



Væk med tavshed, tvivl og tabu om psykisk sygdom!

# Together against Stigma San Francisco Global Anti-Stigma Alliance workshop 18th February 2015



No more doubt, silence and taboo about mental illness!

## Social contact: Changing attitudes and empowering people

Project Manager Johanne Bratbo

## ONE OF US... a campaign for all of us



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# Agenda

- Briefly about ONE OF US
- Ambassador in ONE OF US – recruitment and training
- Evaluation among ambassadors – essential findings
  - Background data
  - Motivation
  - Activities
  - Personal benefit
  - Recommendations
- Questions?

# ONE OF US – in Danish: EN AF OS



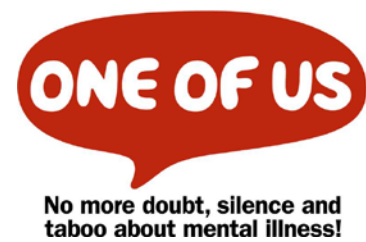
## The vision:

**‘To create a better life for all by promoting inclusion and combating discrimination connected to mental illness’.**

## The mission:

- ✓ To increase the knowledge on mental illness in society
- ✓ To reduce the distance that leads to stigma, prejudice and social exclusion
- ✓ To increase the comprehension about mental illness in schools, work places, and all other areas where everyday life takes place

# ONE OF US



- **Project period:** 2011-2015 (so far)
- **Organisation and Interventions** at both national, regional and local level
- **Five target areas:**
  1. Service users and relatives
  2. Staff in the psychiatric, health and social sectors
  3. Labour market
  4. Youth
  5. General population and the media
- **Contact**  
[www.one-of-us.nu](http://www.one-of-us.nu) → [www.en-af-os.dk](http://www.en-af-os.dk)  
Facebook EN AF OS

# Project partnership



No more doubt, silence and taboo about mental illness!

The Danish Mental Health Fund



The Psychiatry Network



DANSKE REGIONER

Danish Regions



Local Government Denmark



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The National Board of Health



SOCIAL-, BØRNE- OG INTEGRATIONS-MINISTERIET

The Danish Ministry of Social Affairs and Integration

The Philanthropic Foundation TrygFonden

**TrygFonden**

## Ambassador in ONE OF US – criteria:

- ✓ People with lived experience recruited among people volunteering in ONE OF US through the website, the national secretariat or the regional coordinators.
- ✓ An ability to put their personal experience into perspective. Vital that the ambassadors are well on the way in their recovery process or in a good place in their lives.

# Ambassador training

Three-day oral presentation course developed and carried out by external communications consultants with special expertise from the field:

- Learn to structure their personal stories and to adapt it to different target audiences.
- Training in dealing with the media and an introduction to ONE OF US.
- Protecting personal boundaries and maintaining one's integrity when disclosing.



By the end of 2014, ONE OF US has trained about 120 ambassadors, including 30 young people (18-25 years).

Evaluation survey: 54% to a high degree and 25% to some degree have used tools from the training

# Evaluation fall 2014 – *selected* background data: **variated profile**

## **Electronic survey:**

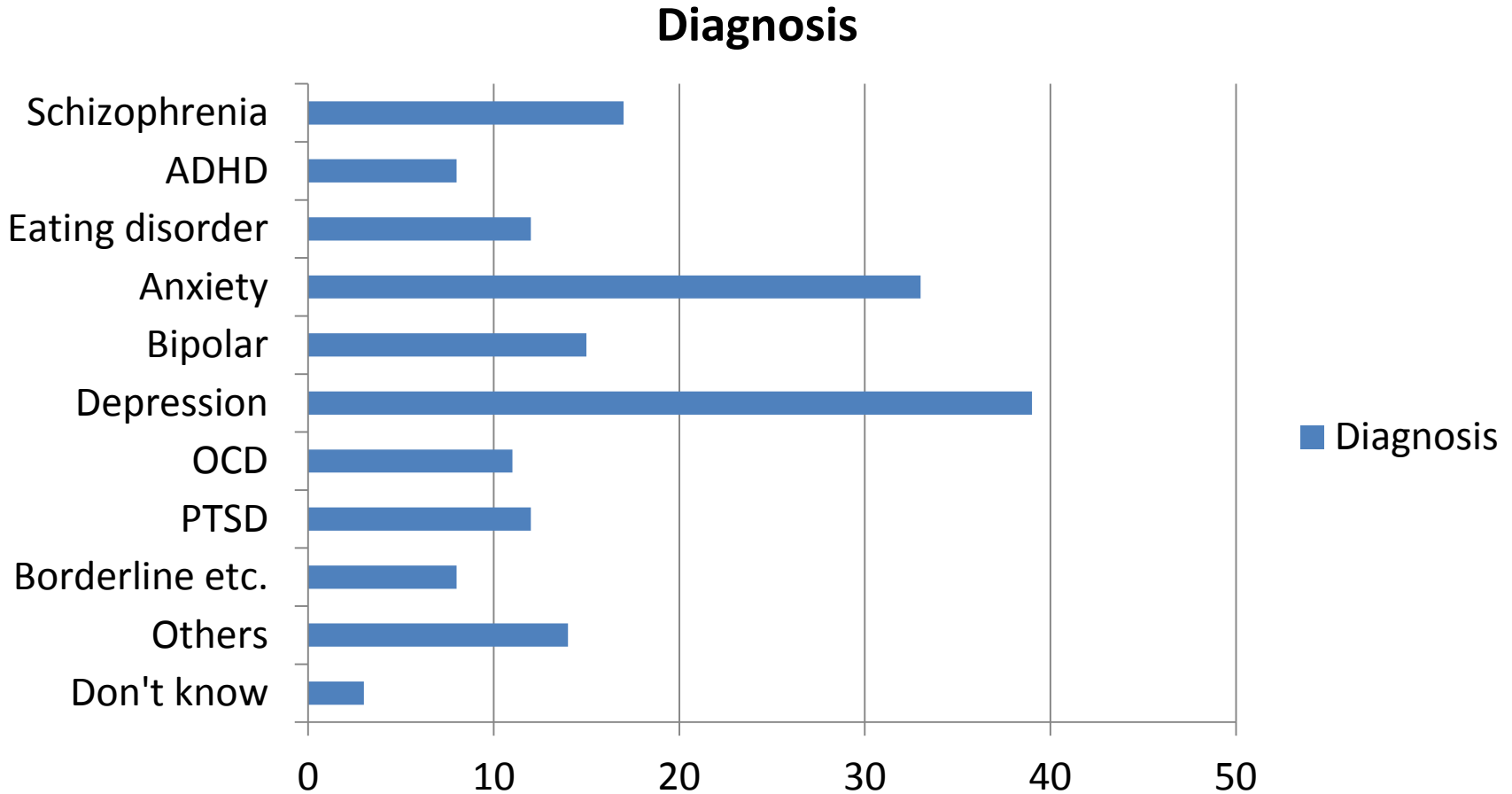
- Link sent to 107 ambassador emails. Response rate 68% (72 ambassadors)
- Currently about 70 of these are active in the campaign and more people are joining
- Sex: 72% women, 28% men
- 49% between 26-45 yrs.
- Educational level: 41 % bachelor or masters degree
- Income: 51% currently unemployed (sick leave, social benefits, early retirement)
- Household: 36% single

**Two focus groups** (total of 9 ambassadors)



# Diagnostic representativity

- several ambassadors have more than one diagnosis



# Motivation top 3

- "I think the campaign's messages are important and I want to contribute"  
(n=67)
- "I want to tell my story about mental illness at schools, workplaces or at events"  
(n=51)
- "I want to challenge myself and to grow personally"  
(n=45)



## Focus group quote

“I want to be part of breaking down the prejudices about mental illness og make outsiders much more informed about the reality of living with a mental illness, and give other people with mental illness proof that it is possible to have a good life with a mental illness.”

# Social contact activities - categories

- Presentations for different target groups
- Festivals
- Workshops and training
- Conferences
- Stand
- Development of materials
- Other creative events

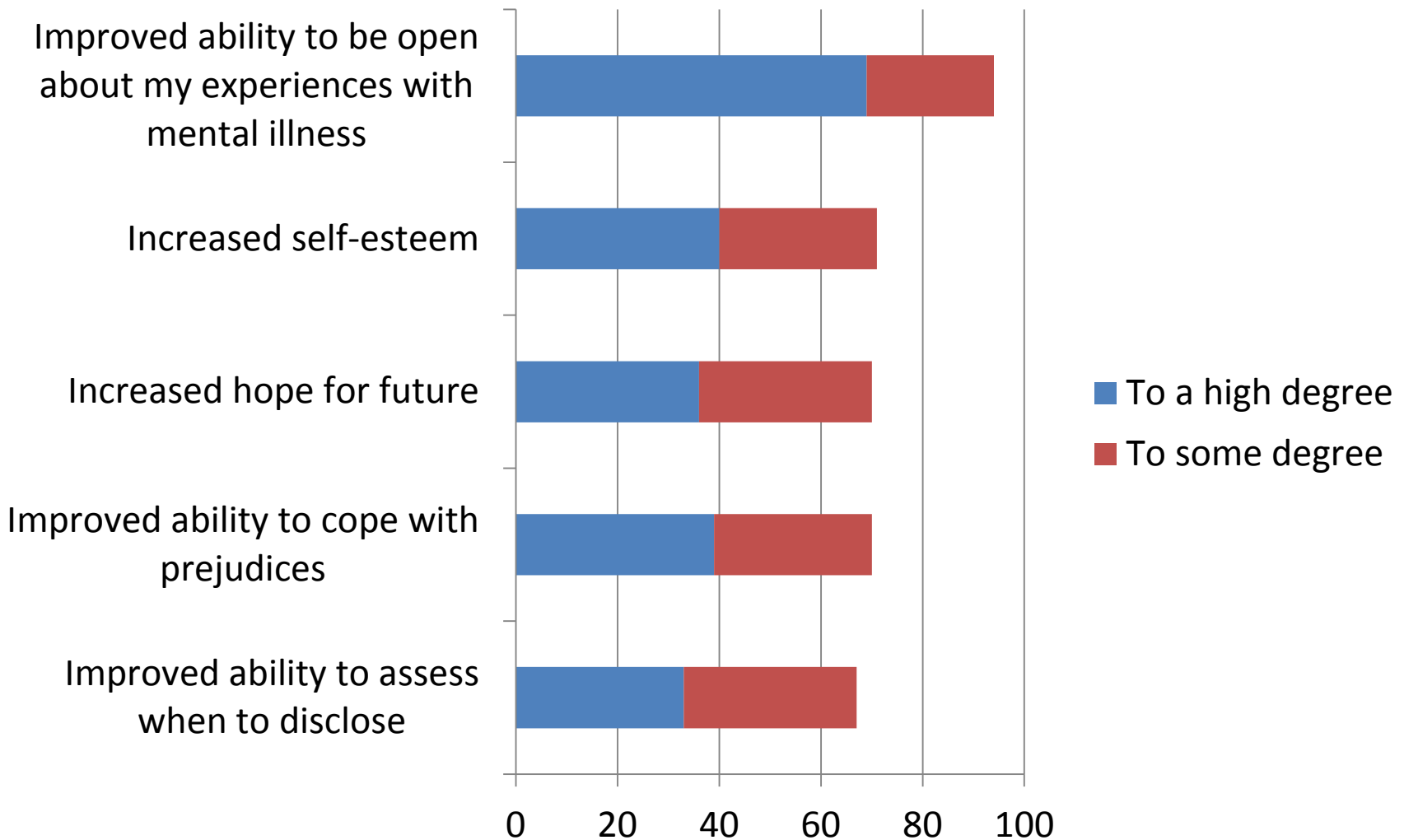


# Meaningful activities top 3 (to a high degree)

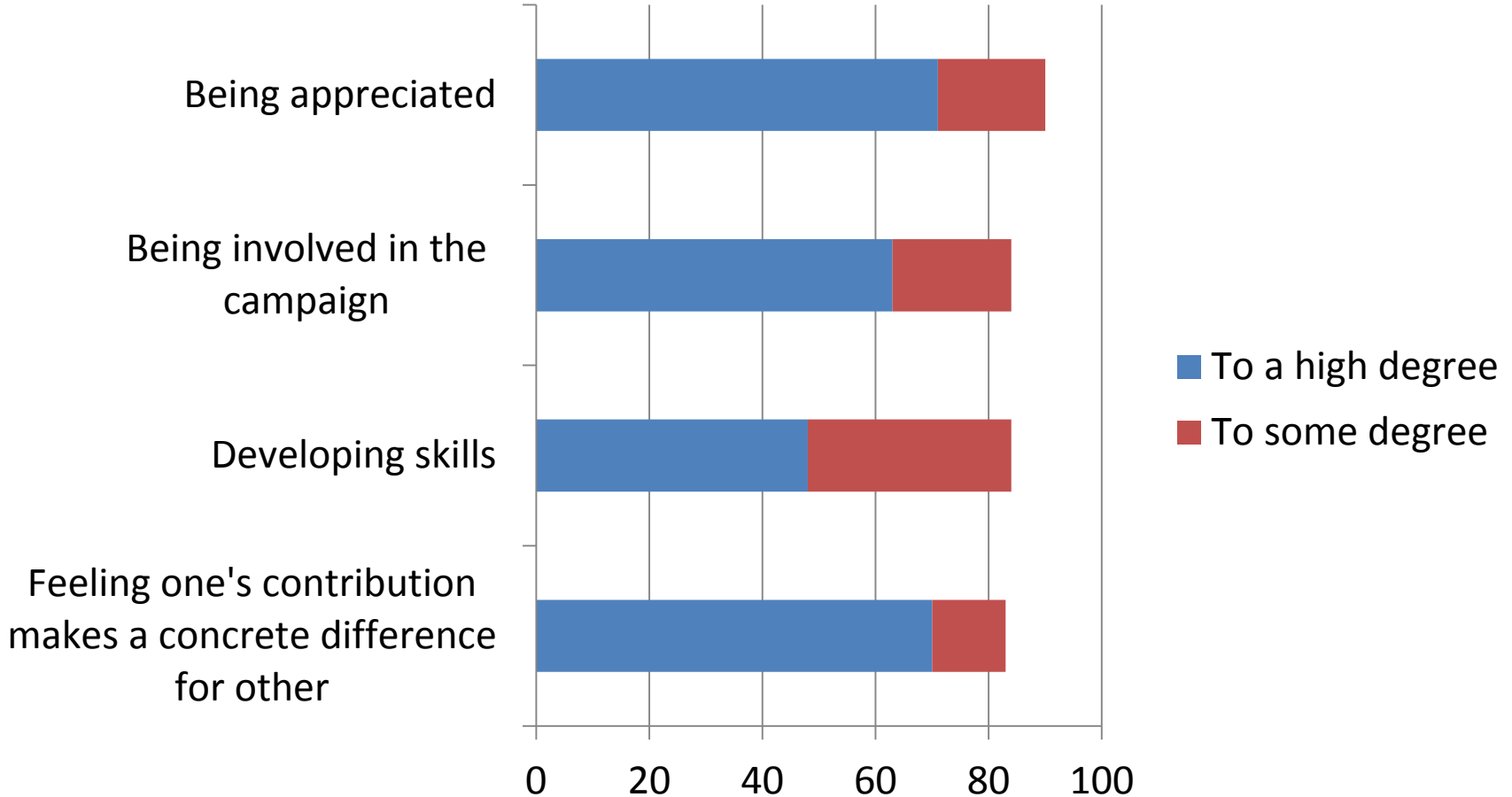
- Activities directed at the public (56%)
- Activities directed at staff within health and social sectors (54%)
- Activities where I contributed with personal experience and knowledge (49%)

“I have learned to control it but there is a risk. Of course there is. But it’s a risk that I’m willing to take if I can go out and tell my personal story. If I can share my experiences and maybe help just one person to get help or give a little bit of hope, then my shitty life will have been worth it.”

# Personal benefit from involvement in the campaign top 5 – recovery elements!

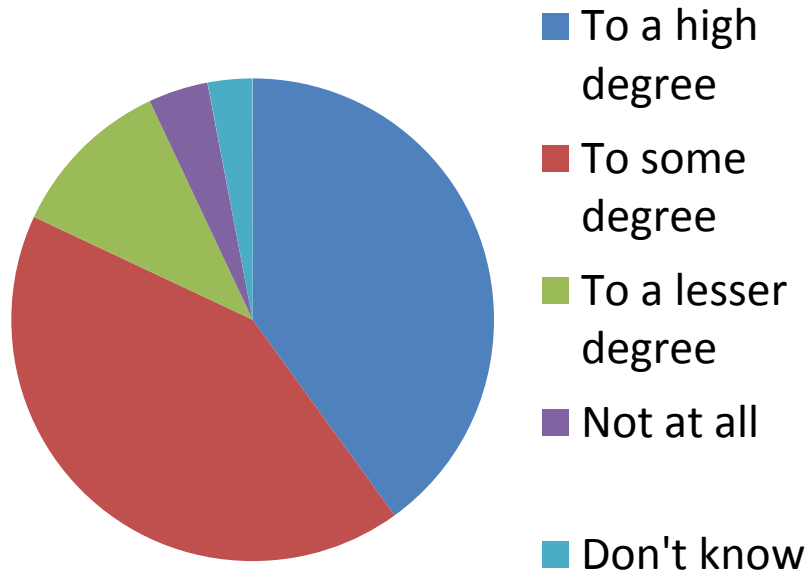


# Maintenance of commitment – important elements top 4

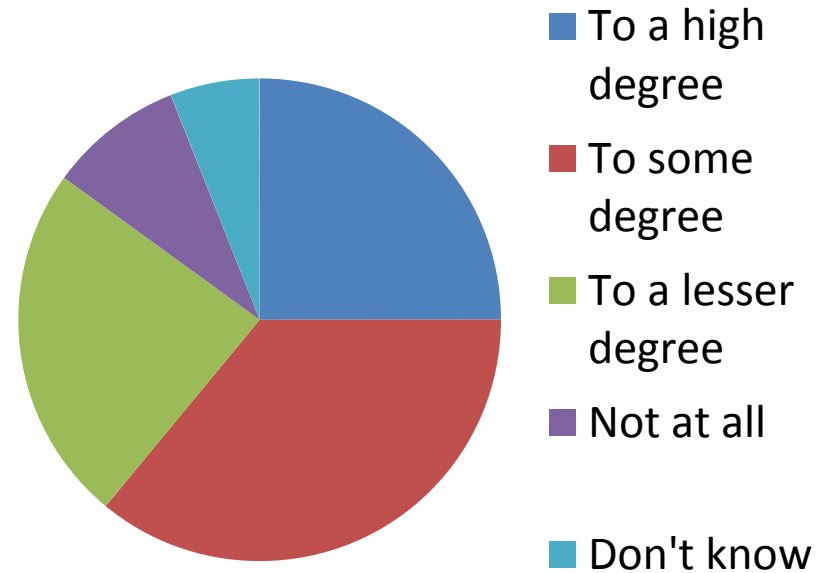


”To which degree did/does having a mental illness dominate your self-perception – before and after becoming an ambassador in ONE OF US?”

## Before



## After



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## Reduced self-stigma

”I have become more confident because I’m in no way ashamed to say that I have this diagnosis which was hard for me to say before. Maybe because I was a little ashamed of it. I’m not at all anymore. In any way.

It has gotten much easier to talk about because I have become more serene about being something that people just have to accept. There’s no debate. Before I would think ‘oh no, are they ok with it?’ I see it in a completely different light now.”

# Ambassadors' recommendations

- A good 'welcome' with introduction and training
- Focus on the community in the group of ambassadors
- Recognition of ambassadors' effort and contributions
- All ambassadors should be given a chance to be involved

