



Roma-Net

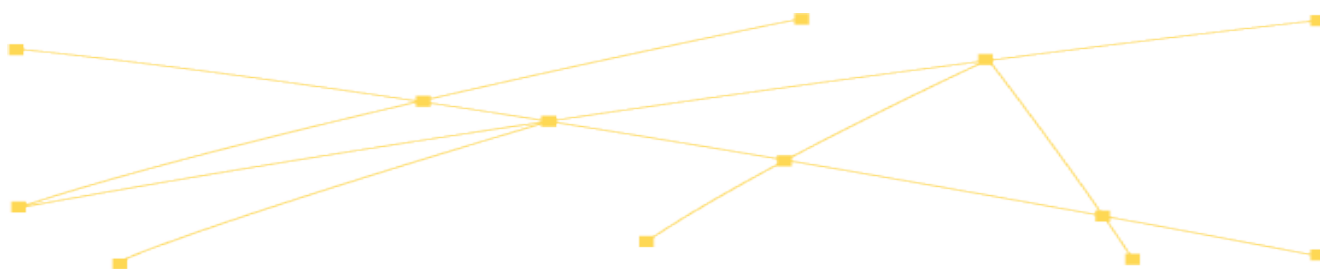
Integration of Roma Population



Case Study

Building engagement and participation through social marketing

thesocialmarketinggateway



EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT





Case Study - Building engagement and participation through social marketing:

Background note from the ROMA-NeT Lead Expert

This case study has been prepared by the Thematic Experts from the Social Marketing Gateway to showcase, through an example, how important it is for any initiative to involve the target group. Although the case study is not about Roma people, but about another hard to reach group, it provides an example and steps that ROMA-Net partner cities can follow in all their local actions. This case study shows the importance of involvement of the target group from the very beginning and it illustrates that social marketing activities should also be targeted at the majority population to help them see different images so they can formulate more positive views of a minority population.

Introduction

Just as Roma people are stigmatised and discriminated against, so too are people who have experienced mental ill health or mental illness. In Scotland, the 'see me' campaign used a social marketing approach to develop a programme of action to combat stigma and to reduce discrimination. The process was designed to engage people with experience of mental ill health in every aspect of the campaign's development and implementation.

Using the insight gathering to create a culture of participation

In order first to obtain a sound understanding of the ways in which stigma and discrimination affected people with a history of mental ill health, individuals who had experienced stigma, their carers and professionals working in the mental health field were interviewed. As well as gaining an understanding of the problem, the insight-gathering phase was used to identify ways in which these key stakeholders might want to be involved in any campaign. This sent out a clear signal right from the start, that there was an *expectation of participation* by the people directly affected by stigma in all aspects of the campaign.



People with mental health problems take part in a national volleyball competition to show that they're just like everyone else



Insight was gathered through phone interviews and meetings with groups of service-users across Scotland. As well as providing valuable information about how stigma affected people's lives, this also created an opportunity to identify possible local and national campaign champions from among those who had experience of mental ill health, their carers and from professionals working in the field. More than 200 people were involved in this stage of development.

People who had experience of mental ill health were also involved in focus groups and they helped decide on the campaign's key messages, images and one such group suggested the name 'see me'.

By making it easy to participate in the insight gathering stage of the social marketing process, 'see me' succeeded in engaging a wide range of people with direct experience of stigma and discrimination in helping to shape the campaign and take it forward.

Building trust

In order to secure meaningful participation that could be sustained throughout the lifetime of the campaign, the 'see me' campaign set about building trust among people with experience of mental ill health in a number of ways.

- High level representation by someone with direct personal experience of stigma. The campaign's management team, which was responsible for overseeing all aspects of the campaign was made up of five mental health organisations and included one mental health service-user organisation represented by an individual with a diagnosis of schizophrenia.
- Meeting people on their terms. The small staff outreach team of four people, working with colleagues from the social marketing agency, made a point of going out to meet with individuals and groups at locations and times of their choosing. Direct personal contact helped establish sound relationships, gave people a chance to ask questions and made it clear that their participation in the campaign was not only welcome but essential to its success.
- Good communication, including being prepared to explain campaign decisions and provide feedback on progress.
- Making it publicly known that people with experience of stigma would be at the heart of the 'see me' campaign throughout.

Building trust was a necessary first step to meaningful engagement and long-term participation by people with experience of mental health problems. Putting time and resources into building trust laid the foundation for long-term relationships with campaign supporters.





Supporting engagement

Engagement in the ‘see me’ campaign by people with personal experience of stigma was sustained through a process of continuous support from the campaign centrally, flexibility in responding to requests for support and the creation of many different ways in which individuals and groups could support the campaign. People with personal experience of mental ill health led local activities and were the public face of the campaign in the local and national media.



People with mental health problems in a small seaside town organised a community festival on an anti-stigma theme

- Support for individuals to carry out activities to improve awareness and understanding in their own communities, workplace, school or other setting.
- Support for individuals who want to share their personal story of stigma through the media or on the ‘see me’ campaign website.
- Support for local groups to run community events or put together information stands in libraries, schools and workplaces.
- Maintaining a high profile for the campaign to build further support and reach different target audiences.
- Continuous personal contact with local groups to seek their views, enlist their help in evaluation activities and keep levels of enthusiasm high.



One professional football club gets ball boys involved

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Implications for Roma-Net

Without the direct involvement of Roma people in every step of the social marketing process from framing insight-gathering questions, throughout the design and delivery stages and in the evaluation, the relevance and impact of the programme will be weakened. There is also a risk that the actions will lack credibility and relevance for Roma people themselves and with target audiences. The voice of experience gives authenticity to the programme and a high profile for individual Roma people and their personal testimonies provide the human face and voice that will encourage other people to empathise with them.



The aim is to weaken beliefs and views that Roma people are very different from the majority population and to encourage the formation of new beliefs and views that there is more that unites than divides different sections of the population.

Municipalities and health authorities take a lead in tackling stigma in their communities

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