

Summary Briefing

See Me Phase Two Evaluation (2016-2019)





**I CAN
TALK ABOUT
MENTAL
HEALTH HERE**

In the toilet, in a lift,
even up a mountain...
...wherever you are,
talk about mental health
this Time to Talk Day.

see metotalk
1st February 2018

See Me

Time to Talk
Mental Health Week 2018



The See Me programme in Scotland is at the forefront of international efforts to eliminate mental health stigma and discrimination. The programme aims to equip people with the necessary language, skills, and confidence to talk about mental health and to generate the inspiration to tackle stigma and discrimination.

The See Me programme works on an evidence-based, social contact model, with the voice of lived experience at the core.

The following summary highlights the findings of the evaluation of Phase 2 of the See Me programme (2016-2019). The evaluation was carried out by the Mental Health Foundation in Scotland to critically evaluate the programme and provide insights into achievements and areas for growth.

This summary is organised by the five See Me programme areas: Education and Young People, Social Movement, Health and Social Care, Workplace and Communications; followed by cross-programmatic findings and recommendations.

The individual evaluation reports for each of the programme areas and the Cross Cutting Themes report can be found at <https://www.seemescotland.org/about-see-me/how-we-are-making-a-difference/three-year-evaluation-reports-2016-2019/>

Education and Young People



A key strength of the Education and Young People programme is successful partnership working. See Me works well at a strategic level with its partners in the education sector. As a result, delivery is extensive, given capacity.

A local authority approach to delivery is advocated by See Me and supported by the evaluation evidence. Where local authority-wide delivery is in place, this has proved to maximise the reach of the Education and Young People programme.

The cascade training model of Enhanced Scottish Mental Health First Aid offered by See Me was well received and offers a sustainable intervention for mental health and stigma and discrimination reduction in education. See Me is building on this approach and will work in Phase 3 of the programme to deliver a tested and structured model of educational delivery within EYP and across other settings.

See Me's Education and Young People programme has been welcomed by schools across Scotland. Teachers and senior pupils speak highly of the training and offered constructive suggestions for moderate improvements, which have been adopted within the programme.

Consideration of how mental health literacy and negative understanding of mental health contribute to stigma and discrimination are important for informing the future development of the See Me programme and need to be addressed as part of efforts to eliminate mental health stigma and discrimination.

Building trust with those in caring or supporting roles, for example teachers, remains an important facilitator to breaking down stigma and discrimination amongst young people, as evidenced by data generated over the past three years of programme evaluation. The See Me programme offers an important contribution towards building this trust.

Youth Champion training delivered as part of the Education and Young People programme is fundamental to its success. Youth Champions are key to facilitating social contact, report favourably of their experiences with See Me and are integral to training in schools.

Social Movement



Social contact remains a key element of the success of the Social Movement programme. Increased skills and knowledge, particularly around human rights-based approaches, are evident within the programme over the past three years.

Lived experience is central to the programme. Evidence illustrates that lived experience is a catalyst for encouraging more people to speak openly about mental health.

Locally and nationally facilitated peer support networks are key to supporting people with lived experience of mental health problems to sustain involvement in the programme and to effectively act to challenge mental health stigma and discrimination.

Education, in the form of volunteer training, is a highlight of the programme. This inspired some individuals to undertake additional training.

Partners acknowledged that successful anti stigma and discrimination work requires strong peer leadership. Initial success can often be attributed to one person who is the catalyst for motivating others.

Sustainability and finding a way of replicating these successes should be an ongoing focus for See Me.

Successful strategic partnership working has resulted in greater programme reach (particularly in relation to more marginalised population groups), volunteer diversity, community-led activities, understanding of and action related to multiple stigma issues.



Health and Social Care



Lived experience is one of the primary underpinnings of the Health and Social Care programme and is widely reported as a central appeal of working with See Me.

Relationship building and partnership working are also key to the success of the Health and Social Care programme. This is evidenced clearly in the successful work undertaken by See Me in embedding anti stigma and discrimination messages in Scotland's national Distress Brief Intervention (DBI) programme and NHS Inform resources. See Me continues to partner with the DBI and is currently assisting with the extension of the programme to 16- and 17-year olds. See Me has worked and continues to work closely with NHS Inform on the redevelopment of their online CBT resources and other mental health service developments.

See Me's funding towards Stigma Free Lanarkshire makes an important contribution to the development of anti-stigma and discrimination work in the Lanarkshire local authority areas. See Me sits on the Lanarkshire Mental Health and Wellbeing Board and has worked to embed anti stigma and discrimination messages within the recent Lanarkshire Mental Health Strategy – *Getting it Right for Every Person*.



See Me
End mental health
discrimination

**Together, we will end
mental health stigma
and discrimination**

www.seemescotland.org

Join the movement.
Change Lives.

Workplace



See Me e-Learning provision for organisations is an important element of the workplace programme. Evidence suggests this resource empowers employees to change their own attitudes and behaviours towards people with experience of mental health problems, and to influence the attitudes and behaviours of those in the wider workplace.

Organisations value the level of engagement and support they receive from the See Me Workplace programme. The programme has been welcomed by numerous organisations, most of which report participating in the piloting of emerging See Me resources – such as the Starter Pack – to be helpful and engaging.

A focus on mental health stigma and discrimination was reported by some organisations as too narrow to achieve high levels of engagement in the programme. A broader focus on mental health and wellbeing as part of work to tackle stigma and discrimination would be welcomed by organisations, to improve engagement with the programme.

Fewer, more focused outcomes that organisations could work towards appeared to be beneficial for those who engaged with the Workplace Equality Fund.



Communications



See Me's online #passthebadge campaign demonstrates the promising potential of using social media to connect with people, facilitate discussion about mental health online, and achieve wider societal impact. A further #passthebadge campaign is currently underway within Police Scotland.

FeelsFM is an example of a successful See Me campaign, which still sees high levels of engagement from young people and has assisted in breaking down barriers to talking about mental health.

Media and social media analytics show, overall, that See Me is continuing to grow its presence on online and on other public-facing platforms.

Cross-programmatic themes



Six cross-programmatic themes emerged from the Phase 2 See Me evaluation as key to eliminating stigma and discrimination and integral to the ongoing work of See Me. These are:

Social contact: Challenging stigmatising attitudes and behaviour in a variety of settings and in a range of ways through conversations between people who may have lived experience of a mental health problem and those who may not.

Education and training: Education based programme content, such as stigma and discrimination focused e-learning, Enhanced Mental Health First Aid, volunteer training and resources such as the What's On Your Mind and Starter packs for schools and workplaces. These are primarily aimed at improving mental health literacy to tackle mental health stigma and discrimination.

Strategic partnership working: Building capacity and increasing reach and delivery via intersectional and collaborative working across and within the public, private and third sectors. This has resulted in successfully accessing harder-to-reach communities and population groups.

Senior and peer leadership commitment – creating conditions for strategic, cultural, and systems-wide change, from the bottom up and top down. Commitment of resources to ensure sustained engagement with the See Me programme and other programmes.

The See Me brand: the See Me brand is widely recognised and was reported as a significant factor in enhancing anti-stigma and discrimination work and bringing valued and trusted expertise and credibility.

Understanding of stigma and discrimination: stigma and discrimination are complex constructs which, for some, remain abstract and difficult to understand. Efforts to overcome this barrier should be a key focus of the programme going forward.



Considering these themes and programmatic evidence, the following overarching recommendations have been made:


- A national commitment to tackling mental health stigma and discrimination is required. Strong leadership and strategic partnership working lie at the heart of this recommendation. Ongoing commitment to long term solutions and visible advocacy for the elimination of stigma and discrimination in Scotland, by the Scottish Government, is essential. While significant progress has been made, the journey is far from complete.
- Managing Partners should work closely with the Scottish Government, increasingly support capacity building and align with wider organisations as central to enhancing the influence of See Me.
- Consideration should be given to how mental health messages are framed in education and training within programme areas, with emphasis placed on mental health as being on a spectrum and a focus on recovery.
- See Me's peer leadership model should be built on and expanded, creating broader opportunities for those with lived experience to contribute to, co design and lead programme research and evaluation activities.
- See Me programme outcomes and indicators should be reviewed as it moves into the next phase. As a behaviour change programme, outcomes should focus on changing minds, policy, and practice to achieve longer term positive changes within systems and cultures.
- See Me and Managing Partners should strive to further strengthen the evidence base on what works to reduce mental health stigma and discrimination and with regards to ongoing monitoring and data collection processes. This should include standardised measures, where possible, and collaborative working with partner agencies.



A big thank you to our wide, multidisciplinary pool of public, private and third sector partners.



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