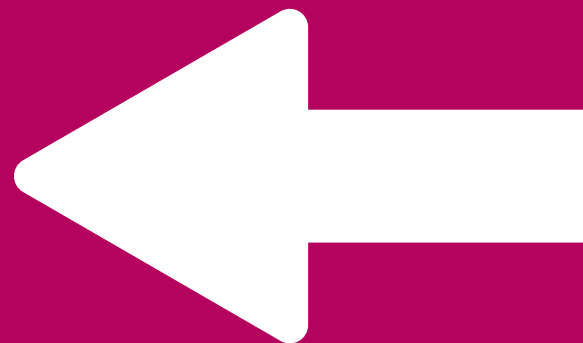




CHANGE YOUR MIND

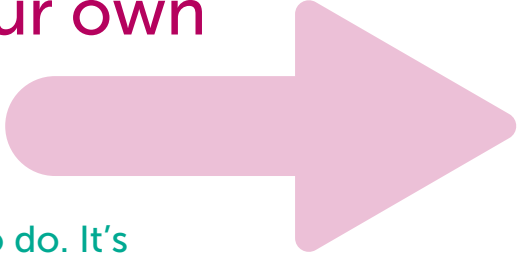
CYM Campaign Toolkit

This toolkit will help you to run your very own CYM campaign to help end stigma and discrimination experienced by people with mental health problems. It's a step by step guide giving you easy access to our wide range of materials and activities. To give you inspiration, we've also included action plans and case studies so that you can learn from what others have done.





Let's get started. Here's a step by step guide to creating your own CYM campaign.



- Step 1** What CYM is and what is it trying to do. It's important that you understand this fully so that when you're asked questions about the campaign, you can answer them easily.
- Step 2** Getting people involved in the campaign. How to identify, ask and recruit people to take the challenge.
- Step 3** Sharing information – you can download key campaign messages and resources from our website and spread the word!
- Step 4** Do a SWOT analysis. This will help you to identify where you are best to direct your energy.
- Step 5** Action! Make a plan and incorporate all of the elements that you'll need to make it happen.
- Step 6** Implement your action plan and keep checking back to it periodically.
- Step 7** Enjoy your Campaign! Take lots of photos and videos, take note of inspiring stories and then share them on our Change Your Mind website.

▶ Step 1

What CYM is and what we are trying to do.

Put simply, the CYM campaign is about reducing and removing the stigma attached to having poor mental health. Here in Northern Ireland, we're always up for a natter, but sometimes it's difficult to open up, especially about our mental wellbeing, for fear that we will be judged, labelled and stigmatised.

What is mental health stigma?

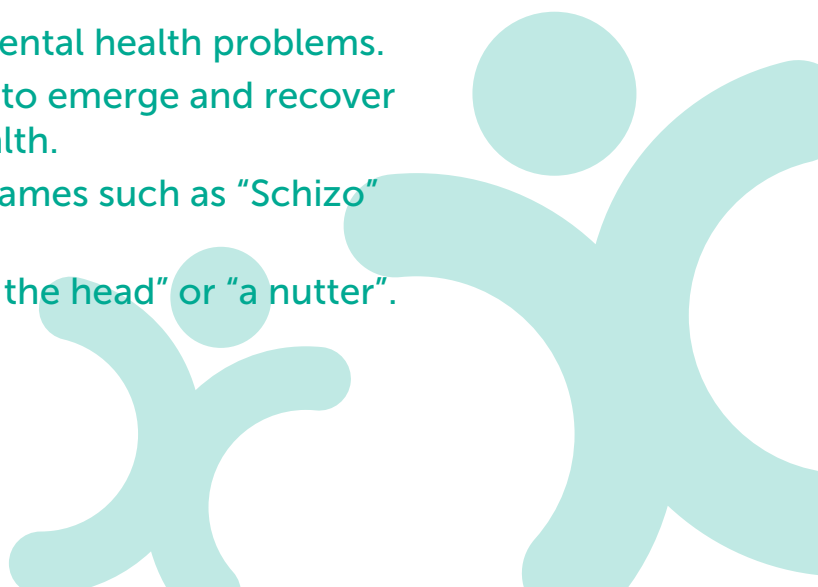
The definition of stigma is – a blemish, a tarnish and a stain that can be difficult to get rid of.

When this is applied to your mental wellbeing, stigma can have a devastating impact. It can take many forms and affects people in different ways but largely stigma falls into two categories – self stigma and external stigma.

Self Stigma

When someone is self stigmatising – they typically do things like this:

- Blame themselves for their mental health problems.
- Underestimate their capacity to emerge and recover from periods of mental ill health.
- Call themselves derogatory names such as "Schizo" or "Weirdo".
- Think that they are "wrong in the head" or "a nutter".



Public Stigma

Public stigma is widespread and can be a contributory cause of self stigma. This can be poor use of language, making faces about people who have mental health problems or just not knowing how to talk about mental health in a sensitive way. We see and hear public stigma every day, on the street, in the news and on TV. For us to begin to start tackling stigma, it's really important that we start to think, talk and act about mental health in a different way.

This is what external stigma might look and sound like:

- When characters in violent films and TV are portrayed as “psychos” who commit crime.
- Calling people names, like “Schizo”, “Crackpot” and “Weirdo”.
- Making gestures when you think that people are not thinking and communicating well.



When we do this, whether we mean to or not, we are stigmatising mental ill health.



CYM is Northern Ireland's local campaign aimed at reducing stigma in all its forms.

Campaign Objectives:

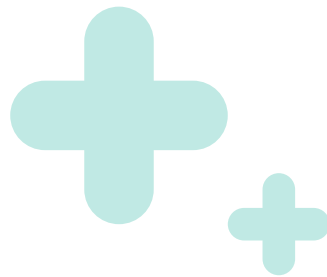
- To reduce self stigma and external fears about mental illness.
- Increase the public's understanding of mental health problems and how they can help reduce stigma.
- Increase understanding of the fact that mental health problems aren't always permanent. People often recover well.
- Demonstrate how self stigmatisation can be a real barrier to seeking practical help and making a good recovery.
- Show how eradicating external stigma can have a positive effect upon people who are struggling with their mental wellbeing.
- To demonstrate the importance of connections and building a network of support.
- Empower people to develop their knowledge of services and individuals that can help them.
- Encourage people to seek help if they feel they need it.

Key Messages:

- 1) It's okay to not feel okay.
- 2) Mental health problems – we all have mental health, just the same as we have physical health.
- 3) Stigmatising people with mental health problems needs to stop.
- 4) Mental health discrimination should stop.
- 5) Campaigning against stigma is a positive step to take.

→ Step 2

Recruitment



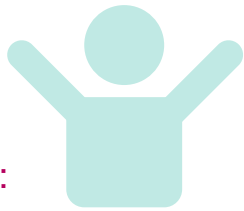
To make your campaign a real success it's a good idea to get other people involved early on. The earlier you get people involved, the more momentum you can create which will help you to make a real difference.

Campaigns led by young people are usually very effective and it's important to empower them to create events and opportunities that they feel are:

- Relevant to them and their peer group.
- Can be delivered relatively easily.
- Have a strong anti-stigma message at its heart.

Identifying people and the roles that they can play.

Your campaign events will work best when there is a good mixture of staff and young leaders involved so you should aim to speak with a range of potential participants.



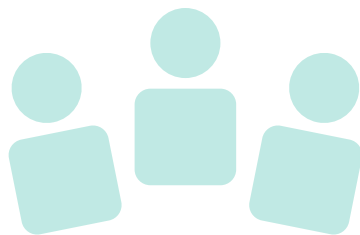
Campaign Leads:

You may be the campaign lead or you may know of a respected colleague who would like to be involved and take the lead in delivering activities. At the point where there are more people involved then you can begin to delegate actions. Similar campaigns in Scotland and England have been led by staff responsible for PSHE, pastoral teams and heads of year.



Senior Staff Member:

It's essential to get support from senior staff members as they are the people that can spread the word across the school.



Young Champions:

There may be a group of individuals in your school that you think would be great champions for the campaign. It's important that the young champions are given autonomy to deliver a campaign for them and their peers. To help them along, we have developed a Champions Guide, which will help them to get the best out of their activities.

▶ Step 3



Key Campaign Messages

When you're running your campaign it's important to keep repeating the key messages. These messages can help you think of activities and opportunities so you might want to keep the Key Messages poster close by when you're working on your action plan.

A key part of the Change Your Mind Campaign is to help society to understand that "It's okay to not feel okay".

What does this mean?

It means that for everyone there will be a point in their lives when they will feel down and that as a society we should be able to recognise and support people when they feel this way. In Northern Ireland, we are very good at brushing off any suggestions that we might not be feeling in the best mental health.



Change Your Mind aims to help people understand that it's okay to not feel okay, in fact it's perfectly normal.

▶ Step 4

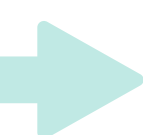
Doing a SWOT analysis

SWOT analysis is a great way to identify any potential problems and opportunities that will arise as the campaign gets started. It gives you a chance to assess what is essential for the success of the campaign and what should be prioritised.

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|---|---|
| <p>STRENGTHS</p> <ul style="list-style-type: none">• Assess past successes from other campaigns.• How can the campaign be integrated into the current PHSE curriculum.• Think about what young leaders already have in place and how it complements it. | <p>WEAKNESSES</p> <ul style="list-style-type: none">• Other priorities such as exams and coursework.• Baseline understanding of the issues.• Budgetary restrictions. |
| <p>OPPORTUNITIES</p> <ul style="list-style-type: none">• Make use of existing complementary materials from campaigns.• To link up with third sector organisations concerned with mental wellbeing and connecting them with your school.• Develop the skills and attitudes of young leaders towards mental health in your school community. | <p>THREATS</p> <ul style="list-style-type: none">• The campaign may raise issues that the school might not feel equipped to deal with.• Parents may be reluctant to engage with the campaign.• Ability to access support quickly if a student raises a concern about their health. |



Making success more achievable:



SWOT analysis is a great way to identify any potential problems and opportunities that will arise as the campaign gets started. It gives you a chance to assess what is essential for the success of the campaign and what should be prioritised.



Specific – is it focused and clear enough?



Measurable – can you measure the activities easily?



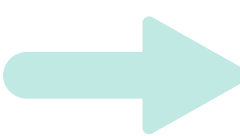
Achievable – how easily can you reach your goals? Will it be difficult to get a quick result or is this activity more likely to be a long term project?



Realistic – how realistic is the activity?

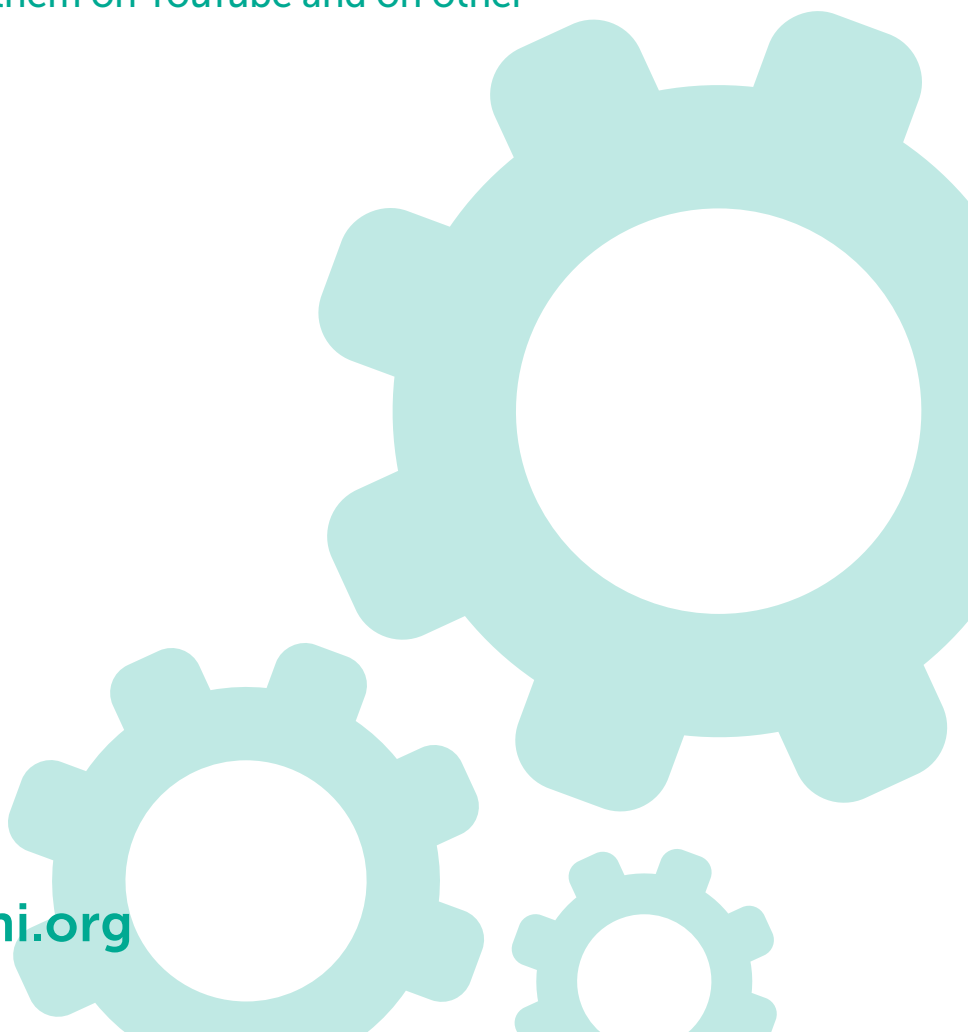


Timely – how quickly can the activity be started and completed? Is it likely to energise people or be a drain on resources?



Some hacks to help things run smoothly

- Have a clear vision and an action plan.
- Stick to SMART – this will help you all to create activities that have the best chance of making an impact.
- Make sure that the activities are complementary to the school ethos and to other activities within the school.
- Get all parts of the school involved and be creative in your approach. Use art and creative media to build campaigns that are eye catching.
- Be sure to capture all of the activities and where appropriate, share them on YouTube and on other social media.



▶ Step 5

Pulling together your action plan

Taking the time to build a detailed action plan is essential and helps you to plan, deliver, monitor and evaluate your campaign.

We've included a template action plan for you to take inspiration from, however it's important that this is your plan and that it's one that reflects what you and your group of young leaders want to achieve. The plan is the practical output of your broader vision for the CYM campaign so make sure that you create actionable plans that reflect the vision or objective of your campaign.

The Change Your Mind campaign's objective is broad and allows campaign groups to create their own unique activities. You can use it as a talking point to start conversations and then from that you can create your plan.

"To promote positive mental health and reduce the impact of stigma."

Things to think about:

- What are the key issues within the school that could be addressed?
- What level of understanding of mental health stigma is there amongst the school body?
- What did the SWOT analysis bring up?
- Which activities are SMART and which are not?
- Which activities are easy to start and would be good to get things going?
- What resources do I need quick access to?

Some FAQs

- 1) How long will Change Your Mind run for?
 - a. Change Your Mind is a three-year campaign which will run from 2016 to 2019. You can develop a plan for one term, one year or for the full three years.
- 2) What resources are available?
 - a. Go to changeyourmindni.org and select "CYM programmes" and then "Resources for Young People" where you'll find a range of materials for you to use for free.
- 3) I want to make sure that parents are involved, how can Change Your Mind help me do that?
 - a. Again, take a look at the Resources for Young People section and you'll find tips on engaging parents.
- 4) How do I keep up to date with what other schools and organisations are doing?
 - a. Sign up to our newsletter.



Step 6



Implementing the Plan

- Get the right people involved. Recruit lead roles (staff member, young leaders groups) and put together a working group.
 - Use draft action plans, case studies and resources to generate ideas and shape what you want to achieve.
 - Get all of your campaign posters and marketing material ready before you start your activities.
 - Monitor what works and what doesn't.
 - Stick to your plan!
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Step 7

Evaluating your campaign

Taking time to reflect on the successes and setbacks you experienced when running your campaign is crucial. It can help support you with future activities and give you the confidence to speak about your Change Your Mind experience to others.

