

Mental health Anti-stigma campaign

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- Introduction
 - What is mental health stigma?
 - Anti-stigma campaign and approach
 - Next Steps



What is mental health stigma?

- Mental health problems are common, affecting thousands of us in the UK. Despite this, there is still a strong stigma (negative attitude) around mental health. People with mental health problems can also experience discrimination (negative treatment) in all aspects of their lives.
- This stigma and discrimination make many people's problems worse. It can come from society, employers, the media, and even our friends and family. You may even experience internalised stigma, where you come to believe the negative messages or stereotypes about yourself.
- It includes, among other things, misconceptions about the risks posed to the public by those affected by mental health problems, and the use of pejorative or flippant language in describing mental illness and those affected by it. It may be exacerbated or perpetuated by the negative portrayal of mental illness in the media.

Mental health stigma can be summarised as the set of negative attitudes, pre-judgements, prejudices and behaviour that can make it harder for individuals with mental health problems to live a normal life.



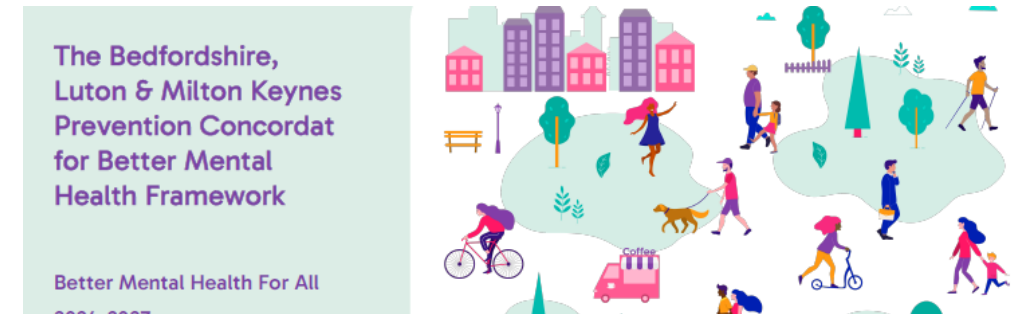
- It may also lead to loss of self-esteem, thereby aggravating existing mental and physical health problems, and make those affected feel unable to seek the help they need to manage their condition or make a recovery

Anti-stigma campaign

- Identified as a priority in the BLMK prevention concordat for Better Mental Health, Luton mental health strategy, Luton mental health needs assessment, and Young Luton Voices.
- Stigma important issue around mental health, differs for different communities, impacts access to support, and ability to support others.
- Principal means of tackling negative attitudes and dispelling misconceptions about mental health has been through public awareness campaigns – largest was Time to Change

Luton's collaborative all age mental health strategy

2023 to 2032



[Prevention Concordat for Better Mental Health - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/prevention-concordat-for-better-mental-health)

Anti-stigma campaign

- Campaign is trauma-informed and based on the 'Power Threat Meaning Framework' (PTMF), which is a public health approach to de-medicalise mental health.
- 'What has happened to you?' rather than 'What is wrong with you?'



Anti-stigma campaign

- The campaign aims to encourage us all to be there for one another, including through each other's better and trickier times.
- It is about understanding that there will always be good reasons why someone is struggling.
- PTMF is used by CAMHS in Luton, the resources have been developed to make these concepts understandable by the public can help to de-medicalise mental health and reduce stigma.



Trauma informed approach

- Power threat meaning framework is a conceptual framework which draws upon the trauma-informed approach.
- It is often used in clinical settings but here is used in campaign resources to make the PTMF accessible to all, as a preventative approach.
- We believe that these are the first anti-stigma resources that focus on strengthening social connections with communities in order to increase social support and reduce distress.



Policy and literature context



Research about stigma tell us that people experiencing distress often suffer further pain as family and friends withdraw from them.



This anti- stigma campaign takes the approach that we are all human and experience distress at times. Especially when life events have been traumatic, and when our living circumstances or social contexts have been difficult, and when we have not had enough supportive people to help us through these times.



The message is that distress is an understandable response in the context of what has happened to you and does not imply that there is something wrong with you.

Consultation and co-production

- Developing prototype images – consultation and co-production with:
 - ELFT CAMHS leads
 - Luton ELFT CYP people participation group
 - Luton Reimagining Mental Health Collaborative
 - BLMK prevention concordat workstream
 - East of England CYP public mental health group
 - See Me, Scotland
 - Power Threat Meaning Framework group within the British Psychological Society.
 - University of Beds
- Also informed by:
 - Talk Listen Change findings
 - Luton Young Voices research



Campaign narrative

A nurturing environment, where we all care about each other, can help us all flourish.

- All of us have feelings, and the feelings we have keep on changing from moment to moment - it's what makes us human! It's normal to experience all different kinds of feelings, such as feeling ok, calm, sad or worried/ anxious. We all notice these types of feelings, and how they come and go over time.
- We know that tricky circumstances can lead to more difficult feelings. When things are going well, or we are supported by family, friends, or professionals, we are more likely to feel ok or good.



'Stick Around' Campaign

A series of de-stigmatising posters, to encourage all members of the general public, to 'stick around' for more vulnerable members of any community.

Campaign narrative

Our communities play an important role in our wellbeing.

- Whilst we don't always have the power to change our circumstance, we recognise that our living conditions- such as jobs, education, housing, feeling included and being supported in our communities, can make a significant impact on how we feel about ourselves.
- Having family, friends and other people from our communities supporting us through our ups and downs makes a massive difference- it helps make us stronger.
- Have people around you who can support you through the really painful times, the slightly tricky times and be with you through brighter times is really important.



40% of our reasons for struggle are social - you helping others makes a big difference to how they feel.

Stick around!

Luton



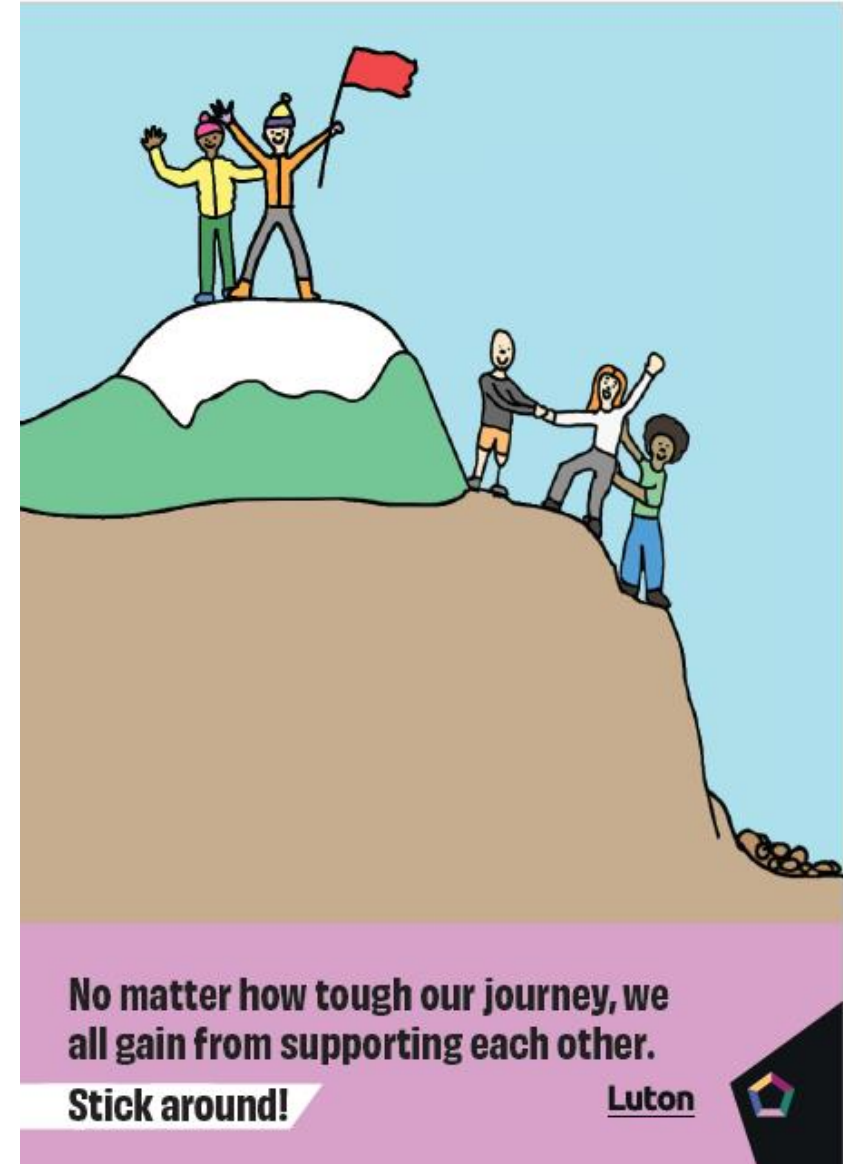
Draft resources

Supporting each other helps
everyone live better.



**Build community.
Bin discrimination.
Stick around!**

Luton



**No matter how tough our journey, we
all gain from supporting each other.
Stick around!**

Luton



No wonder you are
upset - it's because of
what's happened to you.



**You don't need to fix everything -
just being there is enough.**

Stick around!

Luton



When a flower doesn't bloom,
you fix the environment in
which it grows, not the flower.

Alexander den Heijer



(or perhaps sometimes we can do both)

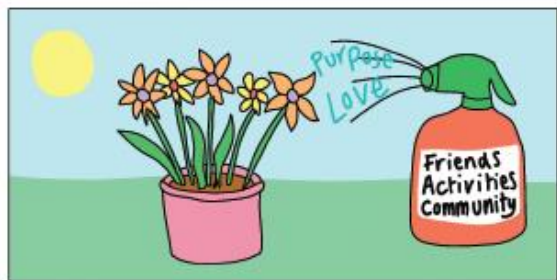
**The act of caring for others
makes us all stronger .**

Stick around!

Luton



What do you and others
need to have hope?



**A strong community can help you
bloom, even when times are tough.**

Stick around!

Luton



**40% of our reasons for struggle are social - you helping
others makes a big difference to how they feel.**

Stick around!

Luton



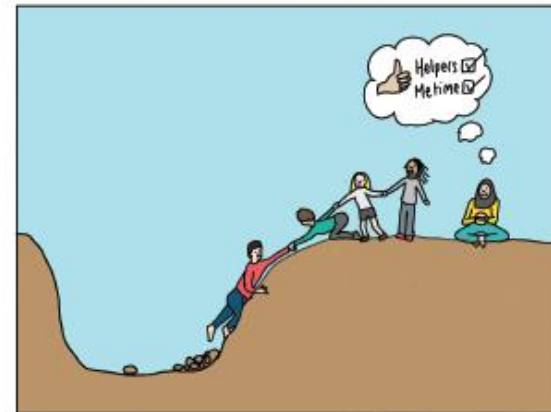
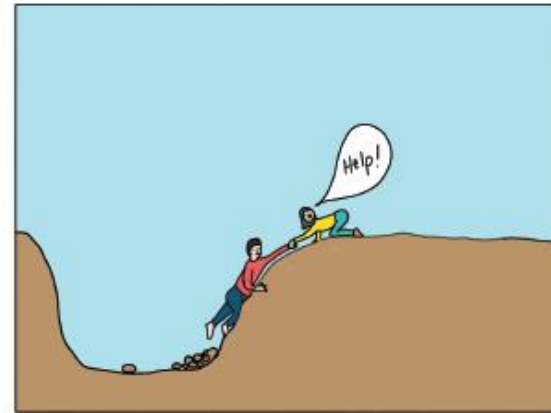
Supporting someone makes a big difference



You being there to help someone through a difficult time can make a real difference.

Stick around!

Luton



Helpers - remember to ask for what you need - you might need help too.

Stick around!

Luton



Evaluation



Pilot targeted, mixed channel campaign, evaluating the impact on communities in order to understand the implications for different communities.



Mixed methods approach to evaluation:

A pre and post questionnaire to understand change in knowledge, attitudes and behaviour.

Focus groups with a diverse range of members of the selected communities/areas to provide in-depth information about the improvement in attitude and behaviours and reduction in stigma and accessibility and cultural relevance of the anti-stigma campaign materials.

Next steps

- Finalise posters
- Resources produced into PDF that can be utilised widely
- Campaign plan and guide
- Animations and further campaign resources – dependent on funding
- Pilot campaign
- Evaluation of pilot by Public Health

Authors

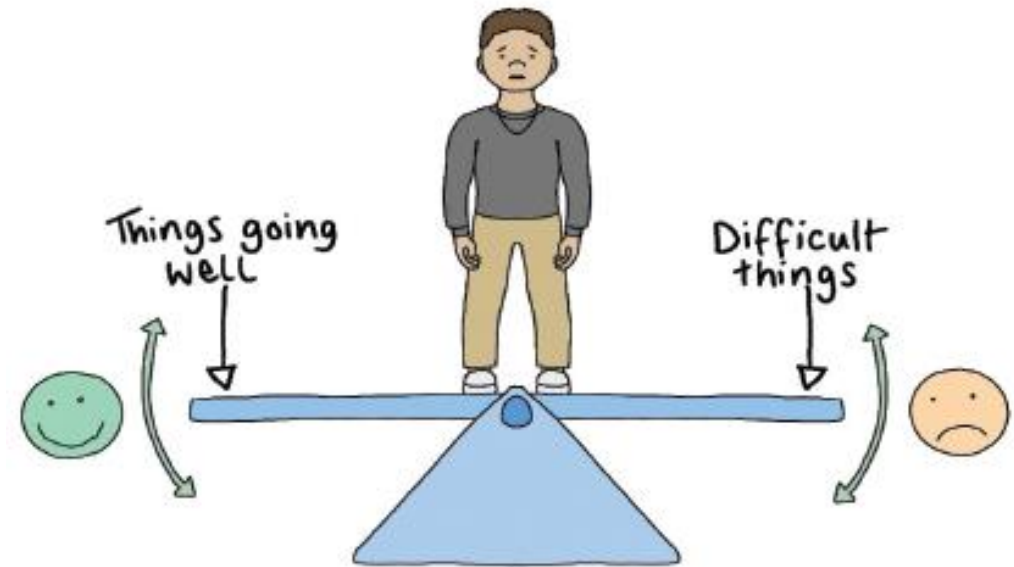
Fiona Mackay, Chair of British Psychological Society Scotland (April 22 – April 24; Currently Appointed Member), Formerly from Public Health in Luton Borough Council. Population Health Fellow (Health Education England).

Gabrielle Woolf, Formerly of Public Health in Luton Borough Council.

Elizabeth Bailey, Public Health in Luton Borough Council.

Artist commissioned: **Juliet Young**, The Creative Psychologist.

Anyone can struggle



**We can all struggle and come through it.
Supporting each other helps give us hope.**

Stick around!

Luton



References

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