



# ACTIVATING GLOBAL CHANGE

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# BEYONDBLUE



*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
- TLC<sup>3</sup>: 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

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

### 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

## 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

