



# Minding your head

## Public information campaign news

February/March 2008

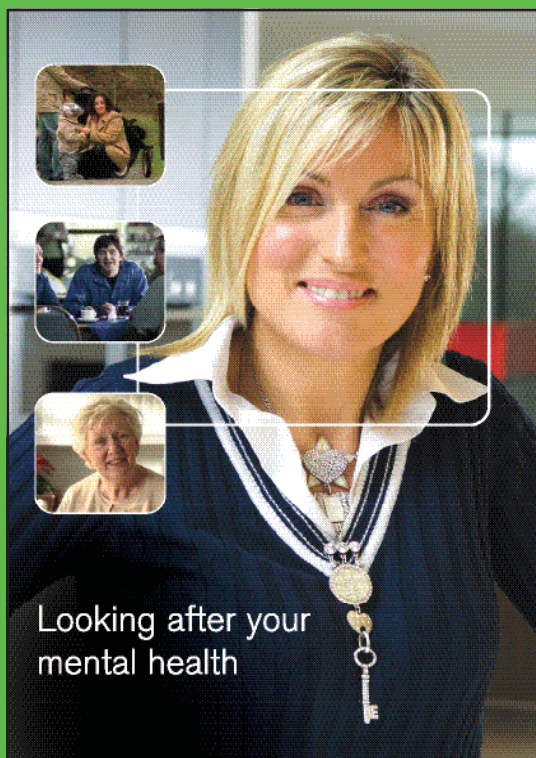
### Evaluation of the 2007 'Minding your head' mental health campaign

This issue of *Minding your head* presents the results of the evaluation of Northern Ireland's first mass media campaign on mental health and wellbeing, developed by the Health Promotion Agency for Northern Ireland (HPA) on behalf of the Department of Health, Social Services and Public Safety. The campaign was commissioned in response to actions outlined in the suicide prevention strategy, *Protect life: a shared vision* and the strategy *Promoting mental health*.<sup>1,2</sup> The specific action outlined was ***"by 2007 to develop and implement a suicide awareness information campaign which helps to destigmatise mental health and encourage help seeking behaviour"***.

#### Campaign aim

The aim of the campaign was to promote, protect and enhance mental health and wellbeing and ultimately, in the long term, to contribute to the prevention of suicide and self-harm. The broad campaign message was:

***Treat your mental health in the same way as your physical health – as with physical health, it is possible to protect and improve mental health and wellbeing.***



#### Campaign objectives

The objectives of the campaign were to:

- increase awareness and understanding that mental/emotional health needs to be looked after in the same way as physical health;
- increase awareness and understanding that it is possible to influence or control mental health and wellbeing;
- increase knowledge of ways to protect and promote mental health and wellbeing;
- raise awareness of the issue of mental/emotional health so that people are more encouraged to talk about mental/emotional health issues, by highlighting:
  - one in five people in Northern Ireland suffer from a mental health problem
  - anyone can experience a mental health problem;
- reduce stigma and encourage a more positive attitude towards seeking help for mental/emotional health problems, particularly feelings of distress and despair;
- raise awareness of the sources of help and support available.

## Background

The HPA reviewed research into the effectiveness of mass media campaigns to tackle the issue of suicide and mental health elsewhere. The evidence showed that extensive media campaigns tackling suicide awareness directly are not common, largely due to fear of encouraging suicide imitation. The HPA felt that conducting a blanket 'one-size-fits-all' suicide awareness campaign would entail risks because such campaigns do not discriminate between those who may be vulnerable to suicide and those who are not.

Workers in the field of suicide prevention have argued that in planning action it is advisable to extend the scope of the programme beyond suicide to include mental health generally.<sup>3</sup> In this way programmes can focus on encouraging a social climate in which mental health issues are better understood, mental illness is destigmatised, and skills that enhance resilience are promoted.

The HPA commissioned further research into public understanding of mental health which established a serious lack of understanding and associated stigma that prevents those in distress seeking help.<sup>4</sup> The HPA acknowledged that a phased and targeted approach to tackling this issue would be required and that phase one should work on starting to change the social climate by alerting the whole population to the concept of mental health as something we all possess, which can be protected.

## Target audience

*Minding your head* was the first mass media mental health/wellbeing campaign to be run in Northern Ireland. The HPA research had shown that it was important to raise awareness of the broad campaign message with all adults (aged 16 and over). In addition to targeting the general adult population, the campaign also utilised other advertising media with tailored messages for young males aged 16–24 years.

## Campaign elements

The campaign was divided into elements for the general public and elements for young males.

### All adults

- **Television advertisement, 'It's me':** aimed at all adults aged 16 and over. Featuring Lynda Bryans, this advertisement focuses on talking and bringing mental health out into the open. It explains that mental health problems are common and provides tips on how to look after your mental health.
- **Radio advertisements**
- **Press advertisements**
- **Poster**
- **Leaflet**
- **PR activity**
- **Website:** [www.mindingyourhead.info](http://www.mindingyourhead.info) aimed at all adults.

### Young males aged 16–24

- **TV and cinema advertisement, 'Share it':** aimed at young males aged 16–24 years. This advertisement encourages young males to open up and share their feelings.
- **Posters:** Adshel posters targeting young males only.
- **Ambient advertising :** A3 washroom poster, A5 black taxi poster.
- **Credit card size leaflets:** distributed in streets in hotspot areas.

The campaign media budget was weighted in favour of the general adult campaign, with 69% of the budget allocated to this part of the campaign and 31% allocated to the young men's campaign.

The campaign was launched on 12 March 2007 and ran until mid April 2007. In developing the campaign, the HPA worked with colleagues in the National Office for Suicide Prevention and the Health Service Executive in the Republic of Ireland.

The 'It's me' TV ad was also shown on RTE TV3 in April 2007.



## Campaign evaluation method

A representative survey of 1,000 adults was carried out, with an additional booster sample of young males aged 16–24 ( $n=152$  males) to allow for specific analysis of this population target group. The sample was representative of the Northern Ireland adult population (aged 16 and over) in terms of age, sex, social class and area of residence. The questionnaire was administered face-to-face using Computer Assisted Personal Interviewing (CAPI) in June 2007.

The Chi-square statistical test was used to test for associations between groups within the data. Statistically significant findings are shown where appropriate and three levels of significance are present, ie  $p \leq 0.05$ ,  $p \leq 0.01$  and  $p \leq 0.001$ . For instance, if a finding is significant at the  $p \leq 0.05$  level, it would be expected in a similar population 95 times out of 100.

## Findings

### Awareness of *Minding your head* campaign 2007

The level of overall exposure to any element of the campaign was 83%. Those most likely to have been exposed were:

- women (87%);
- those aged between 30–49 (88%);
- those in the higher social classes (86%);
- those having had personal experience of mental health issues (94%);
- those having been exposed to mental health problems (self, family or via work, 92%).

Table 1 lists the prompted recall of each element of the campaign. Typically the highest level of recall is for the TV advertisements. Seven out of 10 of those surveyed were aware of the broadly targeted 'It's me' advertisement and a third were aware of 'Share it' which was specifically targeted at young males (aged 16–24). Note that the 'It's me' ad was shown on UTV and had more airtime than the 'Share it' ad, which was shown on Channel 4 and in cinemas.

**Table 1: Prompted recall of TV ads**

	Prompted recall %
'It's me'	71
'Share it' (full sample)	33
'Share it' (young males only)	37

The 'It's me' TV ad was most likely to be recalled by women and those in the ABC1 social classes and least likely to be recalled by those aged 16–29 or over 65. The 'Share it' TV ad was most likely to be recalled by those aged 16–29 and by those in the ABC1 social classes.





## Response to TV advertising

Respondents were asked a series of questions about each element of the campaign that they could recall. They were asked if they found the TV advertisements relevant, believable or thought provoking. Table 3 summarises the percentage who thought the advertisements were very or somewhat, relevant, believable or thought provoking.

Around 6 out of 10 of those who had seen the advertisements thought they were relevant to them. Both advertisements rated very highly in terms of believability and being thought provoking. Around 9 out of 10 rated each one believable, and more than 8 out of 10 felt that the advertisements were thought provoking.

### 'It's me' TV advertisement

Of those who had seen the 'It's me' TV ad:

- 85% said that they found it either 'very thought provoking' (47%) or 'somewhat thought provoking' (37%).
- 93% felt that it was either 'very believable' (54%) or 'somewhat believable' (39%), with just 4% of the view that it was 'not believable at all'.
- 61% found it relevant, with 26% saying it was 'very relevant' and 35% saying it was 'somewhat relevant'. Thirty three percent said this ad was 'not at all relevant' to them.

There were variations in the responses from different demographic groups.

- Women responded more to this advertisement than men, with 88% of women saying that they had found the ad 'very' or 'somewhat thought provoking' compared with 80% of men ( $p \leq 0.001$ ). Although both genders seemed to find the ad believable, women (96%) were more likely than men to report this (men, 90%,  $p \leq 0.01$ ). Women (65%) were also more likely to say that the TV ad was relevant to them than men (58%,  $p \leq 0.05$ ).
- Respondents in the older age groups (50–64, 89%; 65+, 90%) were more likely to say that this ad had been thought provoking compared with younger respondents (16–29, 80%; and, 30–49, 82%,  $p \leq 0.05$ ).
- 'It's me' seemed to appeal less to young men aged between 16–24: 77% of this group said that they had found this TV ad thought provoking compared with 85% of others in the population ( $p \leq 0.05$ ).
- In terms of relevance, those who had been exposed to mental health problems either themselves, through family or work, were more likely to say that the TV ad was relevant (84% compared to 43%). The majority of those who had experienced mental health problems personally said that the TV ad was relevant to them compared with others in the population (90% compared to 56%).
- Those aged between 50 and 64 (71%) were most likely to say that the TV ad was relevant to them. Only half of those in the youngest age group said that the ad was relevant to them (53%).



**Table 3: Response to TV advertisements**

	Relevant %	Believable %	Thought provoking %
<b>'It's me' TV ad (n=812)</b>	61	93	85
Demographic variations*	More relevant to: <ul style="list-style-type: none"> <li>• women</li> <li>• those aged between 50–64</li> <li>• Western board</li> <li>• personal experience of mental health problems</li> </ul>	More believable to: <ul style="list-style-type: none"> <li>• women</li> </ul> Less believable to: <ul style="list-style-type: none"> <li>• young males 16–24</li> </ul>	More thought provoking to: <ul style="list-style-type: none"> <li>• women</li> <li>• those aged 50+</li> </ul> Less thought provoking to: <ul style="list-style-type: none"> <li>• young males 16–24</li> </ul>
<b>'Share it' TV ad (full sample, n=375)</b>	63	89	87
Demographic variations*	More relevant to: <ul style="list-style-type: none"> <li>• women</li> <li>• those aged between 50–64</li> </ul>	More believable to: <ul style="list-style-type: none"> <li>• women.</li> </ul> No difference between young males and general population.	No difference between subgroups.  No difference between young males and the others.

*\*those demographics for which statistically significant differences were found.*

### **'Share it' TV advertisement**

Of those who had seen the 'Share it' TV ad:

- 87% said that they had found it either 'very thought provoking' (47%) or 'somewhat thought provoking' (40%), with only 9% finding it 'not at all thought provoking'.
- 89% felt that it was either 'very believable' (45%) or 'somewhat believable' (44%), with just 5% saying that it was 'not believable at all'.
- 63% had found it relevant. Thirty one percent of respondents said that this ad was 'not at all relevant' to them.
- Women were more likely than men to say that they found the ad believable (92% of women compared with 86% of men,  $p \leq 0.01$ ), and relevant (69% of women compared with 57% of men).
- In terms of the appeal of 'Share it' to the target group of 16–24 year old males, the ad was shown to be equally appealing to the target group as to the rest of the population.



## Did the TV campaign elements encourage activity?

Respondents were asked how much each element of the campaign had encouraged them to think about or do something about their mental health. Thirty eight percent (Table 4) of those who could recall the 'It's me' TV ad, said that it had encouraged them to do at least one of the activities listed relating to mental health and mental wellbeing (this included 'other activities').

Analysis showed that women were more likely than men to say that the 'It's me' ad had encouraged them to discuss mental health issues with others (17% of women compared with 8% of men,  $p \leq 0.001$ ).

Those who had been affected by mental health issues and who had seen 'It's me', were more likely to say that it had encouraged them to do at least one of the following: discuss mental health issues; think about their own mental health; do something to improve their mental health; seek help for themselves; or get more information on mental health issues (52% compared to 33%,  $p \leq 0.001$ ).

Overall, 44% of those who could recall the 'Share it' TV ad said that it had encouraged them to do at least one of the activities listed. There were no significant differences in response to this question between the target group of young males aged 16–24 and the rest of the sample.



**Table 4: Impact of individual campaign elements on activity to promote mental health**

	Think about mental health	Discuss mental health issues with anyone	Get information on mental health	Seek help for someone	Do something to improve mental health	Seek help for yourself	Any activity	Base (n)
	%	%	%	%	%	%	%	
<b>'It's me' TV ad</b>	24	13	7	5	5	4	38	812
<b>'Share it' TV ad</b>	30	15	7	4	3	2	44	375
<b>Radio ad</b>	24	13	7	5	4	4	41	331
<b>'It's me' poster</b>	24	6	6	3	2	2	34	382
<b>'Share it' poster</b>	25	11	6	5	3	2	39	132
<b>'It's me' leaflet</b>	52	22	21	8	6	6	79	107
<b>'Share it' leaflet</b>	66	25	23	16	16	5	87	23

## Awareness and impact of other campaign elements



Radio advertisement

### Radio advertisement

Twenty nine percent of respondents (Table 2) said that they had heard the radio ad previously. There were no significant differences between demographic groups for recall of the radio ad.

Overall, 44% of those who could recall the ad said that it had encouraged them to do at least one of the activities listed. Those who had been affected by mental health problems, and who had heard the radio ad, were more likely to say that the ad had encouraged them to do at least one of the activities (52% compared to 32%,  $p \leq 0.05$ ).

**Table 2: Prompted recall of campaign elements**

	Prompted recall %
Radio advertisement	29
'It's me' campaign poster	34
'Share it' poster	12
'It's me' leaflet	21
'Share it' leaflet	6
Campaign website	9



'It's me' campaign poster

### 'It's me' campaign poster

Thirty four percent of respondents were able to recall having seen the 'It's me' campaign poster. Those aged 50–64 (40%) had the highest recall in terms of age groups (16–29, 29%; 30–49, 35%; 65 and over, 26%).

Almost one in four (24%) said that the poster had encouraged them to 'think about their mental health', with 6% discussing mental health issues with others as a result of seeing it. Thirty four percent of those who could recall the campaign poster said that it had encouraged them to do at least one of the activities listed. Those respondents who had been affected by mental health problems were more likely to say that it had encouraged them to do at least one of the listed activities (56% compared to 28% of those who had no experience of mental health problems,  $p \leq 0.001$ ).



'Share it' poster

### 'Share it' poster

Recall of the 'Share it' poster was 12% and there was no difference between the level of recall among young men aged 16–24 (11%) and the rest of the sample. Overall, 39% of those who could recall the 'Share it' campaign poster said that it had encouraged them to do at least one of the activities listed. There were no significant differences in response to this question between the target group of young males aged 16–24 and others in the sample.





'It's me' leaflet

### 'It's me' leaflet

Twenty one percent of respondents could recall having seen this campaign leaflet. Significantly higher levels of recall were reported by women than men (25% compared with 17%,  $p \leq 0.01$ ). Those between the ages of 50–64 were most likely to recall the leaflet compared to other age groups (28% compared to 20% 16–29 and 30–49, 15% 65+). Those in the higher social classes were more likely to recall seeing the leaflet than those in the lower social classes (25% of ABC1s compared to 18% of C2DEs,  $p \leq 0.01$ ).

Among those who had seen the 'It's me' leaflet, 44% had read it. More than half (52%) of those who had read it said that it had encouraged them to think about their own mental health, 22% said that it had encouraged them to discuss mental health issues with others and 21% said it had encouraged them to get more information on mental health issues.

Of those who had read the leaflet, people who had been affected by mental health problems were more likely to say that it had encouraged them to do at least one of the following: discuss mental health issues; think about their own mental health; do something to improve their mental health; seek help for themselves; or get more information on mental health issues (51% compared with 29% for those with no experience of mental health problems,  $p \leq 0.01$ ).



'Share it' leaflet

### 'Share it' leaflet

Six percent of respondents had seen the 'Share it' campaign leaflet. There was a significantly higher level of recall reported by those in the higher social classes (9% of ABC1s compared with 4% of C2DEs). There was no difference in the levels of recall of the young men's leaflet between the target group and others in the survey. Among those who had seen the 'Share it' leaflet, 33% had read it with those in the higher social classes more likely to have done so (45% of ABC1s compared with 15% of C2DEs). There were too few cases to allow any analysis of this question with regard to 16–24 year old males. Among those who had read the leaflet, two thirds (66%) said that it had encouraged them to think about their own mental health.



Campaign website

### Campaign website

Nine percent of all respondents could remember the website [www.mindingyourhead.info](http://www.mindingyourhead.info) being advertised via the TV or some other medium, with those in the 30–49 age group (13%) more likely to recall it (16–29, 10%; 50–64, 7%; and, 65 and over, 2%). Of those who had seen the website advertised, 16% reported visiting it. This equates to 1% of the total sample.



## Did the campaign meet its objectives?

# 1

**Objective: to increase awareness and understanding that mental/emotional health needs to be looked after in the same way as physical health**

Presented with the statement *"you can look after your mental health just like your physical health"*, 64% of respondents agreed; however, 18% disagreed with this statement.

Those exposed to the campaign were more likely to agree that *"you can look after your mental health just like your physical health"* than those not exposed to the campaign (66% compared with 57%,  $p \leq 0.001$ ).

# 2

**Objective: to increase awareness and understanding that it is possible to influence or control mental health and wellbeing**

Presented with the statement *"there is nothing you can do to protect your mental health"*, 54% of respondents disagreed. Almost one in five (18%) agreed that there is nothing you can do to protect your mental health.

Those exposed to the campaign were significantly more likely to disagree with the statement *"there is nothing you can do to protect your mental health"* than those not exposed to the campaign (56% compared with 44%,  $p \leq 0.01$ ).

# 3

**Objective: to increase knowledge of ways to protect and promote mental health and wellbeing**

Unprompted, respondents were asked to suggest things which could be done to protect their mental health. Talking about problems/feelings was the most common suggestion (41%) followed by taking physical activity (37%).

Those who had been exposed to the campaign were more likely to suggest talking about problems/feelings (44% compared to 30% for those not exposed to the campaign,  $p \leq 0.01$ ). Those exposed were also more likely to suggest taking physical activity than those not exposed to the campaign (40% compared with 22%,  $p \leq 0.001$ ).

## Did the campaign meet its objectives?

# 4

**Objective: to raise awareness of the issue of mental/emotional health so that people are more encouraged to talk about mental/emotional health issues, by highlighting that: one in five people in Northern Ireland suffers from a mental health problem; and, anyone can experience a mental health problem**

The majority (51%) of respondents underestimated the problem, with just 22% correctly identifying the prevalence level (one in five).

Those who had been exposed to the mental health campaign were more likely to give the correct prevalence of one in five than those who had not been exposed to the campaign (24% compared with 13%,  $p \leq 0.001$ ).

# 5

**Objective: to reduce stigma and encourage a more positive attitude to seeking help for mental/emotional health problems, particularly feelings of distress and despair**

Those who had been exposed to the campaign were significantly less likely to stigmatise mental ill health compared with those who had not been exposed to the campaign (23% compared with 26%,  $p \leq 0.001$ ).

# 6

**Objective: to raise awareness of the sources of help and support available**

Thirty six percent of respondents had heard of organisations that help people with mental health issues.

Those respondents who had been exposed to the mental health campaign (41%) were significantly more likely to report being aware of these organisations than those not exposed to the campaign (15%,  $p \leq 0.001$ ).

Among those who said that they were aware of organisations which help people with mental health issues, half (50%) mentioned the Samaritans, with 31% mentioning Praxis and 21% Childline.

## Conclusions

The public's awareness of and response to the campaign is very good, and comparison of those who were exposed to it versus those who were not exposed, in terms of some attitudes to mental health, has shown that the campaign messages have had some impact.

The broad message of this campaign still needs to be reiterated. The results of the evaluation shows that the campaign materials have been effective; however, the current elements have had more appeal for women, older people (but not the oldest age group), the ABC1 social classes and those who have already had experience of mental health issues. This suggests a need for this phase of the campaign to continue, but more specifically tailored to target those less likely to have been exposed the first time around, ie men, young people and those in the C2DE social classes. The HPA is currently looking at how to achieve this.

This public information campaign forms part of a much wider effort to encourage a social climate in which mental health issues are better understood, mental health problems are destigmatised, and skills that enhance resilience are promoted.

Since the end of the first phase of the campaign evaluated above, the campaign messages have been reinforced by a further TV ad on a similar theme, developed by the National Office for Suicide Prevention and the Health Service Executive in the Republic of Ireland, and shown both there and in Northern Ireland in October 2007.

Development of the next phase of the campaign will focus on men. We know from research that men are less inclined to take note of messages about health in general, much less mental health. The HPA plans to test a range of messages and approaches in the coming months that will appeal to men. This phase will also need to address women who are in close contact with men, particularly mothers, wives, girlfriends and sisters. These women can play an important role in supporting men's mental health by recognising the signs and symptoms of a developing problem, and encouraging men to seek help.

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Designed and produced by the **Health Promotion Agency for Northern Ireland**, 18 Ormeau Avenue,  
Belfast BT2 8HS. Tel: 028 9031 1611 (voice/minicom). Fax: 028 9031 1711. [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)