DESIGN FEEDBACK

An overview of anti stigma focus group and online survey responses.

What's been done so far?

Before any work began we reviewed the FIM consultation work and the FIM anti stigma strategy.

Some of the key findings included:

Young people wanted to see consistent information, more awareness of local services and how to access them.

They want to move away from the 'head in hands' negative images of mental health and other stereotypical depictions of the issues. This was seen to simply reinforce the very stigma we want to avoid.

A wide network of people are involved in a young person's life and they all need to be able to access quality information on how to help and where to signpost young people to for professional support.

They wanted to see a comprehensive online presence where trusted, quality information can be found all in one place.

Branding should not be linked to local authority or NHS.

A network of trained staff and services needed to be in place as a priority. Even before a campaign is launched.

It is important that awareness begins early so primary school children can grow up better informed about mental health, what it means and how to talk about it.

Focus on the facts around young people's mental ill health (1 in ten etc) and show people's personal experiences in order to challenge preconceptions.

Develop anti-stigma champions around the county to engage their peers with the campaign, spread the word and input into the campaign development and delivery.

The campaign will have to resonate with several key audiences: young people, their families and professionals working with young people. This will need to be reflected in the final design, messaging and comms channels.

The main focus of the campaign should be around normalising mental health and encouraging young people to speak to someone or get help if they are worried.

Behaviour and attitude change takes a significant amount of time. It will not happen in a few months. It is a concerted, long term effort that requires significant investment in services and staff.

We created an agency brief broadly informed by the anti stigma strategy findings. This went out to tender to three agencies who produced initial design concepts.

The three submissions were reviewed by DCC public health and comms officers. They were rated on a variety of criteria including understanding of the issue, design, cost, timescales and creativity.

The chosen agency is Derby based 3 Guru.

From five initial design concepts we decided to progress three to consultation stage. The chosen designs are the ones that we felt best fitted the brief and also the needs of our target audience.

We have held four focus groups so far.

These had over 50 participants in total aged between 6 and 18 years.

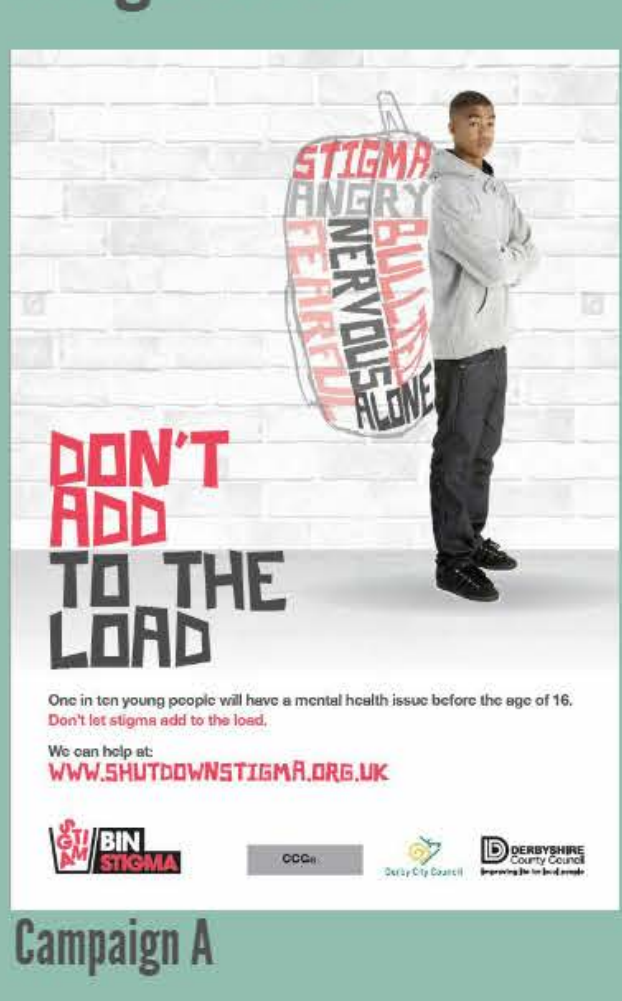
Participants included:

- Erewash girls group
- Derbyshire Youth Council & Chesterfield college pupils
- Primary school pupils

Participants were shown different design concepts dependant on their age. They were then asked to comment on images, messages, preferred comms channels and more.

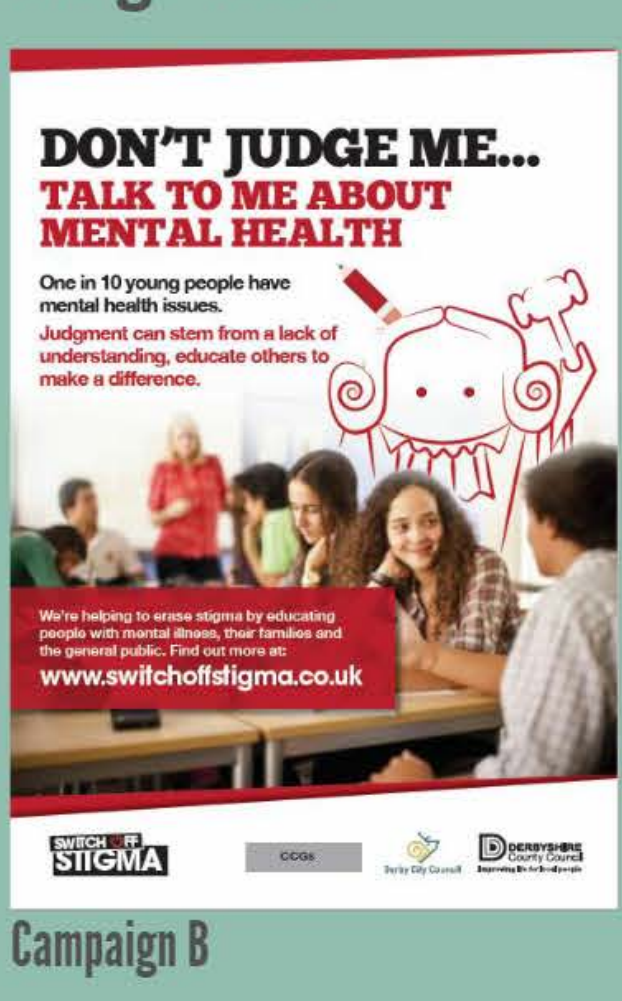
Dependant on their age, our groups were shown a mix of images:

Image one:



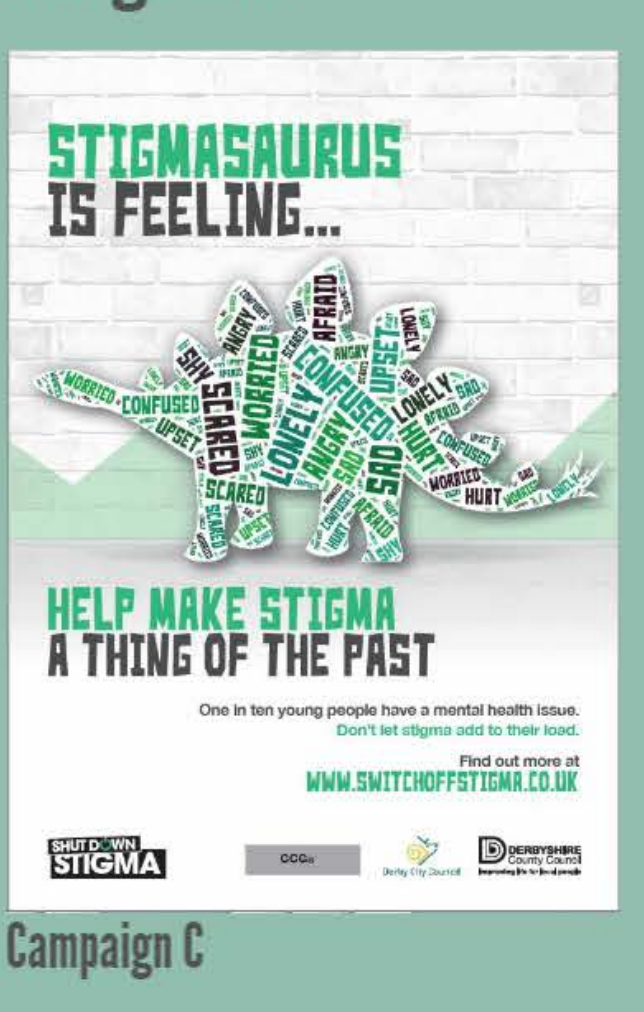
Campaign A

Image two:


DON'T BE SCARED...
LET'S TALK ABOUT HOW WE FEEL
1 in 10 children will have a mental health issue before the age of 16.
www.switchoffstigma.co.uk
SWITCH OFF STIGMA

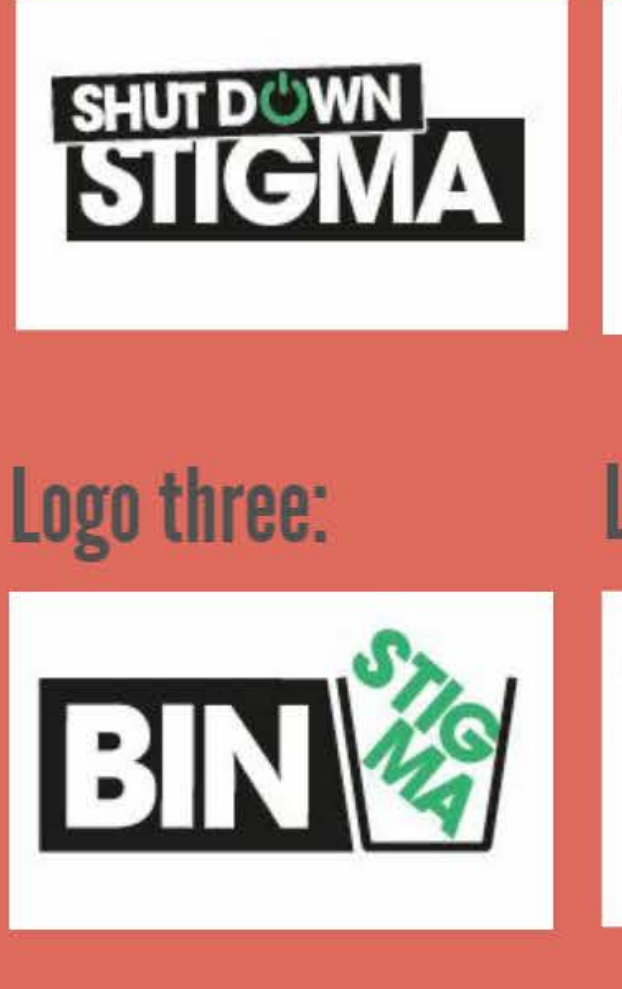
Campaign B

Image three:


STIGMASAURUS IS FEELING...
BUT YOU DON'T HAVE TO.
LET'S TALK ABOUT HOW WE FEEL...
WWW.SWITCHOFFSTIGMA.CO.UK
BIN STIGMA

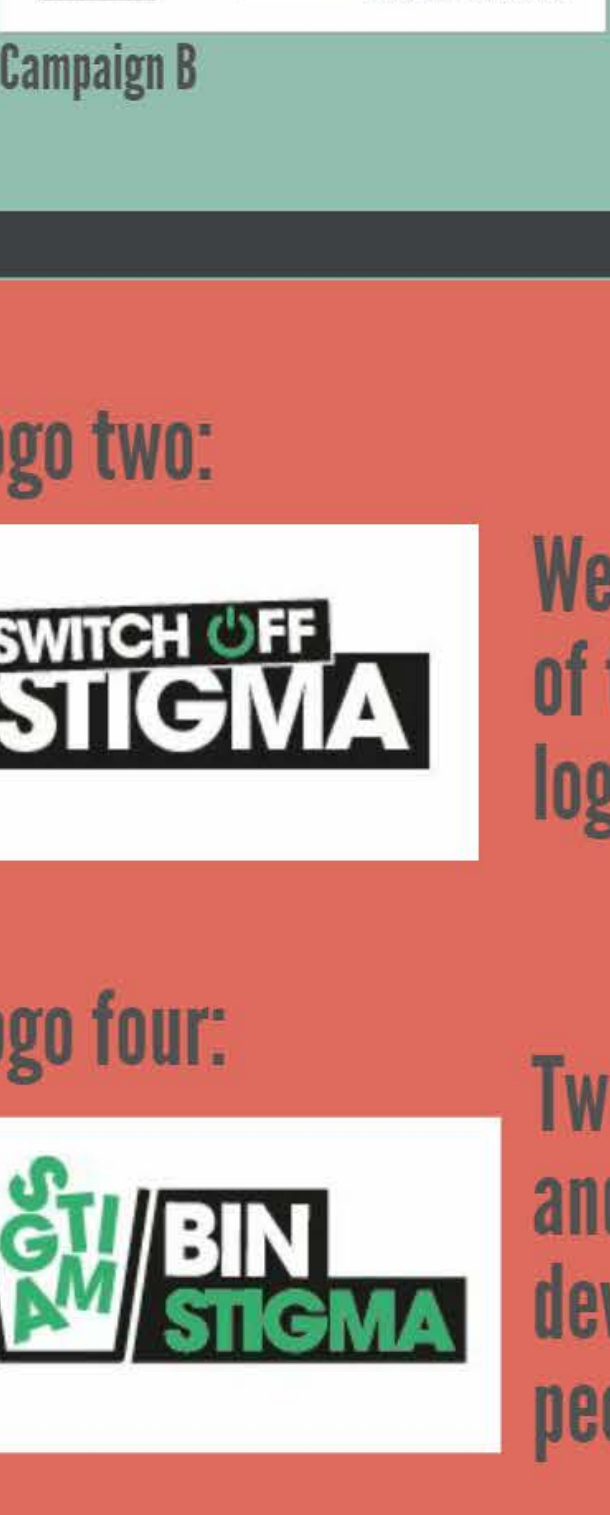
Campaign C

Image four:



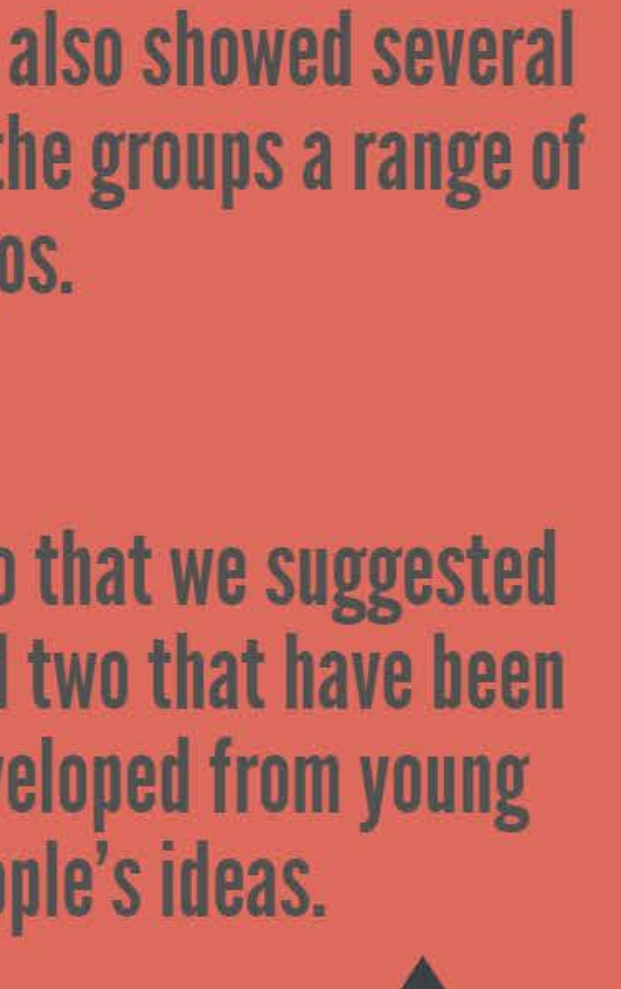
Campaign A

Image five:



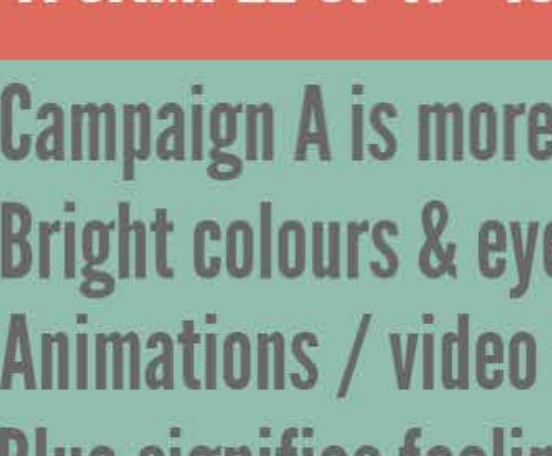
Campaign B

Image six:

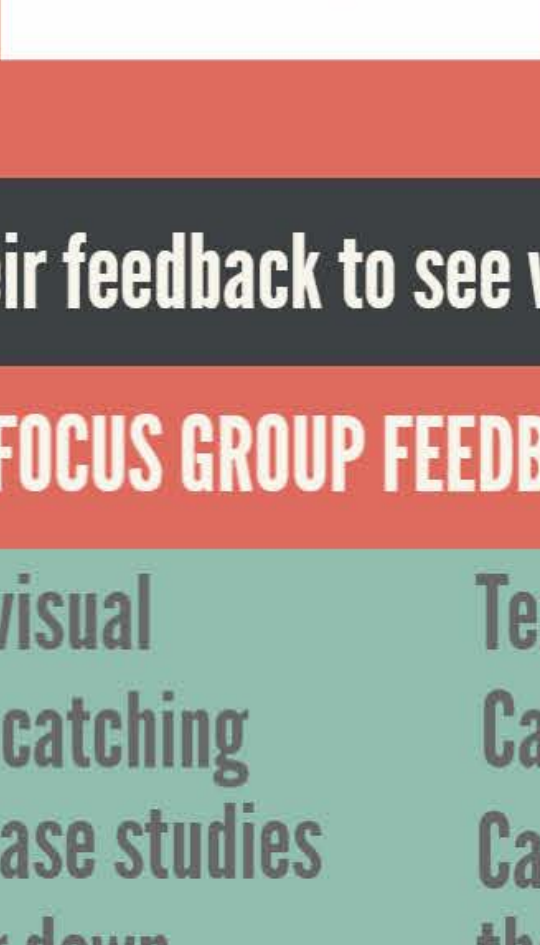

STIGMASAURUS IS FEELING...
HELP MAKE STIGMA A THING OF THE PAST
WWW.SWITCHOFFSTIGMA.CO.UK
SHUT DOWN STIGMA

Campaign C

Logo one:

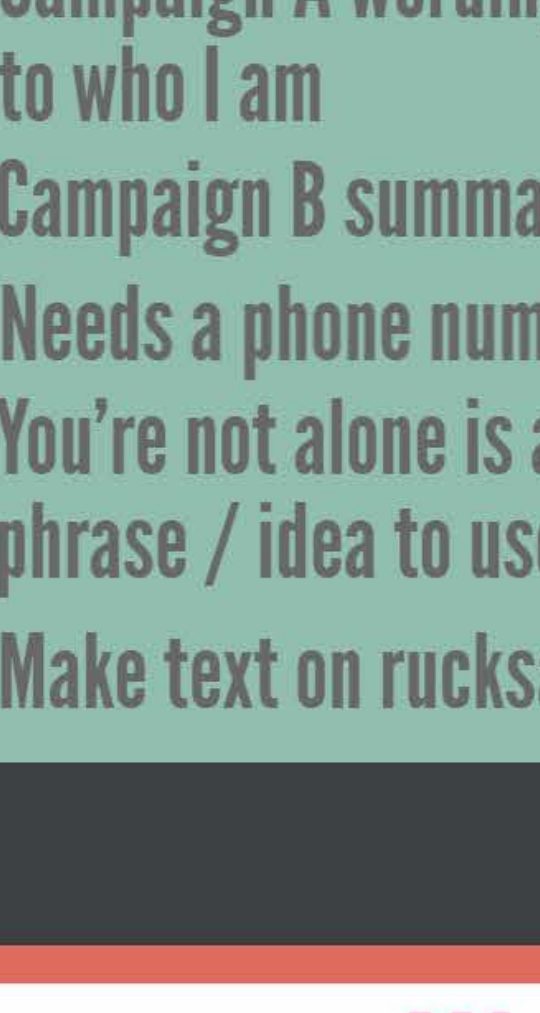


Logo two:

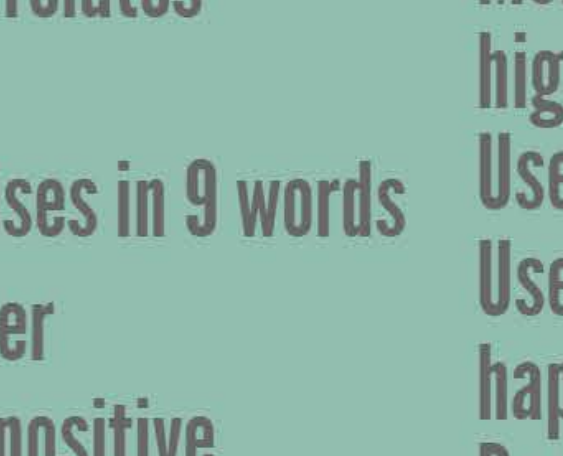


We also showed several of the groups a range of logos.

Logo three:



Logo four:



Two that we suggested and two that have been developed from young people's ideas.

We then collated their feedback to see what they did and didn't like

A SAMPLE OF 11 - 18 FOCUS GROUP FEEDBACK.

Campaign A is more visual

Bright colours & eye catching

Animations / video case studies

Blue signifies feeling down

Campaign A wording relates to who I am

Campaign B summarises in 9 words

Needs a phone number

You're not alone is a positive phrase / idea to use

Make text on rucksack bolder

Text on campaign B is better

Campaign A is eye catching

Campaign A is bright & gets the message across

More colour is better for highlighting issues

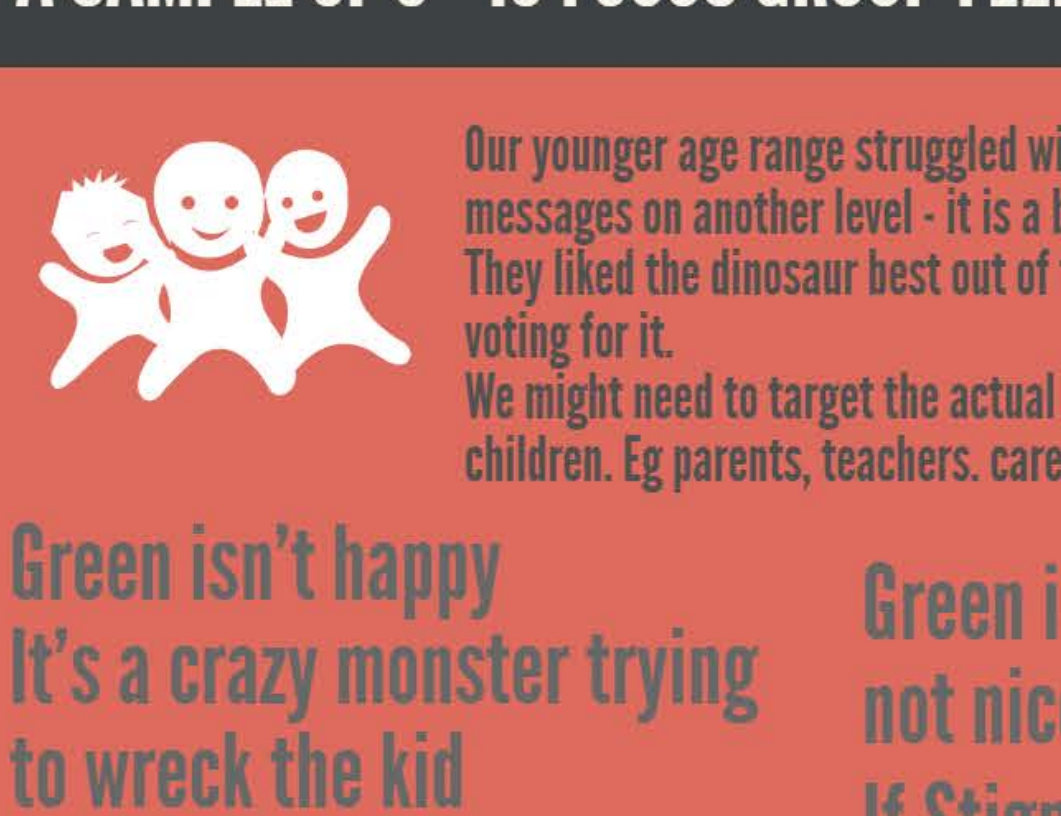
Use schools to spread info

Use pink & blue to show it happens to girls & boys

Red is a negative colour that says danger

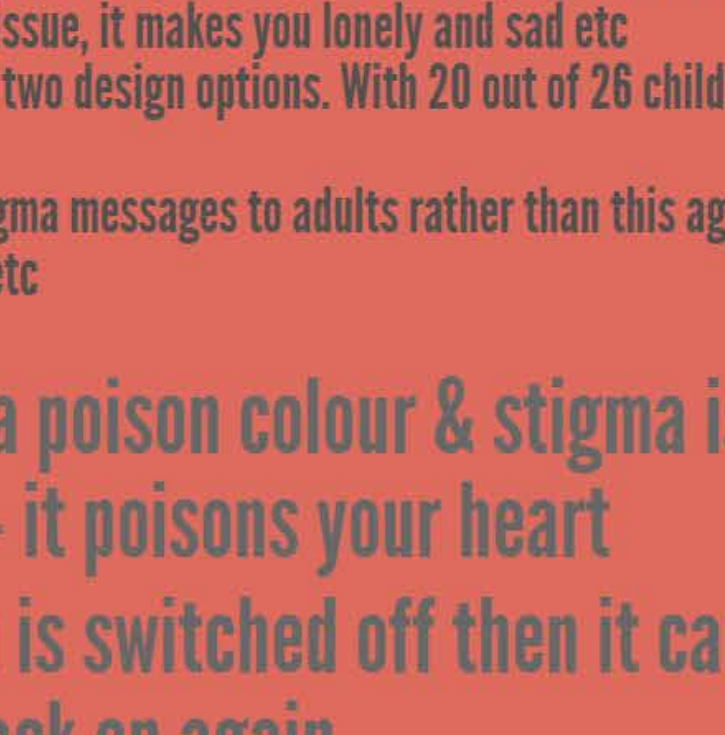
Campaign A is brighter

RESULTS OF 11 - 18 FOCUS GROUP FEEDBACK.



Most common positive words used to describe Campaign A

Overall Campaign A received 17 votes and Campaign B received 11 votes from the 11 - 18 focus group participants



However some elements of Campaign B were preferred. Mainly the amount of information and signposting text included.

We will look carefully at this and see how we can incorporate more information into Campaign A moving forward.

A SAMPLE OF 6 - 10 FOCUS GROUP FEEDBACK.

Our younger age range struggled with the concept of stigma. But they understood the messages on another level - it is a big issue, it makes you lonely and sad etc
They liked the dinosaur best out of the two design options. With 20 out of 26 children voting for it.
We might need to target the actual stigma messages to adults rather than this age of children. Eg parents, teachers. carers etc

Green isn't happy

It's a crazy monster trying to wreck the kid

Dinosaur is lonely

Monster is eating the boy

Big message on stigma using dinosaurs - as they are big

Green is a poison colour & stigma is not nice - it poisons your heart

If Stigma is switched off then it can switch back on again

Don't be scared

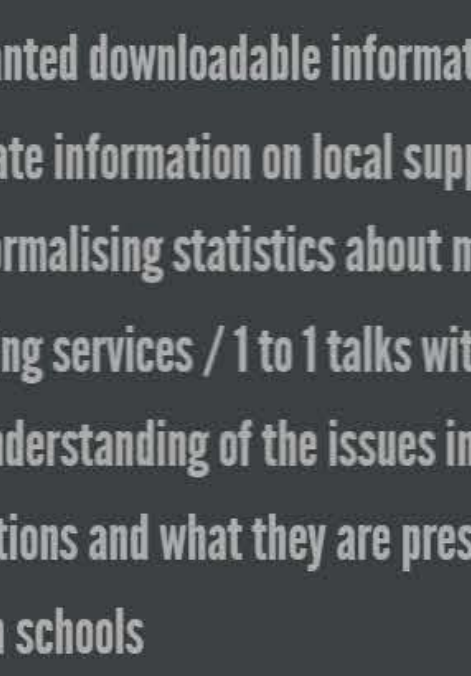
Extinct stigma

Dinosaur died & family feel sad

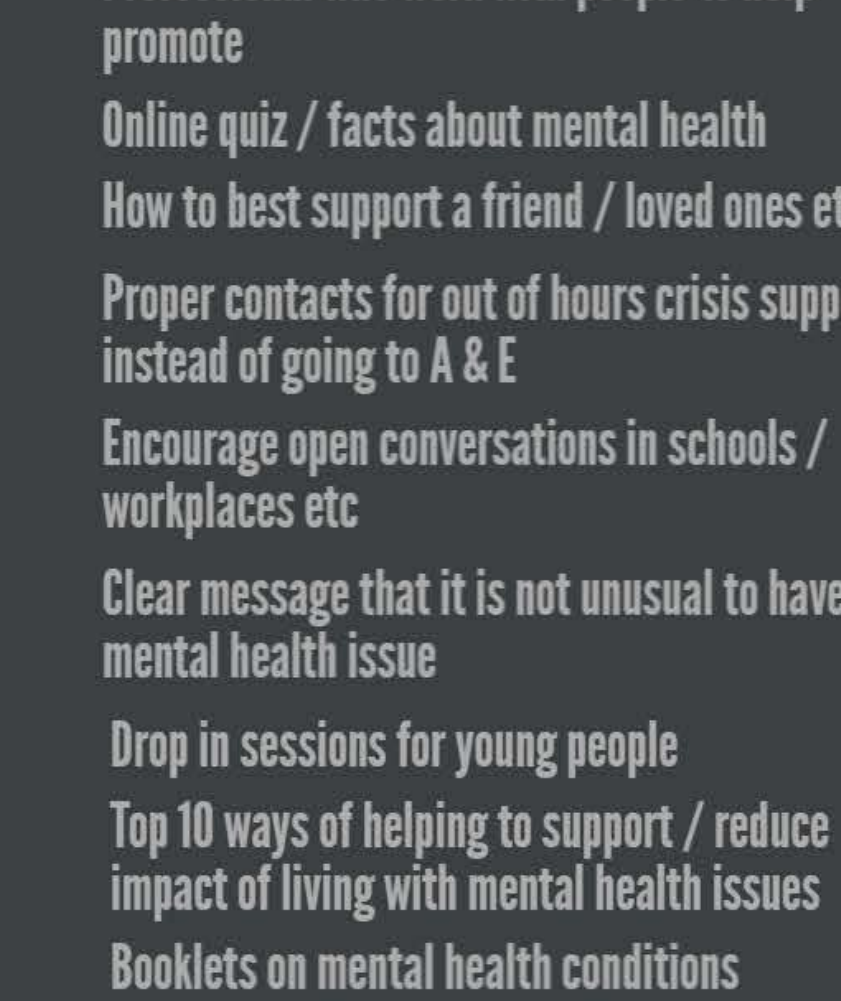
We ran an online SNAP survey for 10 days.

We had 526 responses to the online survey.

Of the respondents 445 said they had experience of mental health issues.



250 had personal experiences, 220 work with people with mental health issues and 321 had friends / family with mental health issues.



WHAT KEY INFORMATION WOULD YOU LIKE TO SEE?

95% wanted a website or phone number for where to get help

78% wanted case studies & interviews from people with mental health issues

76% wanted downloadable information

Up to date information on local support services

Have normalising statistics about mental health

Mentoring services / 1 to 1 talks with experts

More understanding of the issues in schools

Medications and what they are prescribed for

Talks in schools

Normalisation - a clear message that mental health affects everyone.

How to access mental health services

A parental guide

Lesson plans / pop up info events

Professional who work with people to help promote

Online quiz / facts about mental health

How to best support a friend / loved ones etc

Proper contacts for out of hours crisis support - instead of going to A & E

Encourage open conversations in schools / workplaces etc

Clear message that it is not unusual to have a mental health issue

Drop in sessions for young people

Top 10 ways of helping to support / reduce impact of living with mental health issues

Booklets on mental health conditions

Assemblies / road shows / posters

Sample logo feedback

Direct and to the point

I like switch off as it highlights that stigma is there and we have a choice whether to engage in this perspective or challenge it

Why use the word stigma at all/ Don't use the word stigma

What's wrong with Stop Stigma?

Bin ones remind my daughter of the 'bin your chewing gum' campaigns

Shut down / switch off are too close to mental health symptoms

Simple and explanatory

Shut down appeals more than switch off or bin - it implies something you are actively shutting down when you see it rather than something you are dismissing off hand

Funky letters

Don't use black /colours are too dark

Font too sharp / like being shouted at

You keep saying stigma but not everyone knows what it means

I don't like the idea of bins as they are not relevant

To bin off means to abandon / renounce / give up / stop trying

Colours are too dark

None address / mention mental health

Shut down is a current song that lots of young people will know - so relevant and current

Do not like any of them!

LOGO CONCLUSION

There were three main issues that cropped up time and again with the suggested logos:

Big issues with the use of the word stigma - people do not understand it

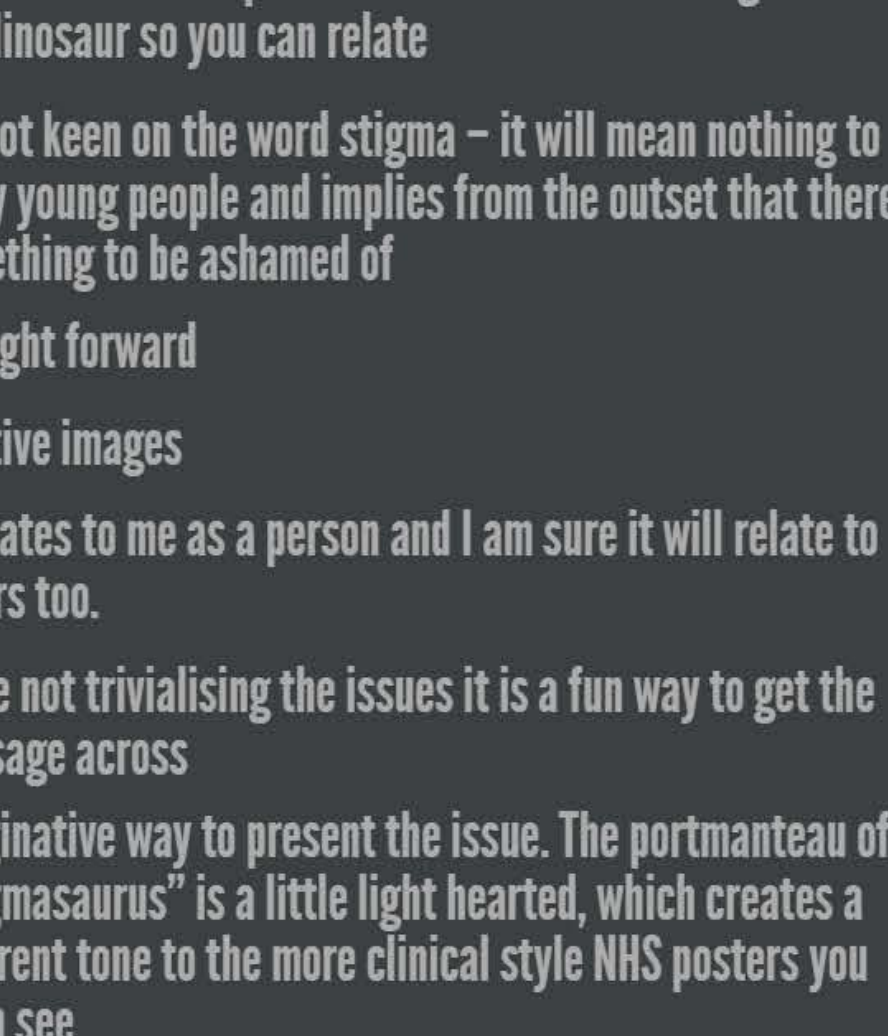
Colours are too dark - don't use black, they are dreary colours

Logo doesn't specifically referance mental health

Shut Down Stigma scored the highest out of all four logos across all age groups.

It also scored highest amongst the 10 - 20 year old age range as well with 55 votes out of 111 responses .

All age range responses



SAMPLE DESIGN FEEDBACK

Ordinary looking people in normal situations

Design portray stigma as a load which I believe for most young people it is

16 year old likes the Don't carry it with you – wording and images

I wouldn't say "don't be scared" as that implies it is something scary

Not fussy, shows real children

Not sure that anyone them have it completely right. Think the message needs to be about 'let's talk about' and 'let's ditch the stigma'.

Age appropriate for the setting I work in (secondary)

I like that it uses the word scared, we can all relate to that emotion and its often a chronic feeling of someone with mental health condition

Fun, friendly and inviting unlike others I have seen of people looking upset

It has words that a person with mental health might use in the dinosaur so you can relate

I'm not keen on the word stigma – it will mean nothing to many young people and implies from the outset that there is something to be ashamed of

Straight forward

Positive images

It relates to me as a person and I am sure it will relate to others too.

While not trivialising the issues it is a fun way to get the message across

Imaginative way to present the issue. The portmanteau of "stigmasaurus" is a little light hearted, which creates a different tone to the more clinical style NHS posters you often see

DESIGN CONCLUSION

When the online respondents are broken down into age ranges there are 133 aged 10 - 20.

This age range preferred Campaign A with 55 votes.

Campaign B received 38

Campaign C received 40

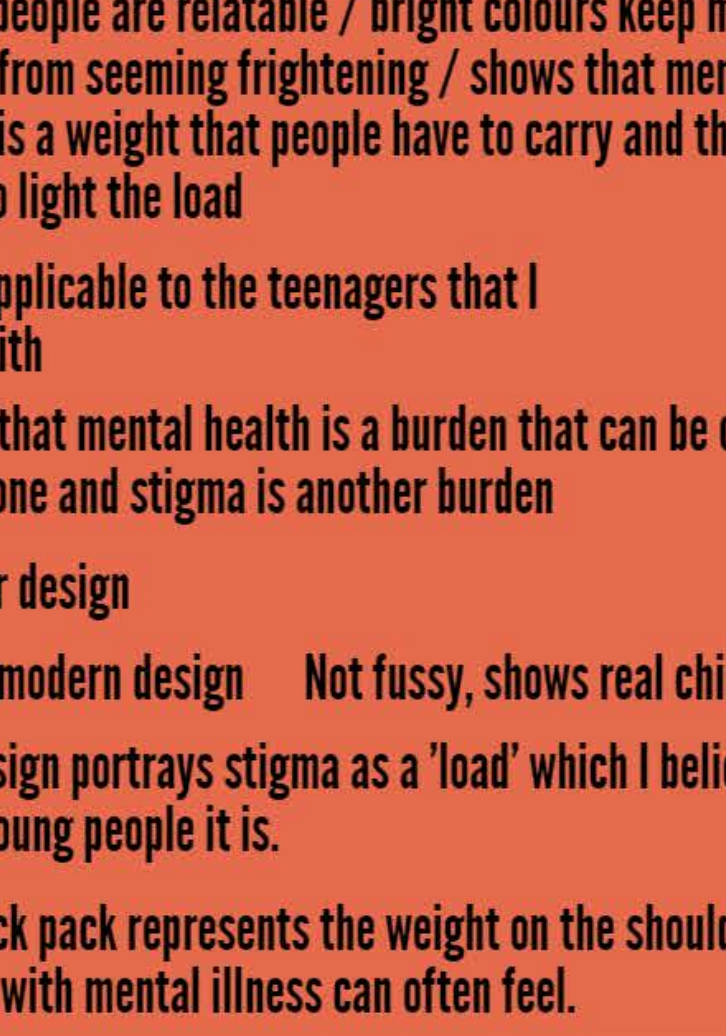
When added to the age appropriate focus groups this gives a total vote of:

Campaign A: 72

Campaign B: 54

Campaign C: 60

Total 10 - 20 year old responses to designs.



CHOSEN DESIGN FEEDBACK

Campaign A - 'Don't Carry it With You' received the highest scores overall.

10 - 20 year old responses

It relates to me as a person, and I'm sure it will relate to others. It is not too young or too adult.

It seems less patronising as the others and doesn't try to 'fun up' mental illness - it seems the most realistic portrayal

Not too much information, get to point and helps people understand what it is about

Relevant

Realistic

Relatable

21+ responses

Young people are relatable / bright colours keep mental health from seeming frightening / shows that mental health is a weight that people have to carry and there are ways to light the load

More applicable to the teenagers that I work with

Shows that mental health is a burden that can be carried by anyone and stigma is another burden

Simpler design

Quirky modern design Not fussy, shows real children

The design portrays stigma as a 'load' which I believe for most young people it is.

The back pack represents the weight on the shoulders that people with mental illness can often feel.

LOGO CHANGES

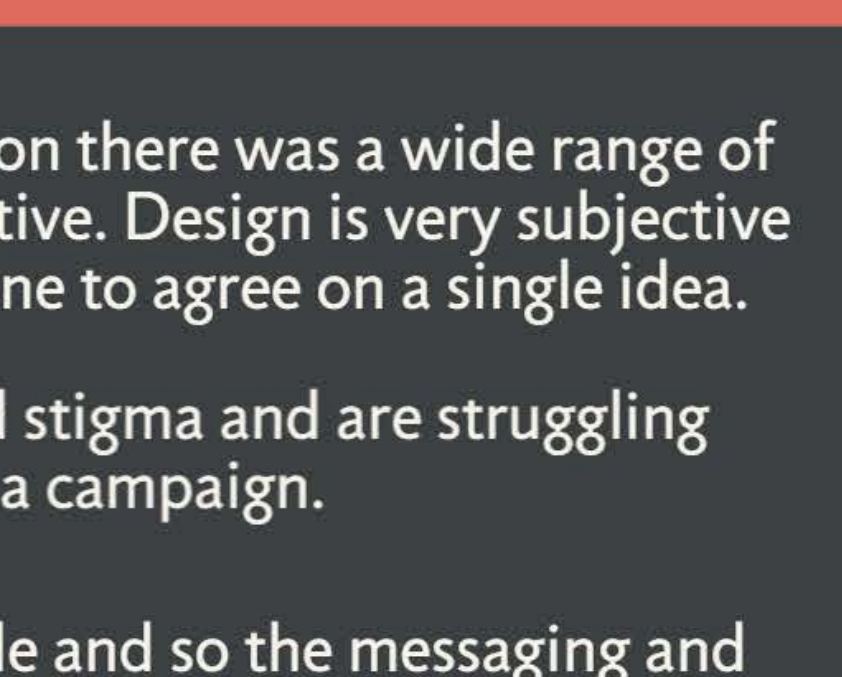
One of the main concerns that arose from the online consultation was around the logo suggestions.

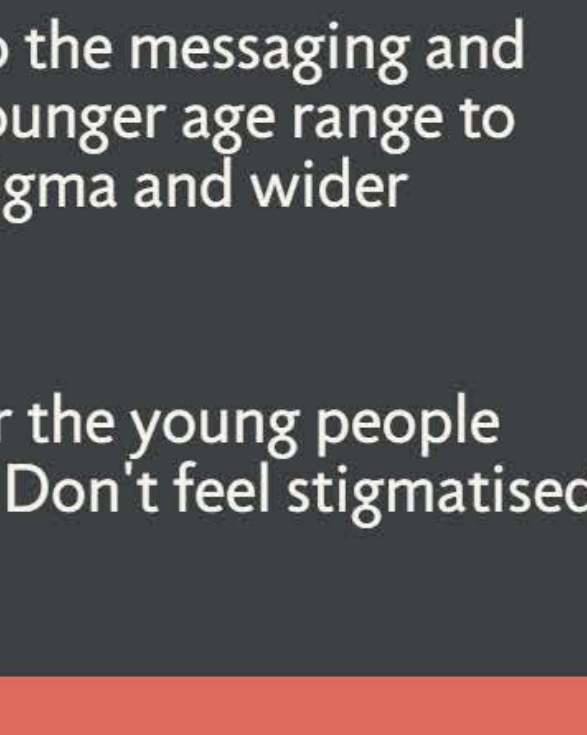
As a result of this, and that FIM had requested that we work with Chesterfield College, we embarked on co-production of a logo and name with students.

The students came up with the logo top right. However as the wording 'Think Out Loud' is already in use in a real world context it was not able to be used for our project.

So we went back to the students, selected another suggested name and utilised the design elements of the original logo to produce a final version.

This resulted in the finalised logo.





IN CONCLUSION

- As with any campaign consultation there was a wide range of feedback both positive and negative. Design is very subjective and it is impossible to get everyone to agree on a single idea.
- Young people do not understand stigma and are struggling with the word being included in a campaign.
- We can't be all things to all people and so the messaging and design will have to be different for the younger age range to reflect their levels of understanding of stigma and wider mental health issues.
- There needs to be two messages - one for the young people themselves and one for the wider world. Don't feel stigmatised and don't stigmatise.

Following the focus groups and online survey we looked at which designs broadly received the most positive feedback for each age range.

For the 11+ campaign, in total from both the online survey and the focus groups, there were very few votes difference between the Don't Carry it With You (campaign A) and Don't Judge Me (campaign B).

However when broken down into age appropriate responses Campaign A came out the clear winner with 72 votes and this is the campaign we propose moving forward with.

Again when we break down into age appropriate responses for the 6 - 10 years olds it was clearly the Stigmasaurus (campaign C) that appealed the most during the focus group stage.

We took on board concerns around the original logo concepts and co-produced a logo with Chestefield College students.

We will continue to liaise closely with young people via a small working group based at Chesterfield College.

These students will feed into our ongoing campaign messaging, website look, feel and content and chosen communications channels.

We aim to launch the campaign in September 2017.

If you have any questions about this report please contact Colleen Marples on 01629 538944.

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