



FALKLAND ISLANDS MENTAL HEALTH ANTI-STIGMA CAMPAIGN

Developing a mental health anti-stigma campaign
for the Falkland Islands- Survey Results 2024

November 2024

Mental Health Anti- Stigma Campaign

Introduction

In April 2024 the Falkland Islands mental health anti-stigma campaign was launched with Sue Baker, Anti-stigma in Mental Health Global Consultant, Social Enterprise Community Interest Company (CIC), Implemental and the Public Health Unit, Falkland Islands Government delivering presentations and focus groups throughout the Falkland Islands community. This included Camp, the Falkland Islands Community School, government services, the private sector, public meetings and meetings with local charities and community groups.

The project is part of the UKOT Anti-Stigma Capacity Building Programme, which is running across several UKOTs with an aim to build local capacity through research, social marketing, community action and anti-stigma training to support the public, local partners and people with lived experience to tackle mental health stigma, adapting globally evidenced methods and tools to each specific UKOT context.

Two surveys were launched in the Falkland Islands, the 'Community views on mental health' survey was the first survey launched on the 29th of April 2024 open until the 9th of June 2024. The sister survey 'Developing a mental health anti-stigma campaign for the Falkland Islands' was launched on the 13th of May 2024, and ran until the 16th of June 2024.

The 'Developing a mental health anti-stigma campaign for the Falkland Islands' included questions from an evidence-based survey called 'Stigma Shout'. Stigma Shout is a questionnaire used to assess the extent, nature and impact of stigma locally, which was used in the English campaign programme in 2008 and has since been applied internationally.

This report is based on the responses to 'Developing a mental health anti-stigma campaign for the Falkland Islands'. The survey was available as an online survey and this was publicised by the Falkland Islands Government (FIG) website and intranet, plus, via local media. While a paper questionnaire was available to the public in community places like Stanley Post Office. In addition, hard copies of the questionnaire were distributed in Camp communities on East and West Falklands and through local businesses and community groups to reach all corners of our community.

The responses submitted are shared in this report and the anonymous data collected by the research team is held in accordance with the FIG Data Protection Policy.

Background

Stigma and discrimination against those who experience problems with their mental health or are living with a mental disorder is a public health concern as it has an impact on individuals, their families, within communities and within our society.

Stigma and discrimination:

- Prevents people seeking help
- Delays treatment
- Impairs recovery
- Socially isolates people
- Excludes people from day to day activities

International research on the best way to break the cycle of stigma and discrimination suggests that each nation should develop a campaign which includes the following key factors:

Sustainability

Developing a long-term campaign that will break down the barriers of misinformation, assumptions and fears that surround mental disorders and those who experience mental ill health.

Multi-layered approach

Individuals, their families, employers, clubs, community groups and the government all have a role to make changes in how we reduce discrimination.

Providing accurate information and listening to those with real life experiences can make change happen.

Direct Involvement

The Falkland Islands community and those affected by stigma and discrimination needs to be at the heart of the campaign.

Targeting

Understanding why individuals, groups and organisations within our community may directly or indirectly discriminate is the key to bringing positive change.

Developing a mental health anti- stigma campaign in the Falkland Islands survey was aimed at capturing the views of those people with lived experience of a mental health condition, past or present.

Who took part in the developing a mental health anti-stigma campaign for the Falkland Islands survey?

In total 71 people participated in the developing a mental health anti-stigma campaign survey. Of the 71 participants 68 people identified as having lived experience of mental ill health.

Sex

All respondents answered this question, 65% identified as female, 34% as male, while 1% identified as non-binary.

Age

Participants were asked to identify their age group out of seven age ranges. Of the 71 respondents none reported being between the ages of 16 years and 24 years of age. 24% were between the ages of 35 years and 44 years of age, 27% were between the ages of 45 years and 54 years of age, 20% of participants were between the ages of 55 years and 64 years of age, 9% were between the ages of 65 years and 74 years of age, and finally, 3% were over the age of 75 years.

Where you live

Survey participants predominately (97%) lived in Stanley with 3% living in Camp. Two respondents skipped this question.

National Identity

69 respondents answered this question with 45% of participants describing their national identity as British, while 38% described their national identity as Falkland Islander. Thereafter, 6% British/Falkland Islander and the remaining 11% of participants as British/Falkland islander/ Chilean, Falkland Islander/Australian, Falkland Islander/Scottish, German, Scottish, South African and St. Helenian.

Ethnicity

15 participants chose not to answer this question, while 84% self reported their ethnicity as white, 5% as mixed, 4% as Asian, the remaining 7% of respondents reported their ethnicity as Black British, or European, or Italian/ Spanish or White/ mixed.

Sexual Orientation

69 respondents answered this question with 86% of survey respondents reported their sexual orientation as being straight or heterosexual, 3% gay or lesbian, 6% bisexual, and 5% preferred not to disclose.

Gender Identity

70 respondents answered this question with 99% reporting to identify as the same sex registered at birth. One person identified as greygender.

Do you have a sensory, learning or physical disability?

16% (n11) of 71 survey participants self-reported as having a sensory, learning or physical disability. Of those identifying as having a sensory, learning or physical disability a range of conditions including physical health were self-reported; mobility issues, age related conditions, autism spectrum disorder (ASD), breathlessness from lung disorder, dyslexia, irritable bowel syndrome (IBS) and high blood pressure.

The people we did not reach

We did not reach those people living and working at MPC as work permit holders. The Falklands Islands are rich with people who have diverse cultures and national identities. The survey results did not reflect the diversity of the community.

What best describes your current mental health problem/ primary diagnosis?

Participants were asked to select as many options that applied to their mental health condition or diagnosis from a list, in addition there was a section for free text to specify others not included in the list. The breakdown can be seen in Table 1. No participants identified with lived experience of Personality Disorder, Schizophrenia or Schizo-affective disorder.

3 of the 71 respondents indicated that they did not have a current mental health condition, this may be because of the way the question was phrased and was asking about a current, not past experience.

Table 1: Lived experience of a current mental health problem

Mental health problem/ primary diagnosis	Percentage
Depression or Anxiety	48 %
Panic Disorder/ Social Anxiety	19%
Post Traumatic Stress Disorder	14%
Phobias including Agoraphobia/Claustrophobia/or fear of flying	6%
Obsessive Compulsive Disorder	3%
Bi-polar Disorder/ Manic Depression	2%
Dual Diagnosis i.e. mental health problems and substance use	1%
Other: Stress	2%
Other: Hyper-vigilance	1%

Reported level of experiencing stigma and discrimination

Table 2: Experience of stigma and discrimination

Question	Response	Percentage
1. Have you ever been treated differently (in a negative way) because of your mental health problem?	Yes	40.5 %
	No	40.5 %
	Not sure	19 %
2. Does stigma or discrimination sometimes stop you from doing things you want to do?	Yes	39%
	No	44%
	Not sure	17 %
3. Has the fear of being stigmatised or discriminated against stopped you from doing things you want to do?	Yes	46 %
	No	36 %
	Not sure	18 %

64 respondents answered Q1 and Q2, 61 respondents answered Q3 on experience of stigma and discrimination.

In total, 40.5% of respondents reported being treated in a negative way because of their mental health problem. While 39% of respondents reported that stigma or discrimination stopped them doing things that they wanted to do. Finally, 46% of respondents reported the fear of stigma or discrimination was stopping them from doing things they wanted to do.

What we found

Lived experience of stigma and discrimination

We asked, what kinds of things have stigma and discrimination stopped you from doing. 27 respondents answered this question and gave more detailed responses to help us understand how stigma and discrimination affects them personally. The top three areas identified by most survey respondents were:

- Employment
- Seeking help
- Disclosing to others

Table 3: Lived experience impacts of stigma and discrimination

Relationships with others
Making friends
Meeting new people
Socialising
Feeling like a burden to others
Being open to my family about my illness
Employment
Applying for jobs
Changing jobs
Having the same opportunities at work as others
Raising issues about my job
Feeling different from others at work
Treated differently from others at work
Financially badly affected by stigma and discrimination
Sense of belonging in the community
Playing sport
Leaving my home
Going to the shops, especially the big ones
Joining local activities and groups
Relationships with professionals
Asking for help when I need it
Fear my mental illness will be used as a reason for any symptom I may have
Reporting a crime

In the workplace:

'Telling my boss, I'm not coping'

Living a life:

'Motivation for so many things, I can not even list them'

Family and friends:

'Being told, 'you're on your own with that one'

Fear of stigma and discrimination

We asked what kinds of things people who experience the fear of stigma and discrimination feel prevented from doing or participating in their community. 28 respondents answered this question and provided more detailed responses. The top three areas identified by most survey respondents were:

- Relationship with family and friends
- Sense of belonging in the community
- Disclosing to others, especially at work.

Table 4: Impacts of the fear of stigma and discrimination

Relationships with others
Opening up to friends
Suffering some kind of discrimination
Disclosing to those close to me
Feeling like a hinderance in relationships with others
Having a conversation
Only my partner knows my struggles
Employment
Not being transparent about my condition with the people around me
Not disclosing my mental health condition and then not seeking Occupational Health
Not applying for new jobs
Raising issues about my job, with a lack of support

Fearing bullying and discrimination

Being micro-managed at work

Sense of belonging in the community

Others may think I am exaggerating my illness

Suffering some kind of discrimination

Socialising

Joining physical activities, worried that I won't be able to do them, then feel worse

Joining groups

Sense of belonging in the community

Asking for help when I need it

Fear my mental illness will be used as a reason for any symptom I may have

Reporting a crime

Other areas affected by stigma and discrimination

Applying for life insurance

Applying for a bank loan

In the workplace:

'Being able to fulfil my role at work and not feel micromanaged'

Living life:

'Absolutely no one other than medical staff know that I have any mental health issues, but it impacts me every day'

Family and friends:

'Not disclosing my mental health problems to friends, unless I know they have one too'

From which group(s) of people do you personally experience the most stigma and discrimination?

To aim to build a campaign which targets the groups of people with attitudes and behaviours which most impact on the lives of those with lived experience we asked respondents to identify where they experienced stigma and discrimination from.

The percentage (%) results can be seen in Figure 1, three options on the list, children (5-12 years), teachers and mental health services users were not selected by any respondents.

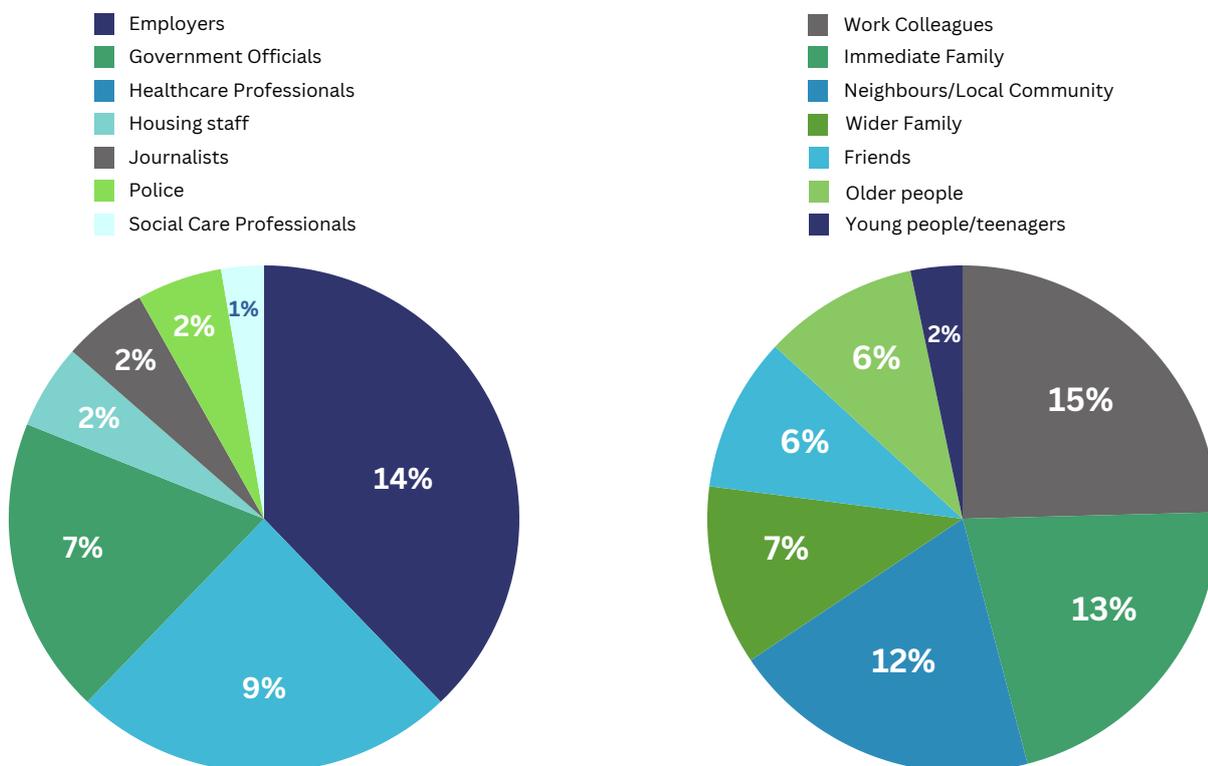


Figure 1: Which groups of people do you personally experience most stigma and discrimination?

What locations should we target?

The survey asked that if we were to select only one location within the Falklands community where should we target in a social marketing campaign. What would be the right audience?

45 respondents answered this question, and the top three areas identified most frequently were:

Media 47%

Large workplaces 22%

Schools 13%

The full breakdown of suggested locations to target can be seen in Figure 2. Four potential suggested locations on the list, places of worship, medical and health services (including casualty), mental health services and RFIP (police station) were not selected by any of the respondents.

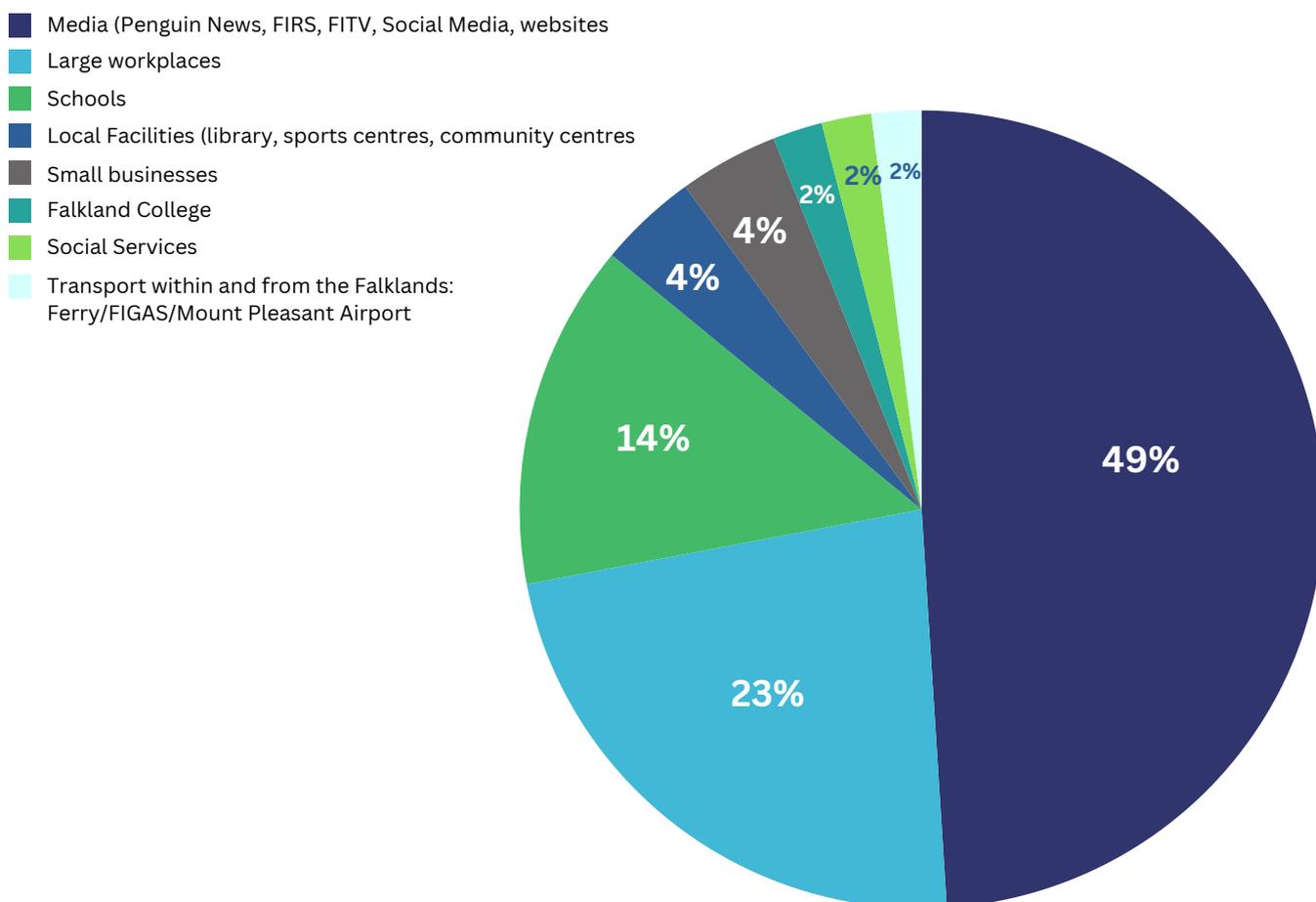


Figure 2: Target locations for the Falklands social marketing campaign

Respondents were asked to select only one option. 45 respondents completed this question.

Slogans: shifting public attitudes and changing behaviour towards people with mental health conditions

The survey asked if there were any slogans that should accompany the campaign. Nine choices were given and survey participants were asked to select their three top choices. In total, 46 respondents completed this question.

The top three choices of slogan were:

'There's no health without mental health - we all have mental health and need to look after ourselves in order to stay well'

'Having a mental health problem is a common part of life - (1 in 4 people experience a mental health problem over their lifetime)'

'We are people - see me, not the illness'

Table 5: Slogans to shift public opinion and change behaviour

Suggested Slogans	
Slogan Statements	Percentage
There's no health without mental health - we all have mental health and need to look after ourselves in order to stay well	22 %
Having a mental health problem is a common part of life – (1 in 4 people experience a mental health problem over their lifetime)	18%
We are people – see me, not the illness	18%
People with mental health problems can and do recover, to lead rewarding and fulfilling lives	13%
People with mental health problems should have the same rights as anyone else, and should not be subjected to discrimination	8%
Respect us	5%
Mental illness is not a crime, don't treat me like a criminal	5%
My problem is schizophrenia – what's yours?	3%
People should not fear people with mental health problems or think that they are any more dangerous and violent than anyone else	2%

Our campaign

What should we say?

The survey asked participants with lived experience what they would like us to say to change the way people behave towards people with mental health conditions.

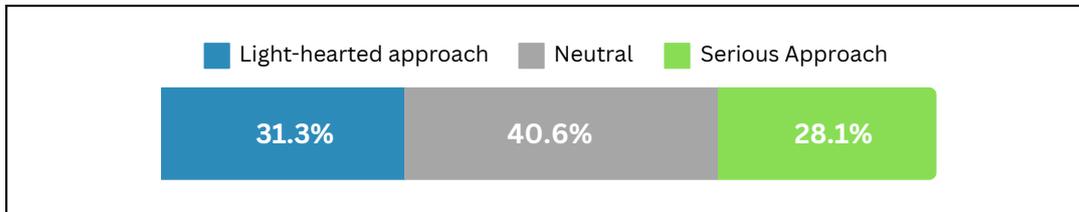
This is what the respondents had to say (see Figure 3):

Figure 3: What we would like to say to change people's behaviour towards those with mental health conditions

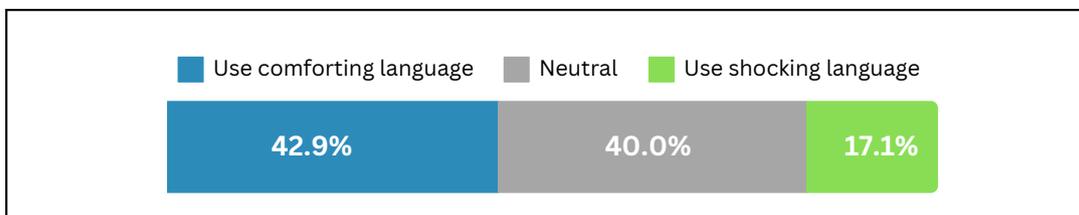


Setting the tone for our Falklands campaign

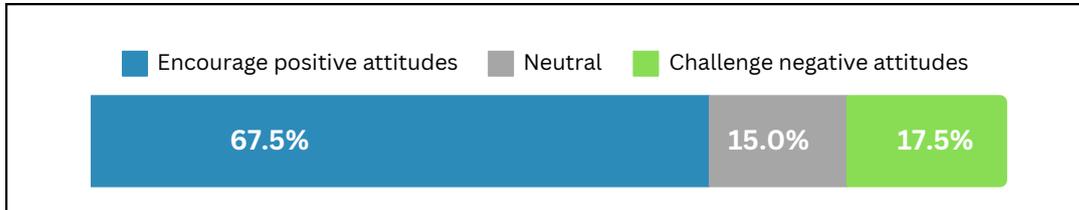
The survey asked what type of approaches a campaign should utilise to challenge attitudes and change behaviour across the Falklands community. Seven approaches on a scale were offered for survey respondents to choose from, selecting one end of the scale or the other or a neutral point indicating a compromise of the two ends of the scale.



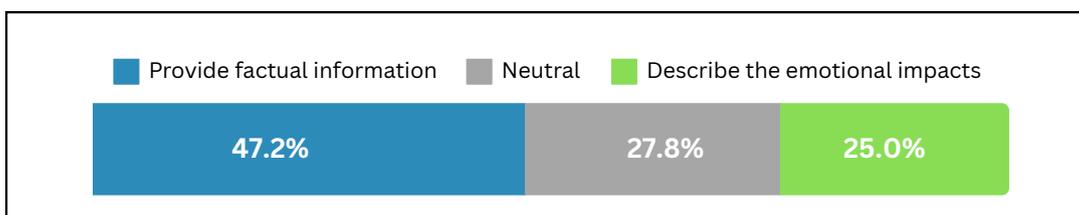
Based on 32 responses



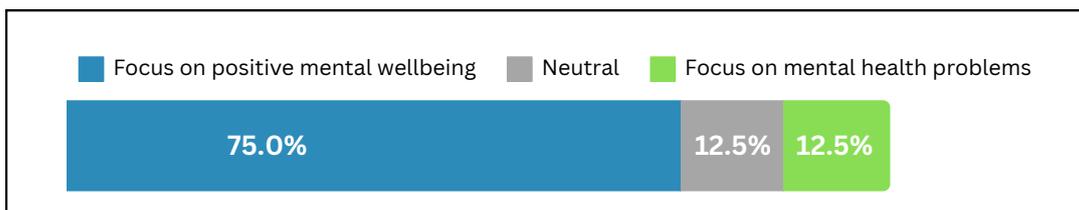
Based on 35 responses



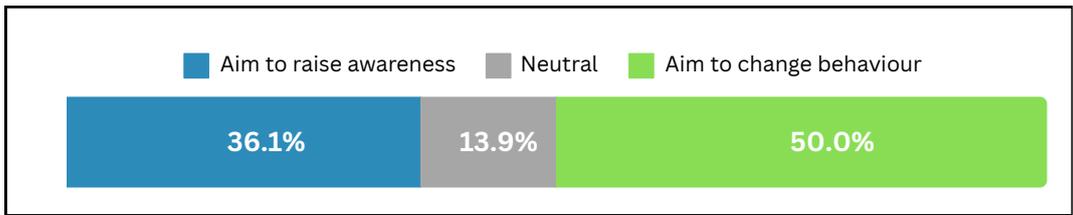
Based on 40 responses



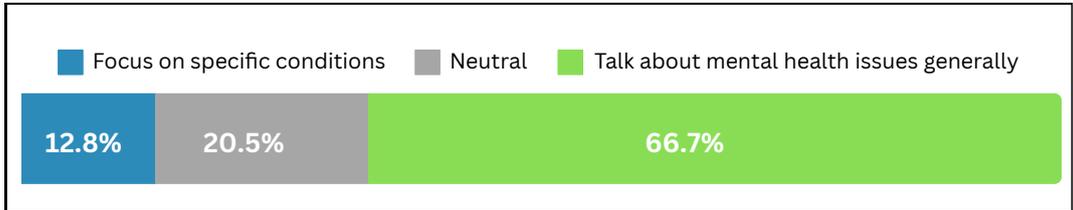
Based on 36 responses



Based on 40 responses



Based on 37 responses



Based on 39 responses

Our terminology

The survey asked what should be talk about when we talk about mental health. The survey used the term mental health problem to talk about mental illness. We asked what should be the main term that we use to communicate with the general public about mental health in the Falklands campaign. 47 respondents answered this question, and the most cited main term preferred was mental wellbeing. Severe mental illness was not selected so is not included in the results which can be seen in Figure 4.

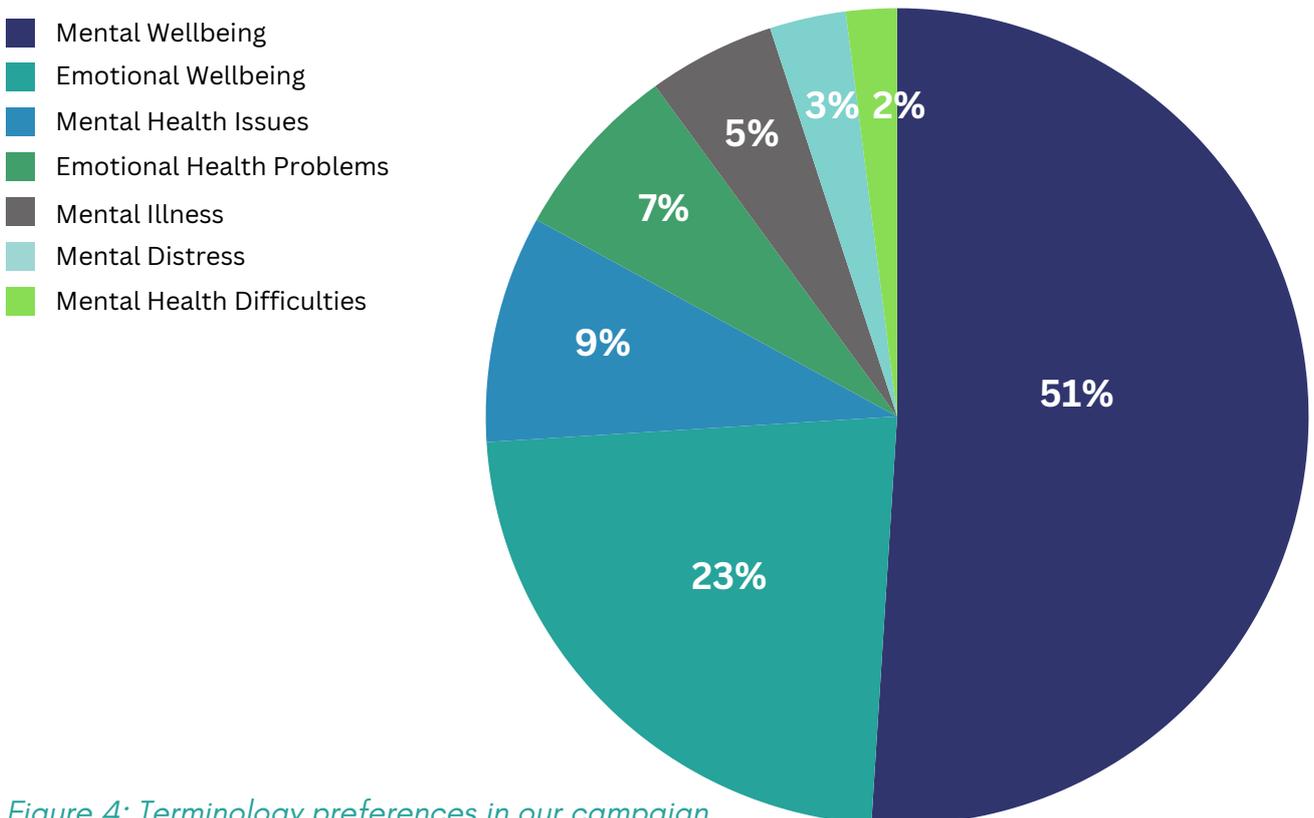


Figure 4: Terminology preferences in our campaign

What would you like our campaign to achieve?

We asked respondents to share their aspirations of what they would like to see the campaign achieve, 28 respondents provided their thoughts, and we grouped these into specific themes as can be seen in Table 6.

Table 6: Aspirations: what might our campaign achieve

One thing you would like the campaign to achieve
Language
Understand the potential impact of words, conversation, positive language, considerate and empathic words and actions, rid the words 'problem' 'issues', 'illness' 'difficulties', terminology and connotations, open discussion, being willing to talk openly
Attitudes
Make the fight for those of us with an invisible illness, seen, heard and accepted, make an awareness of how unwitting discrimination sucks, encourage everyone to speak up about mental ill-health
Public services/ employers
Treat employees with respect, change the law to recognise long term mental illness as a disability, more than lip service from FIG, change the entrenched views of higher management
Raise awareness and normalise mental ill-health
Being accepted, treat us normally, normalise that people don't always have the best mental health, show that mental health issues can be fixed, it's treatable, that it can be made better, ensure the community is aware that people who have mental health issues need understanding and support, not awkwardness and avoidance

Choosing a name for our mental health anti-stigma campaign

The survey asked what name you would like to give to the Falkland Islands anti-stigma campaign. 24 respondents complete this question with name suggestions a range of which can be seen in Figure 5.

Figure 5: Choosing a name for the Falklands Campaign



Our slogans: are there any other messages you would like to add to the campaign?

The survey asked if there were any additional slogans or key words that survey participants would like to add to the Falklands campaign. 20 respondents completed this question, the suggestions can be seen in Figure 6.

Figure 6: Our slogans for the Falklands campaign



What would you like the anti-stigma campaign to be like?

We asked survey participants if they could sum up in a word or two what they would like the campaign to be like. 29 respondents provided their thoughts, and we grouped into themes, inclusive was the word chosen the most, followed by positive/provide hope; respectful; educational; enlightening; thought provoking; eye opening; reclaiming/empowering.

“Challenge people's perceptions, get people involved from across the community who are willing to participate and share their experiences and how they're just like anyone else, and how mental health issues can affect anyone across the community.”

What we have learned

Stigma has a profound impact on the lives of people who live with mental health problems. People report being discriminated against by work colleagues, their employers, their own families and their friends here in the Falklands.

The fear of stigma has an equally profound impact on the lives of people who live with mental health illness. People report being afraid to be open about their mental health illness for fear of discrimination by work colleagues, employers, and their own families and friends.

Stigma and discrimination are a problem in our Falklands community, as much as it is a problem in large communities. People do hide themselves away and their mental health illness for fear of discrimination.

Stigma and discrimination stop people from taking part in the Falklands community. Simple tasks like going to the shops can become a challenge or taking part in clubs and community events.

We found consistency within what areas people would like the Falklands campaign to target, this includes the media, workplaces and schools.

The type of approaches than found favour and we think would fit well within our Falklands community are those that provide factual information, focusing on positive mental wellbeing, encouraging positive attitudes, aiming to create behaviour change and which talk about mental health concerns more generally rather than focusing on specific conditions.

Next steps

The findings from the Developing a mental health anti-stigma campaign for the Falkland Islands, the earlier focus group work and findings from the Community Views on Mental Health survey will be utilised to develop a social marketing campaign. We will also continue to work with all stakeholders including providing training for lived experience champions to be supported safely to share their stories at social contact events.

Acknowledgements

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Our thanks go to Maeve Daly-Llamosa and Helen McShane from the Policy, Economic and Corporate Services Directorate for their assistance with statistics, survey design and support with data collection. Amanda Duffy and Sue Baker for their assistance with all the insight work. To colleagues from Bermuda, British Virgin Islands and Gibraltar who have generously shared their wisdom and experiences with us from developing their own projects.

We are grateful to the large and small businesses within our community, our local charities and the Falkland Islands Government departments and service providers who embraced this opportunity to learn more about stigma and mental health and actively supported the campaign by distributing survey forms. Every voice and word counts. We are especially grateful to everyone who took part in the surveys and focus groups through-out our community.

Staying in touch

If you would like more information on the anti-stigma in mental health campaign or to find out more about how to get involved please visit

<https://www.falklands.gov.fk/publichealth/projects> or contact us:

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