
CAMPAIGN PLEDGE “SEE ME” (MENTAL HEALTH)

1. SUMMARY

- 1.1 “See Me” is Scotland’s national campaign to end the stigma and discrimination of mental ill-health across all parts of society. The campaign has a high profile across Scotland which involves national TV adverts and high profile sports profile which includes support from a number of Football Clubs and other professional teams.
- 1.2 Materials produced by the health promotion campaign are available from the internet and in Council and partners building which aims to address issues of stigma associated with mental ill-health. The campaign has been very successful to date and the Scottish Government promote the “See Me” campaign across public services and society.
- 1.3 Many organisations across Scotland have pledged to work with “See Me” in order to eliminate the stigma and discrimination of mental ill-health. Signing such a pledge, and the action plan that accompanies it, means that the organisation makes a public commitment to tackling the stigma experienced by people with mental health problems. Such a commitment will be seen by employees, by customers or users of services and by the wider public.
- 1.4 To date, 20 Councils in Scotland have signed the “See Me” public health campaign pledge and have agreed an action plan to join the community and public services to end the stigma of mental ill –health.

2. RECOMMENDATIONS

- 2.1 The Council is asked to endorse the “See Me” campaign pledge and sign up to a local action plan. This would include the commitment to raise the profile of the work to tackle the stigma of mental illness by the ‘see me’ campaign.
- 2.2 The Council are asked to instruct the Executive Director of Community Services to contact the campaign team and complete the action plan to ensure Argyll and Bute Council become members of the current public health campaign.
- 2.3 The Council note that the action plan will involve the Council’s continued best practice in mental health work within teams to tackle the stigma of mental illness in our communities.

3. CONCLUSION

- 3.1 The Council is asked to endorse the current campaign by “See Me” and sign the pledge and action plan required to be partners in this health promotion work.
- 3.2 There are no additional costs associated with the signing of this health promotion pledge.

4. IMPLICATIONS

<i>Policy:</i>	None
<i>Financial:</i>	None
<i>Legal:</i>	None
<i>Personnel:</i>	None
<i>Equal Opportunities:</i>	Signing the “See Me” pledge will further support the Council’s commitment to equal opportunities.

Cleland Sneddon
Executive Director of Community Services

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