



NHS Newcastle and North Tyneside
Community Health

AIM/Launchpad Open Up Survey on Attitudes to Mental Health and Mental Illness

October 2010



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AIM/Launchpad Open Up Survey on Attitudes

Introduction

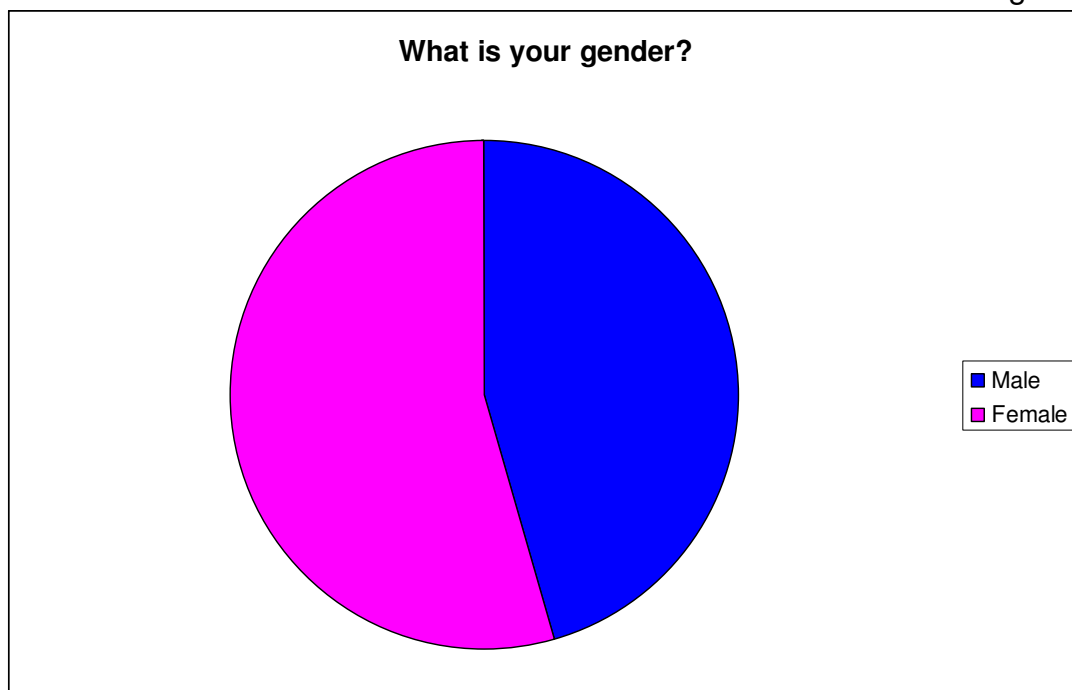
In the planning stages of the 2009 – 2010 AIM/Launchpad Open Up Initiative 'Let's End Mental Health Discrimination' it was decided to carry out a survey of attitudes of the general public to mental health and mental illness before and after the initiative. However, before the pre-initiative questionnaire was finalised the advice of a Research and Audit Facilitator was sought and questions were asked about ethical approval. Although ethical approval was not required, the delay in producing the final copy of the questionnaire meant that the project was well under way. However, the project was nearly complete on World Mental Health Day (10 October). Post production of the initiative's DVD 'Challenging Mental Health Discrimination' was all that remained. It was decided to carry out the survey during World Mental Health Day celebrations at Grey's Monument, Newcastle upon Tyne city centre on Saturday 9 October 2010. This would provide AIM and Launchpad with a snapshot of the general public's attitudes to the following:

- fear and exclusion of people with mental health problems; integrating people with mental health problems
- relationships with people with mental health problems – intended behaviour
- talking to people (friends, family and work) about mental health
- stigma and discrimination
- awareness of the Time to Change campaign

Survey Methodology

Volunteers from Young Minds carried out 33 face to face interviews with the general public, recording their responses on a questionnaire (see appendices). Willing respondents were 'selected' at random; 18 were female and 15 were male.

Figure 1



The vast majority of respondents (69.7%) were under the age of 26 and most (90.6%) fell into the ethnic origin category of 'White British'.

Figure 2

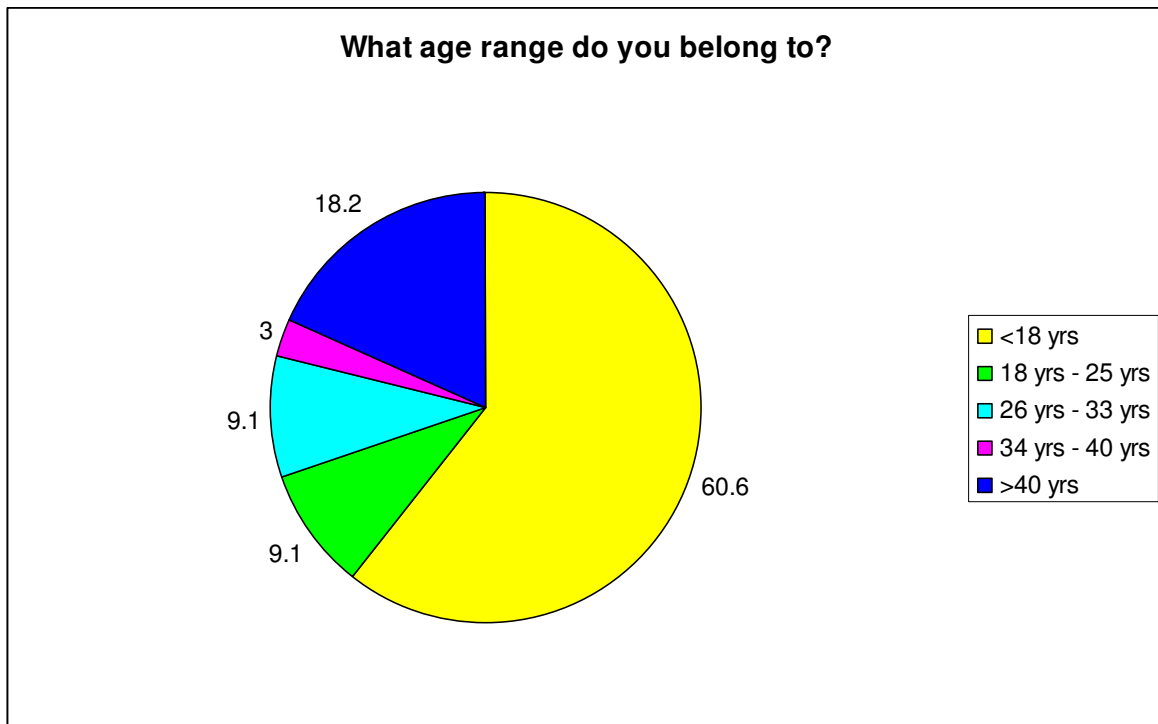
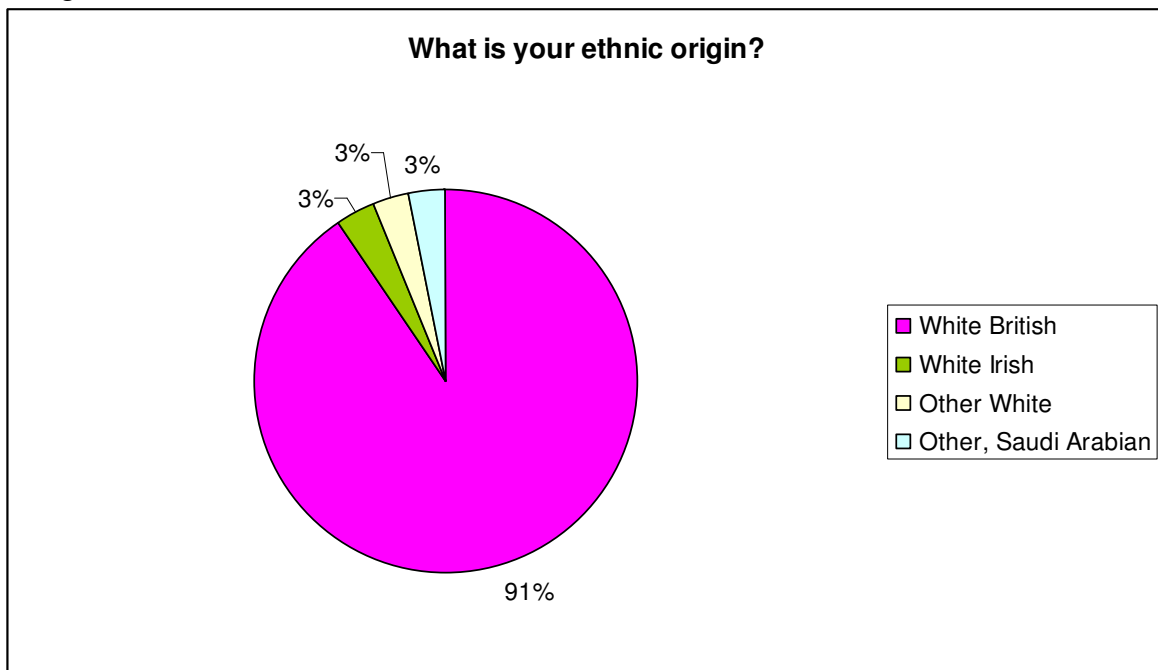


Figure 3



Fear and exclusion of people with mental health problems; and integrating people with mental health problems

The respondents were asked to indicate whether the statement 'People with mental health problems are violent' is true or false. 82.1% said that the statement is false.

This compares with 59% of the respondents agreeing with the statement 'People with mental illness are far less of a danger than most people suppose' in the Attitudes to Mental Illness 2010 survey (TNS BMRB 2010). In this survey 1,745 adults (aged 16+) were interviewed in England in January 2010. Questions on the topic of mental illness have been asked as part of TNS's face-to-face Omnibus since 1994. The aim of these surveys is to monitor public attitudes towards mental illness, and to track changes over time. Respondents were also asked to choose descriptors to describe what someone with a mental illness is like. The descriptor least likely to be selected, at 36%, was 'Someone who is prone to violence'

Both surveys showed that the majority of respondents have a positive attitude in relation to the 'danger' posed by people with a mental illness. Such attitudes would support the integration of people with a mental illness into the community.

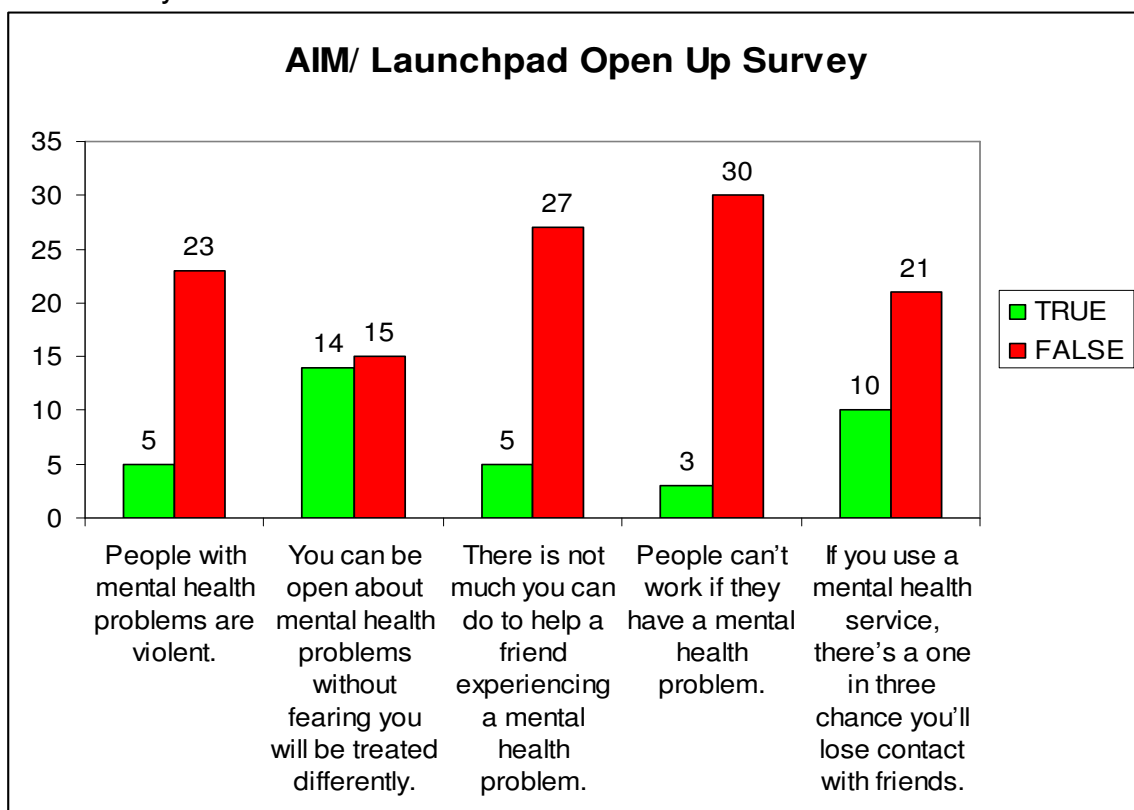


Figure 4

Another issue leading to social exclusion is the small proportion of individuals with severe mental health problems in employment. The respondents were asked if the statement 'People can't work if they have a mental health

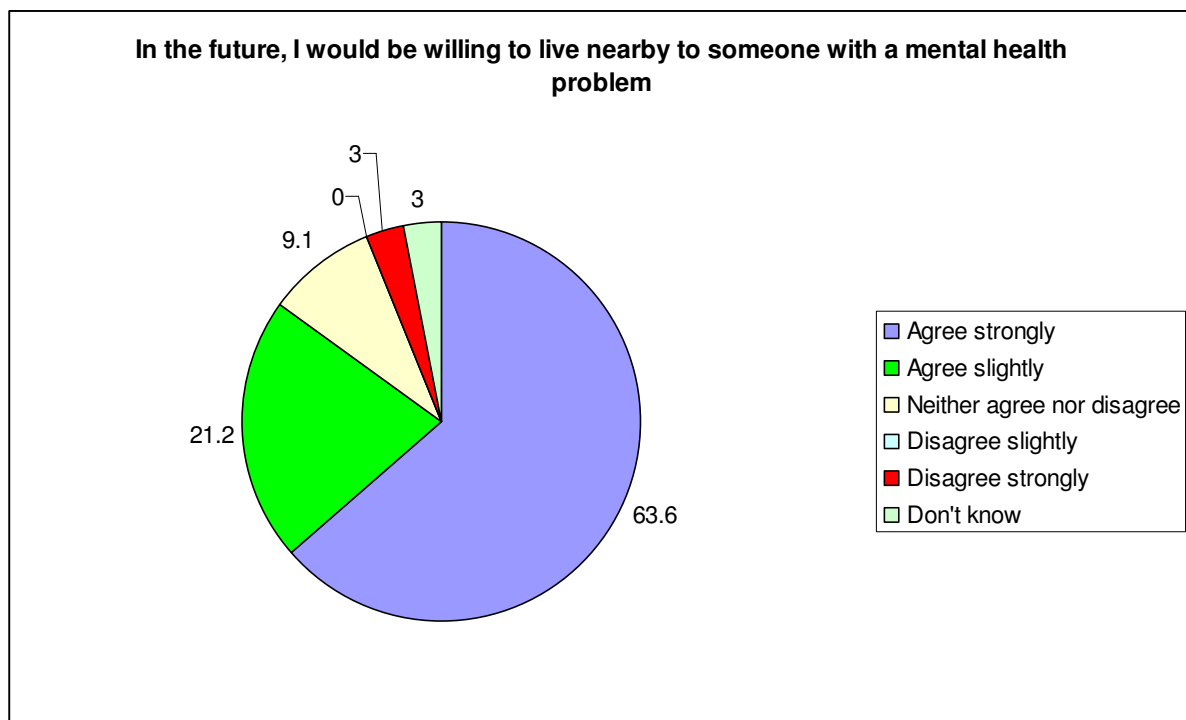
problem. 90.9% of respondents said that this statement is false – a significant majority with a positive attitude (see Figure 4).

The TNS BMRB survey showed that there were low levels of agreement (8 - 20%) with the negative statements related to the fear and exclusion of people with mental health problems. This Open Up survey has shown positive attitudes in relation to the fear and exclusion of people who are mentally ill.

Relationships with people having mental health problems – intended behaviour

Respondents were asked to record on a scale from agree strongly to disagree strongly their response to the statement 'In the future, I would be willing to live nearby to someone with a mental health problem'. 84.8% agreed with this statement (see Figure 5). In the TNS BMRB survey around seven out of ten (74%) would be willing to live nearby to someone with a mental health problem. Only 9% of respondents agreed with the statement 'I would not want to live next door to someone who has been mentally ill'.

Figure 5



Similarly, the response to the statement 'In the future, I would be willing to work with someone with a mental health problem' was also positive, with 90.9% of the respondents agreeing with the statement (see Figure 6). This compares with 71% in the TNS BMRB survey willing to work with someone with a mental health problem.

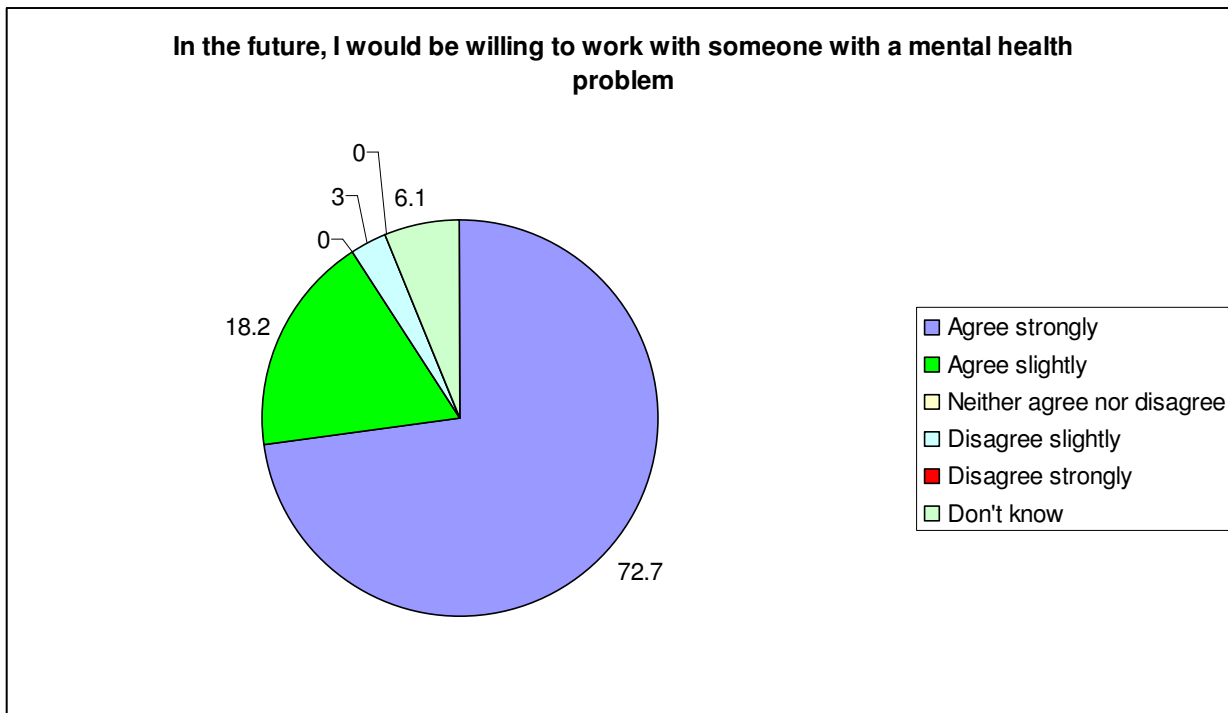
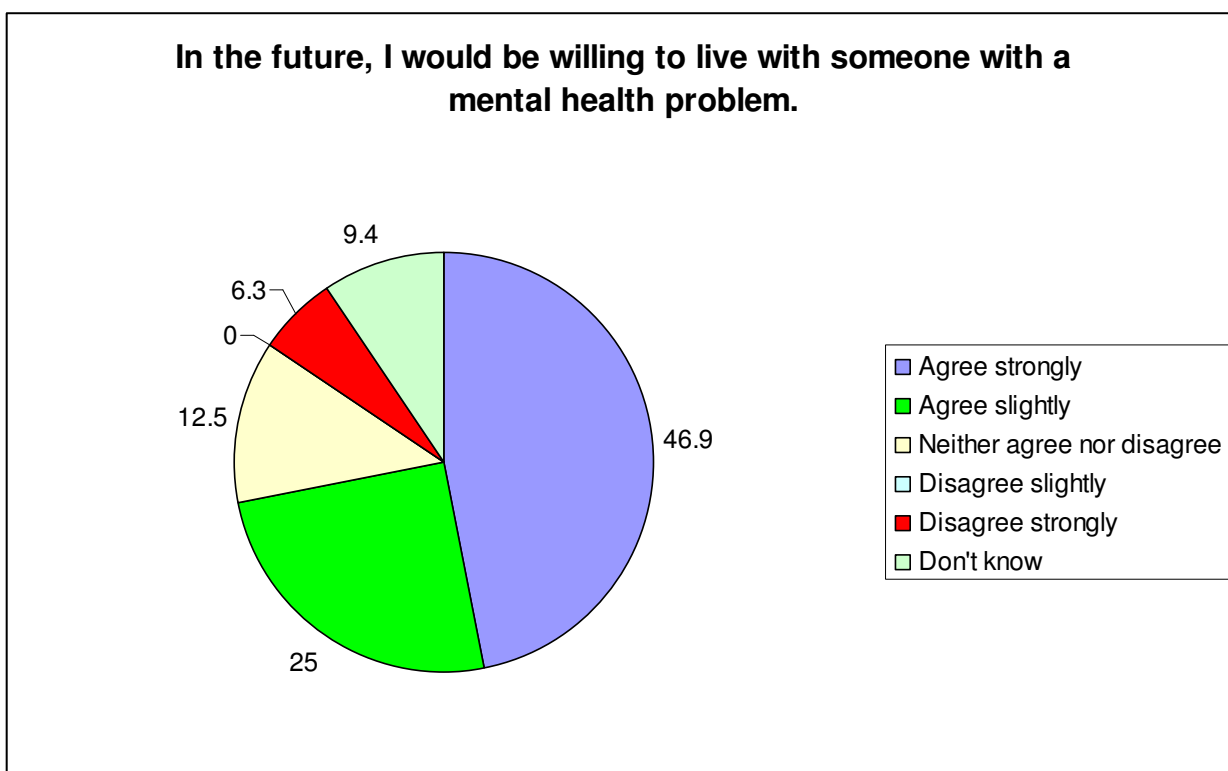


Figure 6

71.9% agreed with the statement 'In the future, I would be willing to live with someone with a mental health problem' (see Figure 7). This compares with 58% agreeing with the statement in the TNS BMRB survey.

Figure 7



Respondents were asked to record on a scale from agree strongly to disagree strongly their response to the statement 'In the future, I would be willing to continue a relationship with a friend who developed a mental health problem'. No-one disagreed with this statement; 80.6% agreed strongly and 9.7% agreed slightly (see Figure 8). In comparison, in the TNS BMRB survey, 85% of respondents agreed with this statement.

In the future, I would be willing to continue a relationship with a friend who developed a mental health problem

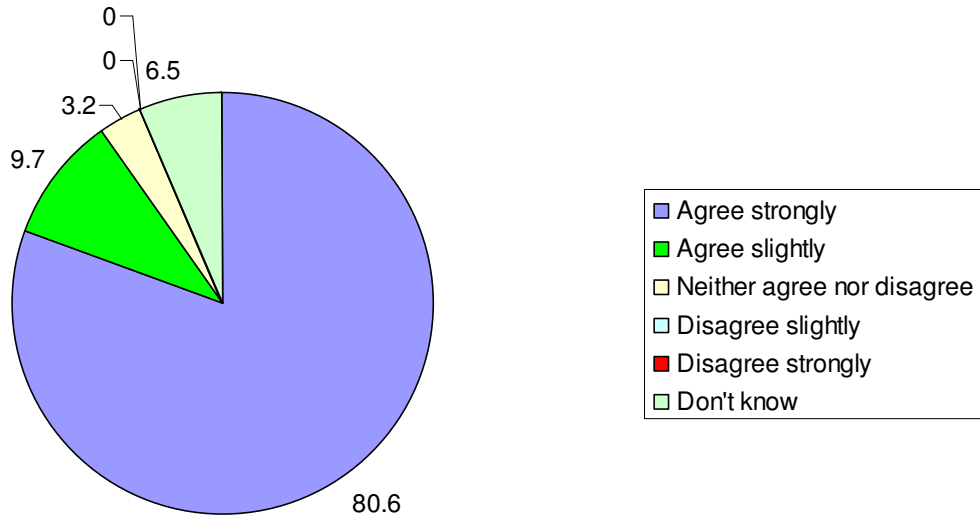


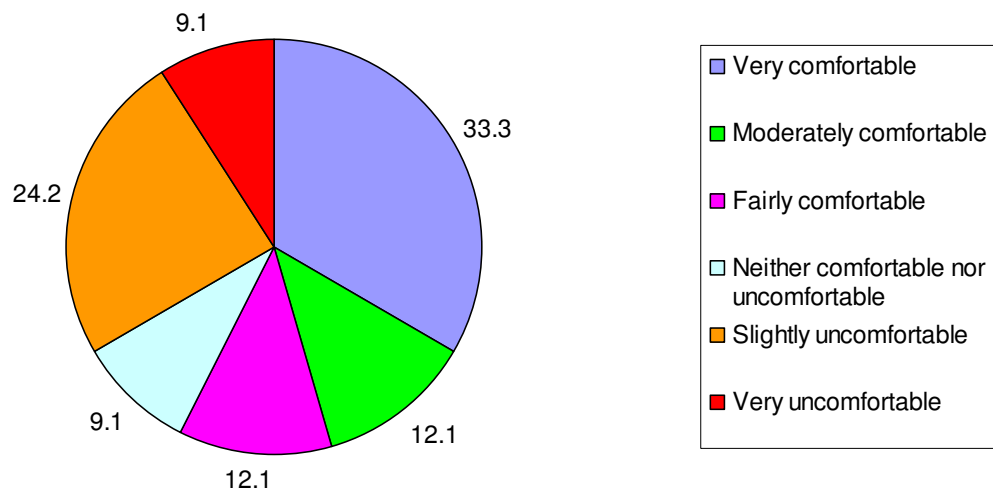
Figure 8

Talking to people (friends, family and work) about mental health

Respondents were asked in general how comfortable they would feel talking to a friend or family member about their mental health on a scale from very comfortable to very uncomfortable. 57.5% of respondents were comfortable talking to a friend or family member about their mental health. 33.4% were uncomfortable, possibly demonstrating the stigma attached to mental health and mental illness (see Figure 9). In the TNS BMRB survey, 69% of respondents felt comfortable about talking to a friend or family member about their mental health.

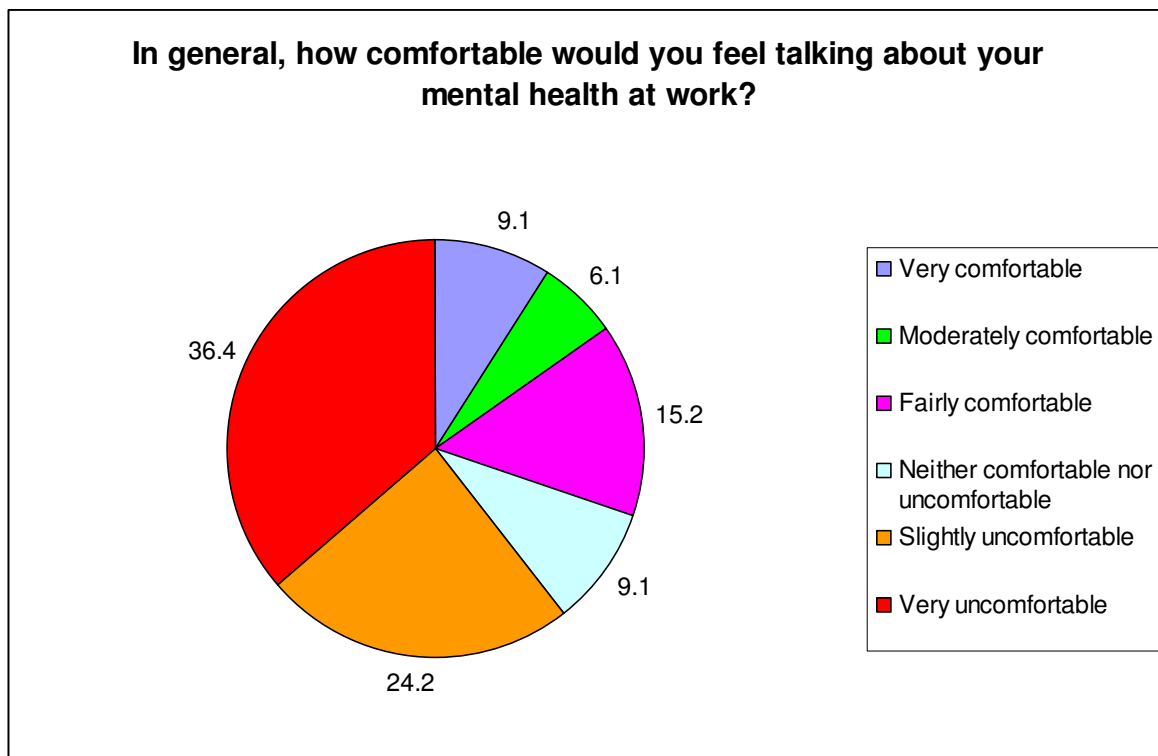
Figure 9

In general, how comfortable would you feel talking to a friend or family member about your mental health?



Respondents were asked in general how comfortable they would feel talking to people at work about their mental health on a scale from very comfortable to very uncomfortable. 30.4% of respondents were comfortable talking to someone at work about their mental health. 60.6% were uncomfortable, possibly demonstrating the stigma attached to mental health and mental illness (see Figure 10). In the TNS BMRB survey, 39% of respondents felt comfortable about talking to an employer about their mental health; 50% felt uncomfortable about talking to their employer. Generally, therefore, respondents in this Open Up survey showed that they were more comfortable talking to family and friends than talking to people at work. 60.6% of respondents were very uncomfortable talking to people at work compared with 33.3% of respondents being very uncomfortable talking to family and friends.

Figure 10



Stigma and Discrimination

The respondents were given the following statements and asked if they were true or false:

‘You can be open about mental health problems without fearing you will be treated differently’. 51.7% said this was false and 48.3% said this was true. See Figure 4. About half of the respondents believed that discrimination on mental health grounds does occur.

‘There is not much you can do to help a friend experiencing a mental health problem’. 84.4% said this was false and 15.6% said this was true. See Figure 4. This indicates that the majority of respondents correctly believed that people can be supported and can recover from mental health problems; a positive attitude.

'If you use a mental health service, there's a one in three chance you'll lose contact with friends'. 32.3% said this was true and 67.7% said this was false. See Figure 4. One third of the respondents correctly believed that discrimination from friends does occur.

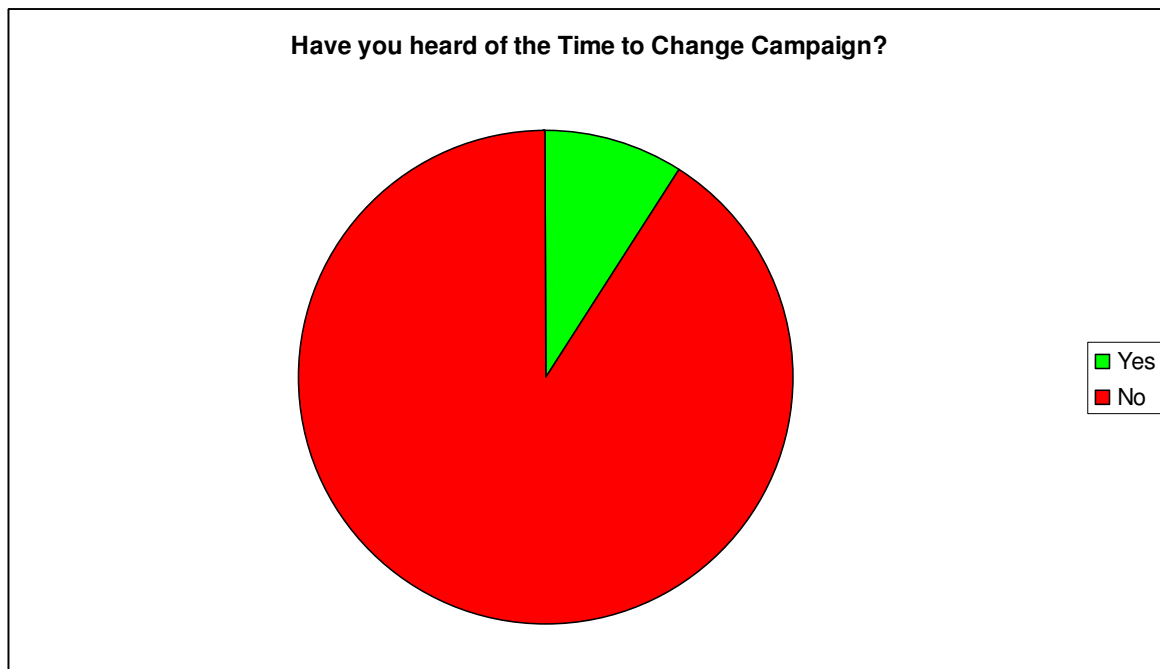
Awareness of the Time to Change Campaign

90.9% of respondents had not heard of the Time to Change campaign (see Figure 11). Of the 3 people who had heard about the campaign, no-one mentioned 'discrimination' in their response to 'what is the campaign all about?'. Their responses were as follows:

- raising awareness of mental health
- altering how people see mental health; tackling stigma
- accepting people with mental health problems.

The North East of England Strategic Health Authority's Time to Change Campaign started in July 2010 and was evaluated by Consumer Insight. At the pre-stage to the SHA's campaign, residual recognition of the Time to Change campaign was measured. Prompted recognition of campaign activity from stills was measured at 33%. If prompted recall of PR news stories of bipolar disorder/schizophrenia is taken out, the total prompted recognition level of 25% was recorded in the North East (200 interviews). At the post stage 2, in September 2010, the total campaign recognition in the North East was 33%. Therefore, it was disappointing that so few (3 out of 33 people) had heard of the national campaign on 9 October 2010.

Figure 11



Summary

Overall, the attitudes to mental health and mental illness of the participants in this survey were enlightening. It should be noted that 20 out of the 33 respondents were under the age of 18, leading to a bias in the survey findings

Fear and exclusion of people with mental health problems; and integrating people with mental health problems

The majority of participants responded correctly to the negative statements in this first section, saying that 'people with mental health problems are violent' is a false statement.

The vast majority of respondents said that the statement 'people can't work if they have a mental health problem' is false.

Relationships with people having mental health problems – intended behaviour

Eight out of ten respondents would be willing to live nearby to someone with a mental health problem in the future and nine out of ten respondents would be willing to work with someone with a mental health problem in the future.

Seven out of ten respondents would be willing to live with someone with a mental health problem in the future and nine out of ten respondents would be willing to continue a relationship with a friend who developed a mental health problem.

Talking to people (friends, family and work) about mental health

One third of the respondents were uncomfortable talking to a friend or family member about their mental health. 61% of respondents were uncomfortable talking about their mental health at work. These figures are possibly an indication of the stigma felt by individuals when considering their mental health. Respondents were far less likely to say they would feel comfortable talking to someone at work than to friends and family – 30% would feel comfortable talking to a work colleague, compared with 58% who would feel comfortable talking to friends and family.

Stigma and Discrimination

Half of the respondents believed that discrimination on mental health grounds does occur, disagreeing with the statement 'You can be open about mental health problems without fearing you will be treated differently'. This suggests that raising awareness of the discrimination experienced by service users is useful as half of the audience is likely to agree with the statement above.

85% of respondents believed that you can support a friend with mental health problems and only one third of the respondents correctly believed that discrimination from friends does occur.

Awareness of the Time to Change campaign

91% of respondents had not heard of the national Time to Change campaign. This contradicts the research carried out by Consumer Insight, which found that campaign recognition in the North East was 33% in September 2010.

References

Consumer Insight (2010) North East of England SHA Time to Change Campaign Evaluation

TNS-BMRB (2010) Attitudes to Mental Illness 2010 Research Report JN 207028 March 2010



AIM/Launchpad Open Up Survey

		True	False
1.	People with mental health problems are violent.	<input type="checkbox"/>	<input type="checkbox"/>
2.	You can be open about mental health problems without fearing you will be treated differently.	<input type="checkbox"/>	<input type="checkbox"/>
3.	There is not much you can do to help a friend experiencing a mental health problem.	<input type="checkbox"/>	<input type="checkbox"/>
4.	People can't work if they have a mental health problem.	<input type="checkbox"/>	<input type="checkbox"/>
5.	If you use a mental health service, there's a one in three chance you'll lose contact with friends.	<input type="checkbox"/>	<input type="checkbox"/>

6. In general, how comfortable would you feel talking to a friend or family member about your mental health?

- Very comfortable Neither comfortable nor uncomfortable
 Moderately comfortable Slightly uncomfortable
 Fairly comfortable Very uncomfortable

7. In general, how comfortable would you feel talking about your mental health at work?

- Very comfortable Neither comfortable nor uncomfortable
 Moderately comfortable Slightly uncomfortable
 Fairly comfortable Very uncomfortable

8. In the future, I would be willing to live with someone with a mental health problem.

- Agree strongly Disagree slightly
 Agree slightly Disagree strongly
 Neither agree nor disagree Don't know

9. In the future, I would be willing to work with someone with a mental health problem.

- Agree strongly Disagree slightly
 Agree slightly Disagree strongly
 Neither agree nor disagree Don't know

10. In the future, I would be willing to live nearby to someone with a mental health problem.

- Agree strongly Disagree slightly
 Agree slightly Disagree strongly
 Neither agree nor disagree Don't know

11. In the future, I would be willing to continue a relationship with a friend who developed a mental health problem.

- | | |
|---|--|
| <input type="checkbox"/> Agree strongly | <input type="checkbox"/> Disagree slightly |
| <input type="checkbox"/> Agree slightly | <input type="checkbox"/> Disagree strongly |
| <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Don't know |

12. Have you heard of the Time to Change Campaign? Yes No

If yes, what is the campaign all about?

13. What is your gender? Male Female

14. What age range do you belong to?

- < 18 18 – 25 26 – 33 34 – 40 >40

15. What is the first part of your postcode? _ _ _ _ _

16. What local newspapers (including free ones) do you read?

17. What is your ethnic origin? (Tick one)

White	Mixed	Asian or Asian British	Black or Black British	Chinese or Other Ethnic Group
<input type="checkbox"/> White British	<input type="checkbox"/> White and Black Caribbean	<input type="checkbox"/> Indian	<input type="checkbox"/> Black Caribbean	<input type="checkbox"/> Chinese
<input type="checkbox"/> White Irish	<input type="checkbox"/> White and Black African	<input type="checkbox"/> Pakistani	<input type="checkbox"/> Black African	<input type="checkbox"/> Other, please specify:
<input type="checkbox"/> Other White	<input type="checkbox"/> White and Asian <input type="checkbox"/> Other Mixed	<input type="checkbox"/> Bangladeshi <input type="checkbox"/> Other Asian	<input type="checkbox"/> Other Black	

Thank you for your time in filling out this questionnaire



AIM/Launchpad Open Up Survey

		True	False
1.	People with mental health problems are violent.	5 (17.9)	23 (82.1)
2.	You can be open about mental health problems without fearing you will be treated differently.	14 (48.3)	15 (51.7)
3.	There is not much you can do to help a friend experiencing a mental health problem.	5 (15.6)	27 (84.4)
4.	People can't work if they have a mental health problem.	3 (9.1)	30 (90.9)
5.	If you use a mental health service, there's a one in three chance you'll lose contact with friends.	10 (32.3)	21 (67.7)

6. In general, how comfortable would you feel talking to a friend or family member about your mental health?

11 (33.3) Very comfortable 3 (9.1) Neither comfortable nor uncomfortable
 4 (12.1) Moderately comfortable 8 (24.2) Slightly uncomfortable
 4 (12.1) Fairly comfortable 3 (9.1) Very uncomfortable

7. In general, how comfortable would you feel talking about your mental health at work?

3 (9.1) Very comfortable 3 (9.1) Neither comfortable nor uncomfortable
 2 (6.1) Moderately comfortable 8 (24.2) Slightly uncomfortable
 5 (15.2) Fairly comfortable 12 (36.4) Very uncomfortable

8. In the future, I would be willing to live with someone with a mental health problem.

15 (46.9) Agree strongly 0 (0) Disagree slightly
 8 (25.0) Agree slightly 2 (6.3) Disagree strongly
 4 (12.5) Neither agree nor disagree 3 (9.4) Don't know

9. In the future, I would be willing to work with someone with a mental health problem.

24 (72.7) Agree strongly 1 (3.0) Disagree slightly
 6 (18.2) Agree slightly 0 (0) Disagree strongly
 0 (0) Neither agree nor disagree 2 (6.1) Don't know

10. In the future, I would be willing to live nearby to someone with a mental health problem.

21 (63.6) Agree strongly	0 (0) Disagree slightly
7 (21.2) Agree slightly	1 (3.0) Disagree strongly
3 (9.1) Neither agree nor disagree	1 (3.0) Don't know

11. In the future, I would be willing to continue a relationship with a friend who developed a mental health problem.

25 (80.6) Agree strongly	0 (0) Disagree slightly
3 (9.7) Agree slightly	0 (0) Disagree strongly
1 (3.2) Neither agree nor disagree	2 (6.5) Don't know

12. Have you heard of the Time to Change Campaign? 3 (9.1) Yes 30 (90.9) No

If yes, what is the campaign all about? Raising awareness of mental health. Altering how people see mental health; tackling stigma. Accepting people with mental health problems.

13. What is your gender? 15 (45.5) Male 18 (54.5) Female

14. What age range do you belong to?

< 18 20 (60.6) 18 – 25 3 (9.1) 26 – 33 3 (9.1) 34 – 40 1 (3.0) >40 6 (18.2)

15. What is the first part of your postcode? **NE6** 4; **NE36** 2; **NE34** 2; **NE1** 1; **NE3** 1; **NE5** 1; **NE7** 1; **NE10** 1; **NE11** 1; **NE12** 1; **NE23** 1; **NE 24** 1; **NE25** 1; **NE27** 1; **NE28** 1; **NE29** 1; **NE30** 1; **NE31** 1; **NE37** 1; **NE39** 1; **NE61** 1; **NE63** 1; **NE65** 1; **TS7** 1.

16. What local newspapers (including free ones) do you read? Evening Chronicle 7; Metro 6; Shields Gazette 3; Chronicle Extra 2; Journal 2; Sun 2; Evening Gazette 2; Guardian 1; Herald and Post 1; Ashington Extra 1; Daily Telegraph 1; Sunday Times 1.

17. What is your ethnic origin? (Tick one)

White	Mixed	Asian or Asian British	Black or Black British	Chinese or Other Ethnic Group
29 (90.6) White British	<input type="checkbox"/> White and Black Caribbean	<input type="checkbox"/> Indian	<input type="checkbox"/> Black Caribbean	<input type="checkbox"/> Chinese
1 (3.1) White Irish	<input type="checkbox"/> White and Black African	<input type="checkbox"/> Pakistani	<input type="checkbox"/> Black African	1 (3.1) Other, Saudi Arabian
1 (3.1) Other White	<input type="checkbox"/> White and Asian <input type="checkbox"/> Other Mixed	<input type="checkbox"/> Bangladeshi <input type="checkbox"/> Other Asian	<input type="checkbox"/> Other Black	