See Change

- The National Mental Health Stigma Reduction Partnership
- Founded in 2010 to combat the stigma around mental health
- In partnership with over 100 organisations
- Work with 46 Ambassadors who have lived experience of mental health difficulties
- Objective is to get people talking and to open a positive discussion around mental health

What is Stigma?

- Stigma has been described as a sign of disgrace which distinguishes the person from others.

  2 main components: Public Stigma & Self Stigma

Public Stigma

- Prejudice: Defining or labelling someone based on a generalised person
- Prejudgment: Forming an opinion without fully knowing the facts
- Prejudice: Treating someone negatively due to their mental health difficulty

Self Stigma

- Self-Prejudice and misunderstanding based on media's influence to open up
- Self: People begin to believe something is wrong with them
- Application: People apply the understanding to their lives and face negative impacts (e.g., discrimination, isolation)

Words matter

The language of mental health stigma

- Words like “Cracker,” “Mental,” “Looner,” “Nutter” are used to label people, which can contribute to stigma.

- Language matters: Choosing positive and inclusive language can help reduce stigma.
Myths and Facts
Challenging common myths about mental health

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Stigma at a glance
Actions to challenge stigma

Employment
Not being offered roles or not applying for roles

Recognize the contribution of people with mental health conditions

Media
Misrepresentation of mental health difficulties

Educate yourself on mental health conditions and the recovery process

Community
Feeling shunned or excluded

Challenge Challenge stigma and discrimination when you hear or see it

Families
Rejecting and blaming them for their condition

Education
Share lived experience to challenge public perception

• Share lived experience to challenge public perception

• Provide workshops for workplaces

• Projects and initiatives to spread awareness

Information
In schools, universities - being labelled as different and not offered opportunities to advance

Research
Conduct public awareness research to guide work

• Conduct public awareness research to guide work

• Analyze impact of projects and initiatives

• Provide accessible materials from research

Language
Consider the language used around mental health, a simple change can support a more positive understanding

• Social contact theory

• Involving people with varying experiences in the conversation around mental illness

• i.e. person the self experience, healthcare professional, support person

Conversation
Start a conversation with a friend, family member about mental health.

Approach
• Social contact theory

• Involving people with varying experiences in the conversation around mental illness

• i.e. person the self experience, healthcare professional, support person

How do See Change Challenge Mental Health Stigma?

Education
Share lived experience to challenge public perception

• Share lived experience to challenge public perception

• Provide workshops for workplaces

• Projects and initiatives to spread awareness

Research
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• Analyze impact of projects and initiatives

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Community
Partner network (groups from variety of backgrounds)

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• Grassroots community support

• Lived experience guided approach

Approach
• Social contact theory

• Involving people with varying experiences in the conversation around mental illness

• i.e. person the self experience, healthcare professional, support person
A word from our ambassadors

"Stigma stops so many people from asking for help. When I was first diagnosed with my mental illness, I used to miss a lot of school. I used to tell people that I had a physical illness rather than a mental one because I felt that people expected that more if they mental illness wasn’t diagnosed and therefore given more resources to help myself."

– Abigail McDonnel

"When I became mentally unwell, I did not feel like a deserving human being. I wanted to hide myself from the world in fear of the reactions others would have about me. I had internal stigma too, ‘you won’t get into college because you’ve missed your leaving due to being ill’.

It took time to build a self-belief that I could achieve my dreams. It took seeing the See Change talking about ending mental health stigma for me to start believing in my future and not see myself as someone who had a mental health illness.

See Change empowers me to keep believing in ending stigma, to spread awareness and to start the conversation that it’s okay not to be okay." – Emma O’Toole