

ENCONTRAR+SE

UPA
UNIÃO PARA A JUVENTUDE

CATÓLICA PORTO
FACULDADE DE EDUCAÇÃO E PSICOLOGIA

United to help movement (UPA) in Portugal: To combat mental illness stigma and promote mental health

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Outline

- PORTUGUESE REALITY REGARDING MENTAL HEALTH
- BRIEF PRESENTATION OF ENCONTRAR+SE
- The UPA MOVEMENT
 - BROADER INITIATIVES
 - SPECIFIC THEMES / TARGET GROUPS
- STRATEGIES

THE PORTUGUESE REALITY

Portuguese Mental Health: Political Issues



1963

49 YEARS

2012

2008 6 years

Law nº 2118, 3rd April

•The Portuguese Mental Health Law of 1963, very much influenced by the Mental Health Act promulgated by Kennedy in the USA, proposed a community-based model

Resolution of the Assembly of the Republic n.º 5/2008 Approves the National Mental Health Plan for the period 2007- 2016.

WORST OUTCOMES
IN MENTAL HEALTH.
SITUATION EVEN
WORSE!

2004 2010

"In the Portuguese National Health Plan for 2004-2010, it was assumed that :

"there are people at risk of being hospitalized due to the lack of alternatives to institutionalization"

MENTAL HEALTH
CONSIDERED A PRIORITY

Mental Health Expenditure in European Economic Area countries (% of total health expenditure)

Source:
Mental Health Economics European Network (2004)

1º Mental Health Budget "The mental health system does not implement the proposed reforms. Without it, it will be very difficult to achieve significant changes"

ACTIVIDADES	RPO	CALENDÁRIO	INDICADOR
Estabelecer um orçamento nacional para a saúde mental		A partir de 2008	Orçamento

Prevalence of mental disorders / access to treatment

The 2010 country summary refers a large gap between the number of people affected with mental disorders and those receiving treatment:

- ❑ Estimated prevalence of people with mental disorders - 1,557,054 (16.07%);
- ❑ People receiving treatment in psychiatric mental health services belonging to the public and social sectors - 168.389 (1.7%).

Mental Health Services

- ❑ Public Psychiatric hospitals6
- ❑ Local Mental Health Services with inpatient unit 26
- ❑ Local Mental Health Services without inpatient unit 4
- ❑ Regional Departments of Child and Adolescents Psychiatry 3
- ❑ Services/Units of Child and Adolescents Psychiatry 21
- ❑ Inpatient Units Social Sector 10

"Currently there are no formal community mental health services in Portugal"

(Portugal Country Summary, 2010)

Anti-stigma initiatives

“...initiatives to combat mental illness stigma”.

The timeline shows several initiatives: 'Luta contra o estigma' (2008-2010), 'Campanha Nacional Anti-estigma', and 'Campanha Nacional Anti-estigma'.

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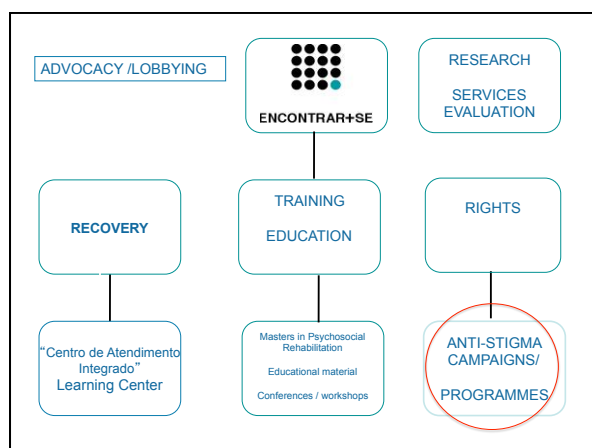
Brief presentation

ENCONTRAR+SE'S PHILOSOPHY

Non-governmental organization (NGO) founded on Mental Health Day 2006, recognised as being of public interest.

Develop programs related to the four components of “The Great Push for Mental Health” initiative proposed by the WFMH (John Copeland, MD, Past President, WFMH /Chairman, WFMH Great Push for Mental Health)

**UNITY,
VISIBILITY,
RIGHTS, and
RECOVERY**




Anti-stigma initiatives in Portugal ?
Initiatives to promote Mental Health in Portugal ?

WHERE TO START?
VISIBILITY – GENERAL POPULATION
FOCUS – SPECIFIC ISSUES / TARGET GROUPS

VISIBILITY

ANTI STIGMA CAMPAIGN
A Song for Mental Health
UPA - United to Help Movement



AIMS

- Increase the awareness and knowledge of the nature of mental disorders and treatment options;
- Contribute to the gradual replacement of old stereotypes with accurate information in order to reduce discrimination, and improve public attitudes towards those who have or have had a mental disorder, and their families;
- Help demystify mental illness, and reduce the feelings of hopelessness of those living with it, and their families.
- Promote preventive behaviours, by highlighting the need to seek treatment at early stages.

PHASE 1

October-December 2007

PHASE 2

January-October 2008

PHASE 1


SPECIFIC AIMS

- TO REACH THE GENERAL PUBLIC WITH A **THEME NOT TALKED ABOUT - VISABILITY**;
- TO **START TALKING** ABOUT MENTAL DISORDERS;
- TO **START QUESTIONING** ABOUT PRE-EXISTING IDEAS/PREJUDICES;
- TO **HELP PEOPLE SEEKING CARE/HELP**

STRATEGY

- “VERBALIZE” INNER THOUGHTS REGARDING 3 MAJOR MENTAL DISORDERS – DEPRESSION, PANIC DISORDER AND SCHIZOPHRENIA (3 FILMS + 3 ILLUSTRATIONS FOR TV + PRESS + OUTDOORS);
- MENTION SOME SYMPTOMS/ FEELINGS RELATED TO THESE DISORDERS AS POSSIBLE CUES PEOPLE SHOULD NOT IGNORE;
- STRESS THE IDEA THAT MENTAL DISORDERS ARE A REALITY FOR WHICH THERE IS TREATMENT;

SCHIZOPHRENIA



Are you there Johnny... I am speaking with you, don't pretend you are not listening... Come on...you can't get anything right for a change... You are weak, an incompetent... Estás a ouvir Jonhy... everyone is laughing at you... 30 years and what did you achieved... nothing you are a burden for everyone...

SCHIZOPHRENIA IS A DISORDER FOR WHICH THERE IS TREATMENT... SPEAK TO YOUR DOCTOR



FALHADOS COMO TU NÃO VALEM NADA...

UPA

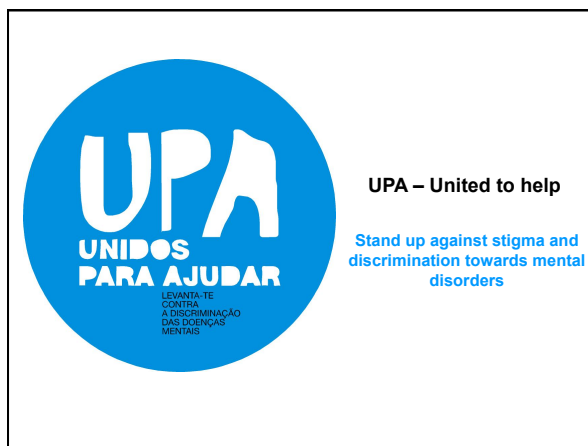
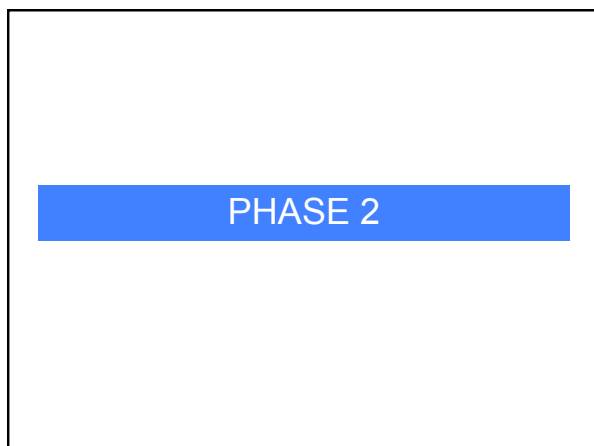

A ESQUIZOFRENIA É UMA DOENÇA PARA A QUAL HÁ TRATAMENTO. FALA COM O SEU MÉDICO. www.esquizofrenia.org

DEPRESSION




PANIC DISORDER



PHASE 2
January – November 2008

- In a positive and constructive way, UPA seeks to help people **move one step forward** in the **acceptance** and **understanding** of mental disorders. It is addressed both for those who do not accept having a problem, who delay seeking help, and who suffer because of a mental disorder, and for everyone who deals badly with this reality;
- UPA aims to bring **hope** and **promote change**



- TO PRESENT STIGMA ATTITUDES TOWARDS MENTAL DISORDERS THROUGH **MUSIC** AND THE USE OF ROLE MODELS;
- TO DEAL WITH A “**DIFFICULT**” THEME IN A POSITIVE WAY;
- TO FIND A WAY OF LEDING PEOPLE TO A **SITE** WHERE THEY CAN FIND **INFORMATION** REGARDING MENTAL DISORDERS;
- TO “**MOTIVATE**” PEOPLE TO GIVE THE **FIRST STEP TOWARDS SEEKING HELP**;

STRATEGY

- FROM JANUARY TO OCTOBER 2008, EVERY MONTH:
 - A **MUSIC** IS RELEASED REGARDING ONE OF THE IDENTIFIED **THEMES**;
 - A **FILM** IS MADE FOR TV;
 - AN **ILLUSTRATION** IS MADE FOR MUPIS AND PRESS;
 - THE **WEBSITE** HAS ALL THE MATERIAL AVAILABLE AND PEOPLE CAN DOWNLOAD THE MUSIC

STRATEGY

- 10 THEMES – 10 MUSICS
- 20 BANDS
- 10 FILMES
- 10 ILLUSTRATIONS
- 1 CD / DVD
- + RADIO PROGRAMMES
- + TV PROGRAMMES
- + CONFERENCES, ETC

IDENTIFICATION OF THEMES

- The identification of themes / key messages of the campaign resulted from a **collaborative work group** integrating institutions representing of health consumers, family members, NGOs, and care providers:

THEMES

The first theme represents the project's general goal:

1 – DISCRIMINATING / INTEGRATING,

The idea is to pass from denial (of diseases, of accepting being ill) and ignorance to accepting and informing, meaning:

2 - DENYING / ACCEPTING

Here we start entering the disease itself, stressing the idea that mental diseases are as any other true disease and not a choice of the individual.

3- SEPARATING / UNITING

Upon introducing mental health as a part of general health, mind and body considered as a whole, and after having accepted the disease as a disease and not as the choice of an attitude, we start dealing with different aspects of experiencing the disease and how other people perceive it. Hence:

4- FEAR / UNDERSTANDING

5- GUILT / TOLERANCE

6- SHAME / ACCEPTANCE

7- DEPENDENCE / AUTONOMY

We then pass to the most direct consequence therefrom:

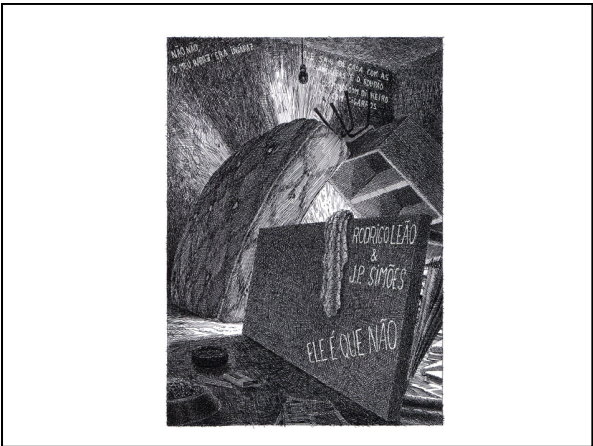
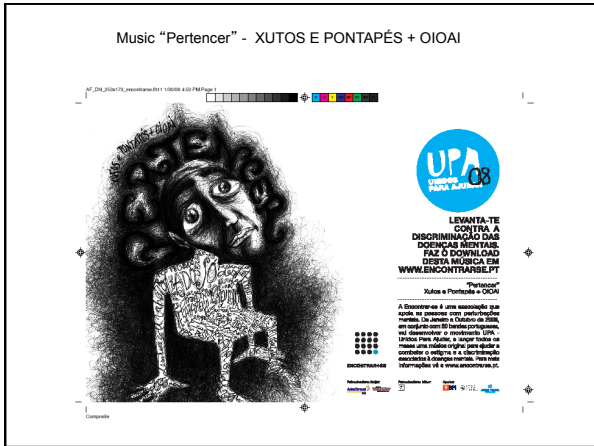
8- OFFEND / RESPECT

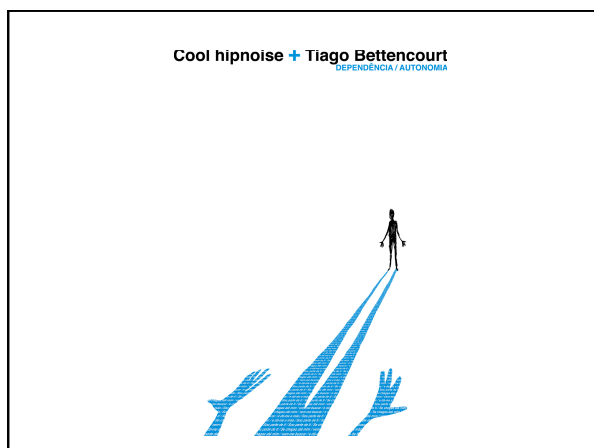
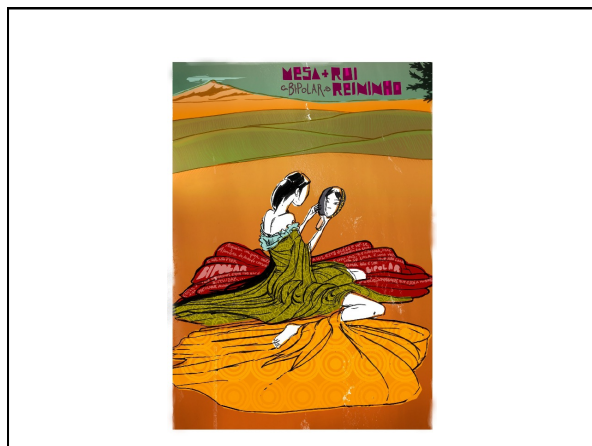
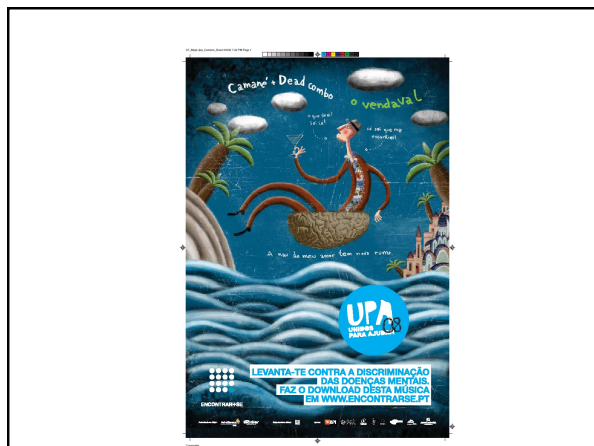
We finish with the two last themes that lead to a more positive perspective (HOPE) and the cycle is closed by returning to the initial integration theme (FRATERNITY)

9- DESPAIR / HOPE

10- LONELINESS / FRATERNITY

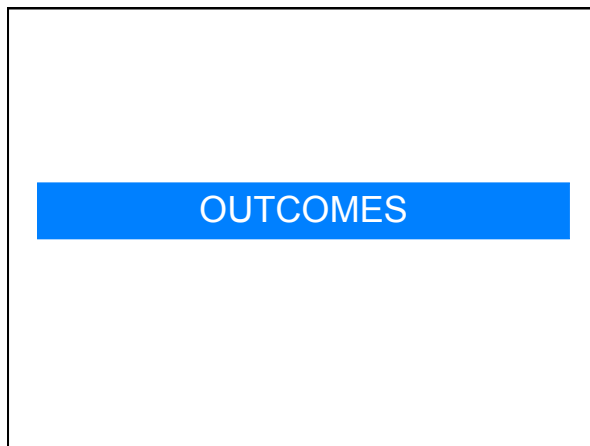
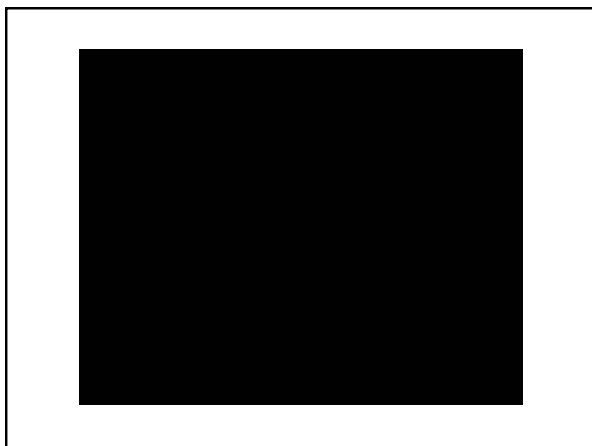
CAMPAIGN MATERIALS





PRODUTORA República das Bananas
AGÊNCIA Lowe
PRODUTO UPA
TÍTULO Ouve bem
REALIZADOR Silvério Canto
VERSÃO TV
DURAÇÃO 30"
DATA 06-06-2008

WWW.REPUBLICADASBANANAS.COM



- 90.435 visits to the site;
- 895 donations to download the musics;
- Participation in 12 radio programmes;
- Participation in 6 TV programmes;
- Since December 2007 – 120 billboards distributed by Porto, V. Nova de Gaia, Aveiro, Faro, Évora, Viseu, Leiria)

69 % of population + 15 years of years have been exposed to the campaign at least once

		2007	2007
		DEZ	OCTOBER
TV	RTP		41 Times
	RTP2		98 Times
	SIC		591 Times
	RTPN		100 Times
	PORTO CANAL		Lack of data
	SIC NOTÍCIAS		113 Times
PRESS	SIC RADICAL		108 Times
	SIC MULHER		110Times
	DIÁRIO NOTÍCIAS		12 Times
	JORNAL NOTÍCIAS		9 Times
OUTDOORS	REVISTAS 24 HORAS		47 Times
	LUX		2 Times
	DESTAK		13 Times
	PÚBLICO IPSILON		7 Times
	MCO TV (metro)		1 every 10 minutes
TV TOTAL COVER FOR TARGET GROUP +15 Y.			68,62%



Visit of Patt Franciosi, WFMH





OTHER INITIATIVES

- CHARITY DINNER / PARTY
- UPA INFORMS (WEBSITE)
- UPA MARCH

FOCUS

- SPECIFIC AREAS / TARGET-GROUPS
- PROMOTION OF MENTAL HEALTH
- 1 – PREVENTION / COMBAT STIGMA - YOUTH
UPA MAKES THE DIFFERENCE
UPA TEACHERS
FINDING SPACE TO MENTAL HEALTH
- 2 – INTERVENTION – COMMUNITY-BASED SERVICES (ADULTS)

MEDIA - National Mental Health Journalism Prize

INTERVENTION

- COMMUNITY-BASED SERVICES (ADULTS)

STRATEGIES

SOCIAL MARKETING +
 ATTRACTIVE IMAGE +
 INOVATIVE +
 COHERENCE + ADAPTED TO DIFFERENT TARGETS
 USE OF ROLE MODELS

RESEARCH AND EVALUATION

IMAGE

TREATING IN A NICE / "CUTE" WAY A DIFFICULT ISSUE

