



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

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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 → 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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SOCIAL-, BØRNE- OG INTEGRATIONS-MINISTERIET



The National Board of Health

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**

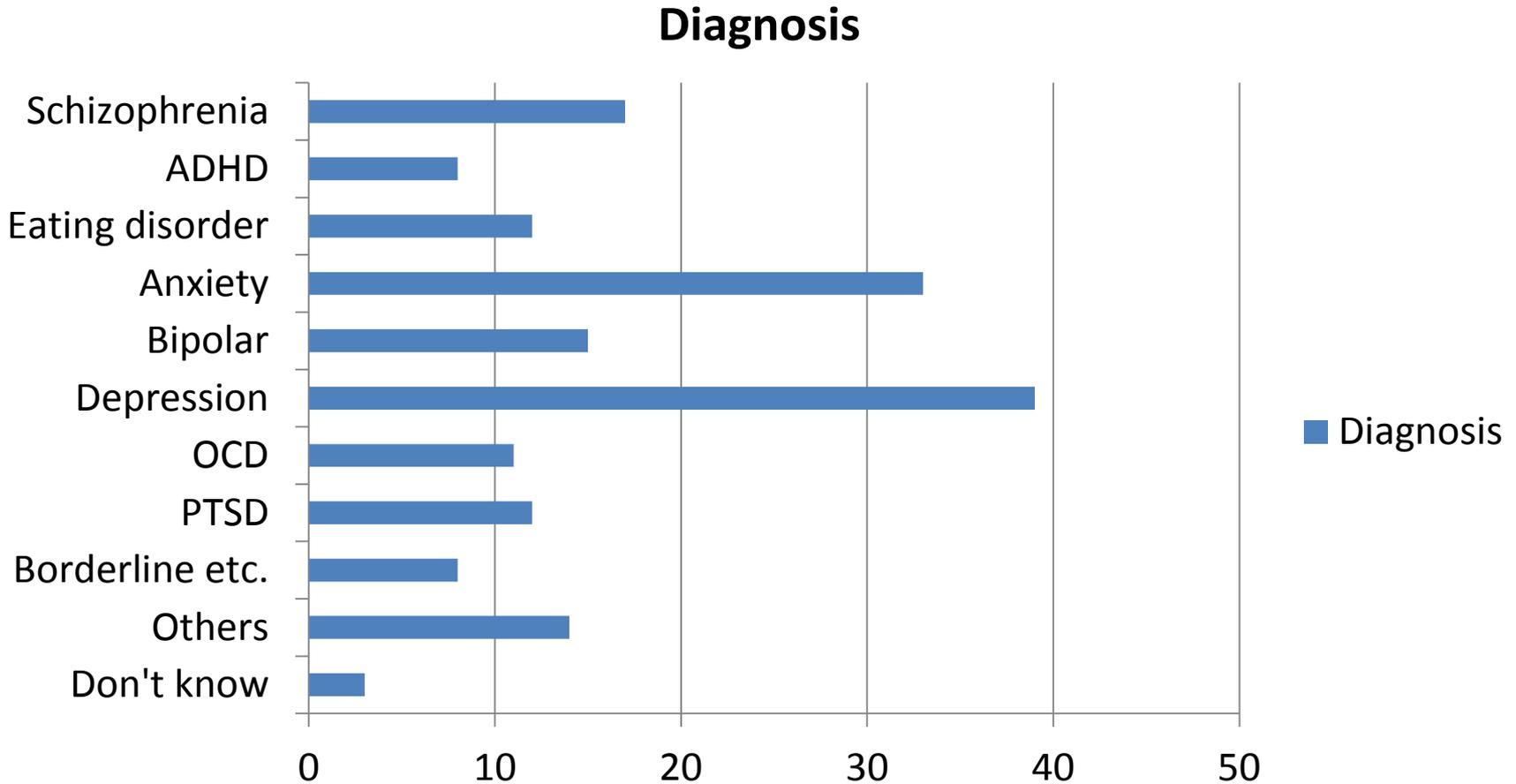
Electronic survey:

- 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

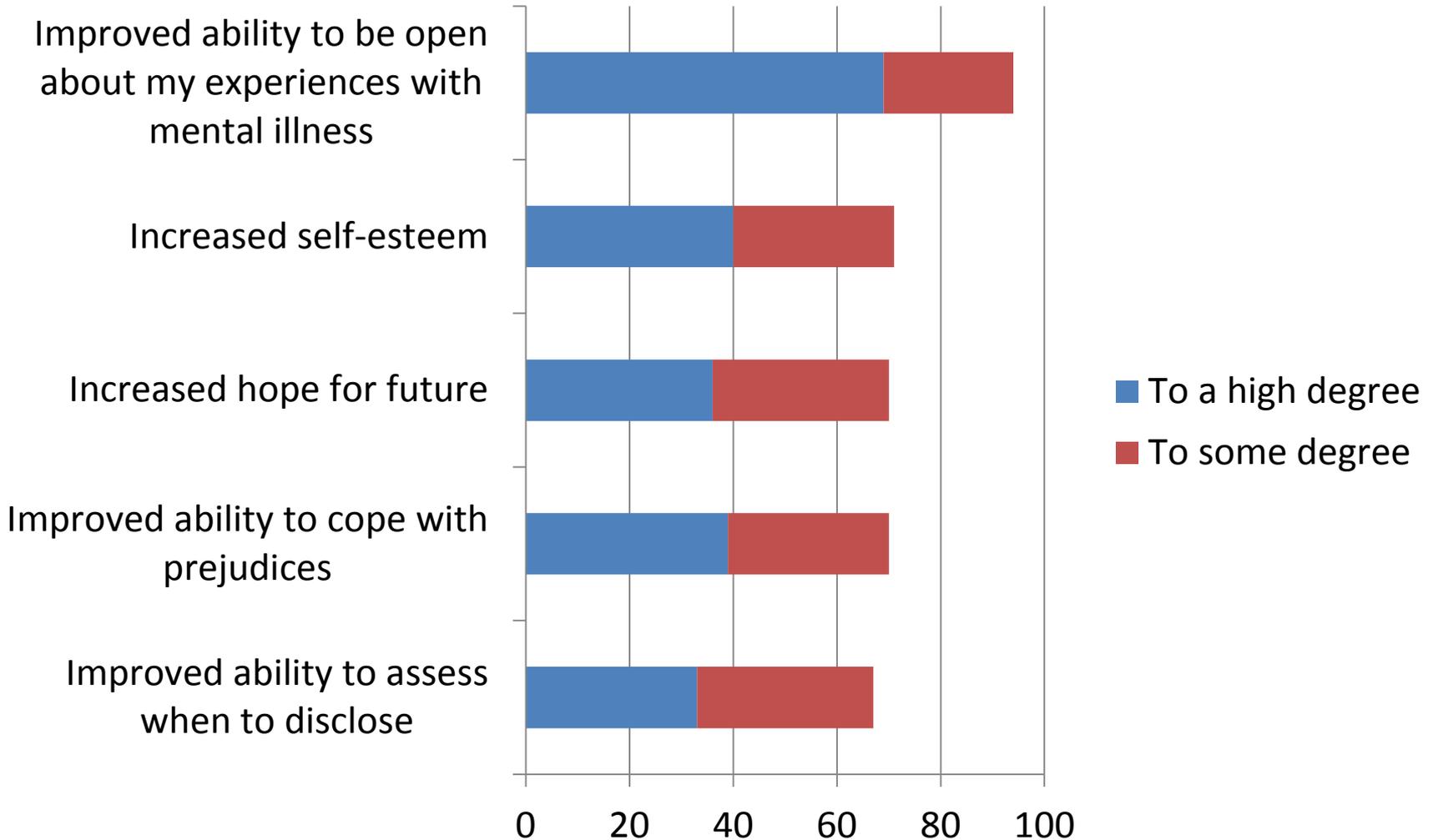


Meaningful activities top 3 (to a high degree)

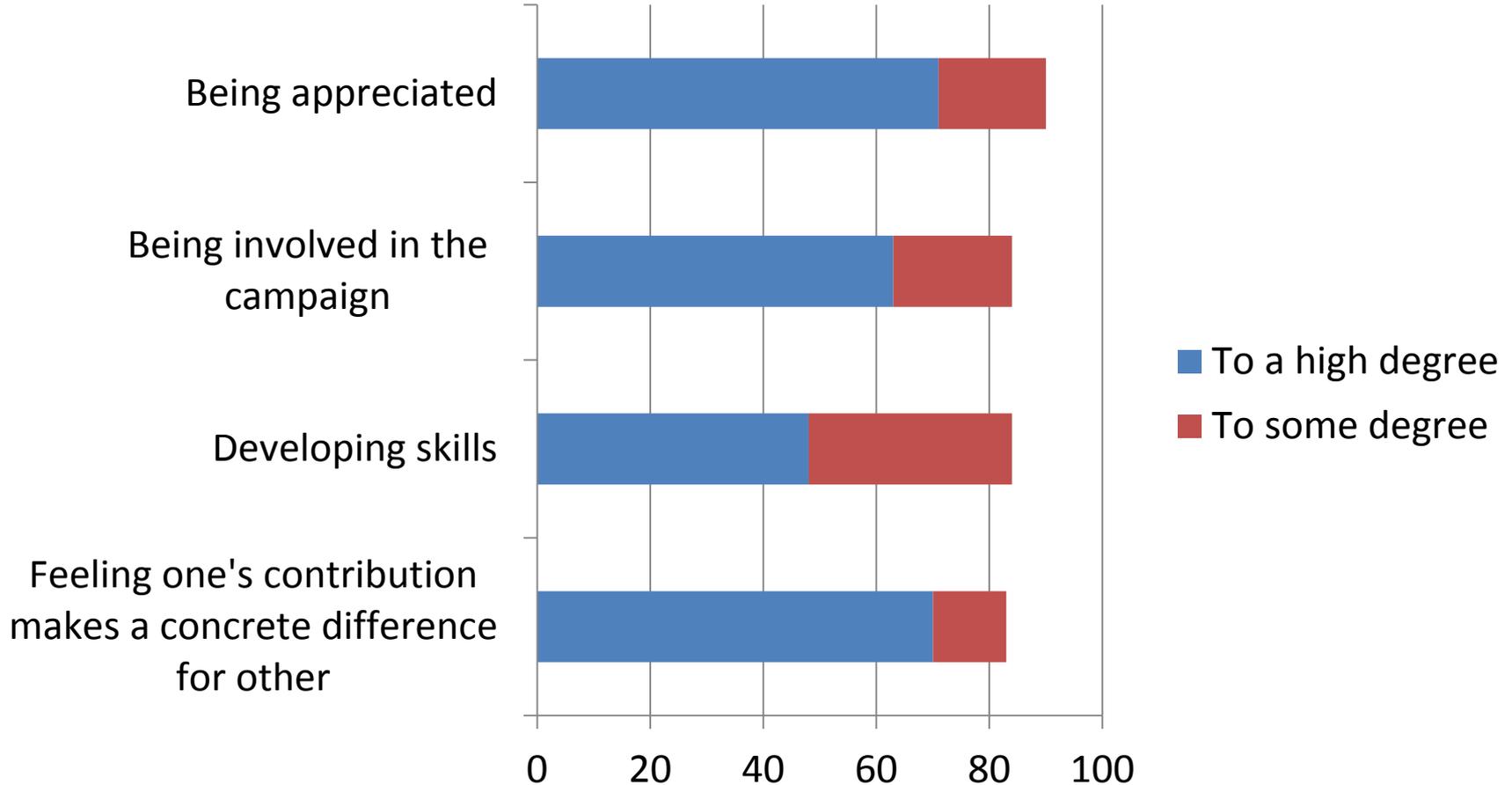
- Activities directed at the public (56%)
- Activities directed at staff within health and social sectors (54%)
- Activities where I contributed with personal experience and knowledge (49%)

“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!

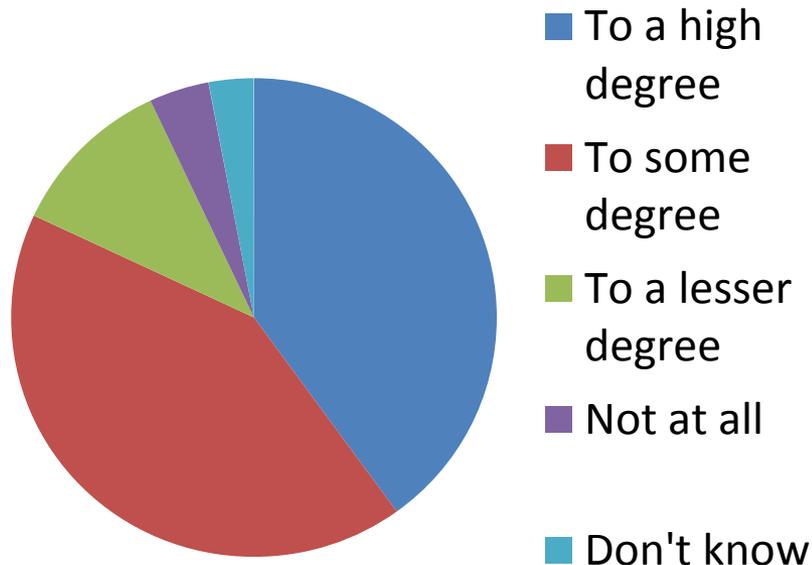


Maintenance of commitment – important elements top 4

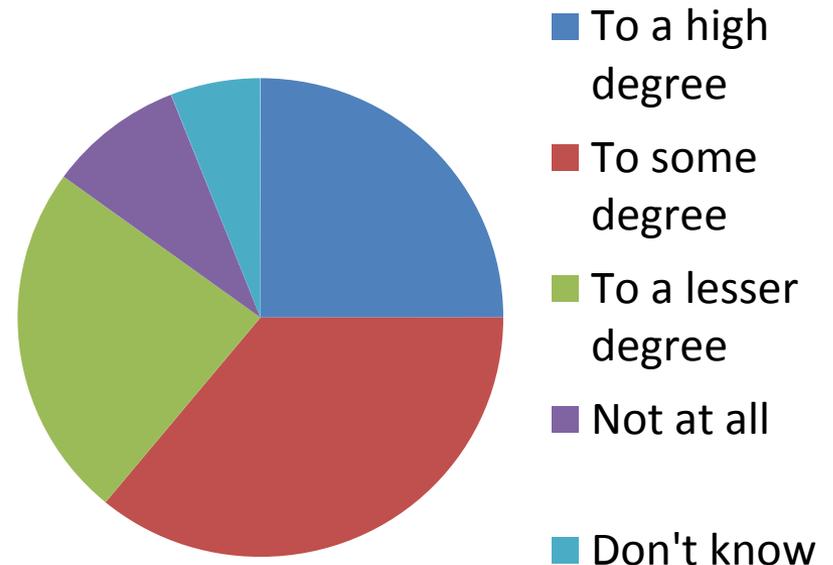


”To which degree did/does having a mental illness dominate your self-perception – before and after becoming an ambassador in ONE OF US?”

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

