

Champion Role Profile

What is Wide Skies, Open Minds?

Wide Skies, Open Minds is a social movement aiming to change how we all think and act about mental health. Wide Skies, Open Minds is a partnership and has been developed with the Falkland Islands Government, Implemental CIC and supported by wider FIG departments and community partnerships such as Team Tranquil and CAB and employers in the Falkland Islands. Champions will work together with these partnerships as everyone works together to tackle mental health stigma and discrimination in workplaces, schools and the community.

Who are champions?

Wide Skies, Open Minds champions are people with lived experience of mental health, who use their own experience to change people's attitudes and behaviours towards mental health. We will however also have roles available for those who do not have their own lived experience but still wish to be involved, e.g. if you care for someone with lived experience, are a business owner who wants to support in the workplace, a community leader or wish to share the campaign resources via your online or social networks. We will all be working towards ending stigma and discrimination within the Falkland Islands community through social contact and using media including social media.

Being a champion is a flexible commitment, where you can take part in whatever way you feel most comfortable with to tackle stigma and discrimination. Your level of involvement will be up to you and where you feel you are at. All levels of involvement are valued and can benefit the community.

What might involvement look like?

- Communication with the co-ordinators
- Attending champions meetings in person or online
- Attending community events
- Having conversations about mental health with people
- Advocating in the workplace to reduce stigma and discrimination
- Raising awareness around stigma and discrimination
- Organising your own social contact events e.g. games night, coffee morning, community quizzes etc
- Using your own social media platforms to spread the campaign messages
- Telling your own story to the local paper/radio/online
- Facilitate or co-facilitate training sessions for new champions
- Attending training sessions

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