



**Why am I an Attitude
Ambassador??**

and

**What is the Swedish National
Campaign (H)järnkoll**

Presentation by Håkan Wingren
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(H)JÄRNMOLL
psykiska olikheter - lika rättigheter

Depression is common that can affect anyone !!



Depression is common that can affect anyone !!

BUT not me -- Håkan Wingren!!!



Depression is common that can affect anyone !!

BUT not me -- Håkan Wingren!!!

**Without any cause I
was ill 1979, 2000
and severely
2006**



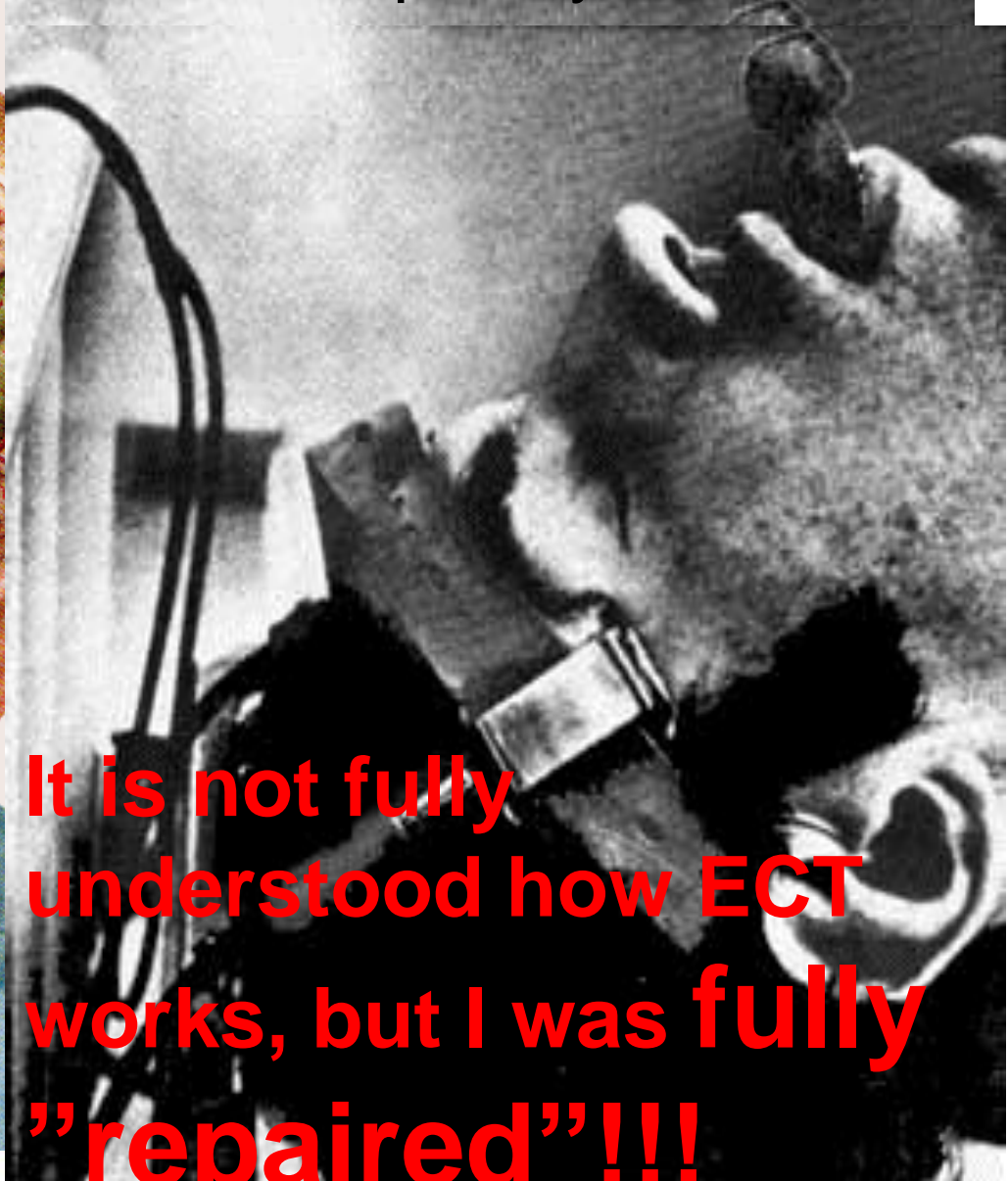
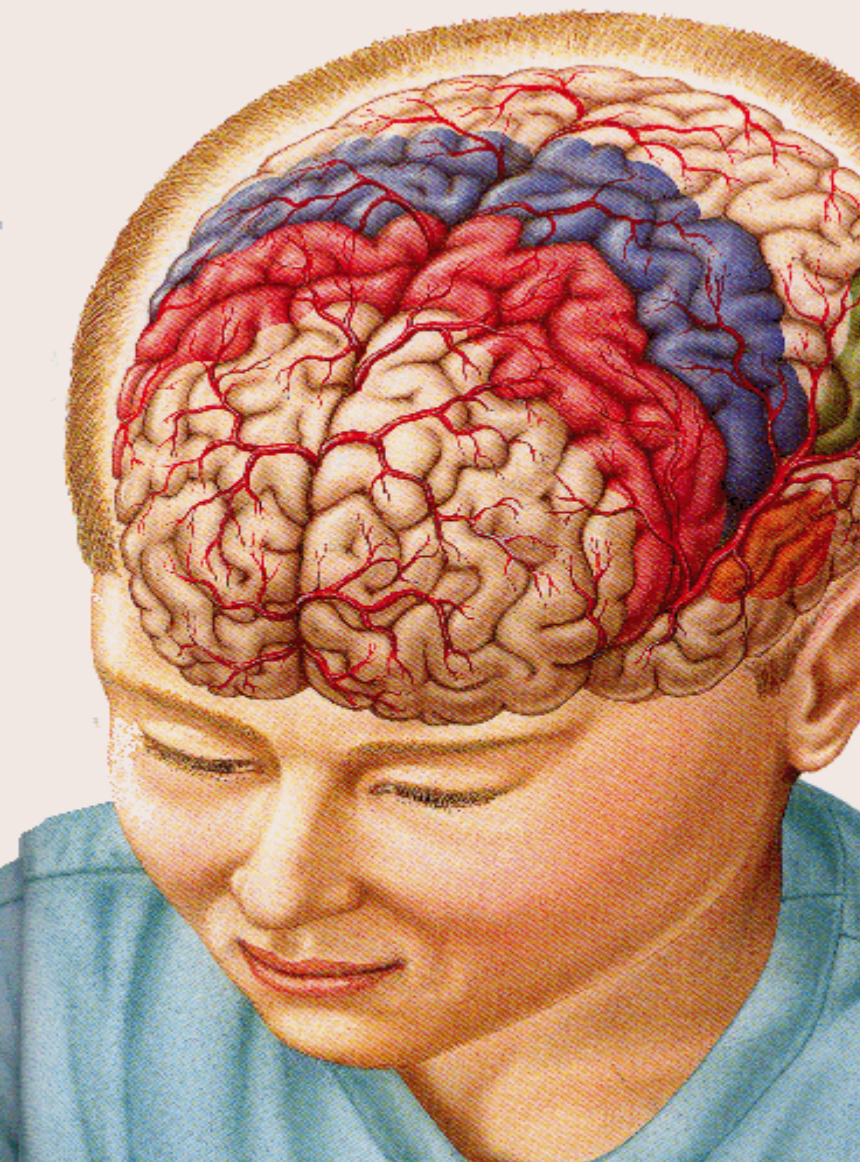
From healthy to depressed



- You are often **depressed or irritable**
- You "running to the doctor" for various **physical symptoms**
- You **sleep poorly** and wake up many times each night
- You **do not have the energy** to take you for things
- You have a feeling that **you are worthless** or that you are the cause of others' troubles
- You find it **harder to concentrate, think and make decisions**
- You **think of death or of how to take your life**



ECT -- the big majority can be completely recovered!!



**It is not fully
understood how ECT
works, but I was fully
"repaired"!!!**





Efexor/Venlafaxin Depot är ett antidepressivt läkemedel som tillhör en grupp läkemedel som kallas serotonin- och noradrenalinåterupptagshämmare (SNRI-preparat).. Det anses att personer som är deprimerade och/eller har ångest har lägre nivåer av serotonin och noradrenalin i

hjärnan. **It is not fully understood how antidepressants work**

men de kan hjälpa genom att öka nivåerna av serotonin och noradrenalin i hjärnan.

Exercise and "living psychiatric drugs"



Lovely bunch of colleagues IIII



Involved in associations and networks

LIBRA i Skåne

Riksförbundet BALANS

The National
Collaboration for Mental
Health(NSPH)

Gamian Europe!!



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The Swedish Agency for Participation

and

The National Collaboration for Mental Health(NSPH)

are behind the campaign (H)järnkoll

Which started 2009 and will end 2014



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(H)JÄRNBKOLL =

BRAINCHECK or –CONTROL

JÄRNBKOLL =

IRON-STRICT or ROCK HARD CONTROL

Psychological differences - Equal rights

(H)järnkoll improves attitudes

Hjärnkoll is Sweden's largest anti-stigma campaign, ever. Its mission is to increase awareness, improve public attitudes and end discrimination faced by people with mental health condition, by using 300 well-educated Attitude Ambassadors and by producing/spreading information material.

Why tackle stigma?

Everyone, regardless of their mental health, should be granted the same rights and opportunities. Unfortunately, reality tells a different story. Many people do not disclose their mental health condition, even though three out of four Swedes experience mental health issues, or know someone who does. This creates great stigma for those affected, sometimes leading **to people losing their job, friends and family**



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I am one of more than 300 Ambassadors



**Important that we dare to
show that we care!!!!**



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The ambassadors



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Foto: Maja Brant

The exhibition consists of four distinct parts with different number of booths



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#Why I am an Attitude Ambassador??

"Loaded" with a lot of experience, I got a very **deep interest in mental unhealth** and I got a burning desire to **"help" other people**.

In our society, there is still so **much of stigma, wrong attitudes** and **discrimination** which is a stimulating challenge for me to tackle!!

I was recruited to a Government financed education in learning how to handle above issues.

I can clearly see the **positive impact** it has to speak openly about above issues!!



To keep a dialogue and influence attitudes!! It is a stimulating challenge!!



Meeting different type of groups!!



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<http://america.aljazeera.com/search.html?q=wingren>



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Involving employers!!!!

Everyone should have the opportunity to benefit from the positive impact that work has on physical and mental health. Today mental health issues are the main reasons for sick leave, which imposes a significant burden for individuals and society as a whole.

Thus, active outreach to employers plays a pivotal role in the campaign.

Supporting line managers

There is a lack of knowledge among managers. As a support to line managers', the English guide has been translated and adapted to Swedish conditions. It gives practical advice how to support and manage people with mental health problems in the workplaces.



Discrimination

- Lower share of work
- Frequently dismissed
- Lower wages
- Worse opportunities to progress
- Dilemma; hide or tell





Knowledge-based support for managers and safety officers



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Employers play a key role

The silence around mental health conditions is also common in the workplaces. Many employers also lack knowledge about mental health conditions.

I have given presentations in various companies, including E.ON Sweden which I retired from two years ago.

In Sweden mental illness is the most common reason for long term sick leave. By directing the campaign towards employers, Hjärnkoll hopes to contribute in breaking the silence and ending stigma at the workplace. One of Hjärnkoll's aims is to involve 200 employers to back the campaign. We cooperate with unions, companies and occupational health services.



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Working life – First Aid



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Positive changes in campaign regions 2009-2013

	2010	2011	2012	2013	Total number of variables in scale
Attitudes CAMI	4	7	8	13	21
Intended behaviour FABI	1	3	2	6	9
Future behaviour RIBS	0	1	1	2	4





Thank You!!

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