Anti-Stigma Partnership

Mental Health and Well-being in Greater Glasgow and Clyde

2009
Introduction

The Anti Stigma Partnership is where social marketing and community development meet. This guide is essentially an evidence-based toolkit for use by activists, public health practitioners, service planners and academics.

The Anti-Stigma partnership was established over 4 years ago to provide a new approach to addressing mental health stigma, discrimination and inequalities. It is core funded by Greater Glasgow and Clyde NHS and unites over 100 local, regional and national organisations into a community of practice and learning. Through community workshops, peer research, arts festivals, workplace training, school lessons, and much more, we have engaged in direct dialogue with tens of thousands of people. Initiatives have shaped the national plan ‘Towards a Mentally Flourishing Scotland’ and gained international recognition. They are supported by high quality research and mainstreamed into settings such as workplaces, schools, universities and health services. We adopt a mix of approaches including protest, education, positive contact and policy change. We ensure meaningful involvement from people who use mental health services. Priority is given to communities that can experience multiple discrimination due to ethnicity, race, migration, faith, gender, sexuality and poverty.

This resource summarises key achievements, evidence of their effectiveness, and how you can access practical resources. All products are available on an open-source basis for use and improvement by others. To find out more about the partnership and wider mental health improvement and inequalities in Greater Glasgow and Clyde, contact Greg Usrey on 0141-2014987 or greg.usrey@ggc.scot.nhs.uk.

To find out more about ‘see me’, contact Suzie Vestri on 0131-5540218 or go to www.seemescotland.org.uk.
Title of programme:
Positive Mental Attitudes
Community Development

Description:
Positive Mental Attitudes is an excellent and innovative mental health improvement initiative, that works across East Glasgow Community Health and Care Partnership. Launched in 2002, it is now firmly established nationally as an exemplary programme, having developed a broad coalition of community support with a wide range of partners to promote population mental health, tackle stigma and promote recovery in an area of high deprivation. People who use mental health services are involved in the planning and delivery of the programme that includes workplaces, schools, colleges, arts sectors, health and social care services, community organisations. The work has been externally evaluated.

Available resources:
A range of resources can be accessed at the website www.positivementalattitudes.org.uk

Research and evaluation:
This paper outlines the development and evaluation of a local anti-stigma programme, which can be replicated in other areas. This innovative model promotes recovery and addresses stigma, draws on a broad coalition of community support, and enables service users to lead its design and delivery. The paper argues that local initiatives, when complemented by a national programme, can achieve a positive additional impact on attitudes and behaviours; that multiple and flexible approaches are needed for different target groups; that the personal narrative about recovery has a particularly strong impact on participants; and that it may be desirable to tackle stigma in the context of addressing positive mental health.


Title of programme:
School Mental Health
Curriculum Pack

Description:
The Positive Mental Attitudes curriculum resource comprises 24 lessons, four per year group of secondary schooling, giving a focus to learning about emotional wellbeing whilst challenging negative attitudes associated with mental health problems. This work was led by the Positive Mental Attitudes programme in East Glasgow and has been designed to complement the Scottish Health Promoting Schools Unit work on mental health. The pack appears to have had a significant positive impact upon pupils’ attitudes to mental health and towards people experiencing mental health problems. As such, it should prove useful in aiding schools to implement Curriculum for Excellence with particular reference to the health and wellbeing outcomes. This resource is now being used nationally, and is suitable for use in informal settings.

Available resources:
The curriculum pack includes a guide for teachers, materials to be handed out to pupils and a complementary DVD. It can be obtained from ‘see me’ as a hard copy, or downloaded at PMA and ‘see me’ websites.

Research and evaluation:
A study was undertaken using pre and post lesson questionnaires and focus groups with 300 pupils in 5 secondary schools across 3 local authority areas. Positive learning outcomes can be seen in relation to peer support, reductions in stigmatizing beliefs about social distance, blame, fear and recovery. Donnelly R (2009) Exploring the impact of a mental health lesson in Greater Glasgow Secondary Schools on S3 pupils’ attitudes to mental health and people experiencing mental health problems. 4th International Stigma Conference, London 2009.
Title of programme: Scottish Mental Health Arts and Film Festival

Description: The festival is the largest event of its kind in the world aiming to achieve social, cultural and policy change in relation to mental health by challenging perceptions, making connections, encouraging participation, developing audiences and creating great arts events. The festival in 2008 attracted over 10,000 attenders, and many more were reached through exhibitions, website, BBC broadcasts and through extensive media coverage. The festival encompasses film, music, theatre, literature, visual arts and comedy with discussion and dialogue integral to over 100 events that take place across Scotland.

Available resources: Organisations and CH(C)P’s can find out more by visiting the website www.mhfestival.com or joining the festivals’ national peer learning network, which includes meetings and CD’s of regional activity produced by regional festival groups.

Research and evaluation: The research team have a 4 year research programme, 2007-2010 examining various aspects of the festivals impact, reach and process. A study of audience impact was undertaken with 415 attendees from 20 different events, combining qualitative and quantitative approaches. The findings demonstrated positive impact on the relationship between arts and mental health, promoting mental health, and improving awareness of psychosocial issues. Events increased positive attitudes including positive representations of people’s contributions, capabilities and potential to recover. The study argues that the arts can change stigma by constructing shared meanings and engaging audiences on an emotional level. Carefully programmed, collaborative, community-based arts festivals should form an integral part of national programmes to address stigma and to promote mental health and well-being, alongside traditional social marketing and public education approaches. An evaluation of partners and a media analysis are currently underway for the 2009 festival.


Title of programme: ‘Understanding Mental Health’ Workshops

Description: This programme meets the need for affordable and high impact learning workshops that can be delivered flexibly to significant numbers of workplace employees and community groups. The training has been delivered for the past 3 years by the anti-stigma training partnership comprising organisations with different skills and contributions to ensure that the training is delivered to high standards at low cost. The workshops aim to provide course participants with an understanding of mental health, mental health problems, stigma and recovery and aim to tackle inequalities in the workplace. A key part of the training draws on the personal experiences of those with mental health problems. The partnership has delivered over 100 courses to over 1200 staff since January 2006 in a range of settings including housing associations, benefits and welfare rights agencies, regeneration agencies, direct and care services, communication workers and NHS. The training team have mentored new trainers and people delivering narratives through the process in a supportive and safe way, and last year broadened the delivery base.

Available resources: A complete ‘training for trainers pack’ is available. The training has been recognised in Towards a Mentally Flourishing Scotland, and we are supporting and piloting the development of an online course in conjunction with The Scottish Centre for Healthy Working Lives, The Mental Health Foundation and Health Scotland.

Research and evaluation: The training has been subjected to very thorough and high quality research and evaluation processes to see if it achieving its aims. A thorough evaluation was carried out which suggests significant positive impact upon participant knowledge, beliefs and behavioural intent, with the service user narrative reported as being particularly valuable to participants. Workshop research and development are iterative and the current programme is being evaluated further to consider issues such as the differences between the impact of workshops in different employment settings.


Partners: The festival has over 100 regional, national and international partners. The initial lead partners were the Mental Health Foundation, NHS Greater Glasgow and Clyde, NHS Lanarkshire, ‘see me’ and Positive Mental Attitudes, and this now includes Breathing Space, Healthy Working Lives, Health Scotland, Scottish Screen, Scottish Recovery Network, Royal College Psychiatrists, NHS Lothian, Voices of Experience and many of the leading artists, arts venues and organisations across Scotland.

Partners: Positive Mental Attitudes, Glasgow Association for Mental Health, Scottish Association for Mental Health, Scotia Clubhouse, Scottish Centre for Healthy Working Lives, Health Scotland, The Mental Health Foundation.
Workplace Campaigns

Description:
Glasgow City Council and NHS Greater Glasgow and Clyde Health at Work team collaborated with ‘see me’ to adapt their print resources to include local information, and then to use these in a sustained campaign that included posters in workplaces, wage slips and targeted emails. This has informed the development of, and evaluation processes for, the mental health section of the NHS Greater Glasgow & Clyde and Glasgow City Council staff action plan. Between 2009-11 ‘see me’ campaign activity will be taken forward, alongside campaigns for positive mental health.

We are also implementing the European Union public health campaign Promoting good practice for mental health in the workplace. This is for employers and employees and will form part of the joint staff action plan. It is highlighted in Towards a Mentally Flourishing Scotland and led by The Scottish Centre for Healthy Working Lives and The Mental Health Foundation.

Available resources:
A range of ‘see me’ resources are available for workplaces at their website. Details about the EU workplace mental health campaign, which begins in October 2009, are available from The Mental Health Foundation and Scottish Centre for Healthy Working Lives.

Research and evaluation:
An evaluation was undertaken of the campaign assessing the cost, reach and challenges of implementing a workplace campaign in a large diverse organisation. This is informing the development of wider anti-stigma and mental health campaigns in 2009-11 that are part of an agreed staff action plan.

Cut the Dash

Description:
The Anti Stigma partnership have supported an initiative within South West Glasgow Community Health and Care Partnership to develop a research programme to investigate mental health and stigma linked to employment. The original idea for the project came from service users who have continually driven and developed the project. Collaborative research was undertaken that involved training in research skills for participants. The research design involved qualitatively investigating the experiences and barriers to employment from the perspectives of those who have used mental health services. The lessons from this programme have informed the development of a national approach to user-led research, the Scottish Mental Health Service User Research Network, encompassing numerous mental health organisations and universities.

Available resources:
The research team are developing a project guide and summary report that will be launched in 2009.

Research and evaluation:
Title of programme: Mosaics of Meaning:

Understanding stigma and discrimination towards mental health problems with black and minority ethnic communities.

Description:
This 3-year programme has brought together an alliance of public, community and academic organisations to support the largest settled black and minority ethnic communities in Scotland to address mental health stigma. This involved training community workers in research skills and mental health issues, undertaking a global literature review, and organising and evaluating a series of focus groups. The study found that existing anti-stigma work had not reached Chinese, Pakistani and Indian minority communities effectively. It recommended adaptations to the national ‘see me’ campaign that would be valuable. However, a more sophisticated model is needed based upon community development principles and acknowledging that different explanatory frameworks may be held and the complex impact of racism. Recommendations include: linking key opinion formers such as community and faith leaders with mental health services; involving community members in dialogue and workshops; addressing the lack of diversity in the mental health movement; promoting a strong role for the arts and cultural engagement in addressing mental health stigma, and supporting more community-led social marketing initiatives.

Resources, research and evaluation:
The full Mosaics of Meaning report is available at ‘see me’ and Health Scotland websites and includes guidance to support research, training and capacity-building. Peer reviewed publications are in progress.


Title of programme: Mosaics Community Conversation

Description:
In response to the evidence generated by community led research, the consortium of organisations continued to work together to put ‘evidence into practice’. The research suggests an intervention model that uses community development approaches to engage the community. This has been implemented in 3 key areas:

Community workshops – This dialogue process was developed with community development practitioners and delivered to numerous groups with the 4 largest Black and Minority Ethnic communities in Scotland. The workshop resource was initially developed and piloted in 2007 and is currently being updated and implemented in 2009.

Groupwork – Community organisations working with young people from Asian community backgrounds using film and drama to illustrate and address stigma (Screened in Scottish Mental Health Arts and Film Festival).

Faith leaders as key opinion formers – This involved workshops with major faith groups linked to BME communities and a conference to inform joint working. A series of recommendations have been put forward in the conference report ‘Meeting the Mental Health Needs of Different Black and Minority Ethnic Faith Communities’.

Research and evaluation:


Partners: NHS Greater Glasgow and Clyde, Mental Health Foundation, Health Scotland, ‘see me’, Glasgow Association for Mental Health, University Central Lancashire, Glasgow City Council, Youth Counselling Services Agency, Chinese Community Development Partnership, Chinese Healthy Living Centre, Pollockshields Development Agency, Shanti Bhavan, Mel Milaap.
Title of programme: ‘Are You Really Listening’ Storytelling Project

Description:
Within the Mosaics of Meaning programme, there was a recognition that mental health service users from Black and minority ethnic communities were largely absent from the mainstream mental health service user movement. The storytelling project was set up to capture, through storytelling, the experiences of stigma, discrimination and resilience with service users from BME communities in Glasgow, Edinburgh and Dundee. Professional storytellers were recruited to work with service users to share and record their stories. Powerful themes emerged through their narrative accounts, including transition and change, isolation, family, community, surviving abusive relationships, work and employment, experience of services and support and resilience. These stories have been developed into a national publication and resource.

Available resources:

Research and evaluation:
An evaluation of the experiences of the service users who took part in the storytelling project has also been undertaken.

Title of programme: Sanctuary Research and Community Conversation

Description:
With Scotland hosting increasing numbers of asylum seekers and refugees, the mental health needs of this population has become an important issue to address. The Sanctuary programme has brought together national, regional and local partners to undertake an action research project which has sought to identify patterns of stigma and discrimination experienced by asylum seekers and refugees in Glasgow and to explore how this may be addressed through community development approaches. Peer led research was undertaken with over 100 participants and identified how pre-migration trauma as well as poverty, racism and the stress of the asylum process was impacting negatively upon people’s mental health. In addition, significant levels of stigma and discrimination towards mental health issues were found within communities. This is now being addressed through the development of a peer-led community education programme, known as ‘community conversation’, in which 10 asylum seekers and refugees have been trained to deliver workshops to community groups. This being carefully evaluated to assess the impact on asylum seekers and refugees.

Available resources:
Sanctuary peer education trainers pack.

Research and evaluation:

http://www.scottishrefugeecouncil.org.uk/info/Sanctuary_Report
Title of programme:

Sanctuary
Training and DVD

Description:
One of the main recommendations from the Sanctuary research was the need to address the lack of awareness about mental health issues amongst key service providers, including NHS staff, Border Immigration Agency staff and housing providers. In order to take this forward this recommendation, a training group was established to draw on the specialist knowledge and expertise within the Sanctuary group and develop a tailored training course, which would aim to improve awareness of the mental health needs of asylum seekers and refugees amongst staff in these key service providers. This course is now being piloted with these agencies. To enhance the training course, a DVD film is being developed by the specialist film maker, Diversity Films, to capture the narratives of asylum seekers and refugees in Scotland. This will be used as a resource to accompany the training and community conversation work.

Available resources:
Training resource, DVD.

Research and evaluation:
The training is currently being evaluated and will produce a report and publications in 2009/10.

Title of programme:

LGB Mental Health Project

Description:
There is evidence of significant levels of mental health problems amongst LGB people in Scotland. The Anti Stigma partnership were keen to understand more about the stigma and discrimination experienced by LGB communities in Scotland and have developed a programme of peer led research in partnership with a number of key LGB organisations. The research examined beliefs and attitudes towards mental health issues within the LGB community, factors that influence mental health problems and the experience of LGB people within mental health services. Ten focus groups with 100 people are being conducted and the findings will help to inform a future programme of awareness raising work with LGB people in Scotland as well as future research needs in this area.

Research and evaluation:
Research Report is currently being prepared and will be published in 2009.
Title of programme: Student Mental Health Network

Description:
The 6 universities in the west of Scotland encompass around 100,000 students. This collaboration links together university departments, such as health, welfare, disability and counselling, with the Mental Health Partnership. The network is concerned with promotion of positive mental health, and prevention and support for students with mental health issues. The group aims to shape national policy and practice in the field, but the core purpose is to improve the student experience at a regional level. Projects underway include: A joint delivery group comprising senior staff that aims to improve joint working between universities and health services; the development and delivery of a training course for university staff, the involvement of each university in the Scottish Mental Health Arts and Film Festival, and the development of research to better understand the prevalence, patterning and impact of mental health and ill health in the student population.

Available resources:
A half day training resource being produced, with national partners, for use with university academic and support staff to raise awareness of mental health and guide responses.

Research and evaluation:


Title of programme: Tackling Stigma and Inequalities with Mental Health Services

Description:
The Mental Health Partnership is committed to providing high quality and equitable experiences for all people who use our services. The Anti Stigma Partnership has undertaken a range of initiatives with mental health practitioner teams aimed at raising awareness of stigma, exploring values, and tackling inequalities. These respond to concerns by people and groups who use mental health services about the contribution of staff attitudes and behaviour to their well-being. Key projects include:

1. Strategy development: A joint project between Positive Mental Attitudes and Glasgow Centre for Population Health, working with people who use mental health services and practitioners in East Glasgow to develop an equalities strategy that involves staff and service users meaningfully contributing to a local strategy to address inequalities. Output: A sample equality policy/strategy 2009.

2. Research: Forensic mental health services have a research and development project whose core purpose is to explore patterns of beliefs, values and behaviours that have a significant impact upon the well-being of service users. The research process is an awareness raising intervention in itself and also aims to provide a foundation of knowledge to inform service development. This is part of the Health Promoting Hospitals scheme. Output: Research report and publications 2009.

3. Education: ‘see me’: See You is an awareness DVD with an accompanying workshop that has been developed by practitioners and mental health organisations together, and delivered to undergraduate students as part of their courses. ‘Future practitioners’ were identified as attitude formation at this period is crucial. Output: ‘see me’ See You DVD and guidance notes for practitioners, lecturers and community groups.

4. Training: This joint venture drew upon the expertise of people who use services, practitioners and community groups to develop positive ways of engaging with staff about stigma. It took place in West Glasgow CH(C)P, linked to the Patient Focus Public Involvement process, supported by The Mental Health Partnership Organisational Development Department. The project team developed and piloted anti stigma training courses to over 100 practitioners in West Glasgow. Participants were encouraged to reflect upon their practice and consider the skills and approaches needed to tackle stigma locally. Output: A training pack has been developed that involves case studies, group-work and narratives from people that use services or are carers.

Partners: NHS Greater Glasgow and Clyde, University of Glasgow, University of Strathclyde, Glasgow Caledonian University, University of the West of Scotland, Glasgow School of Art, Royal Society Academy of Music and Drama, Scottish Further Education Unit.

Partners: A large number of partners have collaborated on one or more of these projects. They have brought together a wide range of public and community organisations to develop and implement the work including: NHS Greater Glasgow & Clyde (many sections), Circles Network Advocacy, Mental Health Network Glasgow Centre for Population Health, Positive Mental Attitudes, ‘see me’, Glasgow Association for Mental Health, Acumen, and many more.
Title of programme:
Later Life Peer Support Project

Description:
Mental health in later life has emerged as a key policy area in recent years. This initiative intends to develop a community development approach with the aim of promoting positive mental health, encouraging help-seeking, addressing stigma and promoting recovery. This has involved developing a peer led awareness programme on depression in later life. It has been piloted in East Glasgow and has involved a needs assessment with over 60 older people, the development of a peer led workshop on depression, the development of a later life drama group and performances at the Scottish Mental Health Arts and Film Festival.

Available resources:
Peer led session on depression in later life.

Research and evaluation:
Programme evaluation report.

Title of programme:
ASPEN
Anti Stigma Programme, European Network

Description:
Depression is one of the major social issues and public health challenges of our time. It attracts particular forms of stigma and discrimination that affects help-seeking and social inclusion. This European level project involves 18 partner countries and is funded through the European Union health programme for 3 years (2008-2011). It is co-ordinated by The Institute of Psychiatry, Kings College, London. The Mental Health Foundation are leading the Scottish work programme that includes a review of the evidence base concerning stigma associated with depression, what works in addressing it, and the development of an evidence based, pragmatic toolkit to address depression-related stigma. Anti Stigma Partnership practitioners are seconded to the project to support the Scottish work which forms a key part of Towards a Mentally Flourishing Scotland.

Available resources:
The programme will produce a toolkit of interventions for key settings, population groups and organisations that is evidence based and encompasses a range of tactics and approaches. The programme will produce other resources to support anti stigma activity including scales to measure attitudes towards depression, guidance about involvement of service users in developing policy and practice.

Research and evaluation:
The programme is research-led and will produce a range of peer reviewed research to inform future practice.
Increasing awareness

- Tackling stigma

Addressing discrimination

- Promoting recovery