
>
> Pass the Badge Campaign Participant

> **"This has been a great event... It really made me think and opened my eyes. Things are not always what they seem. We can, without realising it, be judgmental!"**
>
> Event Participant

Summary of findings

- Volunteers, including Community Champions, bring a wealth of skills and experience to their roles within See Me. For many this includes previous experience of community activism.

- Lived experience is a strong driver for change among volunteers with the majority citing their motivation for volunteering with See Me being their desire to ensure that others don't experience the same struggles as they have, but instead feel able to talk about their mental health and seek support when required.

- The training provided by See Me to volunteers is strongly valued and demonstrates an immediate impact on improved knowledge and understanding of strategies to tackle mental health stigma and discrimination, and confidence to apply these.

- Many volunteers reflect on the positive environment of the training experience where they felt engaged, safe and motivated.

- The Community Connectedness tool reflects the wealth of experience of volunteers but also shows some promise in helping to identify the role of peer support in the development and motivations of volunteers.

- The '*Overarching Question*' approach used to capture impact of community events has proven to be a quick and effective tool. The findings indicate an immediate impact on intention to change behaviours, particularly around increased empathy towards people with mental ill health, starting new activities to benefit personal mental health and wellbeing, and talking more about mental health.

- The initial evaluation of the online #passthebadge campaign provides an insight into the enormous potential of using social media to connect with people and have a wider societal impact.

Education and Young People

These are the key findings from the Education and Young People programme area. These findings are based on evidence gathered from schools in three Local Authority areas before the full roll out of the See Me programme, and two schools from two Local Authority areas that participated in the full See Me in Schools programme and evaluation cycle. These findings also include pre and post training surveys from staff and senior pupils who took part in Scottish Mental Health First Aid training and data gathered from Young Champions volunteer training.

Outcomes aligned to education and young people programme

- People individually and collectively will challenge self-stigma and stigma and discrimination.

- People will increasingly feel safe, confident and inspired to speak about their mental health and seek help.

- People will feel increasingly confident to claim their rights.

- Diverse leaders and organisations will champion the elimination of stigma and discrimination and take relevant action themselves.

> **"I noticed people being a lot more open about it [mental health] and talking about it... that's a good thing that people are more comfortable talking about it."**
>
> Pupil (S3)

Data collection

All schools within one Local Authority area were invited to take part in a pupil survey exploring mental health literacy, comfort and confidence to talk about mental health, and where to seek help and advice if needed. The survey also explored the pupils' understanding and experiences of mental health stigma and discrimination.

The schools that undertook the pupil survey were invited to select a 30-50% random sample of young people across their school roll to take part. 2,080 pupil surveys were completed, and focus groups carried out with 104 pupils and 26 staff. Focus group discussions included views on and understanding of mental health stigma and discrimination.

578 young people who took part in the Scottish Mental Health First Aid (SMHFA) training were invited to complete a survey prior to starting the training and immediately after. The purpose of this was to assess participants' confidence to talk about mental health and to access information and resources. It explored how pupils could support others and develop the confidence to make changes.

A sample of 22 staff who completed the SMHFA training were also invited to complete pre and post training evaluation surveys.

Twenty-four Young Champions were invited to complete a pre and post-training survey at their initial Champions training course, to explore the immediate effect of the training, and two were interviewed individually about their views and experiences.

Reach of the Education and Young People Programme
(November 2016 – October 2018)

- **22** Schools were engaged.

- **19,149** Pupils were reached.

- **150** Teachers were trained in SMHFA.

- **639** School Champions were trained (including training on resources, social contact, Scottish Mental Health First Aid and mental health literacy).

- **41** Young Champions were trained.

- **4,117** Young Champion volunteer hours were recorded.

- **1,172** 'What's on your mind?' downloads.

> **"I think volunteering with See Me has helped me gain quite a lot of confidence... These are things I didn't think I could do. Then you are in that situation you are able to learn from other people... IT feels like I am actually doing something that is making a difference... I feel like as much as I have a degree, I feel like this is equally weighted."**
>
> Young Champion, New Volunteer

Summary of findings

- The baseline and follow-up data indicate that creating a sense of trust is necessary to support young people and staff to speak openly about mental health and seek help if needed.

- Staff and pupils suggested that they try to avoid being perceived as different by their peers, teachers or line-managers, which can result in keeping any distress hidden.

- Learning from lived experience of mental health problems, either through self or others, was considered as the most effective means of understanding mental health and reducing stigma.

- Supportive and mental health literate leadership within a school creates the potential to achieve positive and sustained impact, embedding anti stigma messages and developing a Mentally Flourishing School culture.

See Me in Work

These are the key findings from the See Me in Work programme area. These findings are from 83 e-learning evaluation surveys, nine focus groups (with a total of 42 people), a joint interview with an employer and trade union representative, plus a follow-up interview with an employer from Year 1 of the programme.

Outcomes aligned to See Me in Work programme

- Diverse leaders and organisations champion the elimination of stigma and discrimination and take relevant action themselves.

- Negative stereotyping is reduced in targeted settings.

"I think what we're talking about is long-term cultural change... staff in this area have got a lot more opportunity [to talk openly about mental health] and there's a lot more willingness from across the office to enable that to happen, definitely."

Interviewee

"...perhaps the solution is not to solve the problem for the person, but to create the environment in which they can engage for themselves without... fear of judgement or repercussions."

Focus Group Participant

Data collection

The See Me in Work e-Learning resource is recommended to employers and is also accessible to the general public via the See Me website (www.seemescotland.org/e-Learning/).

All participants in the e-Learning programme were asked to complete a survey before and after the training they received. The survey measured knowledge of and confidence about mental health in the workplace. Participants also completed an e-Learning evaluation survey, which asked about the relevance of the training, their experience of it and any recommendations for improving it in the future.

The Mental Health Foundation contacted lead organisations to arrange focus groups and interviews. Participants were asked about their understanding of mental health, their confidence to discuss it within the workplace with colleagues and managers, and about any experience they had of mental health stigma and discrimination.

Reach of See Me in Work
(November 2016 – October 2018)

- **40** workplaces signed up to programme.

- **18** workplaces were involved at the initial engagement stage.

- **12** workplaces reached baseline stage.

- **8** workplaces developed action plans.

- **5** workplace partners engaged.

- **15,425** employees were reached.

- **1,024** participants engaged with e-Learning programme.

LEADING THE WAY FOR
MENTAL HEALTH INCLUSION
IN THE WORKPLACE

Summary of findings

- e-Learning evaluation indicates that this resource is the right length, with relevant content that inspires employees to change their own behaviour and that in their broader workplace.

- The baseline data suggests that a lack of training in organisations has contributed to a culture of fear developing around talking about mental health in organisations.

- Staff seem unclear about what policies and procedures their employer can offer them in relation to mental health.

- An organisation working together with a Trade Union appears to create better conditions for the successful rollout of the See Me in Work programme.

- Working with departments within larger organisations has presented some barriers for the development and implementation of the See Me in Work Action Plan.

"Listening to real people talking about real issues made it more interesting."

e-Learning Participant

See Me in Health and Social Care

These are the main areas of progress achieved within the See Me Health and Social Care programme. They are presented in alignment with the three core goals of the See Me programme – Changing Minds, Changing Policy and Changing Practice.

Outcomes aligned to Health and Social Care programme

- People individually and collectively will increasingly challenge self-stigma and stigma and discrimination.

- Increased understanding of nature, source and impact of stigma and discrimination, rights-based approach and what works in tackling it.

Activities of Health and Social Care Programme
(November 2016 – October 2018)

- There were **186** National Partnership engagements.

- There were **173** Local Partnership engagements.

- **12** Policy responses were submitted.

- The Scottish Mental Health Arts Festival programme reached **188** people (health and social care practitioners and service users).

Changing Minds

In 2017, See Me developed its inclusion agenda for mental health. This year numerous activities have taken place promoting, pursuing and persuading leaders and practitioners within the health and social care sector to join this agenda for change.

For example, See Me has supported Chest, Heart and Stroke Scotland to guide it through the process of becoming stigma-free in their work; from service delivery, to its staff and volunteers, to campaigning and awareness raising. Chest, Heart and Stroke is currently working in partnership to develop tests of change for applied work within the organisation. A senior member of staff from Chest, Heart and Stroke described the potential for 'changing minds' due to the reach of their organisation:

"One in five people in Scotland have a chest, heart and stroke illness, our reach is huge, or potentially huge and mental health and stigma should be in everything we are doing. The relationship can only grow... We have over 2,000 volunteers within our organisation and that is a lot of people to reach who also have their own mental health ." Paul Okroj, Chest, Heart and Stroke, Scotland

See Me presented at an NHS Scotland event in the summer of 2018. The presentation to practitioners and leaders within the health and social care sector set out the inclusion agenda for mental health including the benefits for practitioners and patients:

> **"The session you delivered on See Me was powerful and thought-provoking and clearly sets out how the ability to receive care and work in environments free from stigma and discrimination will improve outcomes for the people of Scotland."**
>
> Paul Gray, Chief Executive NHS Scotland

Changing Policy

See Me commissioned the Our Voice People Panel survey to explore understanding and experience of mental health stigma and discrimination in Scotland. Some of the evidence that emerged has since been embedded within high profile policy and strategic documents, including Public Health Priorities for Scotland, 2018:

> **"Considerable progress has been made in reducing stigma associated with talking about mental health...local initiatives include action to reduce mental health stigma, to improve support in the workplace, to build more resilient communities and to tackle inequalities that exist ."**
>
> Scottish Government, Public Health Priorities for Scotland, 2018

See Me has an ongoing relationship with the Lanarkshire Health Board and the Health and Social Care Partnership, including its support for Stigma Free Lanarkshire. A Leader within North Lanarkshire described their relationship with See Me and the effect this has had on developing strategies for health and care within the region:

> **"I engaged directly [with See Me] on how the Commissioning Plan could not only ensure within the body of the text a focus on anti-stigma and discrimination, but also identify some key deliverables within the year ahead... We have had further engagement around the development of our Mental Health Strategy development, which has been very helpful and brought a slight change of approach, to now seeing standalone chapters developed around anti-stigma and discrimination to maximise impact."**
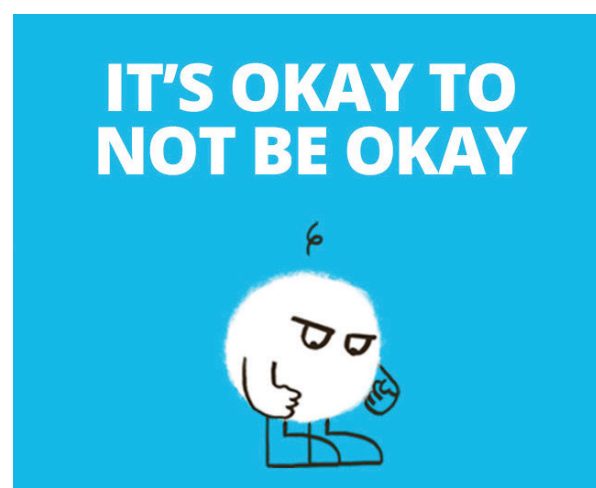>
> Leader within North Lanarkshire

IT'S OKAY TO NOT BE OKAY

In the North Lanarkshire Strategic Commissioning Plan 2018/19, tackling mental health stigma and discrimination and pursuing the agenda for inclusion is discussed throughout:

> **"Everyone has the right to be treated with dignity and respect and to receive fair treatment if they are ill or distressed. A broken leg takes time and medical support to heal and although it will not go away overnight, with the right supports, we know that 2/3 people with a mental ill health go on to make a full recovery... we will build on the work of Stigma Free Lanarkshire, bringing staff and people together to help influence change and challenge mental health stigma and discrimination. We want the same opportunities for all to live a fulfilled life."**
>
> North Lanarkshire Strategic Commissioning Plan 2018/19

Changing Practice

Changing practice has been demonstrated in the influencing and support offered to the Distress Brief Intervention (DBI) roll-out in Scotland and the Art project funded by See Me, with practitioners and service users in Renfrewshire.

See Me produced a comprehensive paper for DBI to address how it could embed anti-stigma and discrimination practices within its work plan and roll-out. This has been well received and actioned by DBI in separate areas of their work, with positive effect on changing practice.

In the past year See Me funded an Artist in Residence as part of the Scottish Mental Health Arts Festival, to develop a collaborative project with practitioners exploring mental health stigma and discrimination.

The project delivered workshops with health and social care practitioners, exploring stigma, developing artistic pieces and poetry, aand concluded with an exhibition for the general public and those who work for and use health and social care services.

The project also produced a toolkit for practitioners to explore having conversations around compassion and mental health stigma and discrimination and supported practitioners to consider their own mental health. In total 188 participants were involved in the project:
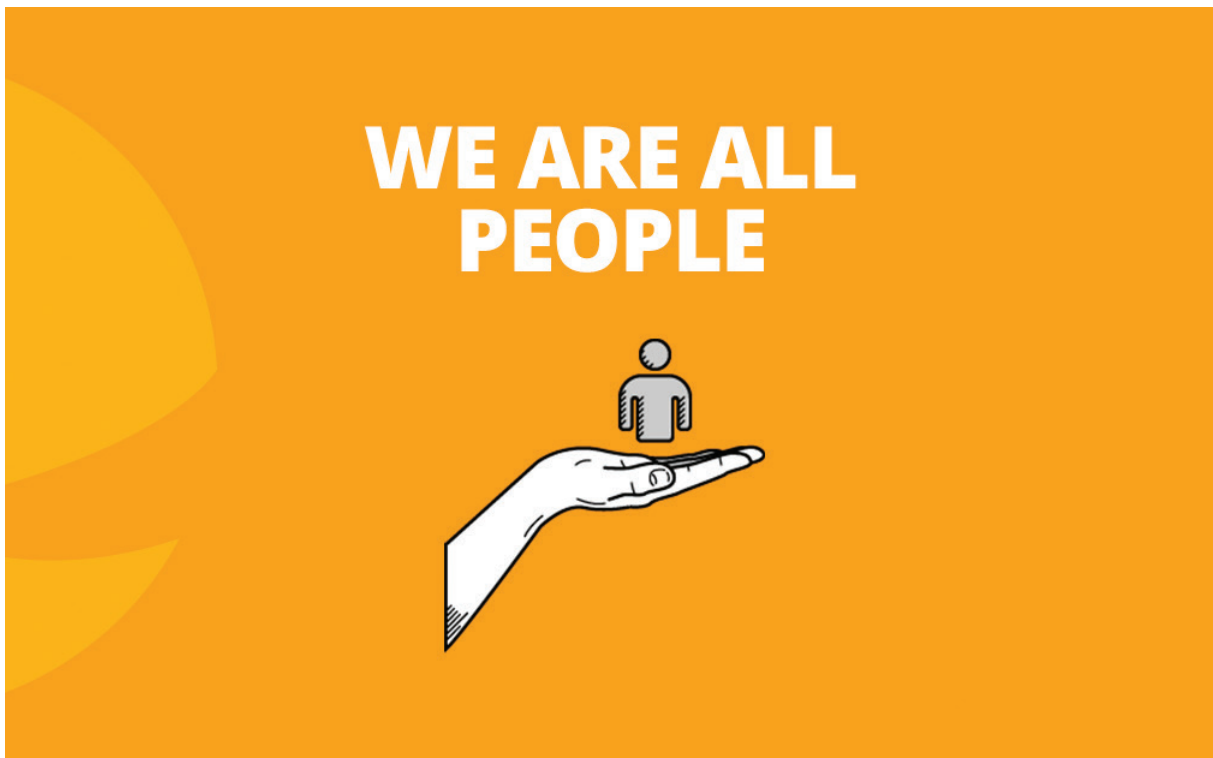
> **"This exhibition taught me that just because you have mental health issues doesn't mean you can't do something you learn to cope and you look through better eyes at everything."**
>
> Participant feedback from exhibition

Challenges

- See Me is a complex and multi-layered programme.

- The See Me programme is responsive and therefore evolving, and programme delivery is fluid and ongoing.

- Measuring impact is multifaceted, but provides opportunities for See Me to build the evidence base and test and learn from innovative approaches to tackling mental health stigma and discrimination.

Reflections and Recommendations

Across all See Me programme areas, it appears that social contact is a powerful driver of change, with shared stories playing a large part in this. This is particularly true of lived experience voices, which have been demonstrated to result in the strongest impact. This is very clear through the Social Movement programme.

Where See Me has facilitated training, people have responded well to this. Based on most training evaluation surveys, it appears there is an impact on the learning and understanding of those who participate. There could be potential to test the Workplace e-Learning training resource within the Education and Young People programme in the future.

An area of work that needs to be considered further is working with departments of larger organisations, where the department does not necessarily have the scope or influence to implement policy change at scale.

RECOMMENDATION 1

Use the Community Connectedness tool with Young Champions and track them to detect change over time.

RECOMMENDATION 2

Test the See Me in Work e-Learning tool with young people in schools and in other places beyond the workplace and include an experiential component that young people respond to.

RECOMMENDATION 3

Map current See Me interventions and activities to ensure that they target stigma and discrimination problem areas highlighted by participants in these findings.

References

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