



Stigma Workshop Resources Examples of Stigma Campaigns

There are many localized campaigns in Canada and throughout the United Kingdom, Australia, New Zealand and the United States intended to address stigma through public education and awareness. The examples listed here are the more major campaigns, some of which are provincial and some which are national. Also reviewed are arts programs and film festivals that feature work by and about people with mental illness.

WORLD-WIDE CAMPAIGNS

Open the Doors, World Psychiatric Association

Focusing on the stigma associated with schizophrenia, this is a world-wide campaign that is expressed through local action groups in 20 countries. Each group has access to a training manual but must find funds for their campaign themselves. The specifics of these local campaigns can be viewed at:

http://www.openthedoors.com/english/01_05.html

World Mental Health Day

(October 10 th, 2006) is used as a focus for anti-stigma activity

<http://www.wmhd.net/>

Keeping Care Complete¹

A world-first international survey released today highlights the devastating consequences, for carers and their families, when people with serious mental illness discontinue their medication and suffer a relapse. The Keeping Care Complete¹ survey involved 1,000 carers from eight countries, including Australia, and found relapse of with mental illnesses like schizophrenia and bipolar disorder had widespread impacts beyond the individual sufferer.

CANADA

There Is Help, There Is Hope (Center for Addiction and Mental Health - CAMH)

A public awareness campaign for depression and alcohol problems that provides information about what symptoms to look for, how to get help and that recovery is possible.

Talking About Mental Illness (TAMI) (a joint project between CAMH, the Mood Disorders Association of Ontario, the Canadian Mental Health Association and other local agencies)

Started in 1988 and originally called Beyond the Cuckoo's Nest, TAMI offers a community and teacher's guide to implement the program locally. It is aimed at high school students 15 years and older and involves people who have had mental health or addiction problems presenting to students.

Beautiful Minds is based on the Centre for Addiction and Mental Health program "Talking About Mental Illness" (TAMI) – an awareness program proven to be effective in bringing about positive change in people's knowledge about mental health, and in reducing stigma that surrounds mental health issues. The program provides educational opportunities and resources for youth, teachers, parents and the community. The presentation portion of the program, hosted by local secondary schools, offers youth the opportunity to hear the stories of community members who have experienced and are living with mental illness.

Courage To Come Back Awards (CAMH)

A public education and fundraising gala evening where people who've overcome serious mental health or addiction problems are honoured .

Transforming Lives (CAMH)

Public services announcements where prominent Canadians (Michael Wilson, Ron Ellis for example) talk openly about their mental health or addiction problems and how they overcame them.

Imagine.... 2004 (The Canadian Psychiatric Research Foundation's national campaign)

Originally called Project Breakthrough, this campaign involves a series of public service announcement and newspaper ads that state: "Heart disease. Just another excuse for lazy people not to work" or "Wheelchair

access? Can't those people learn to help themselves?" with the line, "Imagine if we treated everyone like we treat the mentally ill." Evaluation available at: www.thcu.ca.

Stigma Hurts

This website is made for students to learn about mental health stigma.

We All Belong (2000 – 2005)

The Northeast Mental Health Public Education Campaign (\$1.5 million): Changing Community Attitudes about Mental Health and Mental Illness. A public education campaign about mental health reform in Ontario. This was a pilot project of the Northeast Mental Health Implementation Task Force, funded by the Ontario Ministry of Health and Long-Term Care and focused on northeastern Ontario.

Running from April 2000 to March 2005, the campaign was intended to help northern communities prepare for community-based mental health care and treatment by informing them of changes occurring within their regional mental health system and by changing community attitudes about mental health and mental illness. <http://www.weallbelong.ca/>

Mind Your Mind

This London, Ontario-based site is **aimed at youth** who are looking for information on mental health and ways of coping with stress. It offers young people resources both to get help and to give help. It provides information through art and film projects, stress busters and a newsletter called Lip Service.

It's most recent issue of Lip Service (March 2006) focuses on the tools to fight stigma. Available at: <http://www.mindyourmind.ca/info/lip-service.asp> The campaign has limited funding (Agape Foundation of London) and is aimed at a **local** audience, but it is highly creative and completely in tune with youth culture and the media they use to communicate. www.mindyourmind.ca

Champions Of Mental Health Awards Luncheon

(October 4 th, 2006) is sponsored by the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) and honours Canadians who have contributed to greater awareness and/or changes in public policy over the past year.

In addition, **Mental Health Week** (May 1 – 7 th 2006) and **Mental Illness Awareness Week** (October 1 – 7 th) are used as focuses for anti-stigma campaigns.

Depression Pays A Call

The Canadian Mental Health Association's national campaign uses public service announcements for television where depression is personified as a sinister man that comes to call on the unsuspecting (2004). CMHA also utilized Chantel Kreviazuk (singer from Winnipeg) as a spokesperson for a series of PSAs. Present anti-stigma and education campaigns focus on mind/body fitness with the message: "It's OK to look after your body. Just don't forget about your mind."

UNITED KINGDOM

CHANGING MINDS (UK And Ireland) 1998 – 2003

Sponsor: Royal College of Psychiatrists Slogan: Stop, think, understand. Description from website: The Changing Minds campaign is trying, in a variety of ways, to encourage everyone to stop and think about their own attitudes and behaviour in relation to mental disorders. If we do stop and think, we will almost certainly understand more, and as a result become more tolerant of people with mental health problems.

Every Family In The Land

A comprehensive publication of the Royal Society of Medicine's Psychiatry Lecture Section. It is "proudly medical" in its core approach. It was the result of activities related to the Changing Minds Campaign. It is also available at www.stigma.org

A baseline survey of 1700 people was taken in 1998 before the start of the campaign. Crisp, A. Gelder, M. Rix, S. Meltzer, H. & Rowlands, O. (2000). Stigmatization of people with mental illness. British Journal of Psychiatry. Vol 177, p. 4 – 7. Available at:

<http://bjp.rcpsych.org/cgi/content/full/177/1/4>

"Results: Respondents commonly perceived people with schizophrenia, alcoholism and drug addiction as unpredictable and dangerous. The two latter conditions were also viewed as self-inflicted. People with any of the seven disorders were perceived as hard to talk with. Opinions about effects of treatment and prognosis suggested reasonable knowledge. About half the respondents reported knowing someone with a mental illness."

Stigma.Org

A website developed from the Defeat Depression campaign (a precursor of the above Changing Minds Campaign). Stigma.org offers world-wide subscriptions to organizations, educational bodies, government institutions or any individuals who agree to collaborate according to the following principle

That members shall contribute in whatever way they can to work to prevent discrimination and stigmatization against those people with physical and mental health problems. The momentum and power of this campaign is based on its united strength of purpose and the inclusion of people it represents. The site seems a repository for some of the materials from both the Defeating Depression and the Changing Minds Campaigns.

Mind

This is the mental health charity of England and Wales. It publishes Openmind, a bi-weekly newsletter. It also invites people to join in its campaigns – often ad hoc in design, to respond to emerging issues. People become Members of Campaign Group and receive news on how they can get involved nationally or locally. It publishes a Campaign Skills booklet that helps people and groups mount their own campaigns on an issue of particular interest to them – i.e. campaigning and the law, how to work with MPs, how to evaluate your campaign etc. MIND sponsored a “Respect” campaign focused on the workplace in the 1990’s but it has long since ended.

Campaign components:

Shift

Shift is a five year initiative (2004-2009) in England to tackle stigma and discrimination surrounding mental health issues. The aims of the campaign are set out in a plan called ["From Here to Equality"](#). The goal is to create a society where people who have mental illness are treated equally. Shift builds on the *Mind* out for Mental Health campaign, which ran from 2001 to April 2004. Shift is part of the [National Institute for Mental Health in England](#) (NIMHE), a Government organization that is responsible for supporting positive change in mental health and mental health services.

Media watch and advocacy. For example, Mind Over Matter: Improving media reporting of mental health. Available at:

<http://www.shift.org.uk/mindovermatter.html>

There There Magazine. Available at : <http://www.shift.org.uk/therethere>
A campaign that looks at mental health in relation to sport – especially football.

Conferences: *Shifting attitudes and behaviour to mental health* . The first international SHIFT conference on stigma and discrimination held in *March 2006* in Manchester, England. By invitation only.

Helplines and support Mental health and youth

Rethink (UK)

Rethink is the largest severe mental illness charity in the UK. As of 2nd July 2002 'Rethink' became the new operating name for the 'National Schizophrenia Fellowship'. Dedicated to improving the lives of everyone affected by severe mental illness, whether they have a condition themselves, care for others who do, or are professionals or volunteers working in the mental health field. With more than 30 years of experience, and over 1400 staff, Rethink provides a wide range of community services including employment projects, supported housing, day services, help lines, residential care, and respite centres.

Rethink's work is overseen by the Board of Trustees, of whom the majority are carers and users. Rethink Northern Ireland Office has their own local committee structure, and is responsible for their own management and governance. Most of Rethink's funds come from statutory funders such as health authorities, but these are bolstered by sources including central government departments, the European Social Fund, trusts, companies and individuals. Rethink's income is currently over £41 million per year. In all its work, Rethink is committed to promoting equality, choice, dignity, respect and access to care and support. More information available at: <http://www.rethink.org>

Mindout For Mental Health

Sponsored by the UK Department of Health, Mind out for Mental Health is an awareness and action campaign, working to bring about positive shifts in attitudes and behaviour surrounding mental health. In active partnership with organizations from a wide range of sectors, Mind out for Mental Health produces a range of communications materials and runs a series of workshops and events. See www.mindout.clarity.uk.net

It produces pamphlets and resource document on mental health in the workplace, mental health and youth, and a guide for managers to deal with a worker who has a mental illness and a local campaign toolkit, among many other resources. It also has a media watch. It publishes a quarterly newsletter called Mindshift and has developed a guide for journalists so they can be more balanced in their published reports on

mental health and mental illness. Mindshift: A guide to open-minded media coverage of mental health. Available at: <http://mindout.clarity.uk.net/p/p03-media.asp>

See Me (Scotland)

Begun in 2003, it is an anti-stigma campaign to stop the “stigma of mental ill health.” It includes a media watch, and a section devoted to mental health in the workplace. On its site, See Me quotes the Scottish Press Complaints Commission’s code of practice: “The press should avoid prejudicial or pejorative reference to a person’s race, colour, religion, sex or sexual orientation or to any physical or mental illness or disability.” Available at: <http://www.seemescotland.org.uk/links/index.php>

AUSTRALIA

Note : In April 2006, The Australian government announced an investment of \$1.8 billion in new funds for mental health in that country. New programs will be created to increase community awareness of mental illness particularly in relation to the connection between drug abuse and subsequent mental health problems. Announcement available at: <http://www.aushealthcare.com.au/documents/news/6994/Howard%2050406.pdf>

Beyondblue

Established in 2000, beyondblue is a national non-profit organizations focused on awareness and advocacy regarding depression and anxiety. Its programs involve community awareness and destigmatization campaigns such as television advertisements and community presentations, advocacy on behalf of and with people with mental illness and their families, prevention and early detection programs, training to improve understanding of depression and anxiety among primary care providers and increased investment in research and translation of findings into action. The organization is funded on a five-year basis and is approved through 2010. Measurement of its success involved monitoring media exposure and coverage of issues important to beyondblue. Anecdotally, there have been other surveys that have shown improved knowledge about depression and anxiety among the general population. Available at: www.beyondblue.org.au

Mindframe Australia

The Mindframe-media website, based on the print resource "Reporting Suicide and Mental Illness," provides practical advice and information to support the work of media professionals by informing them about sensitive and appropriate reporting of suicide and mental illness. It also includes a media monitoring component. It is overseen by the National Media and Mental Health Group which was established in 2000 to provide advice about appropriate initiatives and methods to encourage the Australian media to report and portray suicide and mental illnesses in a way that is least likely to cause harm, induce copycat behaviour, or contribute to the stigma experienced by people who have a mental illness. Available at: <http://www.mindframe-media.info/about/index.php>

Sane Australia

SANE Australia is an independent national charity working for a better life for people affected by mental illness through [campaigning, education and research](#). It is not-for-profit and depends on donations or grants. SANE runs award winning anti-stigma campaigns, has a helpline and a media watch centre to point out stereotyping in reporting on mental illness. It also produces advocacy reports that monitor government investment in mental health services, for example, Dare to Care (2004), a report highly critical of the Australian mental health strategy. <http://www.sane.org/index.php?option=displaypage&Itemid=259&op=page>

Sane Australia: National Stigma Survey

For people with a mental illness, stigma can be a major issue. SANE Australia wants to know what you think about how attitudes towards mental illness may be changing. Do you think they are improving? Are there still problem areas? And what action have you taken or would like to see? <http://www.sane.org.au/>

NEW ZEALAND

Like Minds Like Mine

Long term funding from the Ministry of Health See: www.likeminds.govt.nz The campaign developed its messages by working with consumers and family members and listening to their views. It has now been running for five years.

Components: *Ad campaigns* for televisions and radio featuring prominent New Zealand citizens from all walks of life (called Famous People) talking about their experience of mental illness.

Human Rights initiative called Korowai Whaimana (the empowerment cloak) created to restore mana - balance). It involves a one-day workshop delivered by people with mental illness to people with mental illness to help them understand and exercise their rights under New Zealand's human rights legislation.

Policy project : It identifies federal, state and municipal policies and practices that may affect people with mental illness (employment, housing, insurance, services for families etc.) and seeks to alter them in ways that make real change.

Rosalynn Carter Fellowships for Mental Health Journalism : New Zealand has obtained two fellowships for their country's needs and they are awarded annually. The United States awards 6 and South Africa two annually. The fellowships are \$10,000 and awarded to journalists who want to study and report on a mental health issue in such a way as it reduces stigma.

Discrimination survey: A survey of 785 people with mental illness was conducted and the results were used to support the needed changes under the policy and practices project.

Regional and local contracts: Organizations and groups are invited to apply for funds to develop local programs that include education and training, creating a speakers bureau and sponsoring community events, all aimed at reducing stigma.

Articles and reports: All activities of the campaign are written up for publication in the media or in professional journals.

Evaluation: The project has been the subject of extensive evaluation from pre-testing to produce the most effective messages for the ad campaign, to evaluation of the effective of the ad campaign (308 people are surveyed after each run of the campaign and they report reduced experiences of stigma), and four national surveys of the general population that demonstrate a marked change in public attitudes towards people with mental illness after each ad campaign.

Awards: Silver Medal for Sustained Success in Advertising – Auckland, October 2005 – the criteria was that a campaign had to show success over three years or more. The campaign has been running for five years and this is its fourth award.

Shows measurable results: "Research as part of the Like Minds, Like Mine project shows that acceptance of people with mental illness increased between 1997 and 2004. Respondents' acceptance of someone with mental illness working for them increased from 61 percent to 75

percent. Respondents' willingness to accept someone with mental illness as a workmate increased from 69 percent to 80 percent.

UNITED STATES

THE STATE OF DEPRESSION IN AMERICA (2006)

This is a report on the incidence levels of depression accompanied by a video narrated by Mike Wallace and others, including prominent spokespeople, researchers and people who've experienced mental illness. It was developed by the Depression and Bipolar Support Alliance and can be viewed at:

<http://www.dbsalliance.org/stateofdepression1.html>

There Is Hope

The National Mental Health Awareness Campaign is dedicated to reducing the stigma associated with mental illnesses.

Elimination Of Barriers Initiative (Ebi)

-sponsored by the ADS centre. President Bush's New Freedom Initiative calls for community and societal integration of persons with mental illnesses. With this in mind, CMHS (SAMHSA's Centre for Mental Health Services) developed the EBI to work with States and other stakeholders to reduce the stigma and discrimination associated with mental illness. Over a three-year period, the EBI will test campaign models and public education materials in eight pilot States: California, Florida, Massachusetts, North Carolina, Ohio, Pennsylvania, Texas, and Wisconsin. Pending a full evaluation, CMHS will distribute evidenced-based public education practices to States and communities nationwide. Some results regarding its effectiveness were recently published: Corrigan, P. & Gelb, B. (2006). Three programs that use mass approaches to challenge the stigma of mental illness. *Psychiatric Services*. Vol 57, p. 393 – 398. See full description of the campaign at: <http://www.stopstigma.samhsa.gov/ebi.htm#whatisebi>

Ads Centre

SAMHSA's Resource Center to Address Discrimination and Stigma (ADS Center) provides practical assistance in designing and implementing anti-stigma and anti-discrimination initiatives by gathering and maintaining best practice information, policies, research, practices, and programs to counter stigma and discrimination; and actively disseminating anti-

stigma/anti-discrimination information and practices to individuals, States and local communities, and public and private organizations. Available at: <http://www.stopstigma.samhsa.gov/index.html>

Voice Awards

The SAMHSA/CMHS Voice Awards were developed to acknowledge film, television, and radio writers and producers whose work has given a voice to people with mental health problems by portraying them in a dignified, respectful, and accurate manner. The Voice Awards also acknowledge the efforts of mental health advocates, departments of mental health, and other partners in eight States piloting the Elimination of Barriers Initiative (EBI). For more information about the Eliminations of Barriers Initiative and the 2005 SAMHSA/CMHS Voice Awards, see <http://www.allmentalhealth.samhsa.gov>.

Taking Action Tour

Starting March 1, 2006, it includes 49-city tour of multiple rock and country bands to publicized suicide prevention and the Paul Wellstone Bill to be re-introduced to congress arguing for the same benefits for people with mental illness as those who have a physical illness. <http://www.counseling.org/>

Paul Wellstone Equitable Treatment Act:

An act seeking to replace the 1996 parity act in the US (which is thought inadequate and which does not cover substance abuse. It has not yet been passed but there is a movement to have it re-introduced in Congress (last attempt – April 2003). Senator Paul Wellstone was from Minnesota and was killed, along with his family, in a plane crash in 2003. More information available at:

Stigmabusters

NAMI StigmaBusters is a group of dedicated advocates across the country and around the world who seek to fight the inaccurate, hurtful representations of mental illness. Whether these images are found in TV, film, print, or other media, StigmaBusters speak out and challenge stereotypes in an effort to educate society about the reality of mental illness and the courageous struggles faced by consumers and families every day. StigmaBusters' goal is to break down the barriers of ignorance, prejudice, or unfair discrimination by promoting education, understanding, and respect.

NAMI publishes “stigma alerts” and people who have joined up as a “stigmabuster” write, campaign, just generally make themselves heard regarding their displeasure (or congratulations) regarding media portrayals of people with mental illness. For example, they vilified Me, Myself and Irene (Jim Carrey) and endorsed a Beautiful Mind (Russell Crowe). A lot of their work is lower profile than these two prominent examples, however, StigmaBusters, rightly or wrongly, is credited with the cancellation of This is Wonderland, a CBC series that portrayed the mental health court at Old City Hall in Toronto (see Mental Health Notes March 30 th, 2006. Available at: www.ontario.cmha.ca).

In Our Own Voice

NAMI also sponsors In Our Own Voice: Living with Mental Illness, a program that offers video and presentation materials which can be used by trained consumers and families to present on mental illness in their communities. NAMI offers training sessions for consumer and family presenters.

Available at: www.nami.org/template.cfm?section=In_Our_Own_Voice

Challenging Stereotypes: An Action Guide.

A how-to manual for consumers who want to engage with media.

Available at:

<http://www.mentalhealth.samhsa.gov/publications/allpubs/SMA01-3513/sma01-3513-04.asp>

THE ARTS

Mad About The Arts, Ottawa

Mad About the Arts is a coalition of Ottawa-based mental health agencies, consumers, arts organizations and interested community members. It organizes or sponsors art and cultural events with the aim of increasing public awareness about mental health issues and promoting sensitivity, acceptance and support for those who experience mental health problems.

Stigma Busters Productions is a non-profit enterprise dedicated to promoting mental health and reducing the stigma of mental illness through the arts. It was launched by Linda O'Neil, a long-time mental

health activist and volunteer, in 2004. Available at:
<http://www.stigmabusters.org/>

Mindscales

This juried art exhibit celebrates the talent of visual artists who live with a mental illness or an addiction. It was held in 2003 and 2004 at the National Art Gallery in Ottawa and was co-sponsored by the Canadian Mental health Association, the Institute of Neurosciences, Mental health and Addiction and Les Impatients. There are plans to re-mount the show in Quebec City in the fall of 1006. See
http://www.cmha.ca/bins/content_page.asp?cid=6-647

Workman Theatre (Camh)

Plays, poetry, visual art, music and performance art staged at the Queen Street site of CAMH. Also the host of the annual Rendezvous with Madness film festival. Available at: www.camh.net/

Shadows Of The Mind

A film festival held in Sault St Marie. Available at:
<http://www.shadowsfilmfest.com/volunteers.html>

Visions And Light

A film festival held in Thunder Bay. Available at:
<http://www.visionsandlight.com/>

The White Noise

Part of the German Open the Doors anti-stigma campaign. It is a film about a young man with schizophrenia which won the Max-Ophuls Prize in 2001 and the German Film Prize for best actor.