



# Share it. Don't wear it.

The road to an anti-stigma campaign

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**#ShareItDon'tWearIt**

“

They have seen or been a part of something that contradicts their feelings of how the world should be. I feel like most of the issues that come about are a result of something happening that we feel shouldn't. For instance, the bad guy shouldn't win, the drunk driver shouldn't be the one to live while the innocent person is killed...etc. When we observe these things happening, it upsets us because it is a harsh dose of reality that our world isn't as great or just as we think it should be or is.

- Fire and Rescue Services

”

# Goal #3: Create an anti-stigma campaign

## Goal #3 Develop and pilot an anti-stigma campaign incorporating champions from various first responder groups

Support the development of an anti-stigma campaign by conducting market research :

1. Understanding attitudes to and perceptions of mental wellness, mental health issues, and associated stigma among first responders
2. Understanding current help-seeking and help-providing behaviours and perceptions of barriers to seeking or offering help
3. Understanding what information and resources first responders use today and what they feel they need or want to better equip them to recognize and communicate about mental health issues
4. Exploring the best ways to increase awareness of when and how to seek help, reduce stigma, increase supportive behaviours, and decrease barriers to seeking help
5. Testing campaign concepts and exploring best delivery mechanisms to engage on key concepts

# Market Research to inform the Goal

Methodology: Three phases that build on each other

1

## In-depth interviews to understand perspectives

- 30 minute phone interviews
- 15 respondents
- October 28 – November 18, 2016

2

## Online discussion board to gather feedback on potential concepts

- December 6 to 10, 2016
- 38 people began the discussion 29 completed all activities

3

## Focus groups and online discussion board to test campaign creative

- April 5 to 14, 2017
- 15 people in focus groups and 30 people on online discussion (34 started, 30 completed online discussion)

**What we learned**



# What we learned

Stigma exists

# What we learned

“

A lot of people suffer in silence. They're not diagnosed so they don't know it's a mental health issue, they just feel off ... And they don't want their co-workers to think of them as weak.

”

# What we learned

First responders need support



# What we learned

“

I wish I had the tools to talk to a colleague about tough calls.

- Municipal Police

”

# The Campaign: Engaging First Responders



# How we applied the learning

## Direction for the campaign

“

A lot of people suffer in silence. They're not diagnosed so they don't know it's a mental health issue, they just feel off ... **And they don't want their co-workers to think of them as weak.**

- RCMP

”

# How we applied the learning

## Direction for the campaign

“

People tend to avoid talking about things that **they don't understand** or don't feel comfortable with. We can all relate to a broken arm, but fear and anxiety – not so much.

- Municipal Police

”

# How we applied the learning

## Direction for the campaign

“

Don't forget, this is an issue of **changing the culture** around talking about emotions, we already know that there are services available.

- Fire and Rescue Services

”

# How we applied the learning

Direction for the campaign

“

People don't seek help until **they're almost ready to break.**

- Ambulance Service

”

# How we applied the learning

## Direction for the campaign

“

[A campaign should promote] **organizational change** – from the top down on how mental health is perceived, dealt with and managed. A campaign is only part of the solution.

- CBSA

”

# How we applied the learning

Direction for the campaign

“

The more it's talked about, **the more it's normalized.**

- Fire and Rescue Services

”



# How we applied the learning

## Direction for the campaign

“

Unless we **give the people the tools** and knowledge about the effects of mental illness and the treatments available, nothing will change.

- Fire and Rescue Services

”

# SHARE IT. DON'T WEAR IT.

FIRST RESPONDER ANTI-STIGMA CAMPAIGN.

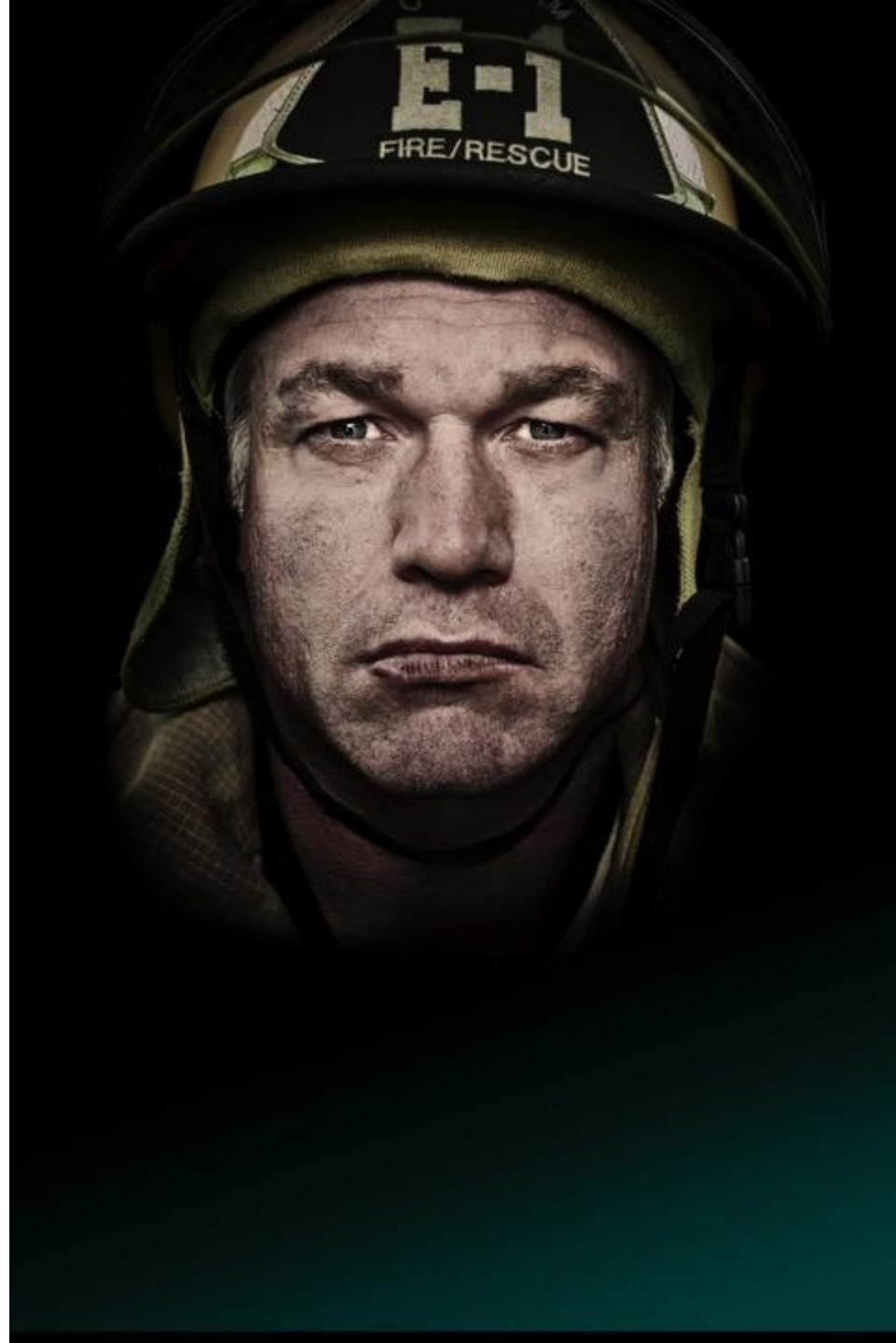


[BCFirstRespondersMentalHealth.com](http://BCFirstRespondersMentalHealth.com)

# Campaign Development

## Testing and executing

- “Share it. Don’t wear it.” fulfills the objectives:
  - Create awareness about mental health issues among first responders
  - Reduce the stigma of mental illness
  - Increase the likelihood that first responders will seek help when they need it
- Elicits a strong emotional response; First Responders related to it and it may lead them to act
- First responders provided suggestions for making this campaign more effective:
  - Ensure images are instantly recognizable
  - Ensure text can be read easily and quickly
  - Invoke a sense of hope, without diluting emotional response that leads to action
  - Make the call to action very direct



Looking  
**FOR** Help

Looking  
**TO** Help

Resources

Events

Reach Out



## SHARE IT. DON'T WEAR IT.

IT'S TIME TO SPEAK UP ABOUT MENTAL HEALTH.

[Learn More](#)



### Self-Assessment

Sometimes it's helpful to take a personal mental health check—to see how you're managing with the stress and pressure of work (and life!).

[Learn More](#)

### Ways To Help

Is someone you work with struggling with their mental health? Do they seem stressed? Are they acting differently—or is there something a little "off" in the way they're behaving? Here are things you can do to offer support.

[Learn More](#)

### Featured Resource

[See all](#)

These recommended practices are based on research studies and other similar practice documents, along with contributions developed through a ...

[Learn More](#)

## FILTER BY

[Clear all](#)

## LOOKING FOR HELP

- Making a Mental Health Claim
- Self-Assessment
- Self-Care
- Training

## LOOKING TO HELP

- As Colleagues
- As Families & Friends
- As Leaders

## RESOURCES

These resources will give you a better understanding of mental health in the context of the experiences and pressures of first responders, as well as the broader population.

**Dispatcher - 8.5 X 11**

Terms of Use The BC First Responders Mental Health Committee commissioned market research in order to explore the best ...

[Learn More](#)[Download .PDF](#)**Dispatcher - 11 X 17**

Terms of Use The BC First Responders Mental Health Committee commissioned market research in order to explore the best ...

[Learn More](#)[Download .PDF](#)

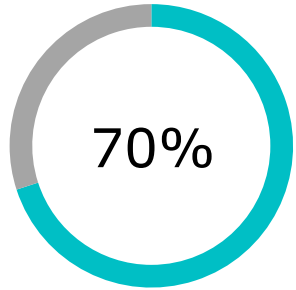
# Measuring success



# Assessing effectiveness

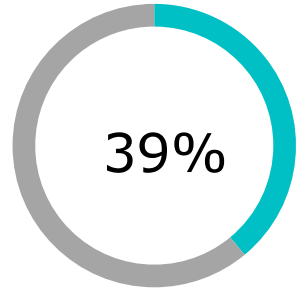
## Survey to assess effectiveness, recall and suggested next steps

- 515n completed the survey:



### Campaign recall is high

- 7 in 10 respondents recall at least one campaign element

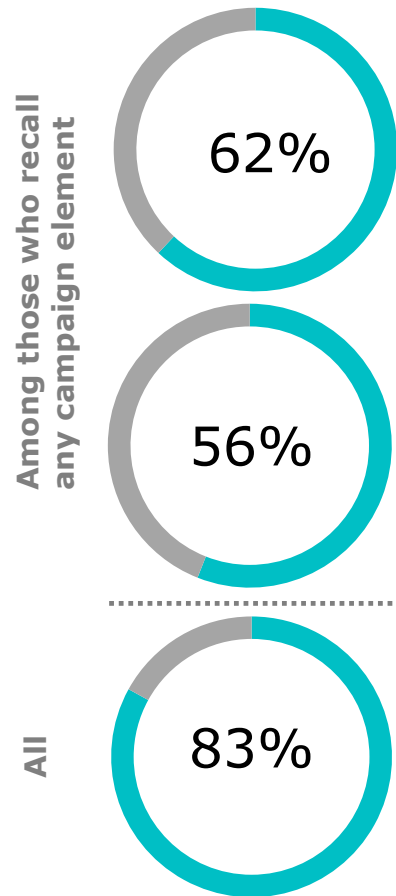


### Exposure to more than one campaign element increases campaign recall

- Recall of the campaign based on slogan alone is significantly higher for those exposed to 2 or more elements (84% or higher) than those who only recall 1 (54%)

# Key Findings – Effectiveness

Among those who recall at least one element, the campaign is effective in increasing the likelihood of respondents to seek support, speak up about mental health and share resources



are more likely to speak up about mental health in their workplace than before, and only 4% would not have spoken up before and still would not

are more likely to seek support for themselves or a colleague than before and only 5% would not have spoken up before and still would not

are likely to share the website and resources offered by the campaign, with 50% very likely to do so



# What we heard

## What did the campaign make first responders think?

**“We need to look out for each other. Be open and communicate. There are resources available for us if we need.”**

**“That it happens to anyone. Don't pretend you are Superman. If you think you may have symptoms share it so you can get help or be helped.”**

**“Rather than try to deal with them yourself or keep them bottled up inside to the point where they become too much to handle.”**

A photograph of several police uniforms hanging on a rack, overlaid with a teal gradient. The uniforms include jackets and trousers, some with visible police crests and patches.

**Thank you**

**#ShareItDontWearIt**

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