

Amnesty International
Anti-Discrimination Campaign - Mental Health
17TH May 2011

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Irish International

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Background & Introduction



Irish International

- This presentation reviews the findings of a survey carried out on behalf of Amnesty International and Irish International by Millward Brown Lansdowne.
- This study is a **post-campaign study** on public attitudes towards people with mental health problems. It was conducted after the launch of Amnesty International's awareness campaign on discrimination of those with mental health problems.
- A **pre-campaign study** was conducted in September 2010 to gain a benchmark of attitudes on discrimination & prejudice in advance of the roll-out of the campaign.
- The main objectives of this study are to:
 - Understand to what extent the public believe discrimination and prejudice towards people with mental health problems exists
 - Understand to what extent stigma towards people with mental health problems currently exists among Irish adults
 - Measure recall and response to the poster ad 'Caroline'

Research Method



Irish International

- A questionnaire was developed between Millward Brown Lansdowne, Irish International and Amnesty International.
- The questionnaire was included on one of the Millward Brown Lansdowne face-to-face Omnibus Surveys.
- The Millward Brown Lansdowne Omnibus Survey is a face-to-face, in-home survey asked of a representative sample of 1,000 adults aged 15+ years living in the Republic of Ireland. This research was conducted among a sub-sample of adults aged 18+.
- The sample is quota controlled in terms of gender, age, social class and region, to reflect the actual demographics of the adult population.
- Interviews were conducted at 64 sampling points, representative of the size and spread of urban and rural localities nationwide.
- Fieldwork dates: 16th - 26th February 2011 (post-campaign)
 15th – 30th September 2010 (pre-campaign)



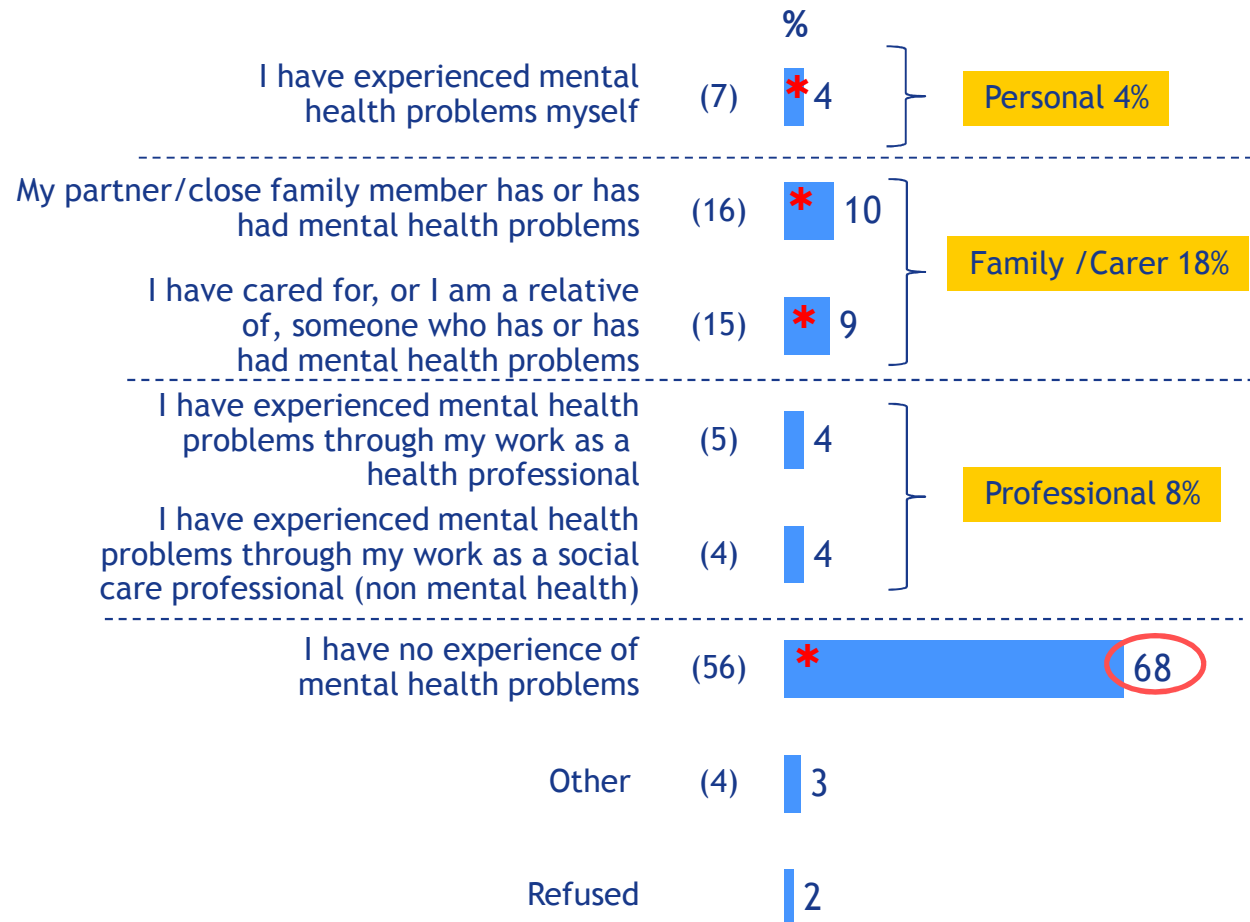
Experience and Awareness

Experience of mental health: almost 7 in 10 claim to have no experience.



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

Q. Do any of these statements apply to you?

Women, those aged 35-54 and ABC1s most likely to have family/carer or professional experience of mental health problems



Irish International

Base: All aged 18+ (974)

	Total (974) %	Male (482) %	Female (492) %	18-24 (104) %	25-34 (205) %	35-44 (224) %	45-54 (162) %	55-64 (152) %	65+ (127) %	ABC1 (406) %	C2DE (509) %	F (59) %
Family/Carer	18	15	21	16	14	21	22	16	19	19	17	16
Professional	8	4	11	8	8	12	6	7	3	11	6	4
None	68	73	63	65	73	60	66	72	72	65	69	77

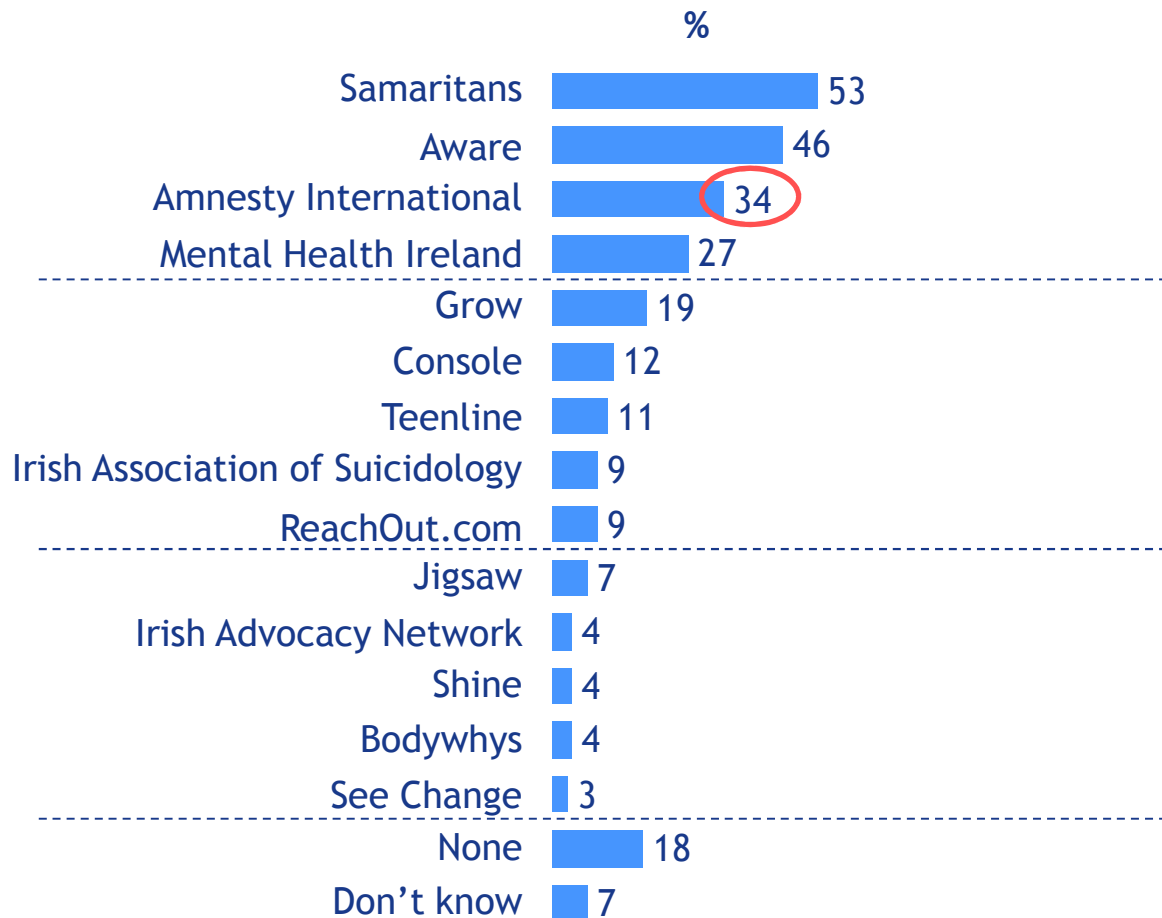
Q. Do any of these statements apply to you?

Awareness of advertising/information on mental health/ill-health - strong recall for Amnesty International



Irish International

Base: All aged 18+ (974)



Q. Have you seen, read or heard any advertising or information about mental health or mental ill health from any of the following organisations in the last few years?

Those with professional experience show highest awareness of support organisations; women and ABC1's to a lesser extent

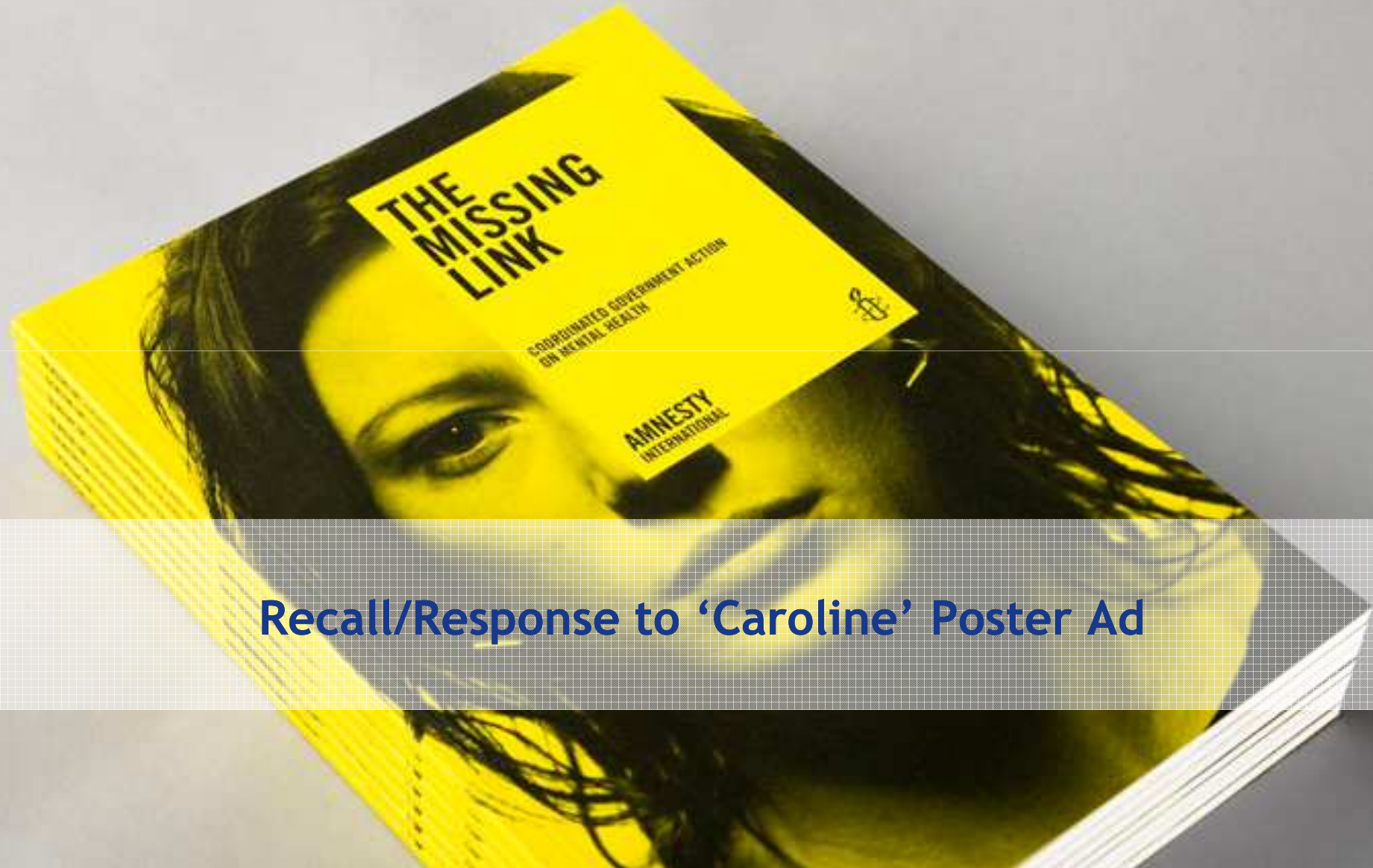


Irish International

Base: All aged 18+ (974)

	Total 947) %	Male (482) %	Female (492) %	<35 (309) %	35+ (665) %	ABC1 (406) %	C2DE (509) %	F (59) %	Family/ Carer (178) %	Professional (72) %	None (659) %
Samaritans	53	51	55	52	53	57	51	45	59	68	49
Aware	46	40	50	46	45	51	41	41	50	71	42
Amnesty International	34	34	34	35	34	41	28	40	32	48	32
Mental Health Ireland	27	24	31	28	27	30	27	18	27	38	26
Grow	19	13	25	17	21	20	18	17	23	34	17
Console	12	10	13	12	11	14	10	13	16	26	8
Teenline	11	8	13	13	10	13	10	8	13	26	9
Irish Association of Suicidology	9	7	10	8	9	11	7	6	11	21	8
ReachOut.com	9	7	11	10	8	11	7	6	12	19	8
Jigsaw	7	5	8	8	6	9	5	5	11	17	5
Irish Advocacy Network	4	2	6	3	5	6	4	-	9	9	2
Shine	4	3	5	3	5	5	3	5	6	10	4
Bodywhys	4	2	5	5	3	5	3	-	7	15	2
See Change	3	2	3	3	3	4	2	-	4	6	1
None	18	19	16	19	17	15	20	16	13	5	21
Don't know	7	10	5	8	7	6	8	8	6	4	8

Q. Have you seen, read or heard any advertising or information about mental health or mental ill health from any of the following organisations in the last few years?



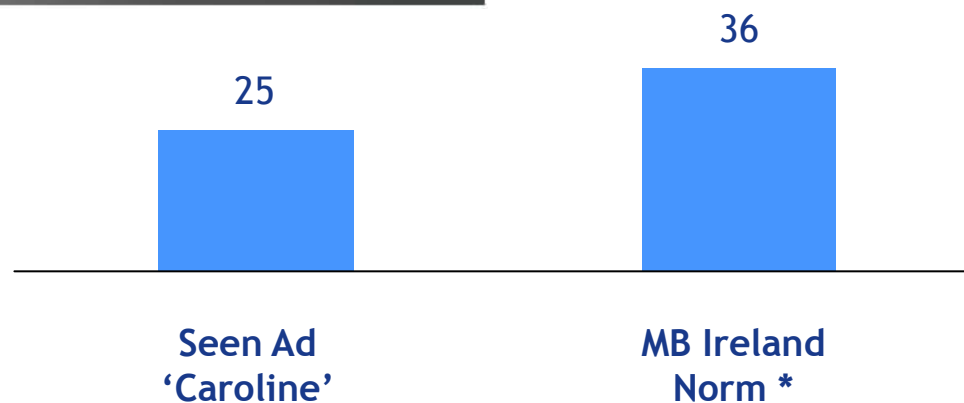
Recall/Response to 'Caroline' Poster Ad

One in four adults recall seeing 'Caroline' - this is below the average level of recall from the MB database.



Irish International

Base: All aged 18+ (974)



* Based on 99 Poster ads

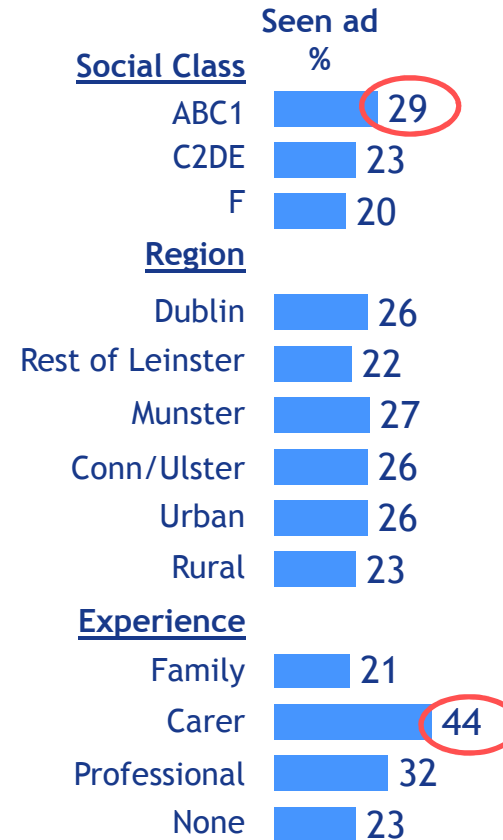
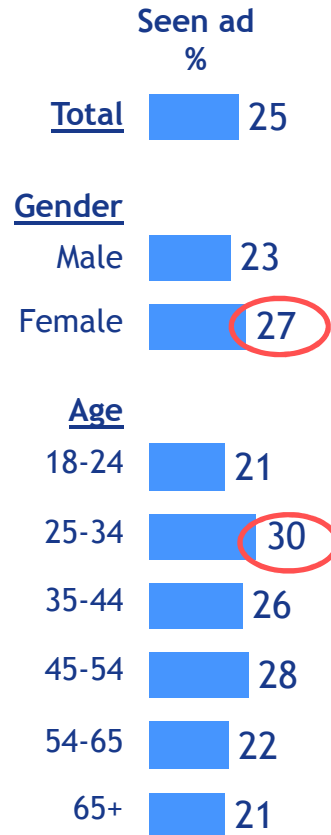
Q. Have you seen this poster ad before or not?

Recall of poster advert highest among women, those aged 25-34, also ABC1's and those with carer experience



Irish International

Base: All aged 18+ (974)



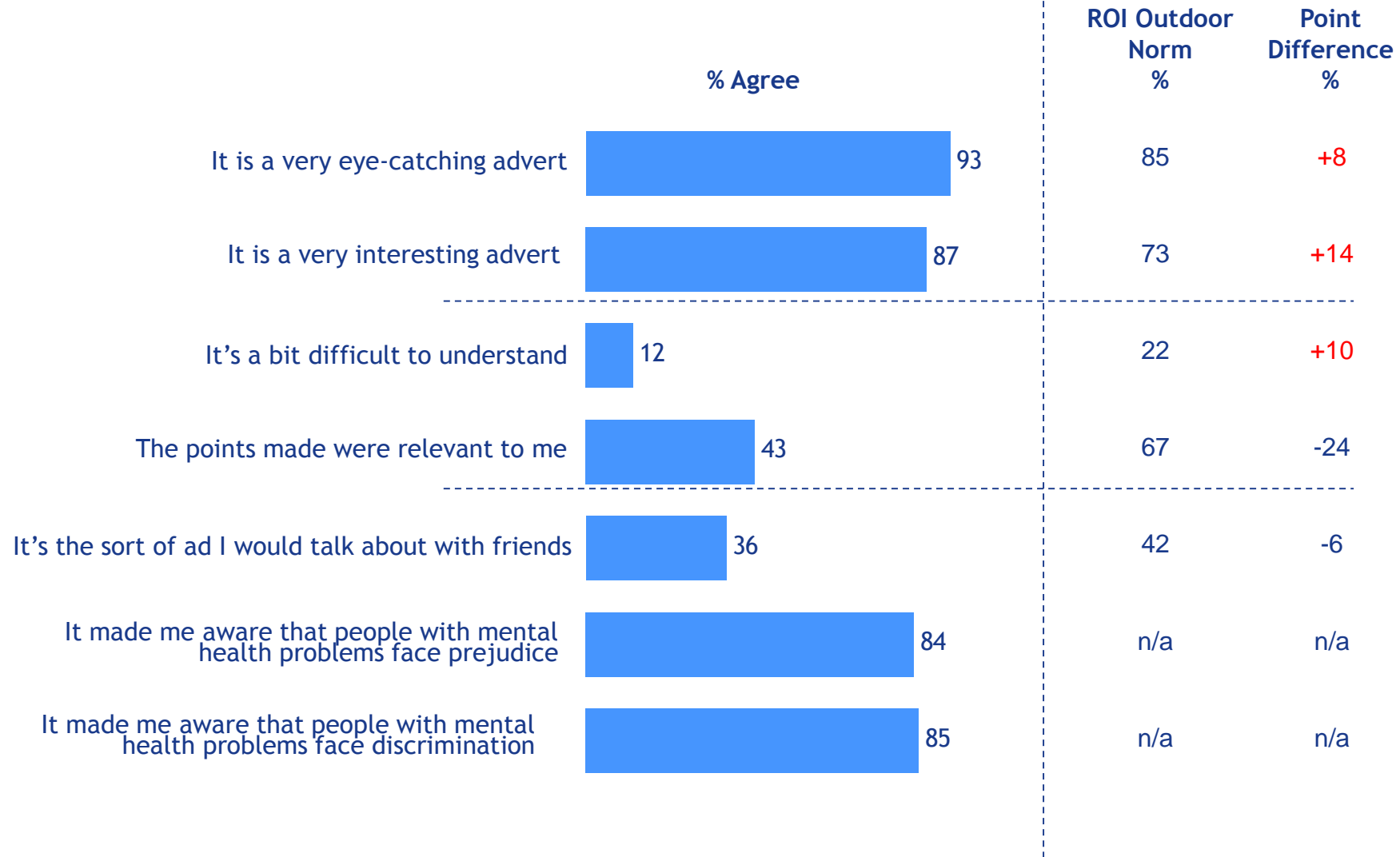
Q. Have you seen this poster ad before or not?

Key strengths of ad are eye-catching and interesting; strong capacity to build awareness of prejudice and discrimination



Irish International

Base: All seen ad (245)



Q. Thinking about this ad, please tell me if you agree or disagree with these statements.



Irish International

Most agree the ad has personal impact in terms of changing thinking; 3 in 10 claim the ad would encourage joining Amnesty International

Base: All seen ad (245)

	% Agree	ROI Outdoor Norm %	Point Difference %
It made me think about how I treat people with mental health problems	72	n/a	n/a
It made me feel more positive towards people with mental health problems	82	n/a	n/a
It made me feel more negative towards people with mental health problems	11	n/a	n/a
It made me think that mental health is an important issue for society to deal with	85	n/a	n/a
It made me think differently about Amnesty International	46	56	-10
It made me more likely to join Amnesty International	30	n/a	n/a

Q. Thinking about this ad, please tell me if you agree or disagree with these statements.

Response to Poster Ad by key demographics - I



Irish International

Base: All seen ad (245)

	Total (245) %	Male (111) %	Female (134) %	<35 (80) %	35+ (165) %	ABC1 (115) %	C2DE (119) %	Any Experience (86) %	None (148) %
It is a very eye-catching advert	93	91	94	89	95	91	94	92	93
It is a very interesting advert	87	82	90	88	86	85	87	90	85
It made me aware that people with mental health problems face discrimination	85	88	83	87	85	84	86	83	87
It made me think mental health is an important issue for society to deal with	85	84	86	86	85	86	82	84	85
It made me aware that people with mental health problems face prejudice	84	86	83	84	84	84	82	86	82
It made me feel more positive towards people with mental health problems	82	83	81	80	83	81	80	75	84
It made me think about how I treat people with mental health problems	72	74	71	73	72	69	74	76	72

Q. Thinking about this ad, please tell me if you agree or disagree with these statements.

Response to Poster Ad by key demographics - II



Irish International

Base: All seen ad (245)

	Total (245) %	Male (111) %	Female (134) %	<35 (80) %	35+ (165) %	ABC1 (115) %	C2DE (119) %	Any Experience (86) %	None (148) %
It made me think differently about Amnesty International	46	41	49	48	44	40	46	49	45
The points made were relevant to me	43	46	40	41	44	46	38	58*	33
It's the sort of ad I would talk about with friends	36	38	35	37	35	35	38	46*	32
It made me more likely to join Amnesty International	30	30	29	34	27	32	28	30	29
It's a bit difficult to understand	12	11	12	11	12	9	15	13	11
It made me feel more negative towards people with mental health problems	11	11	11	9	13	11	11	11	12

*Statistically significant difference

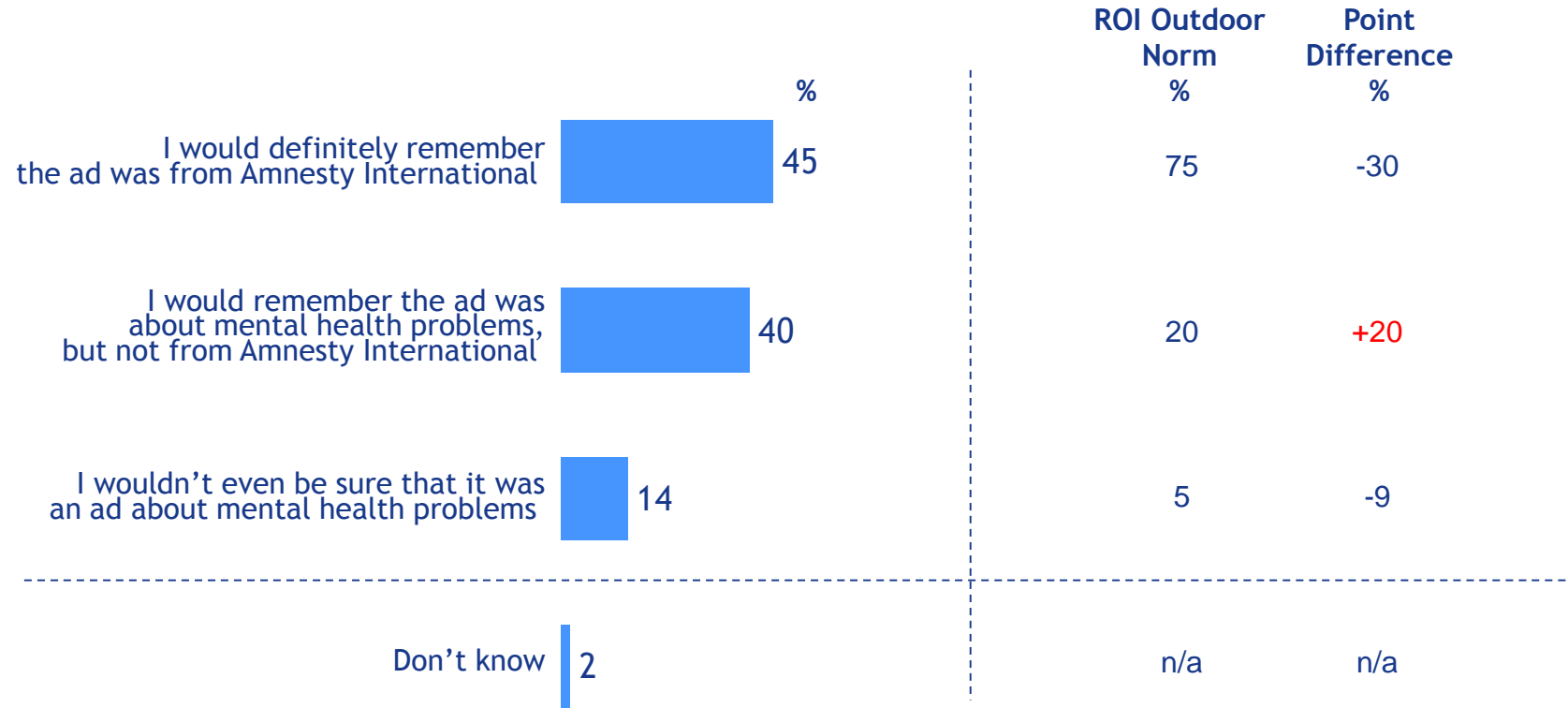
Q. Thinking about this ad, please tell me if you agree or disagree with these statements.

Branding: almost half clearly recognise Amnesty as the source of the message, but four in ten have stronger association with the message itself i.e. Mental health problems



Irish International

Base: All seen ad (245)



Q. There are some adverts that people remember but never know which brand or organisation they are for. Which one of these 3 phrases applies best to this advert?

Under 35's, ABC1's and those with no experience of mental health problems most likely to link the ad directly with Amnesty International



Irish International

Base: All seen ad (245)

	Total (245) %	Male (111) %	Female (134) %	<35 (80) %	35+ (165) %	ABC1 (115) %	C2DE (119) %	Any Experience (86) %	None (148) %
I would definitely remember the ad was from Amnesty International	45	44	45	54 *	39	47	39	42	46
I would remember the ad was about mental health problems, but not from Amnesty International	40	40	39	35	42	39	42	38	40
I wouldn't even be sure that it was an ad about mental health problems	14	16	12	11	15	12	16	17	12
Don't know	2	-	4	-	4	3	2	2	3

*Statistically significant difference

Q. There are some adverts that people remember but never know which brand or organisation they are for. Which one of these 3 phrases applies best to this advert?



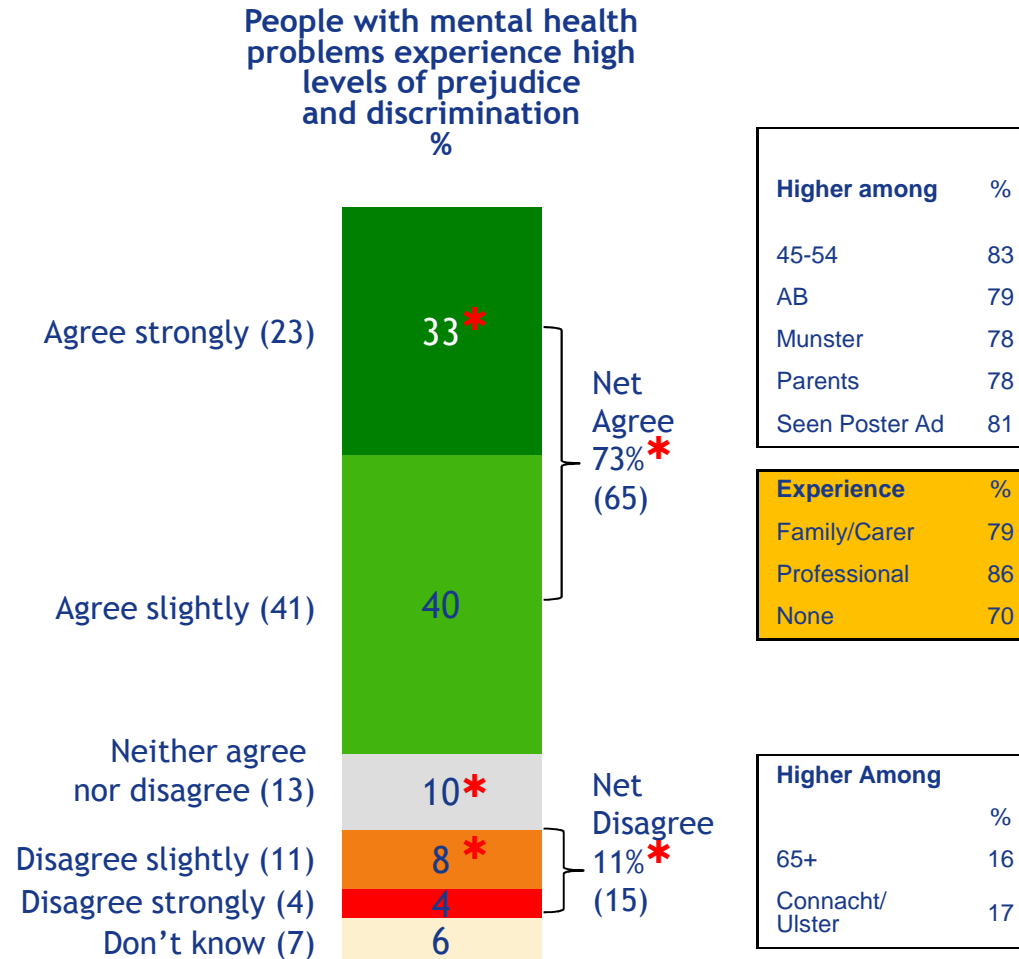
Attitudes towards mental health problems

Discrimination - I



Irish International

Base: All aged 18+ (974)



() pre campaign figures

*Statistically significant difference

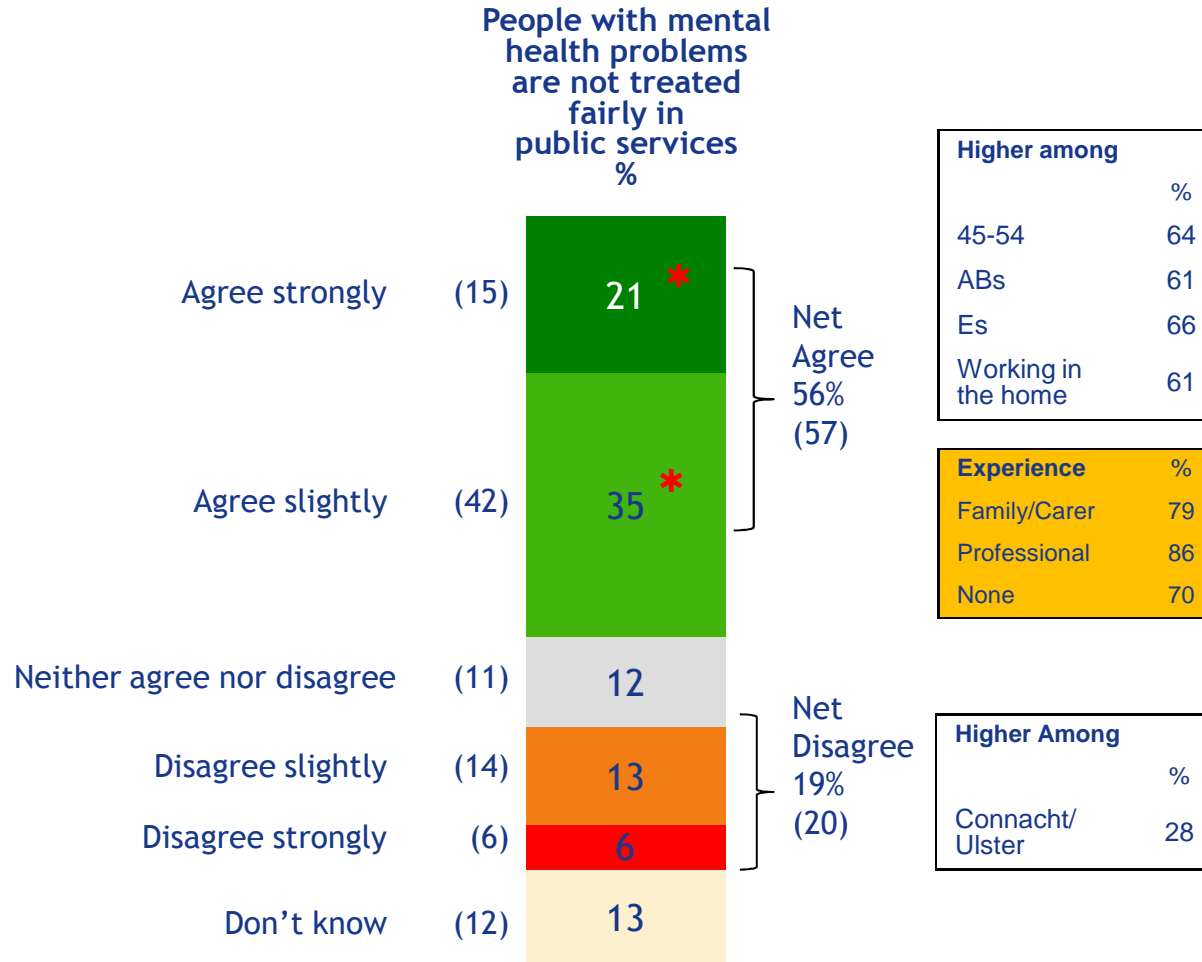
Q. Can you tell me to what extent you agree or disagree with each statement I read out:

Discrimination - II



Irish International

Base: All aged 18+ (974)



() pre campaign figures

*Statistically significant difference

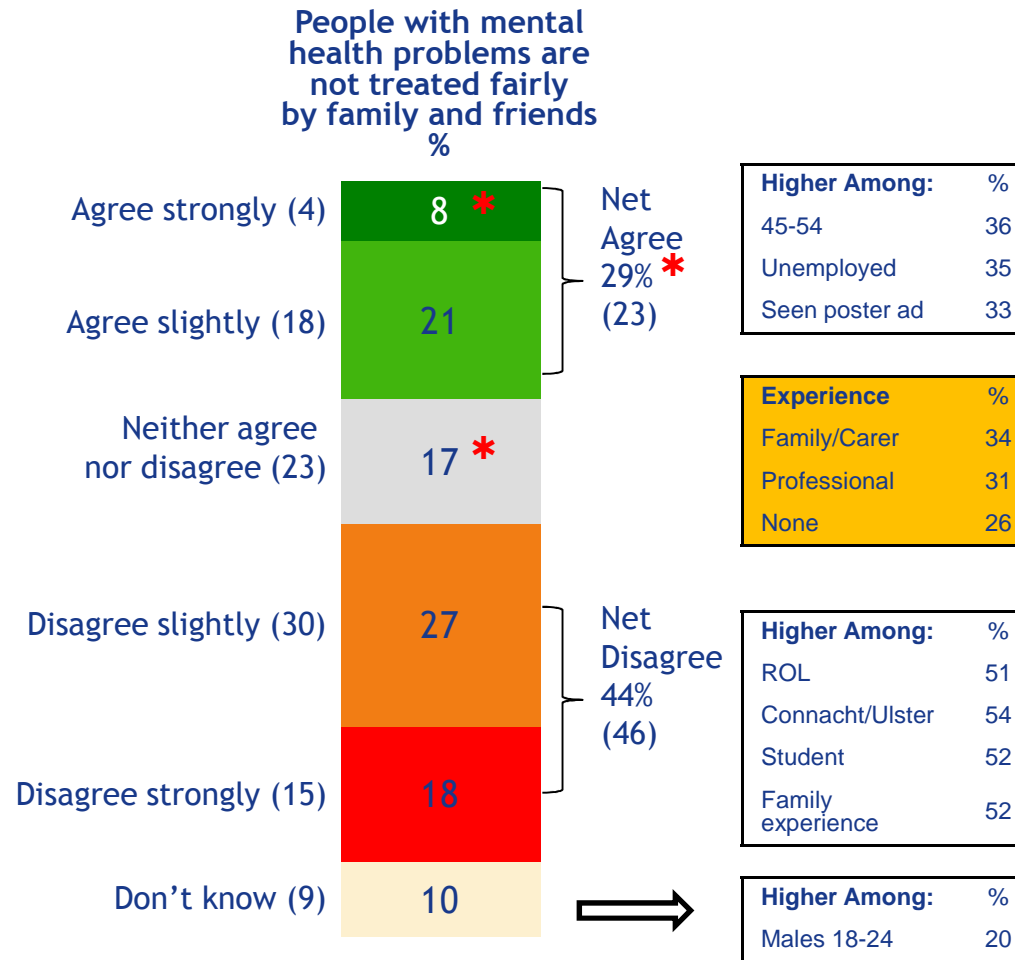
Q. Can you tell me to what extent you agree or disagree with each statement I read out:

Discrimination - III



Irish International

Base: All aged 18+ (974)



() pre campaign figures

*Statistically significant difference

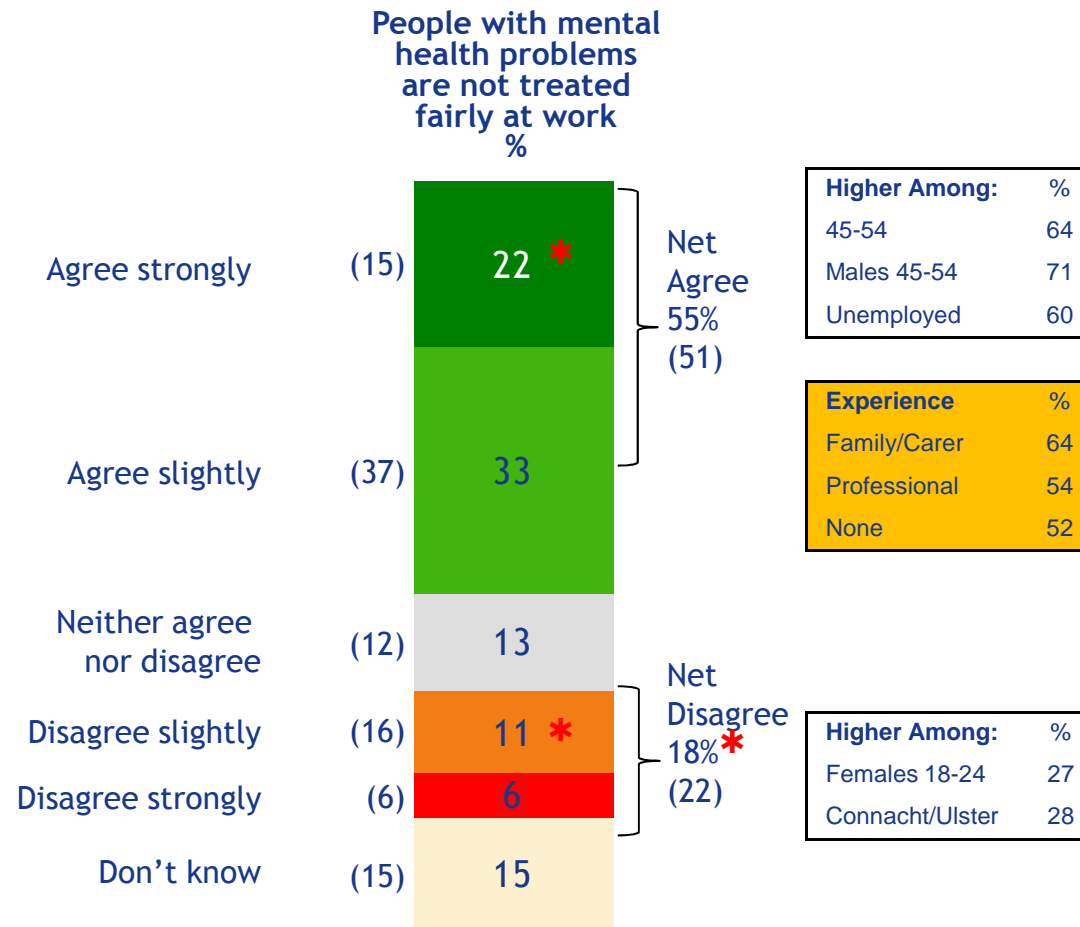
Q. Can you tell me to what extent you agree or disagree with each statement I read out:

Discrimination - IV



Irish International

Base: All aged 18+ (974)



() pre campaign figures

*Statistically significant difference

Q. Can you tell me to what extent you agree or disagree with each statement I read out:

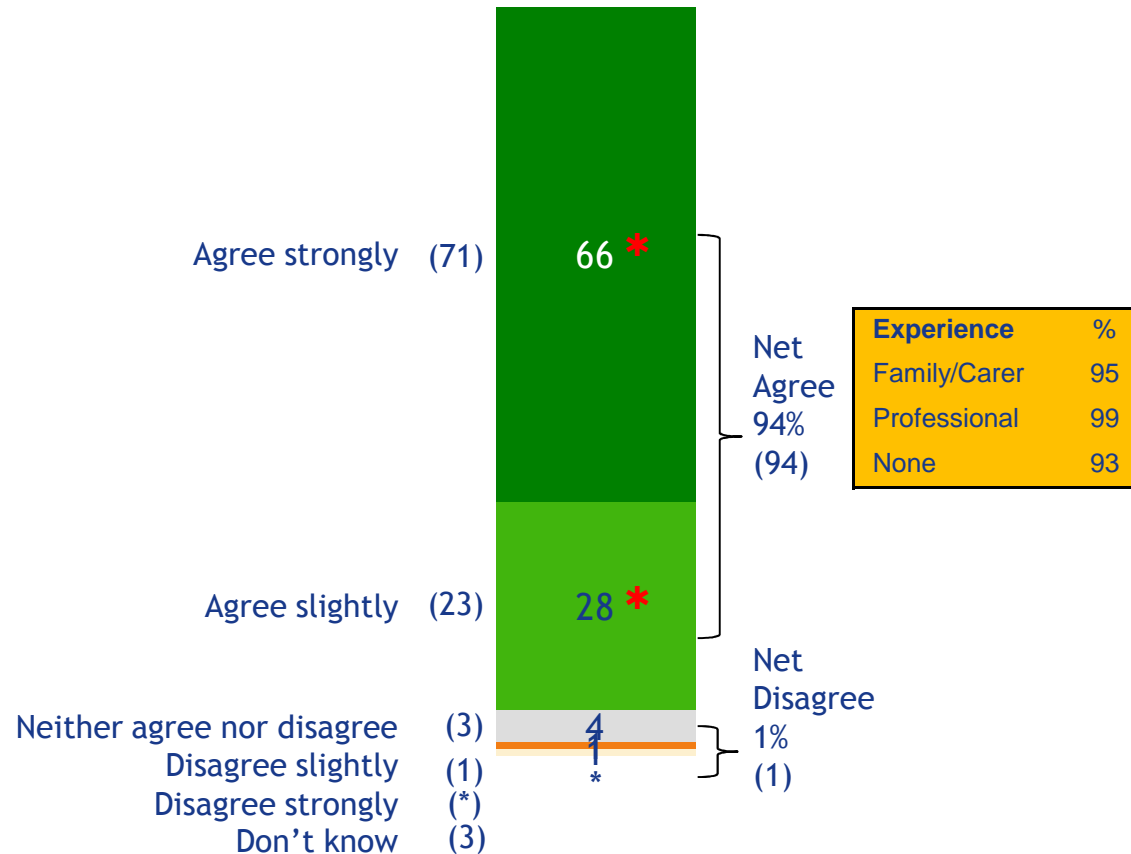
Integration - I



Irish International

Base: All aged 18+ (n=974)

We need to adopt a far more accepting attitude toward people with mental health problems in our society
%



() See Change April 2010

*Statistically significant difference

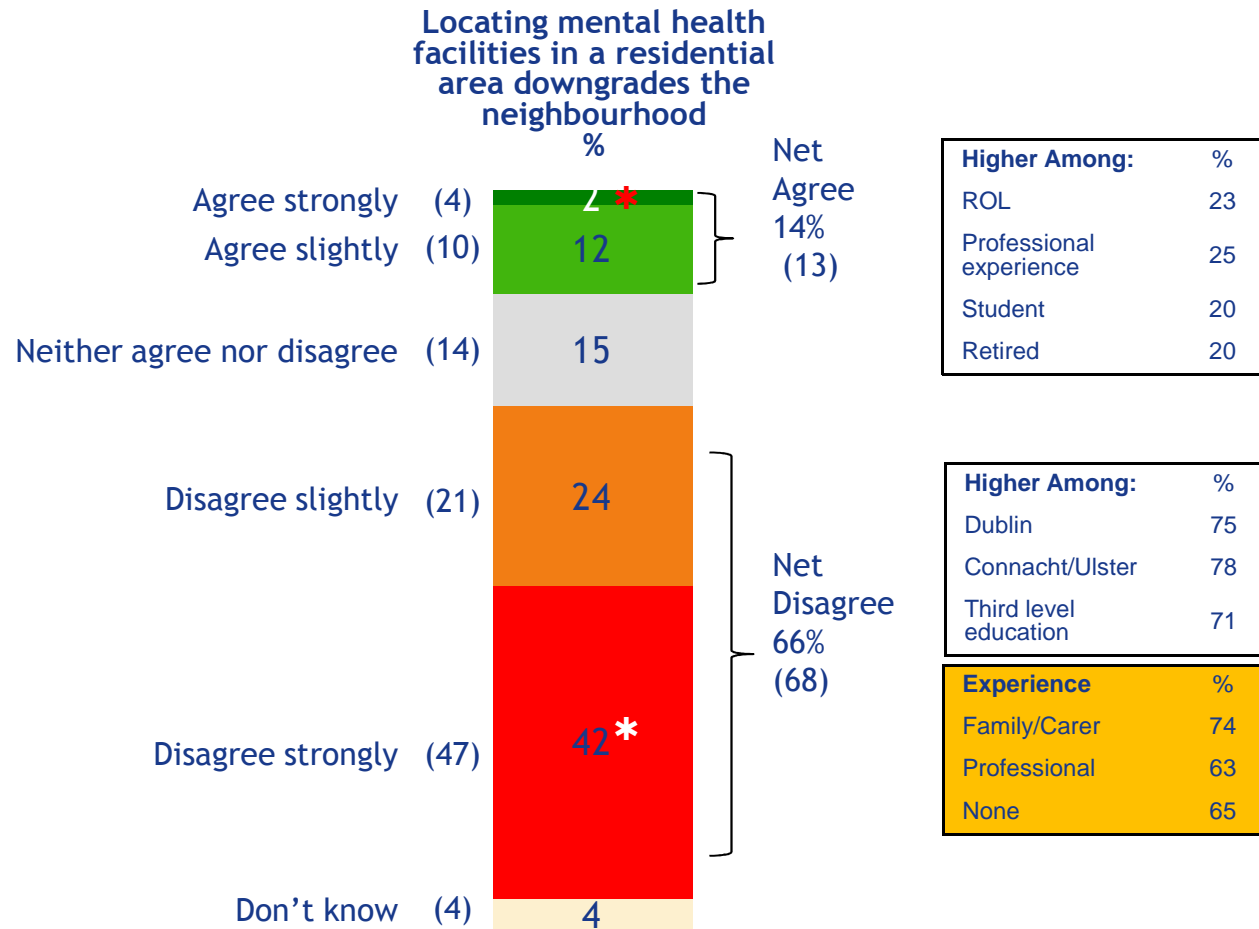
Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...

Integration - II



Irish International

Base: All aged 18+ (n=974)



() See Change April 2010

*Statistically significant difference

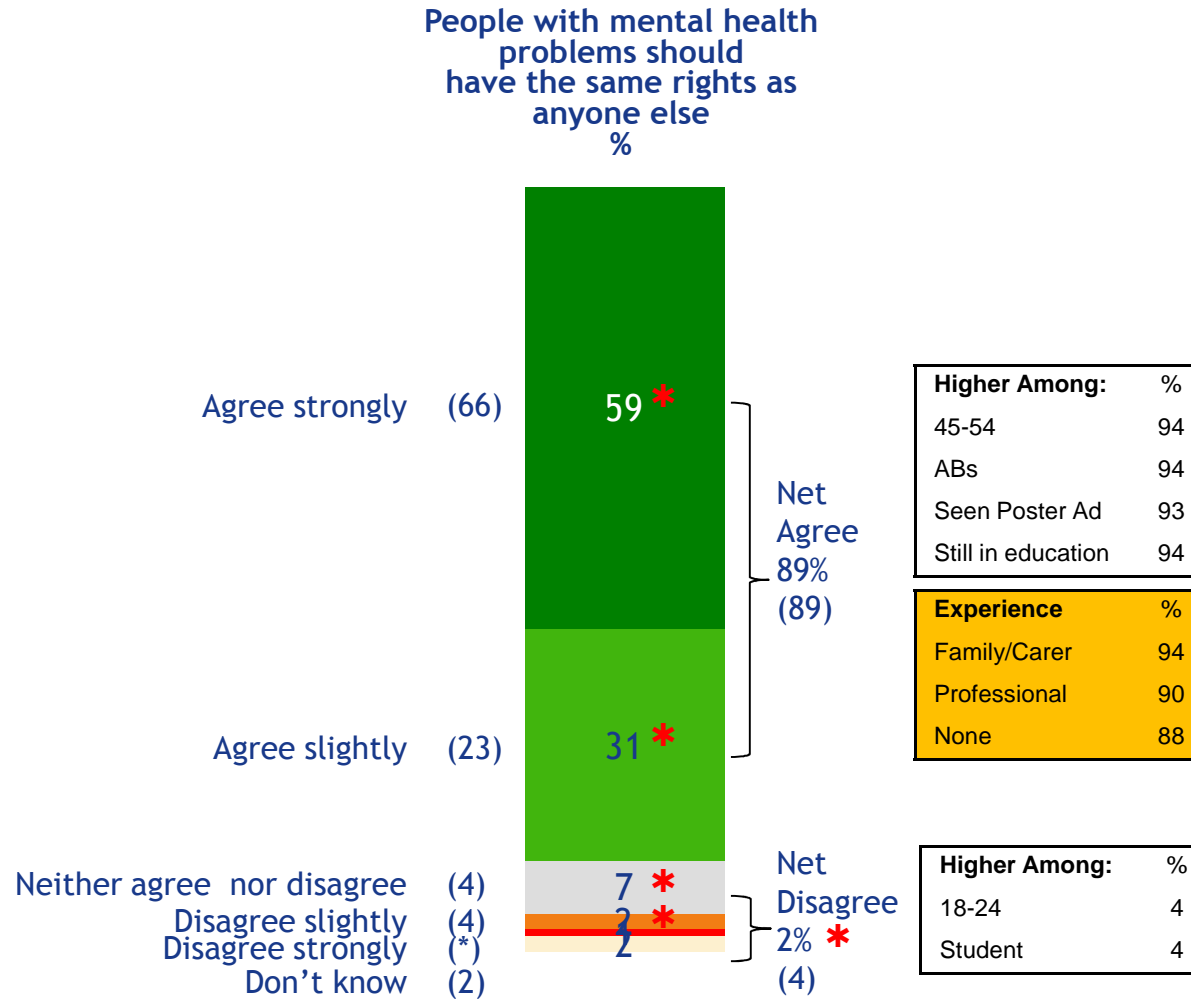
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Integration - III



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

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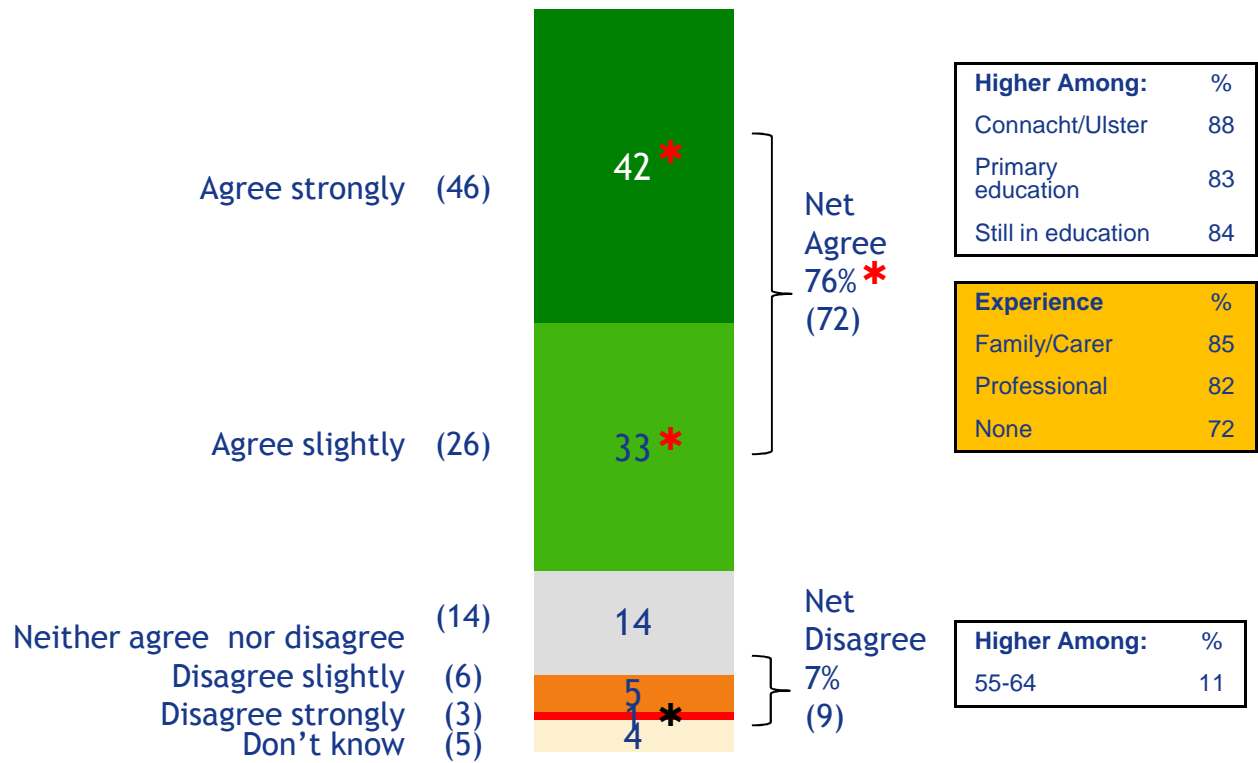
Integration - IV



Irish International

Base: All aged 18+ (974)

People with mental health problems should have the same right to a job as anyone else
%



() See Change April 2010

Caution: small base size

*Statistically significant difference

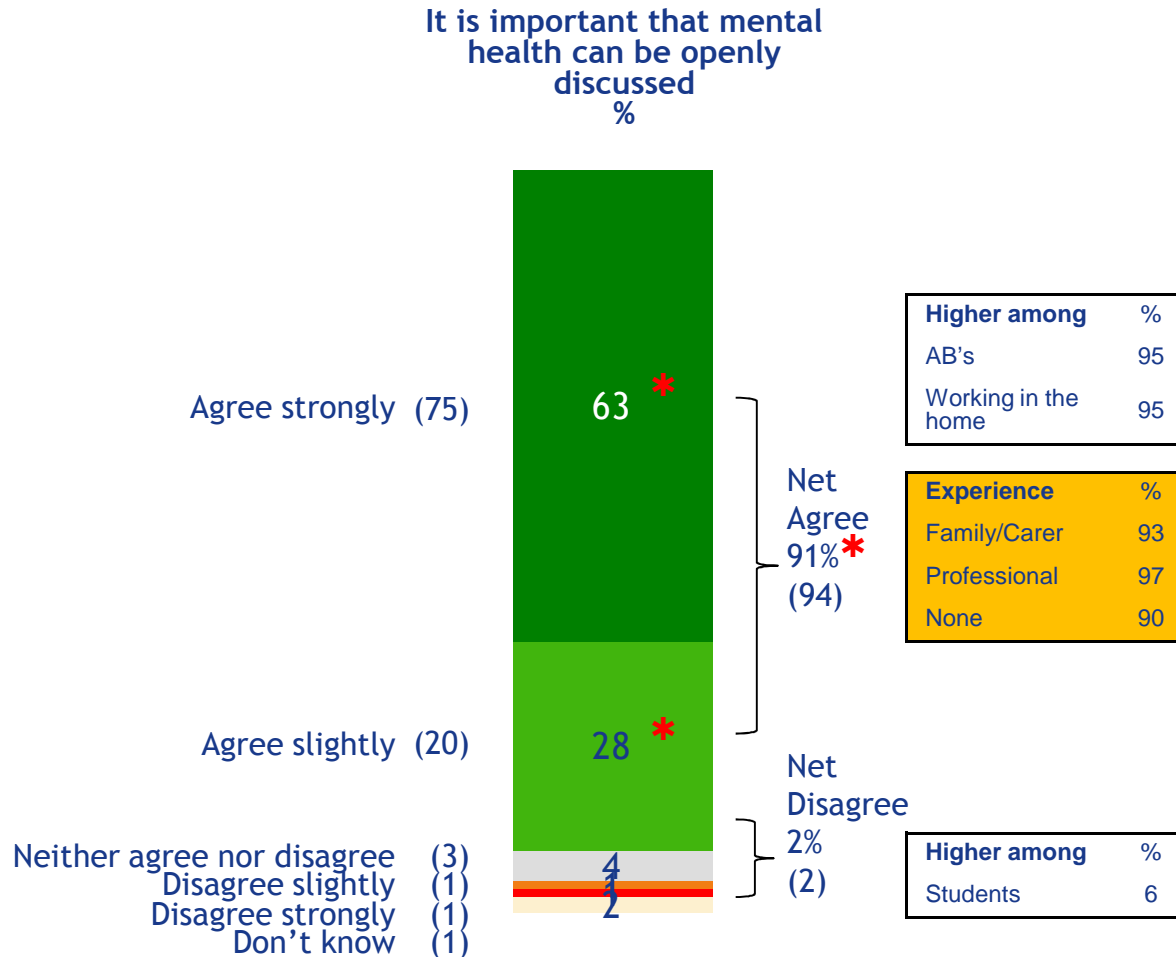
Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...

Stigma - I



Irish International

Base: All aged 18+ (974)



() See Change April 2010

Caution: small base size

*Statistically significant difference

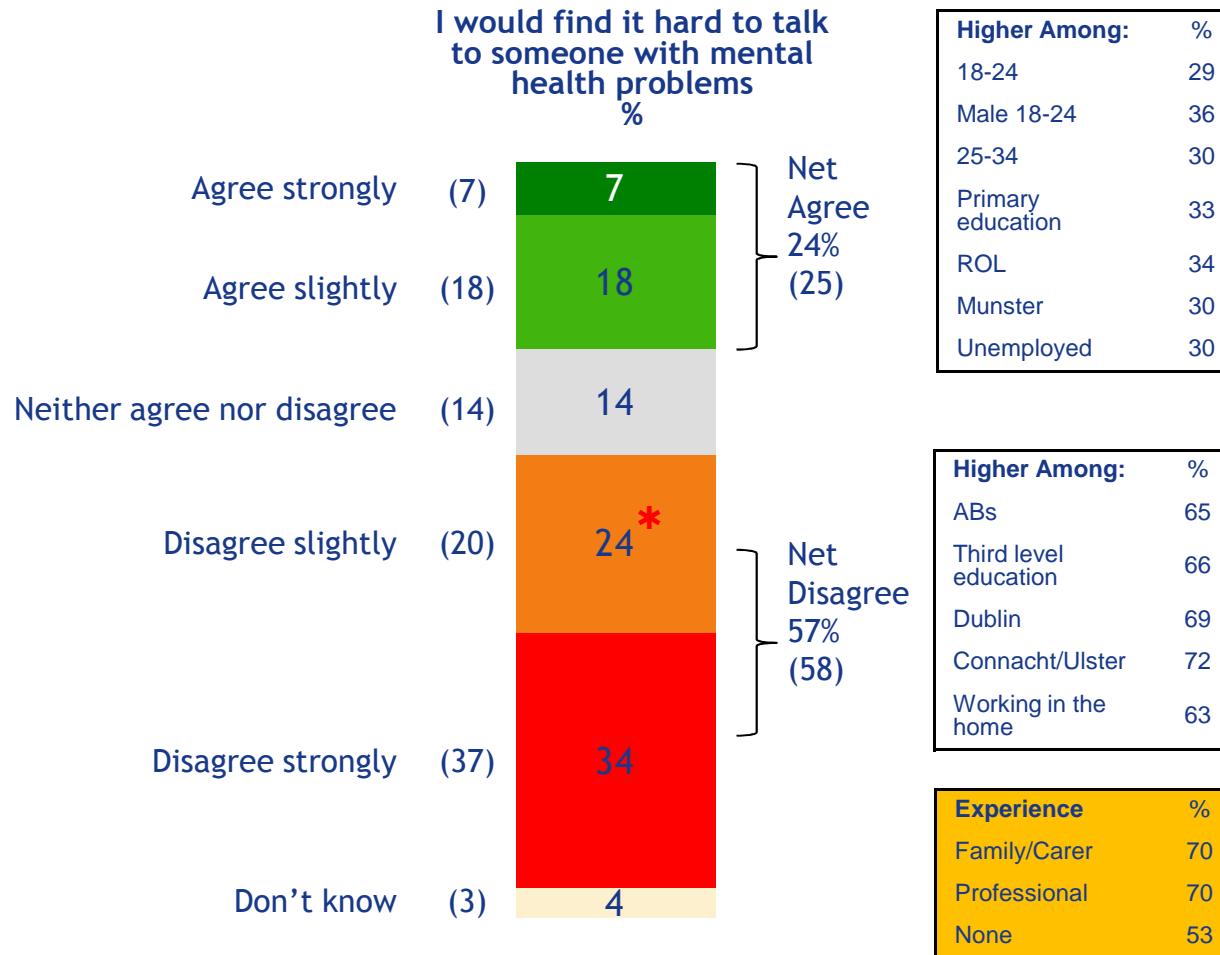
Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...

Stigma - II



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

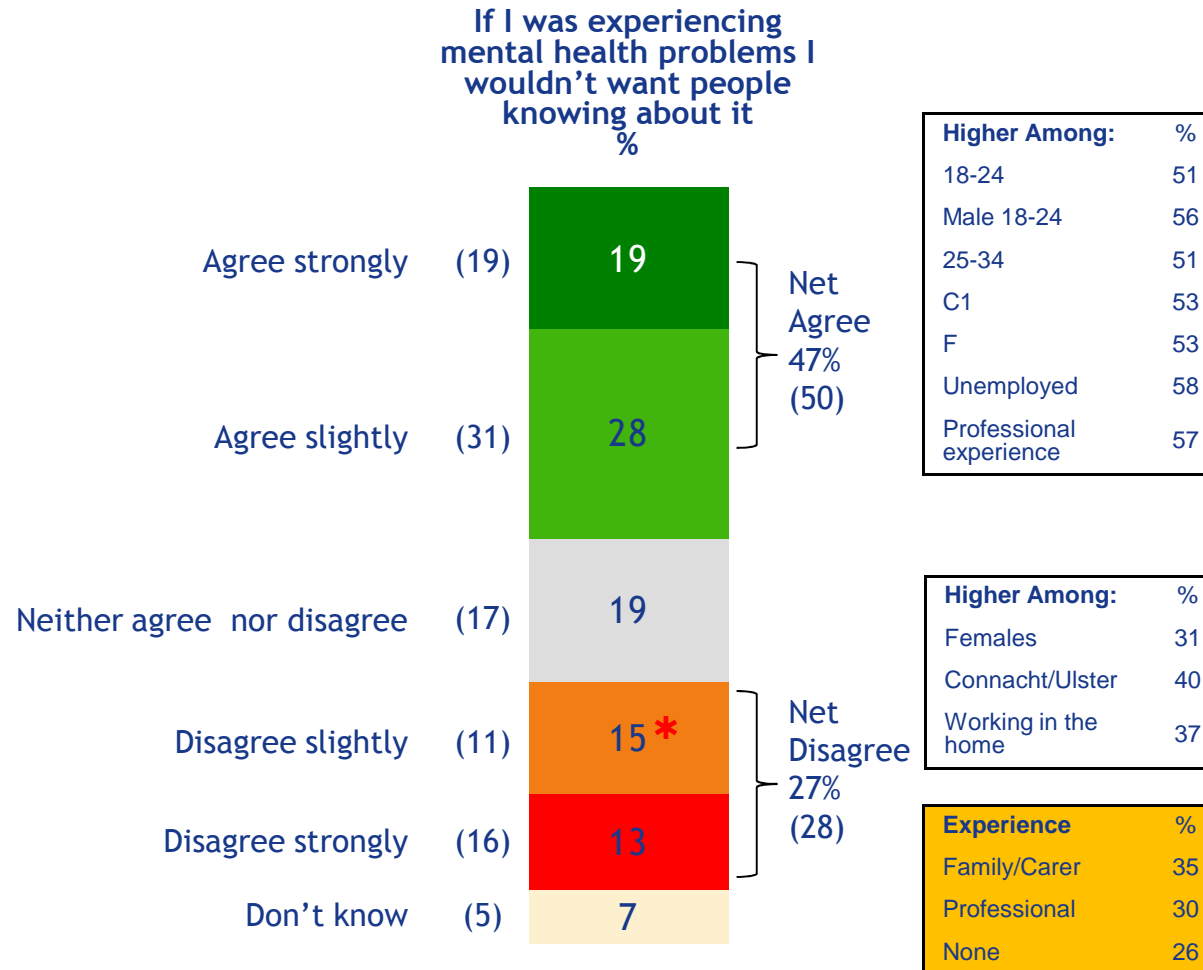
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Stigma - III



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

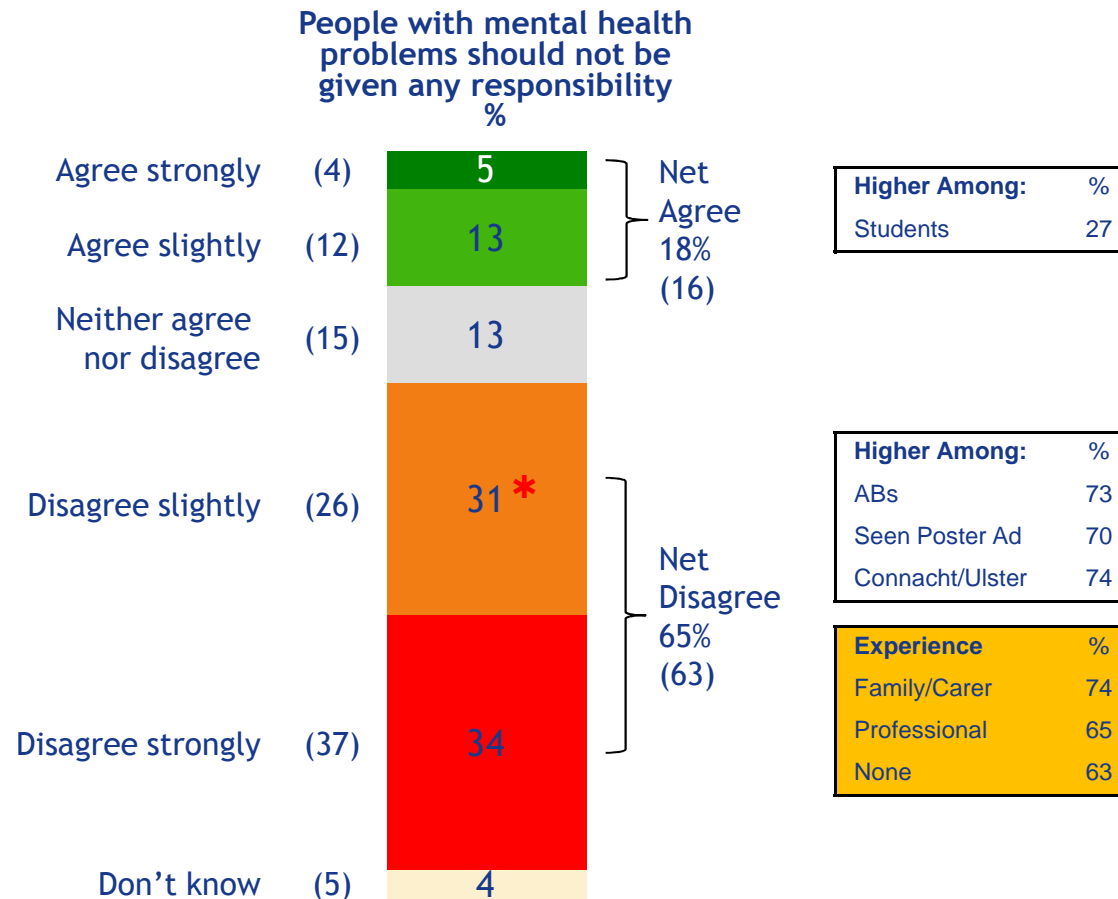
Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...

Stigma - IV



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

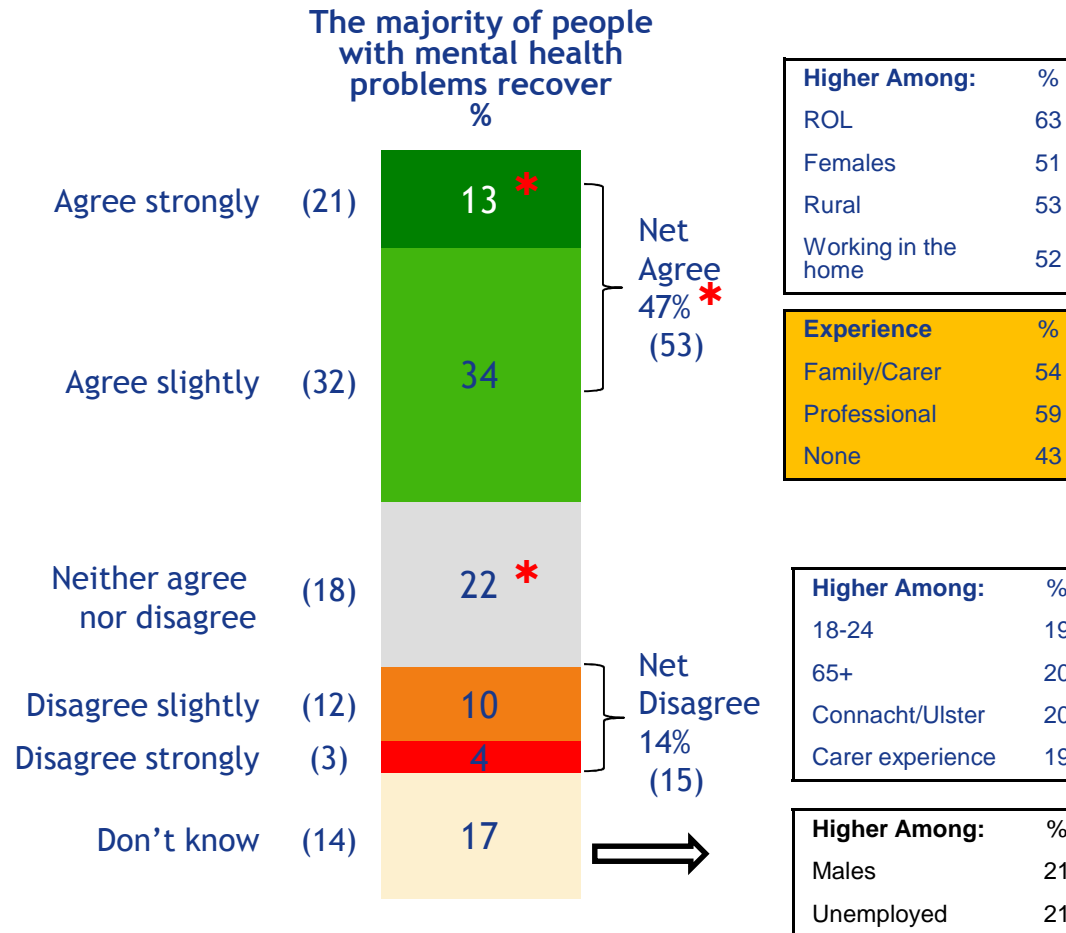
Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...

Understanding - I



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

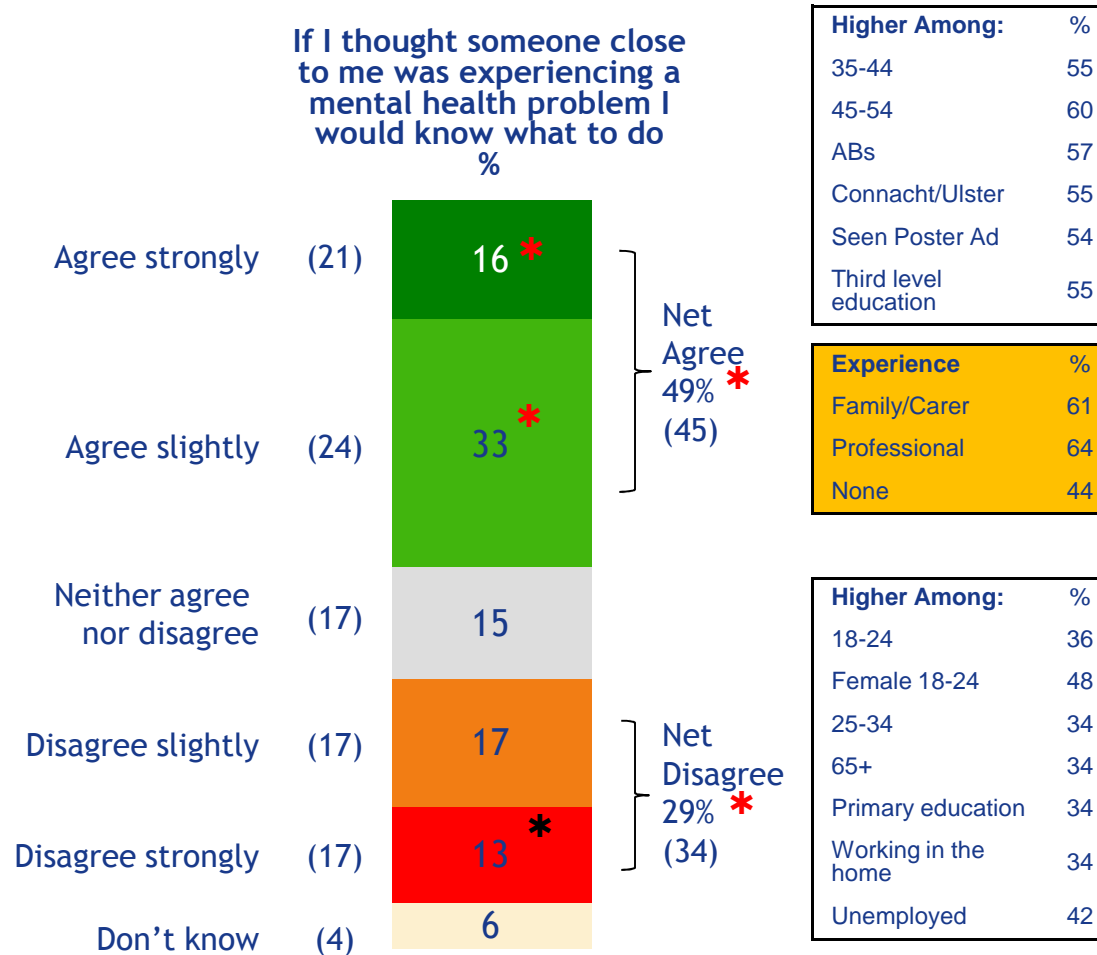
Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...

Understanding - II



Irish International

Base: All aged 18+ (974)



() See Change April 2010

*Statistically significant difference

Q. I am going to read out some opinions which other people hold about mental health problems and would like you to tell me how much you agree or disagree with each one...



Summary & Conclusions

Conclusions - I



- The vast majority of adults (7 in 10), claim to have no experience of mental health problems. Stigma is likely to play a role in underreporting, as disclosure causes nervousness generally.
- One in four adults have previously seen the poster ad 'Caroline', and among those aware, the response is overall positive. There is little difficulty understanding the core message, and universal agreement that the ad is eye-catching and interesting. In terms of attitudinal change, a large majority of those exposed claim that the ad has heightened their awareness of prejudice & discrimination, also that they now feel more positive about people with mental health problems.
- Those with any degree of experience of mental health problems (be it personal, professional or in caring role) are significantly more likely to say the ad is relevant to them, suggesting that those who have no direct experience may not be consciously aware of their role in contributing to an equality based society for those with mental health problems.
- Almost one in two say the ad has changed their opinion of Amnesty International, reflecting an acknowledgement for some that mental health is a newer remit for Amnesty International. Three in ten state the ad would entice them to join Amnesty International - predominately those under 35 and in the ABC1 social grade category.
- Almost one in two clearly associate the ad with Amnesty International, but not uncommon for ads with a social message, the message itself is almost equally dominant - and, given the topic, this is not necessarily a bad thing.
- Since the September pre-campaign study, there is a stronger conviction among the public that people with mental health problems experience prejudice and discrimination, that they are not treated fairly by family/friends, in public services or at work. This increase is likely to be impacted to some extent by the Amnesty International campaign. Of particular note is the fact that those exposed to the 'Caroline' ad are much more likely to believe that prejudice and discrimination are prevalent.

Conclusions - II



- There is almost universal agreement that we need to adopt a more accepting attitude towards those with mental health problems, yet over one in ten feel that locating mental health facilities in a residential area downgrades the neighbourhood - a clear indication of stigma.
- Nine in ten adults agree that people with mental health problems should have the same rights as others, but doubt remains on equal rights in the workplace for one in four adults.
- Communication and disclosure around mental health is fraught with complexity. Nine in ten believe that openly discussing mental health is important, yet one in four feel it would be difficult to talk to someone with a mental health problem, and almost one in two would not want others to know if they themselves had a mental health problem. This shows a willingness to embrace the issue of mental health in theory, but great nervousness in practice.
- Just one in every two believe in recovery from mental health problems. There is a stronger belief in recovery among those with family/carer/professional experience and this highlights that recovery is indeed a reality, but suggests that this positive message is not widely believed and needs to be reinforced in the public arena.
- Just one in two claim they would know what to do if someone close to them was experiencing mental health problems, more likely to be those in the mid-range age group. Here, it appears those at the younger and older end of the age spectrum are the least aware of what course of action can be taken - these segments may require specific communication needs.
- Bringing mental health firmly into the public forum through campaigns such as the Amnesty International campaign appears to have had some effect in terms of changing attitudes towards people with mental health problems already. Continuing to build on this campaign and others is likely to help challenge stigma, reduce discrimination and prejudice of those with mental health problems and contribute to greater levels of understanding among the public at large on the topic of mental health. Changes are likely to be slow over time.

**AMNESTY
INTERNATIONAL**



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