

How can we improve:

Menthal Health and Work Place

This is one way -- the national campaign (H)järnkoll in Sweden

Presentation by Håkan Wingren

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Vilnius - LITHUANIA

In collaboration with Club13&co



(H)JÄRNKOLL
psykiska olikheter - lika rättigheter



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(H)JÄRNKOLL =

BRAINCHECK or -CONTROL

JÄRNKOLL =

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 conditions.

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**



How it all began ...

- *Government decides to provide Agency for Disability Policy Coordination (Handisam) the task to work closely with the National Association for Mental Health (NSPH), to develop and operate a nationwide program to increase awareness of and changing attitudes to mental illness.*



The goal is to increase public understanding and
To change negative attitudes to mental illness.

This is done by training about **300 Attitude
Ambassadors** to share and disseminate their
personal experience of mental illness in different
context.





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One of the Ambassadors

**About to come back after mental illness
- Important that we dare to show that we care**

Is there anyone who knows what he's talking about, it's Håkan Wingren. On two occasions -- year 2000 and year 2006 -- he has fallen into severe depression from which he both times was fully recovered. To feel the **wonderful support from his family and close friends together with managers and colleagues helped him to get back to work both times**. He retired from the industry last year and his time is now filled with different activities related to mental illness.



Who is the target audience?

- Public 25-45 years

- Caregivers

Mental Health and Workplace

- Employers and managers with staff

"It's not about anyone else, it's about us"

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Why stigma??

Knowledge Problem:

Ignorance

Attitude Problem:

+ Prejudice

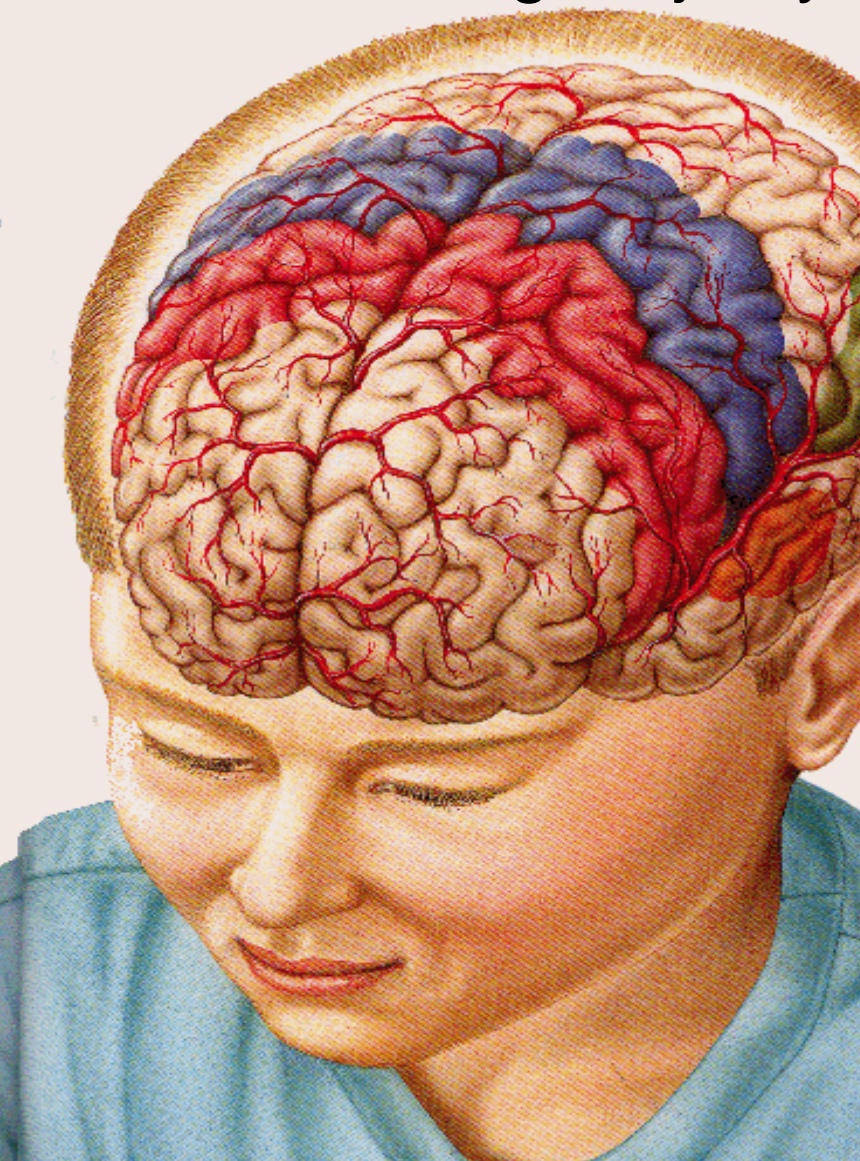
Behavior problems: _____

+ Discrimination

= Stigma



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



Discrimination

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

