
Report To:	Policy & Resources Committee	Date: 17th November 2009
Report By:	Robert Murphy Acting Director Social Care	Report No: SW/52/09/BY/BK
Contact Officer:	Barbara Billings Head of Community Care and Strategy	Contact No: 714003
Subject:	'See Me' Pledge	

1.0 PURPOSE

- 1.1 The Purpose of the report is to request that Inverclyde Council sign up to the 'see me' Pledge, which is detailed at appendix 1. Appendix 1

2.0 SUMMARY

- 2.1 To quote the World Health Organisation "there is no health without mental health". Mental health affects every area of our lives and that is why work to promote positive mental health is important.
- 2.2 It is inevitable many people within Inverclyde will know someone who has a mental health issue as 1 in 4 Scots are known to experience poor mental health and more than 80% will suffer stigma or discrimination as a result.
- 2.3 In a recent survey, 62% of Scots reported knowing someone with a diagnosis of a mental illness. It is also a sad fact that Scotland has one of the highest suicide rates among young men in Europe. Two people a day are lost to suicide.
- 2.4 Stigma and discrimination extends beyond mental health to other areas of disabilities and life-limiting causes, such as wheelchair users, people with hearing & visual impairment, dementia etc.
- 2.5 The Inverclyde Anti-Stigma Partnership, which launched in May 2009, exists to bring together a range of agencies, organisations and individuals to have a unified approach of tackling the stigma and discrimination in its widest sense.
- 2.6 Locally a number of projects/initiatives have been established to address issues directly related to mental health improvement, and these can be seen at appendix 3. Appendix 3
- 2.7 The Inverclyde Alliance Board signed the 'see me' Pledge in July 2009 and is working to an agreed action plan to support the agreement of the Pledge.

3.0 RECOMMENDATION

It is recommended that Committee:

- a. Sign up to the 'see me' Pledge in order to demonstrate Inverclyde Council's commitment to employees and customers by endorsing the approach of tackling stigma and discrimination in the workplace as well as in service delivery.
- b. Endorse the local strategic approach outlined in this paper and to ensure mental health improvement developments are given continuing focus as

part of the overall Council work programmes.

- c. Recognise the importance of the links to the wider remits and approaches through equality, diversity, human rights, social inclusion etc. and the linkages to the delivery of all the local outcomes of the Single Outcome Agreement (SOA) and particularly in the areas of Health Inequalities, Alcohol Misuse/Problematic Drinking & Tackling Childhood Poverty.
- d. Accept further reports outlining progress on the Action Plan priorities.

Barbara Billings
Head of Community Care and Strategy

4.0 BACKGROUND

4.1 The 'see me' pledge aims to encourage organisations to commit to tackling the stigma experienced by people with mental health problems. The pledge text reads as follows:

'We, the undersigned, are committed to work as part of the 'see me...' campaign to challenge the stigma associated with mental ill-health, and to eliminate the discrimination experienced by people with mental health problems.'

More detail on the 'see me' campaign is attached at Appendix One.

4.2 An accompanying Action Plan (see Appendix Two) is required when signing the 'see me' Pledge.

5.0 PROPOSALS

5.1 Agree to Inverclyde Council signing the 'see me' Pledge and endorsing the Action Plan.

5.2 To accept the recommendations of this paper to further strengthen Inverclyde Council's responsibilities to promote better mental health and wellbeing.

5.3 Agree to accept regular updates from the Inverclyde Anti-Stigma Partnership on the outcomes of the 'see me' Pledge Action Plan and required Impact Assessments.

6.0 IMPLICATIONS

6.1 Legal: There are no legal implications

6.2 Finance: It is anticipated the activity supporting in the local articulation of this national policy will be contained with local budgets.

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments

6.3 Personnel: There are no personnel implications.

6.4 Equalities: Equal Opportunities processes and procedures are embedded within the operational practices of organisations involved.

On the basis of the above proposals, full Impact Assessments will be required and the Committee will be kept advised of the outcomes.

7.0 CONSULTATION

7.1 This has been presented and discussed with the Choose Life Inverclyde Development Group, joint Mental Health Development Group, Recovery Inclusion Group and Inverclyde Mental Health Awareness Planning with these groups giving their unanimous support.

8.0 LIST OF BACKGROUND PAPERS

- 8.1 Appendix 1 – The ‘see me’ Pledge – tackling the stigma of mental ill-health
- Appendix 2 – The ‘see me’ Pledge – Accompanying Action Plan
- Appendix 3 – Local Mental health improvement Projects/Initiatives

Following the signing of the 'see me' Pledge on (date to be advised), Inverclyde Council commits to working with 'see me' to challenge stigma and discrimination in the following ways:

- To have 'see me' publicity included in all employee health and wellbeing events, in Council magazines, newsletters, internal communications etc., where appropriate.
- Support work to promote health and well-being in the workplace through Scotland's Healthy Working Lives, particularly in the promotion of the 'see me' campaign to board members' employees.
- Ensure continuing linkages with Inverclyde Council's Corporate Stress, Mental Health and Wellbeing Policy.
- Endorse the work of the Inverclyde Anti-Stigma Partnership and to receive regular progress updates, specifically in its action plan.
- Support the development of strategic approach to the comprehensive and sustained highlighting of mental health and the associated stigma.
- Encourage and support Workforce Development, Policy & Practice Development in the areas of sustaining/maintaining employment, return to work policies, employee well-being, etc.
- Support, on a partnership basis, the delivery in recognised training programmes/workshops to promote awareness and understanding of mental health issues – for example Scottish Mental Health First Aid (SMHFA), Applied Suicide Intervention Skills Training (ASIST), safeTALK etc.
- Being open, honest and approachable with no stigma to mental health and create an awareness of current mental health issues.
- Engagement with local media (newspapers & radio stations) raising awareness to language and reporting of sensitive issues pertaining to mental health and its improvement.
- Develop linkages to the delivery of the local outcomes of the Single Outcome Agreement (SOA) principally in the areas of Health Inequalities, Alcohol Misuse/Problematic Drinking & Tackling Childhood Poverty.
- Ensure appropriate linkages to the developing local action plan for the articulation of *Towards a Mentally Flourishing Scotland*.

John Mundell
Chief Executive

Suzanne Vestri
'see me'

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The 'see me' Pledge – tackling the stigma of mental ill-health

1. What is the 'see me' Pledge?

Many organisations across Scotland have pledged to work with 'see me...' in order to eliminate the stigma and discrimination of mental ill-health. Publicly signing such a Pledge means that the organisation makes a public commitment to tackling the stigma experienced by people with mental health problems. Such a commitment will be seen by employees, by customers or users of services and by the wider public.

The signing 'ceremony' is simple. A representative from the signing organisation, and someone from 'see me' signs a large Pledge board. The pledge text reads as follows:

"We, the undersigned, are committed to work as part of the 'see me...' campaign to challenge the stigma associated with mental ill-health, and to eliminate the discrimination experienced by people with mental health problems."

The board becomes the property of the signing organisation, to display as it thinks best.

2. Who has signed the 'see me' Pledge?

To date, a number of organisations have signed the 'see me' Pledge. These include private companies, voluntary sector organisations, public bodies (Health Boards, Local Authorities), football teams, and educational institutions.

A list of those organisations who have signed the Pledge to date is attached to this document.

3. What does signing the 'see me' Pledge mean in practice?

The 'see me' anti-stigma message is an inclusive one. It doesn't seek to point the finger or tell people that they are 'doing it wrong'. The 'see me' strapline is *'Let's Stop The Stigma Of Mental Ill-Health'* – reinforcing the notion that stigma is a shared problem and tackling it is something we can all do together. An organisation can sign the Pledge knowing that it will be seen to take full 'ownership' of its commitment and any follow-up work it does.

As all organisations are very different in their work, size, and structure, the "small print" – how the pledge is implemented – often varies. 'see me' asks organisations to do whatever they can; no matter how big or small.

'see me' has a range of images, resources and ideas that organisations can use. "Joint branding" has been successful – where 'see me' images are used and include local organisation logos and text to ensure that the message feels locally relevant and personal.

As an employer:

In some cases signing the Pledge is a starting point for an organisation to tackle stigma and raise awareness about mental health issues in the workplace. It can tie in to and raise the profile of planned, ongoing or previous work towards Healthy Working Lives awards.

Organisations can use the 'see me' Pledge as a way of raising awareness, changing their culture, and prompting discussion about changes to policies and procedures.

Signing the Pledge can provide an opportunity to re-examine any internal policies and procedures so that employees with mental health problems feel able to come forward and seek support earlier – saving stress, time and money. An organisation which challenges stigma publicly promotes a culture of help-seeking and recovery, contributing to reduced absence rates.



The anti-stigma message can be promoted through:

- Payslip messages
- Mental health/anti-stigma displays
- Information on intranet/internet
- Articles in staff/industry newsletters
- Jointly branded materials e.g. 'see me' postcard or posters
- Screensaver with 'see me' images and message (free to download)
- Email signature message

- Reception areas e.g. displaying posters, leaflets and the pledge board or showing 'see me' adverts on plasma screens
- Letter from the organisation's Chief Executive
- Guidance to colleagues and line-managers on coping with absence caused by mental ill-health
- Adverts shown on plasma screens

As a service-provider:

In other cases, a local organisation or partnership sees signing the Pledge as a way of promoting the anti-stigma message to its customers, clients and stakeholders. Being a Pledge signatory can be a means of differentiating yourself from other service-providers and making clear the type of service you intend to provide.

In the past, organisations have chosen to show their commitment through the following activities:

- Public display sites e.g. message onto vehicles in the community (see background of picture 1 below)
- Incorporating Mental health training into staff development or induction
- Anti-stigma lunchtime workshops
- Football teams have worn 'see me...' t-shirts during the warm-up (players) and match (ground staff), included advertising and editorial in the match programme and posted anti-stigma messages on big screens or around the ground.
- Encourage colleagues, friends and family to join Stigma Stop Watch
- One organisation demonstrated its commitment to 'see me' with a sponsored cycle relay between all business units which was great for community as well as staff awareness.
- Leaflet displays in reception areas

Picture 1 Amey Roads



Picture 2 Lanarkshire Partnership (NHS Lanarkshire and both local authorities) The poster also promoted Breathing Space Number



Picture 3 Schools in Coatbridge sign the anti-stigma Pledge



'see me' Pledge Signatories as at 18/12/06

Albion Rovers FC
Alzheimer Scotland - Action on Dementia
Amev Roads North Lanarkshire
Bell College (Hamilton and Dumfries)
Bellshill Speaker
Calderhead Nursery School
Cardinal Newman High School
Carluke & Lanark Gazette
Coatbridge High School
Communities Scotland (Fife Area)
Cumbernauld News
CVS Fife
Drumpark School Coatbridge
East Kilbride Mental Health Issues Group
Equals Advocacy Partnership
Fife Constabulary
Fife Council
Fife's Colleges of Further & Higher Education
first direct
Hamilton Academical FC
Hamilton Mental Health Issues Group
Healthy Valleys
Jobcentre Plus
Kirkintilloch Herald Series
Lanarkshire Association for Mental Health
Lanarkshire Health Council
Lanarkshire Links
Life Skills (Scotland) Ltd
Link Group Ltd
Maintenance & Property Care Ltd
Monklands Mental Health Issues Group
Motherwell & Wishaw Citizens' Advice Bureau
Motherwell FC
Motherwell Times
Newton Stewart FC
NHS Fife
NHS Lanarkshire
North Lanarkshire Carers Together
North Lanarkshire Council
North Lanarkshire Disability Forum
North Lanarkshire Self-Directed Services & Support Organisation
North Lanarkshire User & Carer Forum
North Lanarkshire User & Carer Forum
Penumbra
Portland High School Coatbridge
Richard Stewart Nursery

Rosehall High School Coatbridge
Routes to Work Ltd
Routes to Work South
Royal National Institute for the Deaf
Salus
Scottish Centre for Healthy Working Lives
Scottish Enterprise Fife
Scottish Enterprise Lanarkshire
Scottish Power Energy Networks
South Lanarkshire Council
South Lanarkshire Forum on Disability
Springboard Scotland Trust
St Ambrose High School Coatbridge
St Andrews High School Coatbridge
Strathclyde Fire & Rescue
Strathclyde Police
The Richmond Fellowship Scotland
Theatre Nemo
Willowbank School Coatbridge

Local Mental health improvement Projects/Initiatives

Project/Initiative	Description
Choose Life Inverclyde	Choose Life Inverclyde is funded and co-ordinated by Inverclyde Council and commissions a range of projects, which have been developed in partnership with partner organisations, community groups and individuals to help raise awareness of the issue of suicide. The initiative is also responsible for the co-ordination and delivery of capacity building training such as Applied Suicide Intervention Skills Training (ASIST), safeTALK and Self-harm Awareness Skills Training.
Recovery Inclusion Group (RIG)	A multi-agency group set up with the aims of focusing on the recovery model of mental illness and has developed a supporting partners plan on the themes of employability, vocational, volunteering and mental health improvement.
Inverclyde Mental Health Awareness Planning (IMHAP)	IMHAP is a sub-group of the RIG and is a multi-agency partnership working group with a locus of mental health improvement on a population basis. The group exists to bring together a range of agencies to plan for specific events and activities with the theme of promoting positive mental health & wellbeing.
Inverclyde Anti-Stigma Partnership	The Inverclyde Anti-Stigma Partnership exists to bring together a range of agencies, organisations and individuals to have a unified approach of tackling and addressing stigma and discrimination. It was launched in May 2009 and is currently developing its action plan.
Inverclyde Alcohol Services (IAS) -FSF	The strand of the developments Community and Culture Change have elements of mental health improvement cross-cutting themes, particularly in the schools work.
Alzheimer's Scotland -Action on Dementia (FSF)	A development worker to promote and enhance support services for people and their carers experiencing issues connected with Alzheimer's and dementia.
Primary Care Mental Health Worker (FSF)	This service is managed by Inverclyde CHP and has a focus on supporting young vulnerable people aged 11 to 18. This post provides a link between all professions in Primary Care and the Child and Adolescent Mental Health Services. It aims to provide comprehensive consultation to tier 1 professionals giving advice and support, to enable them to deliver robust treatment packages to children, young people and their families/carers
Gateways To (FSF)	A SAMH managed service to provide information and support to people experiencing mild to moderate mental health issues.
Inverclyde Men's Health (FSF)	A service run by Phoenix Community Health Initiative to enhance and support men's health issues in the community.
Trust Elderly Befriending (FSF)	A dedicated Volunteer Befriending service for Older People (60+) experiencing mental health issues
Mental Health Peer Support Network (FSF)	A service with a focus on engaging in the community and providing peer support for individuals experiencing mental health issues.