



# END MENTAL HEALTH STIGMA



Green  
Ribbon

---

*Impact Report*  
2018

---

# CONTENTS

## SECTION 1

Why end mental health stigma? 2

## SECTION 2

See Change celebrates the 6th Green Ribbon campaign 3

## SECTION 3

Our Impact 4

## SECTION 4

Green Ribbon Distribution 5

## SECTION 5

Online Social Marketing 6

## SECTION 6

Light up Green 8

## SECTION 7

Green Ribbon Launch 9

## SECTION 8

Rural Farming 11

## SECTION 9

Community Activities 13

## SECTION 10

Workplace 18

## SECTION 11

Partner Events 21

## SECTION 12

Distribution Partners 30

## SECTION 13

Funders & Partners 32

# WHY END MENTAL HEALTH STIGMA?

*It is estimated that 1 in 4 people will experience a problem with their mental health during their lifetime, meaning we all may be affected in some way, and in turn, affected by stigma.*

*One of the key ways we can all combat stigma is by talking about mental health, which is what the Green Ribbon campaign encourages people to do.*

## WHAT IS MENTAL HEALTH STIGMA?

Stigma has been described as a sign of disgrace which distinguishes a person from others.

Although stigma cannot be seen by the naked eye, it is visible throughout society.

When it comes to mental health, stigma often results in discrimination.

Unkind words, being left out of social events, not being promoted at work and higher insurance premiums are all examples of how stigma can impact a person.

These experiences can lead people to devalue and isolate themselves.

Those experiencing a mental health difficulty may start to believe that there are certain things they cannot achieve or should exclude themselves from.

Most commonly, people fear being labelled due to their mental health difficulty. This can act as a barrier to seeking help, which often worsens the experience of a difficulty.



almost

**4 in 10**

would conceal  
a mental health  
difficulty from  
family, friends  
or colleagues

*Stigma is one of the main reasons people experiencing mental health difficulties do not seek help.*



# SEE CHANGE CELEBRATES THE 6th GREEN RIBBON CAMPAIGN

*See Change, the National Mental Health Stigma Reduction Partnership, works to change minds about mental health difficulties and to end the stigma associated them.*

*Our objective is to challenge people's understanding and perceptions of mental health. We work in partnership with over 100 organisations and 40 ambassadors to create a disruptive community driven social movement to achieve this.*

## DEMAND FOR GREEN RIBBONS EXCEEDS 500,000

The demand for Green Ribbons in 2018 exceeded 500,000, all of which were distributed to our supporters before the campaign launched on 3rd May 2018.

The Green Ribbon is Ireland's national public awareness campaign designed to end stigma by encouraging people to talk about mental health.

**6**

number of years  
Green Ribbon Campaign  
is celebrating

**100+**

number of partner  
organisations

**500,000+**

number of ribbons  
distributed by  
8th campaign day

# OUR IMPACT

## After the Green Ribbon campaign 2018

*Almost 8 in 10 people feel more comfortable in having a conversation about mental health with someone they know because of the Green Ribbon campaign.*

## MORE PEOPLE TALKING AMONG LOVED ONES AND COLLEAGUES

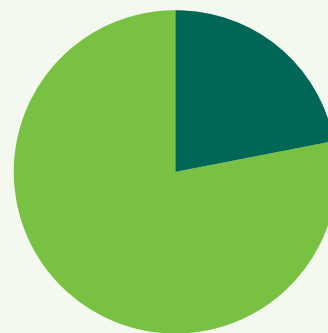
**71%** say they have heard more family and friends talking about mental health since the Green Ribbon campaign.

*This is up six percentage points on last year.*

**68%** have heard more colleagues in work talking about mental health since the Green Ribbon campaign.

*This is up eleven percentage points on last year.*

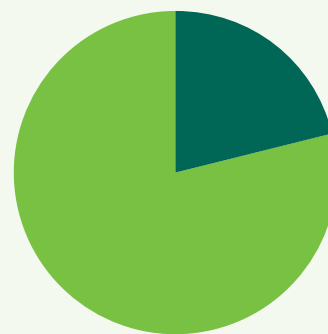
2018



**79%**

of people feel more comfortable in having a conversation about mental health

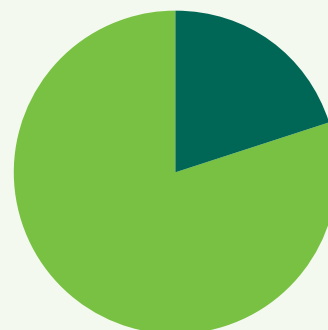
2017



**76%**

of people felt more comfortable in having a conversation about mental health

2016



**72%**

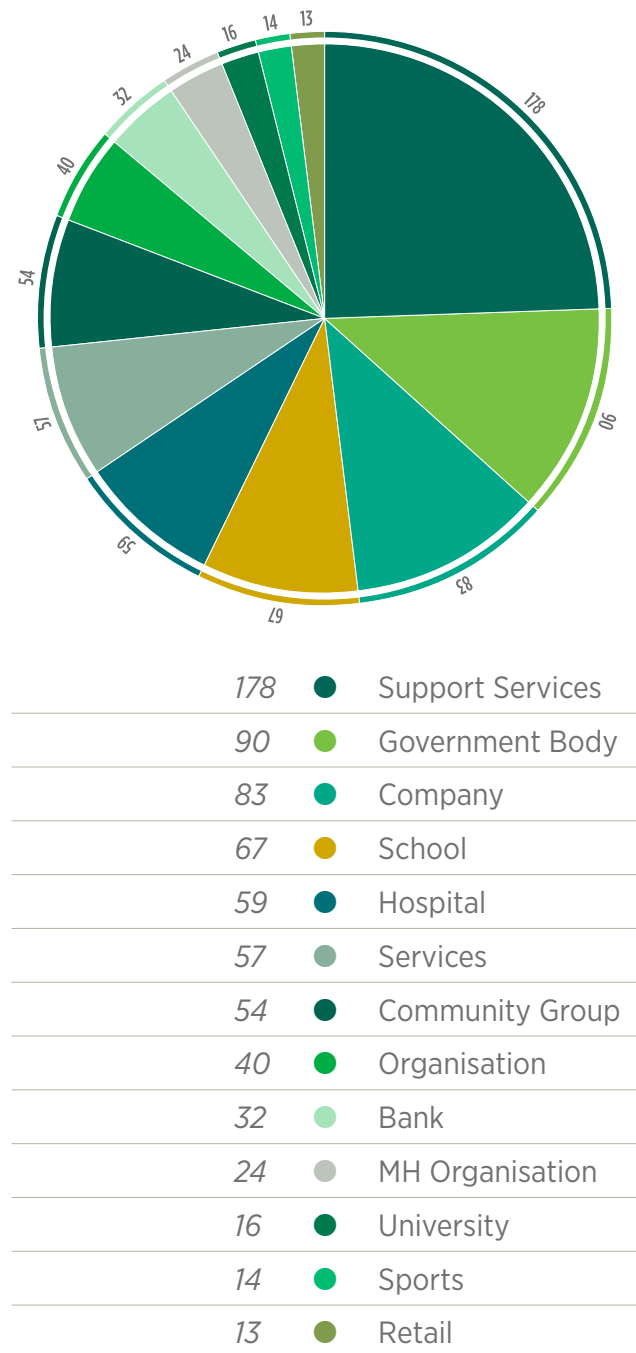
of people felt more comfortable in having a conversation about mental health

# GREEN RIBBON DISTRIBUTION

## Where are the Green Ribbon supporters from?

Dublin	311	33%
Cork	90	9%
Limerick	50	5%
Galway	46	4%
Mayo	42	4%
Kildare	39	4%
Meath	37	4%
Donegal	33	4%
Kerry	27	3%
Louth	27	3%
Wexford	27	3%
Offaly	26	3%
Tipperary	21	2%
Waterford	21	2%
Laois	20	2%
Clare	19	2%
Westmeath	19	2%
Kilkenny	18	2%
Sligo	18	2%
Wicklow	14	1%
Cavan	12	1%
Roscommon	10	1%
Carlow	9	1%
Monaghan	9	1%
Longford	8	1%
Leitrim	3	1%

## Groups involved



## WHO SUPPORTED GREEN RIBBON 2018?

See Change received approximately 1,000 orders by people wishing to support the Green Ribbon through distribution. A post campaign survey conducted by See Change showed that 60% of orders made were for workplaces.

# ONLINE SOCIAL MARKETING

## Social Media

*This year saw an increase in social media leading up to the Green Ribbon campaign.*



Twitter Precampaign (March)

**66.4k**

Reach 2017

**79.9k**

Reach 2018

**+13.5%**



Facebook Precampaign (March)

**55k**

Reach 2017

**94k**

Reach 2018

**+70%**

## NATIONAL #TIMETOTALK DAY

This year's #TimetoTalk day took place on 4th May 2018. #TimetoTalk is a social media based campaign day which encourages people to get talking about mental health online. This year, we asked people to consider the language they use around mental health and the effects it may have on someone experiencing a mental health difficulty. #TimetoTalk 2018 day exponentially increased its online reach.

DJ Nikki Hayes kindly supported us on social media by creating a video which urged people to reflect on their own use of language related to mental health.

Our partner organisation, @MentalHealthHour, hosted a special public conversation on their Twitter to promote the day. @MentalHealthHour regularly supply a space for people to discuss mental health in an open and supportive way on Sundays, 9-10pm on Twitter.

We invited people to contribute to our #TimetoTalk wall via social media by using our hashtag. People's positive messages about mental health and recovery featured on screens in 3 major Irish Railway stations across Dublin throughout May. Thank you to our partners Iarnród Éireann and Exterior Media for their support in achieving this.

Overall reach of #TimetoTalk day 2018 was **373.8k**

2017

**51.6k**

2018

**373.8k**

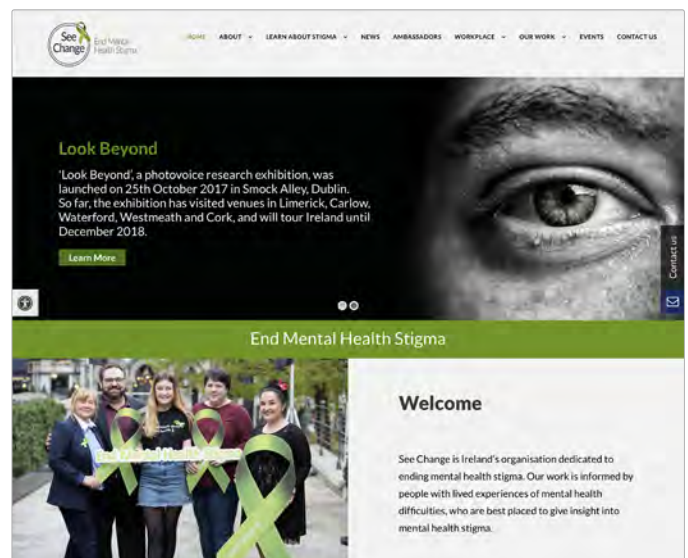
Difference

**724%**

## SEE CHANGE LAUNCHES NEW WEBSITE

See Change launched its new website in March 2018. See Change merged its website greenribbon.ie and seechange.ie as part of this. The new website has been well received with a 38% increase in users during the campaign compared to last year.

Metric	2017	2018	%
Sessions	13,761	16,190	+17
Page Views	25,680	32,615	+27
Unique Users	11,349	15,742	+38





# LIGHT UP GREEN

*42 buildings in 15 counties lit up green in support of Green Ribbon 2018.*

## **Carlow**

*Carlow County Library and Carlow County Buildings*

## **Clare**

*Bunratty Castle*

## **Cork**

*University College Cork and Cork City Hall*

## **Dublin**

*Heuston Station, Connolly Station, The Mansion House, Dublin City Council Civic Offices, the Convention Centre, County Hall Swords, Fingal County Council, AIB Bankcentre; AIB Burlington Road, AIB Adelaide road, AIB Sandyford, AIB Dame street, AIB 66 St Mall; AIB Cornelscourt, AIB Grafton Street, AIB South Richmond Street and the head offices of the EIR Group, PWC and Failte Ireland*

## **Donegal**

*Letterkenny IT*

## **Galway**

*Galway County Hall and Galway Mayo IT (GMIT), AIB Eyre square*

## **Kildare**

*The Oak Tree at Aras Cill Dara and Kerry Group Naas*

## **Kilkenny**

*Kilkenny Castle, AIB*

## **Leitrim**

*Leitrim County Council Buildings*

## **Limerick**

*Limerick Moylish Building at Limerick IT*

## **Longford**

*Longford County Council Buildings*

## **Sligo**

*Sligo Institute of Technology*

## **Tipperary**

*AIB Clonmel*

## **Waterford**

*Waterford City Hall, Waterford City & County Council's Economic Development Section, and Bishop's Palace Museum*

## **Wexford**

*Dunbrody Famine Ship*



# GREEN RIBBON LAUNCH

See Change's 6th Green Ribbon campaign was launched 3 May in the Mansion House by Minister of State for Mental Health and Older People, Jim Daly followed by a series of guest speakers.

See Change CEO, John Saunders, opened by highlighting the progress that has been made in stigma reduction. He reminds us that there is still more to do in order to make society more open and tolerant towards mental health difficulties.

Former professional rugby player, Alan Quinlan, provided a look into the pressures behind being seen as a strong and resilient sports personality and the effect this can have on your emotional well-being.

Researcher and Professor of Community Psychiatry, Sir Graham Thornicroft, spoke about his work in mental health stigma and discrimination. Having conducted in-depth research into reducing the stigma around mental health, Thornicroft emphasises that the best way to do this is through social contact. This involves bringing people with lived experience and all those involved in supporting a person's mental health into the conversation. This can help remove the barriers that make up stigma.

See Change ambassador, Jen Ronan, finished by discussing the stigma that is within ourselves. Speaking from a position of personal experience, Jen highlighted how this is often the first sense of stigma a person might have, stating the importance of speaking out as an ambassador and showing others that they are not alone.



1. Minister Jim Daly & Alan Quinlan / 2. Ambassador Jen Ronan / 3. Sir Graham Thornicroft

# WEAR A GREEN RIBBON - AND SAY NO TO MENTAL HEALTH STIGMA

Ailín Quinlan, Excerpt from Irish Examiner: April 30th 2018

Teacher Jen Ronan's anxiety worsened after the death of her mother in 2013, and she checked into hospital depressed. She talks openly about it, so others will, too, says Ailín Quinlan.

In late 2013, Jen Ronan was brought to the emergency department of her local hospital. She had been depressed and suicidal since the death of her mother, months previously. A primary-school teacher who also works as a writer and blogger, the sparky, outgoing Limerick woman was unable to cope with the bereavement. Although Ronan had suffered from depression and anxiety since adolescence, she had coped until the loss of her beloved mother.

*"I had shown symptoms of depression in my teenage years," she says. "When I was a teenager, I experienced massive anxiety attacks. My parents had separated when I was 15. "For years, I suffered with anxiety. It was not diagnosed until my early 20s, after which it was managed with anti-anxiety medication. Since then, I was in regular contact with my GP," Jen says. But when Jen was in her mid-thirties, her problems worsened after her mother, who had heart problems, died unexpectedly. "I was in my thirties then, and the eldest child in the family. The impact on me was huge. My Dad lives in New Zealand now, so my two sisters and I supported each other."*

*One of the biggest things we have to fight against is the sense of stigma in ourselves*

See Change Ambassador *Jen Ronan*

Ronan's coping skills were not up to this deep emotional loss and by the time she presented at her local hospital's emergency unit, in late 2013, she was extremely depressed. She was seen by a crisis nurse, prescribed medication, and later referred to a day clinic for evaluation. She was diagnosed with post-traumatic stress disorder and generalised anxiety and depression.

Ronan (39) is planning to return to teaching, following a break. She's now no stranger to sharing her stories in public; as a regular panellist on TV3's Midday and the occasional chats on radio and in magazines. She says that mental-health difficulties should be discussed openly. She writes about her own lifelong battle with depression and anxiety on her blog, [www.jenronan.com](http://www.jenronan.com).

Regular routines — taking medication, meditating, using deep breathing apps to aid restful sleep, and creative outlets, such as her blogging, and regular contact with family — are crucial. She also has a couple of friends she can contact, should she relapse or feel she may be experiencing a bad depressive episode. She is an advocate of the Aware Life Skills programme, which she has found to be invaluable, and says that making lists is a great help when anxiety is peaking. *"I sit down and do out bullet points of all the things I have to do that are hanging over me; usually, it's not half as big a list as my brain would have me believe. "It takes the worry out of my mind and onto a page, thus relieving the burden and fear," she says.*

Though there's still a stigma around mental health, she says, we are more open to discussion about it. *"It's quite common, now, to have people either in your own personal circle, as well as well-known public figures, speaking about their experience of depression," she says, adding that when she blogs or speak about her depression, people approach her to discuss how they can identify with her story.*

*"It's very enriching to talk about it, because it frees others up to talk about it"...*

# RURAL FARMING

## 1000+ people attended Green Ribbon Walks Nationwide

A total of 7 ‘Talk and Walks’ were organised by our partners IFA, Coillte and Mental Health Ireland in support of the Green Ribbon campaign. People flocked to forests around the country to enjoy the fine weather and come together to start conversations around mental health. The ‘Talk and Walk’ events have grown from strength each year, with thousands of people in attendance. ‘Talk and Walks’ took place in Clare, Wicklow, Galway, Monaghan, Cork, Mayo and Donegal.

In excess of 1000 people attended the 7 Green Ribbon - Let’s Talk & Walk events. The walks were a real social success, providing an opportunity for friends, families and communities to connect with one another enjoying two things inherent to us here in Ireland....Nature and Talking! Attendees commented that supporting the ‘Green Ribbon’ campaign was an opportunity to help end mental health stigma, that at times of difficulty, talking our issues through with a valued friend is one of the simplest, and yet, one of the most effective interventions we can take to lessen stress.



## LEEBEEN PARK WALK AND TALK

Shane Reid organised a Walk and Talk, in support of the Green Ribbon campaign in his local village of Aughnacliffe, Longford. After receiving amazing support from his family, friends and neighbours during a diagnosis of depression, he wanted to give something back to his community.

The event took place at 11am in picturesque Leebeen Park, with over 60 people in attendance. YouTube Comedy duo, Farmer Michael and Kathleen, cut the green ribbon and lead the attendees on the 1.5km walk. The event was concluded with some speeches made by Shane, Minister Moran and See Change ambassador Rick Rossiter who had also come to support the walk.

Explaining his reasons for organising the event, Shane said, “Since I have been back home I have spoken to so many people about mental health difficulties and how it has affected their own lives. The openness and honesty from others inspired me to create the event. I am a big supporter of what See Change are trying to achieve and felt raising awareness for the campaign and involving the community was the best way forward.”

There was also support from country singer Mick Flavin and Minister of State for the Office of Public Works and Flood Relief, Kevin “Boxer” Moran. Local businesses and volunteers helped greatly with the event with donations of audio equipment, refreshments, and help with car parking and venue set-up.

*It was a real community effort and humbling to see so many people pull together*

## GREEN RIBBON - AN AMBASSADOR'S PERSPECTIVE

See Change Ambassador *Rick Rossiter* reflects on his favourite moments from Green Ribbon 2018

*The Talk and Walk in Longford was a great experience. The community rallied around Shane, the organiser. It was fantastic to see him giving it all to give back to the community.*

*It was great to hear his experience and witness other people accepting it. Every year you hear stories. This year was a good year because I heard inspirational stories. Last year I heard a lot of things that went wrong in people's lives and just weren't getting better.*

*I really enjoyed the College of Psychiatrists' Living Library Event. The most interesting talks were other people opening up about themselves. There was a psychiatrist there who works with older people. She spoke about the evolution of the brain and how there's a lot of things we can do to stave off things like Alzheimer's and dementia. It's interesting how people can almost forget we can exercise our brains. It's very important that we can see that.*

*I think that psychiatry has a lot of their own personal stories to offer. They too have stigma around them. There are high burn out rates within psychiatry, mental health service providers, social workers and psychiatric nursing. There's an old school stigma around them. You can't reach out to get help or you're going to be ostracized. There's fears You could lose your job, or your practice. Even though they're trying to promote stigma reduction just like everywhere else.*

*I feel a lot of stigma emanates from our view of what's 'normal'. Normal is an overrated word. My normal is totally different than your normal. To say to somebody I wish they were normal again... what is normal? It's something that's just thrown out there. Like recovery. Recovery means something else for everyone. For a lot of mental health difficulties, it's a continuum, but there's a recovery in a sense that you can have a great life. You can go forward if things are in place.*

*I think people have different views of what recovery is. I know a lot of people, whether they have schizophrenia, bipolar or borderline personality. There is this sense sometimes that there's going to be nothing further from that. That they're waiting for that magic pill, or they're waiting to just wake up one day normalised. To me, mental health is a journey, stage by stage, but if it's done properly, those stages will become less and less.*

*Every year you hear stories. This year was a good year because I heard inspirational stories*

# COMMUNITY ACTIVITIES

## Tullamore goes green

One of the highlights of Green Ribbon 2018 was the support See Change received from ambassador James O'Connor, Tullamore Chamber of Commerce and the people of Tullamore who rallied together to create conversation about mental health. Over 7000 ribbons were distributed in Tullamore, with 170 organisations supporting the campaign in their locality, and 82 supporting on social media.

32 large Green Ribbons were displayed in shop windows around the town, with many shops creating their own green window displays. Businesses who wanted to donate were encouraged to contribute to Jigsaw Offaly, and many businesses gave positive feedback about the campaign. Commenting on the success of the Green Ribbon in Tullamore, See Change Ambassador James O'Connor said, "I think one of the things that make the campaign so strong is that it is not a fundraising campaign – it is just looking for people to talk to each other".

An event to celebrate and create awareness of the Green Ribbon Campaign was organised by the Offaly Minding our Mental Health Working Group on Time to Talk day, Friday 4 May 2018. The event was held to raise awareness of the support and services provided. These included Shine, supporting people affected by mental ill health, Mental Health Ireland, Pieta House, Jigsaw Offaly, Mojo Offaly, Offaly Local Development Company, Midlands Living Links, GROW, HSE Mental Health Services, Offaly Traveller Movement and Offaly MABS, to name a few.

*I think one of the things that make the campaign so strong is that it is not a fundraising campaign – it is just looking for people to talk to each other*

See Change Ambassador  
James O'Connor



# BUSINESSES INVOLVED IN TULLAMORE GOES GREEN

Cavanna

Faheys Haven Pharmacy

Dezynamite

Fix my I

Joe Sullivan Photography

Kinahan Auctioneers

K&G Kids

Cahill Jewellers

Tullamore  
Credit Union

KODE

Hanlons Butchers

G&T Drapery

Game Stop

AIB

Mother Earth

Midland Travel

Dolan Lloyds Pharmacy

Galvin

Cloonans Hardware

Chocolate Brown

Solo

Tommy Clarkes

Aidan Walsh Opticians

Electric Candy

Doyle's Gala

Studio One

Hair by Design

Ritzys

Edgewater Medical

Mc Cormacks Pharmacy

Discovery Music

Jenny's Kitchen

Hairspray

Rose Finlay Total Health

Carmines

Dominos Pizza

Deirdres Hair Care

The Retreat

The Captain House

Spar

The Foxy Bean

Flynns Bakery

Tormeys Butchers

Bridge House Hotel

Bank of Ireland

Eddie Rockets

Tullamore Library

Grey Cunniffe Flaherty  
Insurances

The Office Centre

Dotser

Opium

LG 2

Normas Lingere

Sherry Fitzgerald Lewis Hamill

The Flower Bar by Bennies

Subway

The Coffee Club

Donovans Pharmacy

Leavys Centra

Pigtails

Root 66

The Hairy Barber

Cheveaux

Kellys Toymaster

Fitzpatrick's Garage

Halo

Dillons Butchers

Kellys Newsagents

Midland PVC Products

Expert Electrical

Castle Paints

Heatwise

Brooks

Midland Flooring

Tullamore Court Hotel

Reveal Makeup

B.N.I Offaly

Tyrells Bakery

Bespoke Barbers

Brushed

Blow Dry Bar

Shishir

Axis Architecture

Midland Books

REA Heffernan Auctioneers

The Townhouse

fititout.ie

Eye Contact

Sambodinos

Quirk's Medical Hall

Guy Clothing

# BUSINESSES INVOLVED IN TULLAMORE GOES GREEN

Lynam Garden Furniture

---

O' Connors Grocery

---

Colton Motors

---

Dolan's Gala

---

D&S Hardware

---

Print Plus

---

Playtown

---

Met 12

---

One Pilates

---

TC Physiotherapy

---

Oasis Fitness Studio

---

Tullamore Mens Shed

---

The Honey Bean

---

Clonminch Pharmacy

---

Tullamore  
Floor Store

---

All Pro Recruitment

---

Fox's Newsagents

---

Jane Byrne Accountants

---

The Active Healty Club Mucklagh

---

Hugh Lynch's Bar

---

Power 4 Good

---

K Flowers

---

Grennans Butchers

---

More @ Grennans

---

The Wooden Hanger

---

AJ's Hair Salon

---

A.E.S

---

Tullamore College

---

The Bridge Centre

---

Café 4 U

---

JK Travel

---

Eir

---

Anthony's One Stop Shop

---

Kit your Kitchen

---

Holland & Barrett

---

Dolan's Pharmacy

---

Paul Byron

---

Cards n Things

---

Kate & Charlie

---

Vodafone

---

Vero Moda

---

Trax

---

The Beauty Spot

---

Silken Jewellers

---

IMC Cinema

---

Euro Giant

---

Equave Hair Salon

---

Boston Barbers

---

Dunnes Stores

---

Heiton Buckley -  
Tull Hardware

---

Allure

---

Tullamore Meats

---

Lawless

---

Funeral Directors

---

Crossans Butchers

---

Integra

---

Tullamore Chamber of  
Commerce

---

HSE Choir

---

John Mollin Auctioneers

---

Offaly Camogie

---

Tullamore Tribune

---

The Junction

---

Powercutz Fitness

---

Colin Hughes  
Stage School

---

Sirrocos

---

Nutrition Kitchen

---

Playschool  
Arden View

---

Hoeyes Taxi & Bus

---

AIB

---

Fire Brigade

---

Offaly County Council

---

Midlands 103

---

Healthy Active Club Mucklagh

---

Tullamore  
Tidy Towns

---

Tullamore Dew

---

Tullamore Harriers

---

Kilcormac Vocational School

---

Humans of Offaly

---

Byrne Casey  
& Associates

---

Ace Braces

---

Health - Market Square

---



# “WHEN I SHARED MY OWN STORY IT HAD A POSITIVE EFFECT. I COULD SEE THE RESULTS.”

See Change Ambassador *James O'Connor* talks about Tullamore Goes Green

*I experienced mental health difficulties when I was younger. I suppose it was a period in my life caused by an event and how that event was handled.*

*I think people are still a bit worried about talking about their mental health for fear of being judged but, it is changing. I noticed a huge change in it by being involved in the Green Ribbon campaign myself and when I was involved with the businesses who took part in Tullamore Goes Green.*

*It is changing. A lot of people that would ring me for support will say, “oh make sure you don’t tell anyone I rang you”. People still want to push it under the carpet, but I think the vast majority are definitely more open than before.*

*When I shared my own story it had a positive effect. For many people it’s a place in someone’s life, or it’s a moment in time, whatever the issues might be. Experiencing a tough time is not the end of the world, so someone shouldn’t make rash decisions. I thought if I shared my story that people might realise if they go through something traumatic or if they lose someone, that it is just a place in time and you will get through it and come out the other side. I was living proof of that I thought it was beneficial to share that story. I have shared it hundreds of times.*

*It has had a positive effect in Tullamore. During the campaign it was interesting that two people I know very well who had totally different stories at opposite ends of the scale about depression and suicide shared them with me. They didn’t share them with everyone, but they shared them with me. And I thought that was a huge achievement to get people to talk.*

*There was a huge community spirit. Tullamore Harriers, for example, got the whole club together, encouraged them to wear the Green Ribbon and did a photocall. They supported us and shared it across their social media. They all ran wearing green ribbons. Integra Life Sciences who make heart machines, have 200 or 300 employees who all took part in Green Ribbon. The papers, radio and shops picked up on it. We didn’t have enough Green Ribbons. We had to get large ones made ourselves. All the shops got involved and created green displays.*

*Early on during the campaign a woman rang me. She was crying on the phone. I thought to myself, ‘Jesus this woman here, what am I going to do with her?’ You can’t take on everything. She just said to me, ‘I’m ringing to say thanks, I know I’m upset. I’m here with my daughter, I’m after sharing your story with her and she’s a young girl and she’s here getting help now. I thought as a mother her life was ruined because she’s going through this patch.’ For me that was the best thing about the campaign this year, that that young girl and her mother have realised that. If I just took those two people – there’s two people’s lives that have changed over a simple thing.*

*I’m lucky I have my partner Lisa who managed the Social Media and all the back of house, the support of Tullamore Chamber of Commerce President, Anne Starling, and fellow Chamber members John Cusack and John Mollin who helped promote the campaign and distribute Ribbons. They are all forceful personalities like myself.*

## ABC FOR MENTAL HEALTH

Amanda Clifford from ABC for Mental Health has been running Green Ribbon Events for 5 years. They had a wonderful Green Ribbon month that continued on into June. This month's events were all about communication, to help stop the stigma against mental health and to create safe spaces where people were more likely to open up. Amanda highlights the importance of discussion and being open to have these conversations so that we can learn from one another. ABC for mental health organised a series of talks throughout May that were held in the Hunt Museum. Our own ambassador, Jen Ronan, gave a talk titled 'Mental Health and the Extreme Sport of Adulthood.' During the talk, she highlighted the journey of returning to everyday life while recovering from mental health difficulties. Other talks focused on living in the present and how to heal emotional pain through self-compassion.

Alongside these talks, Amanda took to the streets to distribute 1400 ribbons. Talking to people who passed by, handing ribbons out at the Hunt Museum and encouraging the Shannon Rugby club to support the campaign.

When asked about her experience of Green Ribbon this year, Amanda said "It is a ripple effect, if you hear something that rings true to you, you can share, talk and reach out and help someone else. We all belong, you matter and we all have a right to speak out. Thank you so much to all the speakers, artists, organisations, volunteers and everyone who took part in Green Ribbon month 2018. Also a special thank you to The Hunt Museum, The Brothers of Charity, The North Munster Masonic Centre & Chez le Fab for hosting the events" The movement Amanda and ABC for Mental Health are starting in Limerick, will help create a culture where people can understand Mental Health difficulties and learn to support and talk about these experiences.

*As one  
we can  
do little,  
together  
we can do  
so much*

# WORKPLACE

## AIB goes green

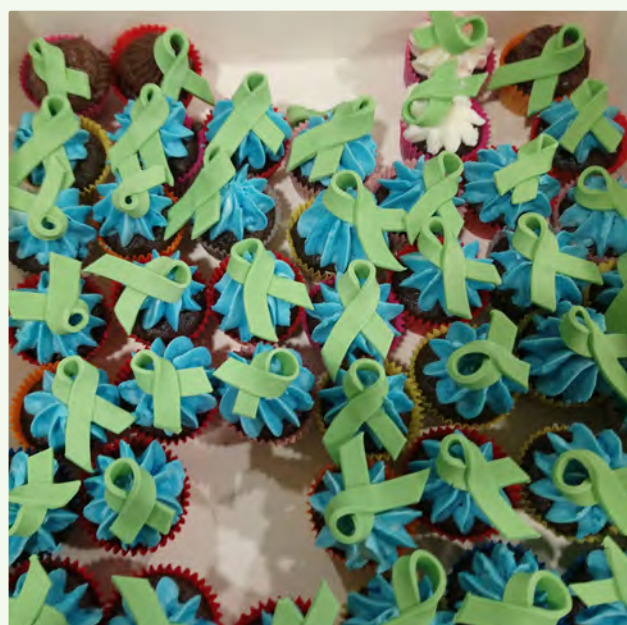
AIB's Wellness programme, Be Well at Work (BWA) has been working with See Change for nearly a year to provide their People Leaders with training on how to support and recognise those who may be experiencing mental health difficulties. Since then, over 100 of their People Leaders have participated in half day workshops in an effort to end mental health stigma.

Customer Services is a business unit within AIB which provides support to a number of areas within the organisation. The team represent 13% of AIB's population with over 1,600 employees located in 7 locations.

Commenting after one of the workshops, Hilary Harnett, Team Leader, said "It has been a fantastic learning opportunity as well as creating a better understanding of our own and others mental health and the need to be mindful of our own and others' mental health."

This was AIB's first year to participate in Green Ribbon month.

During Green Ribbon month AIB received their accreditation as an official partner of See Change from their Director, John Saunders. Peter Vance, Head of Customer Services said: "Mental health is just as important as your physical health in the workplace. We started on this journey with See Change and we have already started to see the positive impact this is having on our people."



1. Paul O'Rourke & Rick Rossiter / 2. Irish Ladies International Rugby Player, Hannah Tyrell

*Some of the activities organised across all AIB locations were:*

---

Hannah Tyrell, the Irish Ladies International Rugby Player spoke of her own journey with mental health difficulties to packed rooms.

---

All AIB staff were given the opportunity to pick up their Green Ribbons in locations across the AIB network.

---

In a further show of support AIB staff were encouraged to add the Green Ribbon to their eMail Profile.

---

The See Change's "Look Beyond" photo exhibition travelled to AIB Bankcentre and Adelaide Road locations highlighting people's experiences with mental health difficulties. The exhibition was viewed by over two thousand people.

---

AIB's Wellness Ambassadors designed a full month of activities highlighting the importance of looking after your mental health. Each week we had a theme and activities included the launch of a 6-week Mindfulness Programme & Laughter Yoga. The theme of our 4th week was about sharing ideas as to how you manage your own mental health.

---

AIB lit up our buildings Green! Over the month, our AIB buildings turned green to generate awareness of this initiative.

---

**60%**  
**of orders**  
**were from**  
**workplaces**

---

*according to*  
*See Change's*  
*post Green*  
*Ribbon survey*

## AN AMBASSADOR DISCUSSES MENTAL HEALTH IN THE WORKPLACE

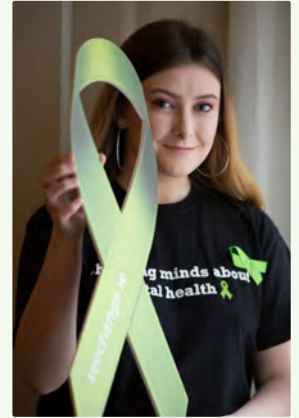
*Around 5th year I started feeling low and feeling anxious and I was diagnosed with severe depression and anxiety. I missed a lot of school, after I was diagnosed I would have panic attacks every single day, trying to go to school... I would feel sad and I would just cry for hours on end. I would never tell my extended friends what was going on. I would say I was Physically sick and would never say I was mentally sick.*

*I think for our generation, we've kind of broken down that barrier where you don't have to hold up this front. So many things have been broken down from our generation like gender and stereotypes of people. I think this relates to mental health as well where we don't all have to act this way.*

*I absolutely love when I see the Green Ribbon, I'm still seeing them now in June and I just want to run up and say 'I'm involved in that, Thank you!'. It's just a sign of comfort and knowing that there are so many people that think the same way as you and feel the same way as you about stigma and mental health and want to be a part of something bigger.*

*I know when we started supporting Green Ribbon, I went to my boss and my workplace is very much involved in the community. It got people talking in the workplace. I'm so open with my mental illnesses. I would go up to one of my managers and I would say 'look, I'm really anxious today so if I run off in tears, it's fine, I'm OK, I just might need 5 minutes', or 'I'm not feeling good today, can you do this for me?'. I think it's really important for people to be like that in the workplace. I've seen it with managers or bosses of my own that they are not taking the time out for themselves or they're not looking out for themselves. It just piles up and they burn out basically.*

*When I was going through a really hard time, one of my therapists said to me 'when you're having a panic attack or you're having a bad day, look at yourself as if you're someone else,' so treat yourself as if you're someone else and it makes so much more sense. For me I would always put myself last and I would focus on other people more than I would focus on myself. So when I looked at it from that perspective I learned that I'm not treating myself as well as I treat everybody else. It doesn't make sense when you sit down and think about it. I think it's just a shift in culture that is happening. It just needs to be accepted more in the workplace, management saying 'it's OK if you need a mental health day' or if you come up during a shift and say 'I can't continue'... that's fine. It needs to be treated with the same seriousness as a physical illness.*



*I've seen it with managers of my own or bosses of my own that they are not taking the time out for themselves*

See Change Ambassador  
Abigail McDonnell

# PARTNER EVENTS

## Shine Green Ribbon Garden

See Change's partner Shine created a Green Ribbon postcard garden at Bloom in support of the campaign this year. The garden marked the end of this year's Green Ribbon campaign. It was designed by members of the Basement Resource Centre and was based on a community garden they created on Kyle Street in Cork City. The members took ownership of an urban space and transformed a once unused site into a beautiful garden which is enjoyed by the whole community. The garden has hosted many community-based events including barbecues and events in the Cork Food Harvest Festival.



1. Denise O'Reilly, Donal Harrington & Colette O'Connor / 2. Donal Harrington

# SCHIZOPHRENIA: THE VOICES IN MY HEAD SCREENING

On May 17th at the IFI Dublin, See Change organised a screening of the IFTA nominated Schizophrenia: The Voices in My Head. The screening was followed by a panel discussion and Q&A chaired by Alison Comyn featuring documentary producer Aoife Kavanagh, participant interviewee and See Change Ambassador Nicola Wall, Susan McFeely of Shine and Neill Moore of DCU Recovery College.

As people are becoming more open to discussing mental health difficulties, those conversations have mainly been around depression and anxiety. Other experiences are still pretty much taboo, and in particular, schizophrenia.

In 'Schizophrenia: The Voices in My Head' we step inside the worlds of young people who are living with it. As the documentary focuses on people with lived experience explaining their own personal stories, we gain insight from those best placed to discuss mental health.

With over 75 people registered to attend, the screening encouraged a very informative and impactful discussion.



*In 'Schizophrenia: The Voices in My Head' we step inside the worlds of young people who are living with it*

1 & 2. Alison Comyn & Nicola Wall

# COLLEGE OF PSYCHIATRISTS' LIVING LIBRARY

The College of Psychiatrists ran the 'Living Library' this May for Green Ribbon Month with See Change. By starting the conversation in the outdoors the College aimed to challenge the stigma of speaking about mental health difficulties and to encourage an important mantra 'Don't Judge A Book by Its Cover'.

When it comes to mental health everyone has a story to share and social contact is known to be one of the most effective ways of reducing stigma and discrimination. With this in mind, the College of Psychiatrists hosted a 'living library' outdoors in St Stephen's Green. The event was attended by members of the public and medical professionals who engaged with the human 'books' featuring real experiences related to mental health difficulties and recovery.

Some highlights included Rick Rossiter's 'A Father's Confession', Dr Sarah O'Dwyer's 'Brain Health and Successful Ageing', Dr Aoife Twohig's, 'A Song Without Words' and Dr Thekiso Thekiso's, 'A Double Edged Sword'.



1. Dr. Sarah O'Dwyer, Rick Rossiter & Dr. Miriam Kennedy  
2. See Change Staff Shauna O'Connor & Kate Morgan



# LOOK BEYOND - CAIRDEAS CLUBHOUSE, BRAY

In 2017, Cairdeas members took part in Look Beyond, a photovoice research project in association with See Change.

Look Beyond was launched in Smock Alley last year and has travelled to many locations all over Ireland. On Tuesday 15 May, Look Beyond visited the Cairdeas Clubhouse in Bray as part of their Green Ribbon celebrations. The HSE, KWETB (Kildare and Wicklow Education and Training Board), Bray Area Partnership, people from the resource centre, family and members of the public attended the exhibition.

Ronan Mulhern, clubhouse manager talked about Cairdeas and how they got involved in See Change, Green Ribbon and Look Beyond. Cairdeas members and project photographers Marion, Catherine and Tony said a few words about what their pieces meant. Celine from See Change talked about their work and the Green Ribbon campaign. Finally, Dr Maria Quinlan talked about the photovoice method and the great work Look Beyond does towards breaking the stigma around mental health.



1. Ronan Mulhern, Adam Byrne, Tony Carroll & Martina Behan  
2. Dr Maria Quinlan, Ronan Mulhern & Celine Moran

# BALLYMUN REGIONAL YOUTH RESOURCE CENTRE

For the fourth year, BRYR organised a range of activities during May to highlight the importance of positive mental health, encourage conversations about mental health and remove the stigma associated with it. BRYR works with young people aged 10-24 across many programmes aimed at stimulating positive mental health. This year, activities centred around four main themes:

---

**The Connection between mental health and physical activities** such as boot camps, fitness circuits, sports days, hillwalking etc.

---

**The positive impact of caring for your environment** - through activities such as gardening and up-cycling.

---

**The importance of creative expression** such as script & song writing, spoken word.

---

**The exploration of comfort zones and benefits of challenging yourself** through engaging in new activities.

---

*The Green Ribbon campaign provided an opportunity each year for staff and the entire community to come together around events such as:*

---

**Wellness Day**, which has become an annual event and includes sports, games, music performances, healthy eating.

---

**Walk and Talk Day** which invites everyone in the community to walk and socialise together.

---

BRYR organised a Running Festival which invited the whole community to engage in a series of walks / runs ranging from 5km to 100 miles over a 24-hour period. It was the first time an event of this magnitude took place in Ballymun, involving people of all ages. This event was hugely positive as it brought young and old from Ballymun and beyond, together in a healthy and enjoyable activity. A video of the festival activities is available on their YouTube Channel, BRYR Youth Service.

## SUAIMHNEAS CLUBHOUSE

The Suaimhneas Clubhouse in Darndale, showed great support during Green Ribbon by hosting a month of activities, all catered towards community engagement and mental health. Each event had a specific theme that encouraged many people from different backgrounds to join in.

**May 1st**

### ***Leaf Stigma Behind Positivity Tree***

To kick off mental health awareness month, Suaimhneas Clubhouse launched their 'Leaf Stigma Behind' positivity tree in the main hall of the Darndale/Belcamp village centre. The audience were handed out paper leaves and asked to write a message of positivity or an affirmation on them. These leaves were then displayed on the tree.

**May 10th**

### ***Stomp Out Stigma Walk***

Suaimhneas organised a 'Stomp Out Stigma' walk in Darndale Park. Everyone in attendance wore green and were encouraged to talk about mental health. This walk was open to the public and the idea was to invite the community to walk alongside people with personal experience and get to know the people behind the labels.

**May 15th & 17th**

### ***Time to Talk***

See Change's Celine Moran gave a talk on the Green Ribbon campaign and the importance of minding your mental health. The talk was held in the Darndale/Belcamp Village centre and was attended by local business and members of the community. In line with 'Time to Talk', Suaimhneas held a breakfast morning on the 17th. There was a great turnout from staff of all departments and clubhouse members. They invited See Change ambassador and founder of Mentality, Miriam Dowling, to give a talk on her personal experience and how she overcame mental health difficulties.



*The Suaimhneas Clubhouse in Darndale, showed great support during Green Ribbon by hosting a month of activities, all catered towards community engagement and mental health.*



**May 18th**  
***Kick the Stigma* Penalty Shoot Outs**

The Suaimhneas Green Ribbon final event, “Kick the Stigma” took place in the courtyard and was attended by people from all over the local area. Dublin G.A.A players Jack McCaffrey and Philly McMahon took the first penalties of the Kick the Stigma competition.

*Each event had a specific theme that encouraged many people from different backgrounds to join in.*

## GREEN RIBBON COMES TO MAYO: A VOLUNTEERS STORY

See Change Volunteer, Fran McKeever was first introduced to the Green Ribbon campaign in 2016 after completing ASIST (Applied Suicide Intervention Skills Training). She commented “Living in Mayo, I am aware that as a rural county, it has had its fair share of statistics regarding Suicide. I felt more than ever, Mayo needed to start reducing the stigma and change minds around mental health one conversation at a time.”

As a member of The Mayo Mental Health Fair Committee, Connecting for Life, Fran was involved in Mayo’s first mental health fair. The objective was to co-produce a conference which aimed at improving the public’s understanding of positive mental health while also providing information on all Services available throughout the county. Attendees were introduced to a variety of activities such as talks, workshops and a movie and Q&A session with psychiatrist, Ivor Browne.

For its first year, the fair attracted 165 people with 60 attending the movie Q&A. Every participant received a goodie bag to take away, with a Green Ribbon and a Mayo wellbeing Services Directory.

Fran also enlisted the help of various local businesses and organisations around Ballina including a local pharmacy, Cinema, the local chamber of commerce, Dara Calleary’s Constituency office and Cathaoirleach Annie May Reape.

The Cycle Against Suicide was passing through Fran’s hometown and as a registered homestay. After receiving such a warm welcome, Fran was given the opportunity to talk about the campaign, after being approached afterwards by cyclists and families who wanted a ribbon.

Fran continued her commitment to the Green Ribbon campaign and represented See Change at the Coilte, IFA and Mental Health Ireland ‘Talk and Walk’s’ that took place nationwide. In the Beautiful Raheen Woods, Fran and See Change Staff member Lorraine McCormac, spoke about the importance of ending Mental Health Stigma.

*Living in Mayo,  
I am aware  
that as a rural  
county, it has  
had its fair share  
of statistics  
regarding  
Suicide.*

See Change Ambassador  
*Rick Rossiter* reflects on his favourite  
moments from Green Ribbon 2018



*I felt more than ever, Mayo needed to start reducing the stigma and change minds around mental health one conversation at a time.*

See Change Ambassador Rick Rossiter reflects on his favourite moments from Green Ribbon 2018



# DISTRIBUTION PARTNERS

## Iarnród Éireann

This is the fifth year that Iarnród Éireann have been an official distribution partner for Green Ribbon. Across Major Irish Rail Stations, 50,000 ribbons were distributed. Iarnród Éireann individually wrote to their 3,700 staff offering the ribbon and explaining why they as a company are participating in the campaign. They encouraged all staff to wear their ribbon for the month of May.

This year the distribution went extremely well and all stations reported a great uptake of the ribbons by customers. In previous years there had been some reticence by people in picking up the ribbon as they thought it was associated with fundraising, but I believe that as awareness of the campaign grows people are becoming more familiar with the message of green ribbon.

There were reports from staff that by wearing the Green Ribbon, it promoted positive conversations amongst their colleagues and customers about the importance of looking after their mental health.

This year in association with Exterion media and See Change they created a 'Time to Talk' wall that appeared on the large screens at Connolly, Pearse and Heuston. The content for the time to talk wall was generated through social media conversations and really struck a chord with those that passed through the stations. On 4 May as part of National Time to Talk day, Iarnród Éireann hosted a Time to Talk day at Connolly Station. See Change Volunteers handed out ribbons to commuters as they passed through the station, accompanied by live music by 'The Rush', a local band from Naas.

Iarnród Éireann are proud supporters of Green Ribbon month. At Iarnród Éireann, mental health awareness is core to their corporate social responsibility strategy. Sadly, acts of self-harm on the railway are not uncommon, however, they believe that through their involvement with Green Ribbon they are helping to end the stigma around mental health.

*Combined  
partner outlets*

**149**  
**Libraries**

---

**86**  
**Boots  
Pharmacies**

---

**13**  
**Iarnród  
Éireann  
Stations**

---

## Boots Ireland

Boots Ireland signed up to the See Change workplace pledge in 2017 and are now in the second year of partnership. In May, 86 stores were the distributor of over 45,000 ribbons to people nationwide to help raise awareness and promote conversations on mental health.

Boots marked National Time to Talk Day by encouraging colleagues to arrange an in-store activity to mark the day - have healthy lunches together, carry out random acts of kindness, write a personalised thank you note or take a message from a positivity jar. Boots also gave sunflower seeds from See Change to colleagues to encourage them to take the time to look after their own mental health. Boots Blanchardstown team held its own Green Ribbon launch in-store with special guest, Christy Dignam.



*Combined  
partner outlets*

**149**  
**Libraries**

---

**86**  
**Boots  
Pharmacies**

---

**13**  
**Iarnród  
Éireann  
Stations**

---



# LIST OF PARTNERS

3TS	Employability	Irish Cattle and Sheep Farmers Association Ireland
A and S Fitness	Employability Dublin North	Irish College of General Practitioners
AHA Campaign	Epic Online	Irish College of Psychiatrists
Ahead	Eve Clubhouses	Irish Congress of Trade Unions
Amen	Exchange House	Irish Co-operative Organisation Society
Anamcara	First Fortnight	Irish Countrywoman's Association
Aware	Flyefit Gyms	Irish Creamery Milk Suppliers Association
BeFriend	GarageLand	Irish Farmers Association
Belong To	Gateway MHA	Irish Girl Guides
Business in the Community	Gay Switchboard	Irish Human Rights and Equality Commission
Bloomfield	GROW	Irish Mental Health Commission
Bodywhys	Hail-Housing Association for Integrated Living	Irish Rural Link
Boots Chemists	Headline	Irish Sports Council
Ballymun Regional Youth Resouce	Health Services Executive	It's good to talk
Cappuchino Bar	Iarnród Éireann	JIGSAW
Catholic Guides of Ireland	Irish Advocacy Network	Kennedy Summer School
Coillte	Irish Association of Ireland	Kildare County Council
Cycle Against Suicide	Irish Business and Economic Confederation	
Department of Health and Children	Irish Cardiac Society Ireland	
Dublin Simon		

## LIST OF PARTNERS

Limerick Mental Health Association

Macra

Maynooth Students Union

Maynooth University

Mens Health Forum Ireland

MensShed

Mental Health First Aid

Mental Health Ireland

Mental Health Reform

Millward Brown

MY Mind

National Disability Authority

National Service Users Executive

National Youth Council Ireland

NearFM

North-East Kerry Development

Northside Parntership

National Office of Suicide Prevention

One in Four

PCI College

Please Talk

Psychotherapy Dublin

Public Service Executive Union

Rathmines Pembroke Community Partnership

ReachOut

Saint John of Gods

Samaritans Ireland

Seachtain Na Gaeilge

Shine

Sigmar

Smashing Times Theatre

So Sad

Solas FRC Ballygar Outreach Office

Sport Ireland

SpunOut

St Pats Mental Health Hospital

StopSuicide

Suicide or Survive

Taxiwatch

Teagasc

The Counselling Centre

The Porter House

The Rise Foundation

Transgender Equality Network Ireland

Trinity College Dublin

Trinity College Dublin School of Nursing and Midwifery

Trinity College Dublin Students Union

Turn to Me

Union of Students Ireland

Unite the Union

University College Cork Students Union

University College Dublin

University College Dublin Students Union

University of Limerick Students Union

Walk in my Shoes

Wicklow County Council

## LIST OF FUNDERS

Department of Health

Connecting for Life

Shine

# THANK YOU TO EVERYONE INVOLVED





---

EMAIL: [info@seechange.ie](mailto:info@seechange.ie)

---

