

4th August 2020

This week's theme is Stigma and Discrimination.

What are stigma and discrimination? Stigma is a negative view or stereotype about someone or something, and discrimination is the way someone behaves towards that person or thing because of the stigma they hold.

For example, there are still many stigmas towards people who experience mental health conditions, which may lead to discrimination in school, the workplace, or the community.

Children and Young People

'How might young people be affected?'

Not everyone who experiences a mental health condition will face stigma and discrimination, and attitudes are starting to change as awareness grows. However, stigma around mental health still exists, including in schools. Take a look at [page 2](#) for some more information.

Staff

'What can schools do?'

Schools have an important role to play, by educating and facilitating conversations about mental health with pupils, and by creating a positive workplace environment for staff. [Page 5](#) provides resources to help challenge workplace stigma.

Parents

'How can I challenge stigma as a parent?'

As a parent, you may face your own mental health challenges, as well as supporting the family. See [page 4](#) for resources and guidance on how to manage stigma and open conversations in the family.



Follow us on social media - @lancsmind
Find more resources for Children and Young People, Adults and Parents on our website:
www.lancashiremind.org.uk

Why is challenging stigma important?

'1 in 10 young people will experience a mental health problem and, sadly, 90% of those young people will experience stigma and discrimination'

Young people with experiences of mental health conditions may face stigma and discrimination in the following ways:

- Bullying or abuse, including name calling
- Being left out of activities
- Facing negative attitudes, or assumptions about mental health conditions

Stigma can come from different places, including friends. People often don't realise that what they are saying is stigmatising, and a big part of challenging this is to help everyone understand the experience of those with mental health conditions.

Source: YMCA 'I Am Whole'

<https://www.ymca.org.uk/wp-content/uploads/2016/10/IAMWHOLE-v1.1.pdf>

Young people, mental health and the media - a short film made by young people, discussing experiences with mental health and stigma.

Trigger warning open conversations about experiences of mental health conditions and suicide.

<https://www.youtube.com/watch?v=CAEX7Rndvmo&index=20&list=PLFFAB77E6E0DFBAD4>



What can we do?

It may seem very simple, but starting conversations about mental health is one of the most important things you can do to break down stigma. If you are not sure where to start, check out these resources:

<https://www.time-to-change.org.uk/blog/5-ways-start-conversation-about-mental-health>

https://hubble-live-assets.s3.amazonaws.com/lancashire-mind/redactor2_assets/files/186/HowToHaveAConversationAboutMentalHealth.pdf

When people talk about their experiences with mental health conditions and share accurate information, it helps to educate and prevent negative stereotypes.

Remember one of the key messages of the **Time to Change** campaign; 'You don't have to be an expert to talk and listen, and often it is the little things that make a big difference.'

If you have lived experience of a mental health condition, you may not feel ready to talk about it to many people, especially if you have faced stigma. This is ok! If you feel up to it, you could begin talking to a trusted adult or friend.



In this week's newsletter, we have a feature from **Jade**, who is a **Community Development Coordinator** at Lancashire Mind. Jade also oversees the Time to Change hub in Blackburn with Darwen. We asked Jade for some more information about the Time to Change campaign.

How can we challenge stigma and discrimination?

Mental health can feel like a complicated topic, but we don't need to know everything about mental health to challenge stigma and discrimination. A big part of it involves being kind and understanding to those around us. Here are four quick tips about how we can challenge stigma and discrimination in a safe way:

1. Listen, don't judge

It's important to listen to our friends and family if they open up to us about how they're feeling. You might be the first person they open up to, so it's important to listen. You are not there to fix the problem, but by not judging their feelings and by offering a listening ear you can make a big difference.

2. Be in your mates corner

Young people often experience stigma from people who are closest to them. You don't have to be an expert in mental health to be there for a friend. Supporting someone you care about can make a big difference to how they're feeling.

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Why is it important to challenge stigma and discrimination?

1 in 10 young people will experience a mental health condition and 90% of those young people will experience some form of stigma and discrimination. The stigma attached to mental health conditions, and the discrimination we can experience because of this stigma, can make our experience feel worse and make it harder to recover. Living with any condition can be very difficult but labels such as "attention seeker" and "dramatic" can make it much harder. Stigma can stop us from opening up about how we're feeling and getting the help we need.

Where does stigma come from?

A lot of the stigma that is associated with mental health conditions is often worsened by the media. Films, TV programmes, newspapers and social media often link mental health conditions with negative traits such as being dangerous, aggressive, or unable to live a happy life. However, this is very untrue, therefore it is important we challenge these misconceptions.

3. Ask twice

People sometimes say they're alright when they're not. When you're asking someone how they are, make an extra effort to ask twice. You could say things like "are you sure you're OK?" or "you don't seem yourself; do you want to chat?"

4. Be mindful of your language

Another way we can challenge stigma and discrimination is through changing our everyday language. Stigmatizing phrases have become part of our everyday vocabulary, so we often say things we don't mean. Try to be mindful of the words you use and recognise that they could upset those around you. Words like, attention seeker, over dramatic, crazy, psycho, schizo, mental, mad, not right in the head are words might have used but it's important to try and avoid them when we can.

Parents

Supporting young people to challenge stigma

Take a look at the resources provided on the pupil page, and discuss them with your young person.

According to Change Your Mind, there are 5 steps to challenging stigma:

1. Getting informed about the facts around mental health (MH)
2. Start positive conversations about MH with friends, family and colleagues
3. Learn how to recognise and challenge stigma
4. Challenge the way MH is shown in the media - is it fair and accurate? Or is it portraying negative stereotypes
5. Learn about the different experiences of people with MH conditions

Source: <https://www.changeyourmindni.org/challenging-stigma/tackling-stigma>

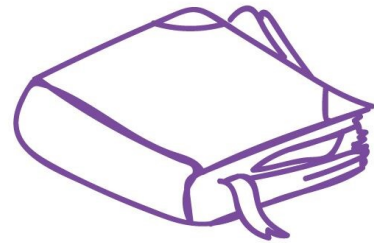
If you need some guidance on how to start a conversation about mental health, the Time to Change website is a good place to look <https://www.time-to-change.org.uk/blog/5-ways-start-conversation-about-mental-health>

Resources

<https://www.mind.org.uk/information-support/your-stories/how-i-challenged-stigma/>

<https://www.mind.org.uk/information-support/tips-for-everyday-living/parenting-with-a-mental-health-problem/parenting-and-mental-health/#DealingWithOtherPeoplesNegativeIdeasAboutMentalHealthProblems>

<https://parents.actionforchildren.org.uk/>



Facing mental health stigma as a parent

Parenting with a mental health condition is hard, and facing stigma can make it more challenging.

The following video shows real parents discussing their experiences with mental health, both the tricky and the uplifting parts.

Trigger warning open conversation about mental health

https://www.youtube.com/watch?time_continue=65&v=WHpHP4HFRT4&feature=emb_log



The Lancashire Mind website has resources for adults, including our Resilience Toolkit https://hubble-live-assets.s3.amazonaws.com/lancashire-mind/redactor2_assets/files/235/LM_Covid_toolkit_May_2020.pdf

School staff

Mental health stigma in the workplace

Mental health stigma is being increasingly addressed by workplaces, however, studies still show that 'less than half of employees said they would feel able to talk openly with their line manager if they were suffering from stress'.

Source: https://www.mentalhealth.org.uk/sites/default/files/CR00233_Ebook_dualbranded_interactive.pdf

The workplace can be a key influence on mental health and factors such as:

- High workload
- Workplace bullying
- Poor management
- Hiding a mental health condition
- Stigma over a mental health condition

Can all have a detrimental effect on wellbeing and cause significant stress.

Source: <https://www.mind.org.uk/information-support/tips-for-everyday-living/workplace-mental-health/work-and-mental-health/#.XbBjeuhKhdg>

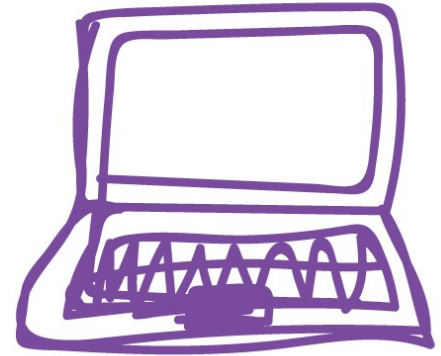
Resources

Blogs from people who have experiences of a mental health condition in the workplace <https://www.time-to-change.org.uk/category/blog/workplace>

The Workplace Wellbeing Charter <https://www.wellbeingcharter.org.uk/>

How to deal with stigma <https://www.mind.org.uk/information-support/types-of-mental-health-problems/mental-health-problems-introduction/stigma-misconceptions/>

MindEd training <https://www.mentallyhealthyschools.org.uk/resources/minded-stigma-and-mental-health-provision/>



Challenging stigma in the workplace

Time to Change are leading the campaign to end mental health stigma and discrimination.

They provide resources to open up the conversation about mental health and wellbeing in workplaces, including schools.

Mental health resources for teachers - assembly and group session packs, support on creating a student campaign group. <https://www.time-to-change.org.uk/get-involved/get-involved-schools/mental-health-resources-teachers>

Activities for your workplace - understanding mental health, supporting managers <https://www.time-to-change.org.uk/get-involved/get-your-workplace-involved/resources/activities>



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Links to helpful information & resources

General Government Guidance and Updates

<https://www.gov.uk/government/publications/covid-19-guidance-for-the-public-on-mental-health-and-wellbeing/guidance-for-the-public-on-the-mental-health-and-wellbeing-aspects-of-coronavirus-covid-19>

<https://www.gov.uk/government/publications/covid-19-guidance-on-supporting-children-and-young-peoples-mental-health-and-wellbeing>

NHS Guidance

<https://www.nhs.uk/conditions/coronavirus-covid-19/>

<https://www.nhs.uk/conditions/social-care-and-support-guide/caring-for-children-and-young-people/children-and-young-peoples-services/>

<https://www.nhs.uk/oneyou/every-mind-matters/>

Lancashire Mind Resources

<https://www.lancashiremind.org.uk/pages/148-coronavirus-and-your-mental-health>

Mind.org Resources

<https://www.mind.org.uk/information-support/coronavirus/coronavirus-and-your-wellbeing/#collapse77625>

Other Mental Health Resources

<https://www.mind.org.uk/information-support/for-children-and-young-people/>

<https://www.mentalhealth.org.uk/publications/looking-after-your-mental-health-during-coronavirus-outbreak>

<https://www.anxietyuk.org.uk/blog/health-and-other-forms-of-anxiety-and-coronavirus/>

<https://www.healthyyoungminds.scot.nhs.uk/information/children-and-young-people>

<https://youngminds.org.uk/find-help/looking-after-yourself/coronavirus-and-mental-health/>

Other Coronavirus Resources for Parents and Carers of Young People

<https://nursedottybooks.com/dave-the-dog-is-worried-about-coronavirus-2/>

<https://www.zerotothree.org/resources/3210-tips-for-families-coronavirus>

<https://www.abc.net.au/life/how-to-talk-to-kids-about-coronavirus-covid-19/12084666>

<https://youngminds.org.uk/blog/what-to-do-if-you-re-anxious-about-coronavirus/>

<https://www.studentminds.org.uk/coronavirus.html>

Crisis Help and Helplines

If the person is in a crisis and in need of medical attention, you should call 999 and ask for an ambulance to take them to A&E.

If the person is presenting as a danger to themselves or members of the public you should contact the Police on 999.

Samaritans on free phone 116 123 (open 24 hours a day every day of the year)

<i>Local area</i>	<i>9am-5pm</i>	<i>5pm-9am</i>
Blackburn	01254 226430	01254 226074
Blackpool	01253 951225	01253 956280
Chorley & South Ribble	01772 676173	01772 773525
Hyndburn, Rossendale & Ribbles Valley	01254 226006	01254 612640
Lancaster & Morecambe	01524 550550	01524 550198 or 01524 550199
Pendle & Burnley	01282 628455	01282 657222
Preston	01772 647024	01772 773433
South Cumbria	0300 024 7247	0300 024 7247
West Lancashire	01695 684161	01695 684356