

International Anti-Stigma Initiatives

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%20050406.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. National Media Campaign http://www.beyondblue.org.au/index.aspx?link_id=105.903

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>

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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>

http://www.sane.org/information/information/sane_video_showroom.html

http://www.sane.org/action/action/signs_campaign.html

Mental Health Law Centre We are an independent community based organisation, funded to provide specialised legal services throughout Western Australia. We provide legal information for people with mental illness - covering issues like being an involuntary patient, guardianship, medication and making complaints. Our primary service is to provide legal advice and representation to people who are involuntary patients in the mental health system. We may also be able to assist with other legal problems but only if the problem relates directly to mental illness. <http://www.mhlcwa.org.au/>

NEW ZEALAND



New Zealand Mental Health Commission Our vision is for New Zealand to be a place where people with mental illness have personal power, full participation in their communities and access to a fully developed range of recovery-oriented services.

<http://www.mhc.govt.nz/>

Reducing Discrimination against People with Mental Illness

<http://www.mhc.govt.nz/publications/2005/mhc-discrim.html>

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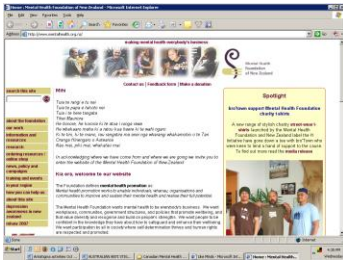
[Like Minds, Like Mine](http://www.likeminds.org.nz/)

Like Minds, Like Mine is a public health funded project to reduce the stigma of mental illness and the discrimination that people with experience of mental illness face everyday in the community. <http://www.likeminds.org.nz/>



[The Mental Health Foundation](http://www.mentalhealth.org.nz/)

The Mental Health Foundation wants mental health to be everybody's business. We want workplaces, communities, government structures, and policies that promote wellbeing, and that value diversity and recognise and build on people's strengths. We want people to be confident in the knowledge they have about how to safeguard and enhance their wellbeing. <http://www.mentalhealth.org.nz/>



GREAT BRITAIN

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MOVING PEOPLE A multi-partner, national anti-stigma campaign being developed in close consultation with consumers and care providers. Online survey currently in place. <http://www.movingpeople.org.uk/index.html>

[The Moving People survey Stigma Shout!](https://www.surveymonkey.com/s.aspx?sm=S%2bZmxJGm5ZrrULoHSf%2beqQ%3d%3d)

We have been asking for views from people who have or have had a mental health problem and carers of people with mental health problems to guide the development of a major national anti-stigma campaign in England. We have been collecting this information in the form of surveys.

<https://www.surveymonkey.com/s.aspx?sm=S%2bZmxJGm5ZrrULoHSf%2beqQ%3d%3d>

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time to change

let's end mental health discrimination

TIME TO CHANGE At Time to Change we want to break down the myths that surround mental health problems and give people the facts. In January 2009 we will launch a groundbreaking campaign across England to do just that.

The programme of 35 projects is led by [Mental Health Media](#), [Mind](#), and [Rethink](#). It is funded with £16m from the [Big Lottery Fund](#) and £2m from [Comic Relief](#), and evaluated by the [Institute of Psychiatry](#) at King's College, London.

<http://www.time-to-change.org.uk/>

CHANGING MINDS

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 is a five-year national campaign, co-ordinated by the Royal College of Psychiatrists. Launched in October 1998, it aims to increase public and professional understanding of mental health problems and reduce the stigma and discrimination associated with them. The Campaign is focusing on six of the most common mental health problems: anxiety, depression, schizophrenia, dementia, alcohol and drug addiction, and eating disorders.

The Royal College of Psychiatrists is the professional and educational body for psychiatrists in the UK and Ireland. <http://www.changingminds.co.uk/>

THE MENTAL HEALTH FOUNDATION

MHF is the leading UK charity working in mental health and learning disabilities. With pioneering research and community projects, it aims to improve the support available for people with mental health problems and people with learning disabilities.

The Mental Health Foundation's research has shown the devastating impact of discrimination on the grounds of mental health. People have experienced isolation,



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poverty and may be put off seeking help for mental health problems because of fears of discrimination. With one in four of the UK population experiencing mental health problems in any one year, a campaign that tackles discrimination around mental health and changes society's attitudes has enormous potential for everybody's future health and well-being. *Andrew Mcculloch, Chief Executive*

<http://www.mentalhealth.org.uk>



MIND is a leading mental health charity in England and Wales, working for a better life for everyone with experience of mental distress. Mind advances the views, needs and ambitions of people with mental health problems, whilst promoting inclusion, influencing policy and achieving equal civil rights through campaigning and education.

MStigma and discrimination have long exacerbated the distress of people living with mental health problems, and Mind welcomes the arrival the **mind out for mental health** campaign. This very necessary and timely campaign echoes Mind's anti-discrimination agenda, and promises a dynamic and far-reaching programme for change. Mind is committed to working with **mind out for mental health** to help combat discrimination. *Richard Brook, Chief Executive*

<http://www.mind.org.uk/>



RETHINK severe mental illness (formerly the National Schizophrenia Fellowship) is a major UK charity dedicated to improving the lives of people affected by severe mental illness. NSF's work also extends to carers, professionals and volunteers.

MIt's the fear of discrimination, which perpetuates the stigma of having a mental health problem, that we are working with **mind out for mental health** to combat. We are pleased to welcome the creation of www.mindout.net as a valuable gateway to the help and support on offer for people affected by mental illness. *Paul Farmer, Director of Public Affairs.*

<http://www.rethink.org>

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SEE ME SCOTLAND

The 'see me' campaign was launched in October 2002 to challenge stigma and discrimination around mental ill-health in Scotland. The campaign is run by an alliance of five Scottish mental health organisations: [Highland Users Group \(HUG\)](#) [National Schizophrenia Fellowship \(Scotland\)](#) [Penumbra \(the Royal College of Psychiatrists \(Scottish Division\)\)](#) and the [Scottish Association for Mental Health](#).
<http://www.seemescotland.org.uk/>



SANE is one of the UK's leading charities concerned with improving the lives of everyone affected by mental illness.

TWe at **SANE** know only too well, from our thousand callers a week, how the attitudes and ignorance of others can impact on people with enduring mental illness. As a result we are happy to support the **mind out for mental health** campaign. In particular, we hope this initiative will help journalists and producers to realise that unthinking comments about mental health can destroy people's lives and prevent them from having the chance to prove their value. **T**

Marjorie Wallace, Chief Executive

<http://www.sane.org.uk/>

Welcome to [Stigma.org](#)

[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

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seems a repository for some of the materials from both the Defeating Depression and the Changing Minds Campaigns. This site is an initiative of the Robert Mond Memorial Trust, and aims to support fighting stigma in all forums. It is also UK based. It is possible to download the Royal College of Psychiatrists "Every Family in the Land" report on stigma. <http://www.stigma.org/>

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.

[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

[NIMHE Anti-Stigma Initiative \(UK\)](#) This site succeeds the MindOut for Mental Health site, which is being phased out as a new anti-stigma initiative starts in England. This site has all the old materials from MindOut, plus new resources.

[THE MENTAL HEALTH ALLIANCE](#) MHA is a coalition of **75 organisations** working together to secure a better mental health legislation. It is the broadest coalition in the mental health world - a unique alliance of: user groups, psychiatrists, social workers, nurses, psychologists, lawyers, voluntary associations, religious groups, research bodies, and carers' associations. We believe that the Government must ensure that its proposals for reform of mental health legislation are both fair and workable.

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<http://www.mentalhealthalliance.org.uk/aboutus/index.html>

Open Up: Anti Discrimination Toolkit (UK)

Open Up: Mental Health Media's Anti-discrimination Toolkit project has produced a unique set of multimedia resources that will support people to come together and lead the way in taking positive action against discrimination.

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UNITED STATES

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>.

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SAMHSA SAMHSA's media campaign is target at young people and encourages young people to maintain their social contact with a friend who has a mental illness informed by research underscoring the importance of social contact in recovery.

[tp://www.whatadifference.samhsa.gov/site.asp?nav=nav00&content=6_0_media](http://www.whatadifference.samhsa.gov/site.asp?nav=nav00&content=6_0_media)

<http://www.whatadifference.samhsa.gov/>

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SAMHSA's Resource Center to Address Discrimination and Stigma (ADS Center)

ADS Center provides information and advice on countering discrimination and stigma associated with mental illness. It has the support and input of experts on this topic.

<http://www.adscenter.org/default.aspx>

SAMHSA STIGMA PUBLICATIONS

Developing a Stigma Reduction Initiative – GUIDEBOOK

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[://mentalhealth.samhsa.gov/publications/allpubs/sma06-4176/](http://mentalhealth.samhsa.gov/publications/allpubs/sma06-4176/)

Know me as a person not by my mental illness <http://mentalhealth.samhsa.gov/stigma/>

Challenging Stereotypes: An Action Guide

<http://mentalhealth.samhsa.gov/publications/allpubs/SMA01-3513/Default.asp>

NO KIDDING, ME TOO! is a nonprofit organization comprised of entertainment industry members united in an effort to educate Americans about the epidemic related to brain dis-ease in all forms. Through this enlightenment we will teach those suffering from it, and their loved ones who are victims of it, to talk about it openly. The goal is to tear this stigma out of the closet so these people will be surprised to find millions of others like themselves and say, "No Kidding, Me Too!" Uses, education, public speaking and awards.

<http://www.nkm2.org/resources.htm>

NAMI STIGMA BUSTERS (USA)

NAMI StigmaBusters is a **network of dedicated advocates across the country and around the world** who seek to fight inaccurate and hurtful representations of mental illness. They have some 11,000 activists across the USA, and publish their bulletins online.

http://www.nami.org/template.cfm?section=fight_stigma

NO STIGMA (USA)

NATIONAL MENTAL HEALTH AWARENESS CAMPAIGN a nationwide non partisan public education campaign that was launched as part of the 1999 White House Conference on Mental Health. We are dedicated to battling the stigma, shame, and myths surrounding mental disorders that prevent so many people from getting the help they need.



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NATIONAL SPEAKERS BUREAU <http://www.nostigma.org/speakers.php>
<http://www.nostigma.org/>

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.

PICTURE THIS: ENCOURAGING THE ART OF MAKING A DIFFERENCE

Entertainment Industries Council is a non-profit organization founded by leaders in the entertainment industry to provide information, awareness and understanding of major health and social issues (including mental illness) among the entertainment industries and to audiences at large.

<http://www.eiconline.org>

NOTHING TO HIDE: MENTAL ILLNESS IN THE FAMILY

Family Diversity Projects: Award-winning touring collection of 20 photographs and text of accompanying interviews. Book featuring 44 families: Stories of individuals and their families whose lives are affected by mental illness.
www.familydiv.org

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INTERNATIONAL

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World Mental Health Day

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

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

Stop Exclusion: Dare to care: Global: 155 countries participated worldwide on April 7, 2001 www.who.int/mental_health/media/en/257.pdf

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

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.

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MEDIA CAMPAIGNS

Australia http://www.beyondblue.org.au/index.aspx?link_id=105
http://www.sane.org/information/information/sane_video_showroom.html

NZ <http://www.likeminds.org.nz/>

USA http://www.whatadifference.samhsa.gov/site.asp?nav=nav00&content=6_0_media
I believe
http://www.wimentalhealth.org/combatingstigma/stigma_awareness.php
Speakers Bureau
http://nostigma.org/keisha_zollar.php

CANADA

We all have a role to play – Inuit focus

http://www.niyc.ca/e107_files/downloads/everyone_english.mov

Talk to someone – Inuit focus

http://www.niyc.ca/e107_files/downloads/talk_to_someone_inuktitut.mov

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SOCIAL MARKETING CAMPAIGNS OF INTEREST

Participaction

<http://www.usask.ca/archives/participaction/english/home.html>

Problem Gambling – focusing on friends because they have been found through research to have the greatest influence on problem gamblers.

<http://www.responsiblegambling.org/en/media/print.cfm>

Kids Help Line –Bullying – This campaign was developed through working with kids on understanding how they experience bullying and what will help. <http://www.kidshelpphone.ca/en/informed/bullying/bullying.asp>

Stupid – anti-smoking targeted at kids and developed by kids. <http://stupid.ca/>

“Its Our Health: Realizing the potential of effective social marketing”. Here is a very good article on the evidence-base for social marketing. There is a high degree of skepticism that social marketing is a legitimate means of changing health and social behaviours. I think it is the best way to go for the impact we wish to have.

<http://www.nsms.org.uk/images/CoreFiles/NCCSUMMARYItsOurHealthJune2006.pdf>



YOUTUBE is a popular video sharing website where users can upload, view, and share video clips. Watched by millions it has extensive uncensored reach. There are 1,880 focused on mental illness, 27 on schizophrenia, 144 about mental ward, 721 focused on anxiety disorders, 822 on manic depression, 3 on bipolar disorders, and 3,880 on mental health...