Together against Stigma San Francisco
Global Anti-Stigma Alliance workshop
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Social contact: Changing attitudes and empowering people

Project Manager Johanne Bratbo

ONE OF US... a campaign for all of us
Agenda

• Briefly about ONE OF US
• Ambassador in ONE OF US – recruitment and training
• Evaluation among ambassadors – essential findings
  Background data
  Motivation
  Activities
  Personal benefit
  Recommendations
• Questions?
ONE OF US – in Danish: EN AF OS

The vision:

‘To create a better life for all by promoting inclusion and combating discrimination connected to mental illness’.

The mission:

✓ To increase the knowledge on mental illness in society
✓ To reduce the distance that leads to stigma, prejudice and social exclusion
✓ To increase the comprehension about mental illness in schools, work places, and all other areas where everyday life takes place
ONE OF US

• **Project period**: 2011-2015 (so far)

• **Organisation and Interventions** at both national, regional and local level

• **Five target areas**:
  1. Service users and relatives
  2. Staff in the psychiatric, health and social sectors
  3. Labour market
  4. Youth
  5. General population and the media

• **Contact**
  [www.one-of-us.nu](http://www.one-of-us.nu) → [www.en-af-os.dk](http://www.en-af-os.dk)
  Facebook EN AF OS
Project partnership

The Danish Mental Health Fund
Local Government Denmark
The National Board of Health

The Psychiatry Network
PsykiatriNetværket

EN AF OS
Væk med tavshed, tvivl og tabu om psykisk sygdom!

The Danish Ministry of Social Affairs and Integration
Danish Regions

The Philantropic Foundation TrygFonden
TrygFonden
Ambassador in ONE OF US – criteria:

✔ People with lived experience recruited among people volunteering in ONE OF US through the website, the national secretariat or the regional coordinators.

✔ An ability to put their personal experience into perspective. Vital that the ambassadors are well on the way in their recovery process or in a good place in their lives.
Ambassador training

Three-day oral presentation course developed and carried out by external communications consultants with special expertise from the field:

- Learn to structure their personal stories and to adapt it to different target audiences.
- Training in dealing with the media and an introduction to ONE OF US.
- Protecting personal boundaries and maintaining one’s integrity when disclosing.

By the end of 2014, ONE OF US has trained about 120 ambassadors, including 30 young people (18-25 years).

Evaluation survey: 54% to a high degree and 25% to some degree have used tools from the training
Evaluation fall 2014 – selected background data: varied profile

Electronic survey:
- Link sent to 107 ambassador emails. Response rate 68% (72 ambassadors)
- Currently about 70 of these are active in the campaign and more people are joining
- Sex: 72% women, 28% men
- 49% between 26-45 yrs.
- Educational level: 41% bachelor or masters degree
- Income: 51% currently unemployed (sick leave, social benefits, early retirement)
- Household: 36% single

Two focus groups (total of 9 ambassadors)
Diagnostic representativity
- several ambassadors have more than one diagnosis

Schizophrenia
ADHD
Eating disorder
Anxiety
Bipolar
Depression
OCD
PTSD
Borderline etc.
Others
Don't know

Diagnosis

Diagnosis
Motivation top 3

• ”I think the campaign’s messages are important and I want to contribute” (n=67)

• ”I want to tell my story about mental illness at schools, workplaces or at events” (n=51)

• ”I want to challenge myself and to grow personally” (n=45)
Focus group quote

"I want to be part of breaking down the prejudices about mental illness and make outsiders much more informed about the reality of living with a mental illness, and give other people with mental illness proof that it is possible to have a good life with a mental illness."
Social contact activities - categories

• Presentations for different target groups
• Festivals
• Workshops and training
• Conferences
• Stand
• Development of materials
• Other creative events
Meaningful activities top 3 (to a high degree)

• Activities directed at the public (56%)
• Activities directed at staff within health and social sectors (54%)
• Activities where I contributed with personal experience and knowledge (49%)

“I have learned to control it but there is a risk. Of course there is. But it’s a risk that I’m willing to take if I can go out and tell my personal story. If I can share my experiences and maybe help just one person to get help or give a little bit of hope, then my shitty life will have been worth it.”
Personal benefit from involvement in the campaign top 5 – recovery elements!

- Improved ability to be open about my experiences with mental illness
- Increased self-esteem
- Increased hope for future
- Improved ability to cope with prejudices
- Improved ability to assess when to disclose

To a high degree
To some degree
Maintenance of commitment – important elements top 4

- Being appreciated
- Being involved in the campaign
- Developing skills
- Feeling one's contribution makes a concrete difference for other
"To which degree did/does having a mental illness dominate your self-perception – before and after becoming an ambassador in ONE OF US?"

**Before**
- Don't know: 5%
- Not at all: 10%
- To a lesser degree: 20%
- To some degree: 30%
- To a high degree: 35%

**After**
- Don't know: 5%
- Not at all: 10%
- To a lesser degree: 30%
- To some degree: 30%
- To a high degree: 25%
Reduced self-stigma

"I have become more confident because I’m in no way ashamed to say that I have this diagnosis which was hard for me to say before. Maybe because I was a little ashamed of it. I’m not at all anymore. In any way. It has gotten much easier to talk about because I have become more serene about being something that people just have to accept. There’s no debate. Before I would think ‘oh no, are they ok with it?’ I see it in a completely different light now.”
Ambassadors’ recommendations

• A good ‘welcome’ with introduction and training

• Focus on the community in the group of ambassadors

• Recognition of ambassadors’ effort and contributions

• All ambassadors should be given a chance to be involved