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## Newsletter April '17 - *Global Anti-Stigma Alliance*

Dear All

Please find here the current newsletter for the Global Anti-Stigma Alliance. Many thanks again to everybody who has sent us their news! There is an update from **Denmark** regarding the upcoming stigma conference in Copenhagen. We got news from **Canada, Scotland, the Netherlands,** and **Spain**. Also, we are introducing Time to Change **Wales**.

Enjoy the read!

Bettina Friedrich

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## DENMARK

### One of Us

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### The 8th International Stigma Conference 20.-22. September 2017

As mentioned in previous newsletters ONE OF US is co-hosting together with WPA Stigma Section the next international stigma conference in Copenhagen under the title: Overcoming Barriers in Minds and Society.

#### Abstracts approval, early bird registration

The deadline for abstracts for the conference has been passed and we have received more than 100 abstracts for oral and poster presentations and symposia. We are happy to see a broad international representation and a good variety within the five conference themes. Those who have submitted abstracts will receive confirmation of approval no later than Monday 3. April.

Please note that those who have submitted abstracts will also need to register for the conference. We have therefore decided to extend early bird registration until 15. April.

The preliminary conference program has been updated on the conference website <http://www.againststigma2017.com> and the more detailed planning of the parallel sessions is next.

## Hotel booking

Make sure you book a hotel in good time before the conference, since other conferences are happening in Copenhagen around the same time. The Copenhagen area is well covered with public transport, so you can also book a hotel outside the center of the city and still get to the conference venue quickly.

On the conference website you can find a list of hotels close to the conference venue.

## ONE OF US email changes

Our email domain has changed, which means that our email addresses now end in [@regionh.dk](mailto:@regionh.dk) instead of [@en-af-os.dk](mailto:@en-af-os.dk) when you receive emails from us. However, all previously listed email addresses will still work, so you can still use the provided email addresses to contact us. Questions about the conference can be addressed to [info@en-af-os.dk](mailto:info@en-af-os.dk).

We hope to see as many of you as possible in Copenhagen!

## CANADA

### Mental Health Commission of Canada

Romie Christie

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**HEADSTRONG** is the Mental Health Commission of Canada's (MHCCs) youth anti-stigma program. HEADSTRONG was modeled after one of the most successful programs evaluated by MHCC's anti-stigma initiative, Opening Minds, and was launched across the country in 2014. HEADSTRONG Summits engage youth interested in mental health, provide information about stigma, inspire them with heartfelt personal stories and give them tools to take action at school. HEADSTRONG complements any classroom learning about mental health, and gets educators, mental health stakeholders and persons with lived experience to bring HEADSTRONG to their communities.

Community groups have coordinated the delivery of HEADSTRONG Summits for 10,000 students across Canada, with a reach of over 250,000 youth. In all Summits, the message remains the same. To fight stigma and build communities of acceptance and inclusion, we must Be Brave, Reach Out & Speak Up!

Student leaders leave each Summit ready to deliver messages in their schools, to strengthen ongoing Health and Wellness initiatives, promote help seeking and change school culture. Ongoing evaluation demonstrates fidelity to the HEADSTRONG program results in improved attitudes and behaviours towards those living with a mental illness, and a transformation in how youth think about mental health and stigma.

In the fall of 2016, 8 Summits occurred across Canada, including our inaugural First Nations Summit in Calgary. We produced a new video from this event: [view](#)

at <http://www.mentalhealthcommission.ca/English/media/3833>. It combines the methods and intent of HEADSTRONG with the Indigenous ways of supporting healing. It is inspiring other Indigenous HEADSTRONG activities.

This fall, HEADSTRONG participates in research projects with University of Dalhousie's Dr. Stan Kutcher and U Calgary's Mathison Centre for Mental Health Research and Education.

HEADSTRONG toolkits & information:

<http://www.mentalhealthcommission.ca/English/initiatives/11876/headstrong>

## SCOTLAND

### SEE ME Scotland

Calum Irving

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We're delighted to announce that we have received new long term funding for the **See Me** programme from both the Scottish Government and Comic Relief. This is fantastic news and I really appreciate both funders commitment to tackling one of the biggest issues Scotland faces. For See Me this means we can confidently continue to challenge stigmatising and discriminatory behaviours around mental health, with the aim of enabling people who experience mental health problems to live fulfilled lives.

We will do so by continuing much of the good work that has been established over the last three years, whilst also developing new work to support change in areas which need more focus. Across our programme the experience, expertise and influence of people with first-hand experience of mental health problems remains the most important factor in driving us forward. As far as our focus, we will continue to work with communities, schools and workplaces.

But we will also develop significant new work and partnerships, to tackle mental health stigma and discrimination in health and social care. We will strengthen our focus on improving practice and influencing policy in all our target areas, encourage community driven action and take forward the Rights for Life agenda.

I am personally excited to be moving forward with the commitment of our funders and managing partners; SAMH and the Mental Health Foundation and will look forward to gaining input from people across Scotland, to help shape and deliver a programme which transforms behaviour toward mental health stigma and discrimination.

## NETHERLANDS

**Samen Sterk**

Judith de Laat

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Until today you haven't read about the Dutch stigma movement in this Newsletter. In the Netherlands the stigmamovement is growing and we really like to share our experiences and findings.

**Samen Sterk zonder Stigma** started five years ago with the story of Olivia van de Lustgraaf. She has had a psychosis at the age of 33. She encountered prejudice and exclusion. It was an extremely painful experience. Creating a safe environment for being open about psychological disorders became her passion. Taking her job at a mental health care institution as a starting point. She formed a group of professionals who issued stigma en when there was the public disaster concerning the financial contribution by patients to their own mental health care, several organisations joined forces in a way that was never done before.

Olivia found her 'founding fathers' in LPGGz (the umbrella for clients), GGZ Nederland (the umbrella for institutions), NVvP (Dutch Association for Psychiatry) and the Dutch Mental Health Foundation (Fonds Psychische Gezondheid). They founded Samen Sterk zonder Stigma in 2011. The ceo's/general managers of the founders are on the board.

Proceeding from a shared vision a Dutch policy was decided on, based on good, international examples and other liberation/emancipation movements. Samen Sterk zonder Stigma chooses an approach in which there is close cooperation with people with psychological disorders. They are the ambassadors of the foundation and ensure the wide spread of the issues. In the relatively short period of time the foundation exists huge progress has been made in the field of stigma. We will introduce all of our projects next time. For now we wil send this film in which you see Carlijn and Edwin, two of our ambassadors who also join one of our activities in the Netherlands, the Socialrun: <https://www.youtube.com/watch?v=Zl93D-K8b7U>

## SPAIN

### **Cattell Psychologists Foundation**

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### **Mass Media: Awareness and Education in Mental Health**

Although the media are part of the complex stigmatization process, they can also be used in the fight against stigma. In this line, it would be interesting to include a subject on stigma and mental health in the vocational and university training plans together with an ethical code on how to communicate news in which people with mental health problems intervene. The media should give voice to people with mental health experience, either in first person, or by familiarity with these types

of difficulties: family, bosses and co-workers. It is urgent to change attitudes in society to promote social and family support, which is an essential element in the recovery process. One way to do this is to convey a positive and constructive image of people who have mental health problems, communicating the hope of recovery, and normalizing and educating in mental health.

The Cattell Psychologists Foundation has created Onda Regadera®, a digital radio station coordinated by young people and adolescents with mental health experience, who participate in the design and implementation of two biweekly programs (“The Literary Sprinkler” and “Someone flew over the geek's nest”) and specific information programs on current issues in mental health. The slogan of Onda Regadera®, "Your voice, your identity", summarizes the philosophy of this radio project: the promotion of health and empowerment through inclusion and social participation.

The Volunteers and the President of the Cattell Psychologists Foundation participate in a radio program aired weekly the Onda Regional Radio Station. The commitment of the ORM Radio and Broadcasting Corporation of the Region of Murcia with the programs of awareness in mental health is extraordinary, reason why the Foundation decided to deliver him the Honorary Prize of the Soycomotu® Program.

For more information:

<http://fundacioncattellpsicologos.org/proyectos/onda-regadera/>

<http://fundacioncattellpsicologos.org/noticias/noticias-de-radio/>

Introducing:

## Time to Change Wales

### **Time to Change Wales**

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The **Time to Change Wales** campaign launched in February 2012 with the aim of increasing positive attitudes towards mental health in Wales and thereby reducing the direct discrimination encountered by people who face mental health problems.

The campaign is delivered by three leading mental health charities in Wales including Hafal, Gofal and Mind Cymru and features three key strands: Champions, Employers and Young People.

We believe that the most effective vehicle of explaining mental health problems is for people with lived experience of mental health issues to be given a voice. We facilitate this by training cohorts of Champions to talk about their personal journeys to employers, community groups, schools and universities. This helps to raise awareness and knowledge across Wales about mental health issues.

The campaign works closely with employers across Wales supporting them to develop action plans to reduce stigma in the workplace and to make a public pledge to tackle discrimination.

In Spring 2017 the campaign will launch the newest strand of their work which will include working with children and young people across formal and informal learning settings.

Traditional and social media are used as powerful tools to raise awareness of the campaign's work and provide a platform for vlogs and blogs about people's experiences and encourage a social dialogue both online and offline. This in turn helps to further eradicate stigma across all aspects of society in Wales.

For further information: [@ttcw](#) | [www.timetochangewales.org.uk](http://www.timetochangewales.org.uk) | [Facebook.com/ttcwales](https://www.facebook.com/ttcwales)



## EDITORIAL

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