ACTIVATING GLOBAL CHANGE

*beyondblue*, a member of the Global Anti-Stigma Alliance

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beyondblue creates change to improve the lives of people, families and communities affected by depression, anxiety and suicide, so that all people in Australia achieve their best possible mental health.
**APPROACHES**

- Multifaceted approach recognising similarities and differences
- Personal contact highlighting lived experience and role-modelling desired behaviours
- TLC³: Targeted, Local, Credible and Continuous Contact
- Supportive education & practical tools
- Appropriate language for the audience
- Research and building the evidence base; learning from others both within the mental health sector and from outside the sector

**National campaigns and supporting resources/tools**
- Media coverage
- Social media
- Personal stories
- Speakers Bureau
- blueVoices
- Fundraising by community
- Conversations
- National Roadshow
- Workplace training
- STRIDE Project
- Insurance Discrimination
**APPROACH & EVALUATION RESULTS**

**Knowledge**
- Increased understanding that depression and anxiety require management
- Increased understanding of impact
- Increased belief they are well-informed
- Increased knowledge of signs and symptoms

**Attitudes**
- Increased perception that they have the ability to manage condition
- Decreased perception that employers would be reluctant to employ
- Increased perception that men experiencing depression are likely to fit into social situations
- Increased perception of the positive outcomes of management

**Behaviour**
- Increased comfort in talking to mates
- Increased likelihood of talking to someone
- Increased likelihood to take positive action or make lifestyle change

**Language:** shift away from ‘help’ towards ‘take action’

**Signs & Symptoms not Condition**
Provide actionable pathways and tools with logical and factual information

**Provide relatable peer role models not necessarily celebrities**

**Taking action is courageous, performance enhancing, self-determining, and a responsible course of action**
KEY LEARNINGS

• Be evidence-informed not just evidence-based – take risks
• Know your audience by talking with them and getting their ideas
• Network and learn from others – inside and outside sector
• Identify the specific stigma – structural, public, self
• Identify the condition stigmatised, not always ‘mental illness’
• Be prepared not to share every story
• Measurement of impact over time
• Collaboration with media
• Build credibility
• If you do it right, the community is empowered to support you