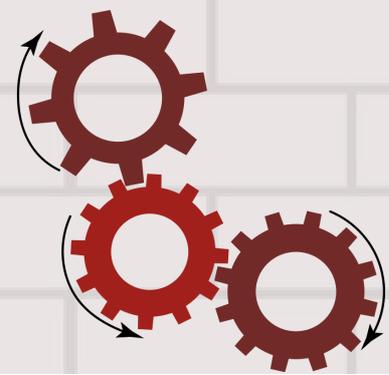
A large, irregular red brushstroke shape that serves as a background for the title. A grey foot print is visible on the right side of the red shape, appearing to have just stepped onto it.

Anti-Stigma Ambassadors (ASA) Handbook



Stamp It Out

Stamp It Out (SIO) is led by people with lived experience with mental ill health and work in partnership with groups, organisations and communities across our 3 focus areas of Children and Young People, Workplaces and Communities via training, events and other opportunities. We use Social Contact conversations and various resources to address barriers around mental health stigma and discrimination. We promote, educate and raise awareness across County Durham.

Key Vocabulary

Mental Health: Mental health is a state of well being in which an individual can realise their own potential, cope with the normal stresses of life, work productively and make a contribution to the community. (Strengthening mental health promotion, Fact sheet No 220, WHO, 2001).

Stigma: When we make assumptions about how mental ill health will affect someone's behaviour, this makes it more likely that they will be singled out, or labelled as different, dangerous or strange.

Self-stigma: The negative beliefs you can hold about yourself based on society's assumptions of people who live with mental ill health.

Discrimination:

Treating someone differently from how we treat others because of their mental ill health, whether consciously or subconsciously.

Lived Experience: You have personally experienced or are experiencing mental ill health, whether or not this is diagnosed and whether or not you are receiving treatment or support.

Social Contact:

Conversations that take place between those of us who have lived experience of mental ill health and those who may or may not, in order to change negative perceptions and attitudes.



What it is about

SIO became a charity in 2018 and was a partner of the County Durham Time to Change Hub. The Hub is now known as the SIO Partnership Hub, with the SIO Charity being the host.

The Hub is made up of Anti-Stigma Ambassadors, Delivery Partners, Partners and a wider membership of individuals and organisations/groups who want to challenge mental health stigma and discrimination.

We have a steering group and focus groups led by ASAs who together work together with partners and who are supported by a small staff team to meet targets and set priorities.

Who is involved

Trustees- Individuals who have personal mental ill health lived experience and other relevant experience to ensure that SIO stays true to our ethos.

Partners- Our main delivery partners include: Investing in Children, The Waddington Street Centre and The Pioneering Care Partnership; steering group partners, which include and are led by ASAs, represented by passionate individuals, groups and organisations.

A wider membership of organisations and individuals have signed up to support the Hub and to take part in selected opportunities that become available.

Stamp It Out Values



Trust

SIO can be relied upon to be true to our word, which is reflected in all of our work with members, partners and the public. We will demonstrate effective communication and reliable delivery of our work.

Within SIO, we trust in ourselves, our abilities, skills and knowledge enhanced by lived experience. We will ensure that members trust the organisation, feel supported and confident and do not feel isolated or vulnerable when involved with the work we do.

Respect

SIO will listen and be thoughtful about any input, having due regard to the wishes, feelings and rights of all participants. We will support and respect the qualities, abilities and achievements across our membership and with our partners.

Inclusive

SIO is open to all and will not exclude anyone, supporting people to work within our values, avoid bias and stereotypes and promote the use of language that makes everyone feel valued and respected.

Partnership

We will encourage and promote partnerships as we believe that everyone has a role to play, and that only by working together can we address the issues. Through such partnerships, we can influence outcomes, promote ideas, information, knowledge and resources for the benefit of County Durham.

We will be led by lived experience, working together with our professional partners to achieve and shape change across the county.

Positive

SIO will strive to increase wellbeing through all of its activities, in order to bring about constructive change in relation to mental health stigma and discrimination. We will use positive language, positive images and positive approaches.

Proactive

Taking an active role, together with our partners, we will challenge, campaign and innovate. SIO will plan ahead, set realistic goals and prioritise activities to address current and emerging issues in a timely way.

Why we do it



To promote and protect the health of the public, particularly those living with mental ill health.



To reduce stigma and discrimination towards people who experience mental ill health.



To raise awareness of the signs and symptoms of mental ill health.



To promote an environment that will enable people living with mental ill health to be part of their communities.



To help bring a change in attitudes in the general population of County Durham towards people of all ages who experience mental ill health.



To support real improvements in quality of life of people living with mental ill health.



To develop sustainable options to continue raising awareness of mental health stigma and discrimination across County Durham.



Training Opportunities

Introduction to Mental Health Stigma and Discrimination Training

This training helps you to explore what Mental Health Stigma and Discrimination is. It identifies what stigma and discrimination looks like; it explores challenging negative perceptions, attitudes and behaviours and the option to join our other Anti-Stigma Ambassadors. This training is suitable for children, young people and adults.

Social Contact Workshop

We usually recommend this workshop to be completed after the Introduction to Mental Health Stigma and Discrimination. The aim of this workshop is to develop Anti-Stigma Ambassadors' skills, knowledge, understanding and confidence in opening up a conversation in everyday life to improve negative attitudes surrounding mental health.

Speaking Out: using lived experience to bring about behaviour change

Our speaking out workshop is an opportunity to structure your story, or parts of it, to be used for different audiences in a safe space and give you confidence to speak. To support Anti-Stigma Ambassadors to develop and practice their own lived experience story of stigma and discrimination, in order to bring about behaviour change.

Introduction to Challenging Stigma and Discrimination Training

stampitoutcountydurham.co.uk

SCAN ME

The aim of this workshop is to develop Anti-Stigma Ambassador skills, knowledge, understanding and confidence to challenge mental health stigma and discrimination.

After completing this workshop you should be able to:

- Explain what stigma and discrimination are
- Describe their impact and consequences
- Identify ways to challenge stigma and discrimination
- Establish personal boundaries when challenging stigma & discrimination
- Recognise links between mental health stigma and other forms of discrimination

For more info contact: stampitoutdurham@gmail.com or 01913077030

Speaking Out: using lived experience to bring about behaviour change

stampitoutcountydurham.co.uk

SCAN ME

Outcomes: by the end of the session, Ambassadors will have:

- explored the basics of story telling
- explored ways of understanding and maximising their impact
- considered the context of speaking about mental health stigma and discrimination
- prepared and practiced delivering a 3-minute personal story.

Aim: To support Anti-Stigma Ambassadors to develop and practice their own lived experience story of stigma and discrimination, in order to bring about behaviour change.

For more info or to book a place contact: stampitoutdurham@gmail.com or 01913077030

SOCIAL CONTACT TRAINING

stampitoutcountydurham.co.uk

SCAN ME

The aim of this online workshop is to develop Anti-Stigma Ambassadors' skills, knowledge, understanding and confidence in opening up a conversation in everyday life to improve negative attitudes surrounding mental health.

Topics of Discussion:

- What social contact is and how to start conversations with others in everyday life

What lived experience is

Identify ways to use Social Contact to challenge negative attitudes to mental health

Find ways of looking after yourself and safely establish your own personal boundaries

For more info contact: stampitoutdurham@gmail.com or 01913077030

What an Anti-Stigma Ambassador is

The Stamp It Out Partnership is led by Anti-Stigma Ambassadors. These are people of all ages with personal lived experience of mental ill health. All Anti-Stigma Ambassadors have a passion for challenging the stigma around mental health.

How you can join us

Join other Anti-Stigma Ambassadors in helping us to create change for the benefit of all living in County Durham. We would support you to share your own positive experiences of addressing barriers and challenging perceptions, attitudes and behaviours in ways that work for you. There is no minimum or maximum commitment to being an Anti-Stigma Ambassador.

Depending on your skills and interests, there are many ways for you to get involved and have a voice in helping to change perceptions, attitudes and behaviours towards those of us living with mental ill health. These opportunities are discussed on the next page...

Anti-Stigma Ambassador Opportunities



Focus Groups



Newsletter content



Social Media



Website content



Reviewing resources



Refreshing/creating resources



Join our Art Group



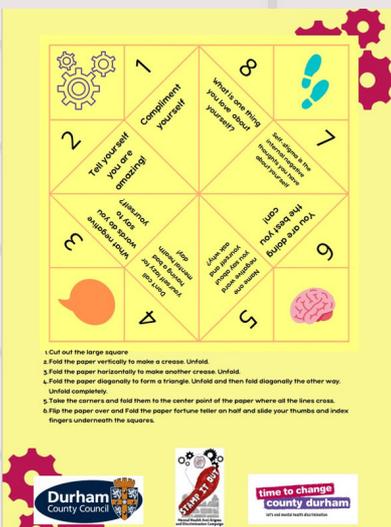
Organise or attend our activities and events



Share stories through a video or a blog



Challenging negative or stigmatising language around mental health



Language Toolkit

Stamp It Out have developed a language toolkit to help you understand what language might not be appropriate and what could be used instead. This toolkit is merely a guide and if you are unsure on what language is appropriate in a certain context the best thing you can do is ask someone how they would like you to approach their mental ill health.

| What people say | What you should say instead | Why these words are negative |
|-------------------------------|--|---|
| Susie is an absolute 'psycho' | Susie is living with mental ill health. | Using strong terms like 'psycho' have negative connotations and feeds into the mental health stigma that society has held for many years. |
| Leon is boring | Leon is living with anxiety so doesn't feel comfortable doing certain activities | Describing someone as 'boring' is degrading to their personality and is not a fair representation of someone living with mental ill health. |
| This event is 'nuts'/'crazy' | This event is interesting/lively | The terms 'nuts' and 'crazy' were used historically to refer to someone that is living with a mental ill health. |

| <p>What people say</p> | <p>What you should say instead</p> | <p>Why these words are negative</p> |
|--|--|---|
| <p>Dave suffers from bipolar disorder</p> | <p>Dave lives with bipolar disorder</p> | <p>People who have been diagnosed with mental health conditions are not necessarily suffering.</p> |
| <p>Megan has committed suicide</p> | <p>Megan took her own life/died by suicide</p> | <p>It used to be illegal to take your own life. If the person survived they could be 'committed' to an asylum. The word 'committed' still has judgemental connotation and is associated with crime.</p> |
| <p>Luke's shrink prescribed him some happy pills</p> | <p>Luke's psychiatrist prescribed him some antidepressants</p> | <p>Colloquialisms about treatments can discourage people from looking for support.</p> |
| <p>I am so OCD</p> | <p>I like things done in a certain way</p> | <p>OCD (Obsessive Compulsive Disorder) is a mental health condition. Using this term to describe our behaviour may have a negative impact on someone with an actual diagnosis (it may feel like their experience is being minimised).</p> |



The event
went really
well!

I enjoyed being able
to gain more of an
understanding of
stigma and mental
health

When I am here
I can be myself

Stamp It Out
were all very
friendly

I felt relaxed and
was able to talk
about things

This is the best
training I have
been to!



@stampitout_codurham



@_stampoutstigma



@StampOutStigmaInDurham



019130770301



stampitoutdurham@gmail.com



www.stampitoutcountydurham.co.uk