Choose a current initiative, strategy or campaign relating to care. Why is this initiative, strategy or campaign required?

Introduction

The See Me campaign is all for a change regarding mental health stigma and discrimination. Their goals include putting an end to assumptions which result in people being stripped of their rights due to ignorance and a poor approach to mental health; to ensure that mental health is treated properly and given the correct care within the workplace and to ensure that young people are well informed and educated about mental health. The main aim of the campaign is to promote positive attitudes and end taboo around the subject of mental health and discrimination.

Needs

Individuals which the See Me campaign refers to have many different needs depending on their circumstances. Emotional needs are one of the major needs which must be met with people with any kind of mental health condition. Emotional needs are needs surrounding the way we feel or our feelings. We experience a range of emotions in our life such as excitement, sadness and anxiety, but some of these feelings, generally the more negative ones, are elevated when suffering from a mental illness or when experiencing a struggle with your mental wellbeing. For example, when suffering from Depression, prolonged feelings of sadness and hopelessness are likely to be experienced. Prejudices, such as that people with Depression are just lazy, could cause people to suffer from even more negative feelings such as of isolation or despair. This is why campaigns such as See Me are of great importance as without positive attitudes towards mental health, emotional needs cannot be met and the conditions of sufferers may deteriorate. In environments such as a care setting, emotional needs may be discounted for and the See Me campaign is working to ensure that carers provide a positive atmosphere for service users which will likely improve their communication of emotions and emotional needs. This highlights the requirement for the campaign.

In relation to the campaign, another important requirement which must be met are cognitive needs. Cognitive needs refer to our ability to think and develop new skills in order to maintain an active mind. Good cognitive development will create and shape a healthy mind which allows people to make sense of experiences. Lack of cognitive development could result in mental abilities not developing as they should or they may deteriorate. If people can't make sense of experiences for example, this could cause them to develop mental health conditions such as anxiety disorders as they may struggle with the ability to process situations normally. In environments such as schools, it may be difficult for students with mental health conditions to progress academically and cognitively which some teachers may not fully understand. This could lead to children underachieving due to their cognitive needs not being met or comprehended. The See Me campaign is important for this reason in order to educate teachers for example on how to understand mental health conditions in relation to academic performance and cognitive abilities. See Me is also required to help the children themselves understand why they may be struggling in school and help to prevent self stigma. The See Me campaign is used by local councils as they support looked after children.

Social needs are of importance of being met in relation to mental health conditions. Social needs are the individual requirements to make and maintain relationships with others. This is done through social interactions where we learn how to behave and

what is expected of us in society. However, when suffering from a mental illness an individual may find it challenging to communicate with people in order to create relationships. Someone with social anxiety will likely suffer from an "intense, overwhelming fear" of social activities which other people may take for granted such as conversing in groups. This could result in social exclusion or discrimination, which is what See Me is working to prevent. Consequently, the See Me campaign is required in order to continue to work to prevent circumstances such as social inclusion in social groups occurring and to ensure that attention is given to mental health conditions so that the social needs of individuals are met adequately. This would apply in all care settings.

Human Development

There are many factors that may influence human development across different stages. In young adults, there are different aspects which have an impact on their emotional development. At this stage in human development, the main growth taking place is through discovering an individual's identity influenced through work, partnership, parenthood or friends. However, emotional development in young adults with mental health conditions may be much more difficult. When suffering from Depression for example, a young adult may develop a pessimistic attitude to life as a whole resulting in them isolating themselves and no longer taking part in activities they once enjoyed. There is evidence of Depression both being influenced through nature and nurture. There has been a large amount of research invested into finding out if there is a chance that Clinical Depression could be inherited (nature) and it has been discovered that there is some evidence of a gene which could increase an individuals chances of developing the condition.

The chromosome 3p25-26 was found in more than 800 families with recurrent depression.
http://www.healthline.com/health/depression/genetic#Overview1

Also, it has been found that an imbalance in the 'feel-good' chemical Serotonin (this chemical allows communication between brain neurons) could cause illnesses such as depression. It is possible that this imbalance is the result of a gene. On the other hand, it could be argued that Depression is mostly down to nurture where environmental factors are of most importance.

A person with a relative who suffers from depression is almost five times more likely to develop depression as well.
http://www.healthline.com/health/depression/genetic#Overview1

This is not in relation to genetics. Also, environmental factors also include school life, work and friendships which could all have an influence on developing the illness. Overall, it is clear that Depression is the result of genetics and environmental circumstances and each individual is different depending on their situation. This also highlights that each person who is suffering from the condition has gone through different experiences and needs unique support which is where the See Me campaign comes in. See Me will assist in ensuring that young people in further education for example will be provided with the appropriate support so that there are no barriers to their education. They will make sure that they have regular meetings if so required so that their emotional development is supported.

In adolescents, there are also different factors which can influence social development. The main developments taking place in the social aspect of development in adolescents are changes in relationships with friends, parents etc. Also, changes in roles and the importance of peer groups are important factors. However, with adolescents who may be suffering from a mental health condition, such as social anxiety for example, social development could be much more difficult. This condition could cause people a lot of fear when it comes to any kind of social interaction or social situation. There is some evidence that social anxiety could be developed through nature.

The genetic component of SAD, also known as the "heritability" of the disorder has been estimated at around 30% to 40%, meaning that roughly one-third of the underlying causes of SAD come from your genetics.
http://socialanxietydisorder.about.com/od/geneticfactors/a/genetics.html

This highlights that although some of the condition could be caused by genes, it is not a large percentage as other factors may have a greater influence such as environmental factors (nurture). Social anxiety could be caused by negative social experiences early on in life which have later developed into a social phobia with age. It has been said that the common age for those who develop this disorder is at the beginning of adolescence. This could be due to changes taking place such as moving up to high school where socialisation could be much more difficult for some individuals. The pressure of being in a new environment surrounded by different people could be a factor which could cause someone to develop social anxiety. To conclude, social anxiety could be developed through a combination of genes and environmental factors and it is not yet clear which has more of an influence. In adolescents, support at school may be required in order to assist in social development. The See Me campaign emphasises the importance of seeking help from someone trusted at school, such as a guidance teacher, to provide support and help with any stigmatisation or bullying which may be taking place.

Psychological Theories
Depending on the circumstance or situation, psychological theories could be used as an explanation for why certain behaviours and reactions take place. One of these theories is Albert Bandura's Social Learning Theory. This theory implies that in social situations people learn through observation, imitation and modelling. One strength of Bandura's theory includes that the behaviour of an individual can be easily observed from a care aspect so that progression can be made through setting goals and targets. This is helpful in relation to the See Me campaign as those who are suffering from a mental illness or from discrimination due to their mental illness can be observed to assess their situation in order to choose the correct plan of action. However, there are some disadvantages of this theory such as that although actions can be observed easily, aspects can be missed as only actions visible can be seen. This is a particular disadvantage when it comes to a mental illness as a lot of the problems people experience may be unseen so it can be difficult to assess. Also, with the See Me campaign some people may not want to admit to the problems they are having with discrimination, for example, so they might not be given the help they require.

Another theory which could be used to explain situations is Erik Erikson's Lifespan theory. Erikson's defines eight different conflicts of development each with a

significant life crisis in which the outcome is influenced through social factors. A strength of the Lifespan theory in terms of care is that the theory focuses on promoting independence by looking at life as being filled with challenges. This is particularly relevant with the See Me campaign as when promoting positive views on mental illness they may be targeted at those who are in school or university so an element of independence is important and the many challenges faced can be taken into account. On the other hand, it could be argued that Erikson's theory focus' too much on very specific life experiences which many people will not fit into. It could be said that the theory could lead people to being categorised into what crisis they are going through instead of using the theory as simply a guide. With mental health, this is an important point as individuality is critical as no two people are the same. See Me takes this into account as they campaign against discrimination which could see people as being labelled and stereotyped therefore this theory may cause problem if it was used under these circumstances.

Albert Ellis' psychological theory, the Rational Emotive Behaviour Theory, could be used to explain certain circumstances. Ellis' believed that in order to change and improve life difficulties our thoughts must be changed and reconditioned as this influences our emotions and behaviour. This theory could be said to have many strengths such as that it is very good when using it to deal with mental illnesses such as anxiety, depression and some phobias. Phobias could be developed through a past experience creating an irrational fear which REBT understands is the root cause of current emotional disturbances as these past feelings of fear are held onto. This can be used in the See Me campaign to help friends or family of the sufferer for example to comprehend the situation more clearly. However, it could be argued that Ellis' theory carries some faults such as that even if a behaviour is altered and thoughts changed in one aspect of life, this does not necessarily mean that behaviour in other parts of the individuals life will be resolved. With mental illness, this could be an issue as this would result in the individual only having one part of their health improved when other problems may have stemmed from the previous issue. As the See Me campaign promotes positive attitudes to mental health, the REBT could be argued to not be suitable to use as it would only assist in one aspect of their life when as a campaign they aim to help in every aspect.

Social Influences
Social influences have a continual impact on an individual throughout their lives. One influence which has a major impact is the primary socialisation of family. Children will learn how to behave and what is acceptable from their family which is why the correct socialisation early in life is vital. In terms of the development of mental health problems, the influence of family socialisation could play some part in this under some circumstances. A study found, for example, that the risk of children in care developing a mental health disorder has a five fold increase. This suggests that children who do not have that family socialisation may see their mental health deteriorating later in life. However, this is not to say that negative family socialisation early in life is the root cause for all mental health conditions as many people develop these with good family backgrounds. Later in life, individuals suffering from a mental health condition may experience problems in terms of their family socialisation. A lack of understanding on the family's part may lead to them unintentionally offending or causing their family member to feel isolated. The See Me campaign highlights that families have good intentions even though it may not come across that way. They also

note that the best way to communicate with family is through being open and honest in order to develop positive attitudes towards mental health conditions and a better comprehension.

Another social influence which has an impact on an individual's life is the secondary socialisation of media. Media has become a much more predominant influence by impacting views through television, magazines, social media etc. The media has been criticised for impacting the views of some people negatively, for example through portraying an unrealistic body image in magazines in which could be a contributing factor in the rise of children and teenagers seeking help for eating disorders. Also, with social media developing there have been many pro anorexia sites which encourage young people to meet their goals in weight loss and discuss their eating disorder with other people experiencing the same feelings. This is not to say that the media is the main reason people develop an eating disorder as many sufferers develop a condition through interrelated influences such as abuse as a child from family for example or through increasing pressure in peers group. In this sense, it is clear that media could be used to impact people very negatively in terms of mental health. However, in terms of the See Me campaign, media has been very beneficial. Media has allowed the campaign to get their message across through connecting with people through their website, where people can access any information and help they need, through their Twitter page and through their Facebook page. This shows that media can be used to positively influences the lives of other people as the See Me campaign has used media extensively to help promote positive attitudes to mental health.

Peer groups are another form of secondary socialisation which have an important impact on people in their lives. When growing up, peer groups have a major impact on how we behave and act as teenagers, for example, will act in a particular way in order to fit in with their peer group. However, if an individual struggles to fit in with their peer group their mental wellbeing could suffer as they may experience feelings of isolation and rejection. Also, at a young age if a peer group does not see one person as fitting into their circle, then bullying may occur. In some cases, this could lead to depression or mental scarring later on in life. On the other hand, peer groups could also have a positive impact on an individual's life as they act as a support system when events cause life to become difficult. The See Me campaign highlights that it terms of mental health, peer groups could be an important asset when they have the correct understanding of a situation or circumstance. They note that if the friends of a sufferer are taught to listen, spend plenty of time with them and understand that it's good for an individual to open up then this will help in the development of more positive attitudes to condition regarding mental health.

Sociological Theories
Sociological theories can be used to explain circumstances and understand society. One sociological theory that can be used is the Functionalist theory. This theory views that everyone in society follows the same rules and roles and that anyone outside of these are dysfunctional. In relation to the See Me campaign, this theory could link to points made regarding an open and honest relationship within a family. The theory notes that integration and interdependence is a key aspect and this link as in order for a family to work together properly everyone must take on their correct roles. For example, if a parent mistreated a child when they were younger which later caused them to develop a mental health condition then this could lead to the whole family

being dysfunctional. This could be due to the individual suffering not being able to take on their correct role, or because the parent is struggling to cope with supporting the child and coming to terms with what caused their mental health condition. Another part of the theory which relates to a previous point made is stability and continuity. Also related to points made previously on family, this part of the theory could relate to the lack of understanding on the parents behalf. Parents may find it difficult to understand when their child is suffering from a mental health condition as they are not used to change within the family and generally expect to pass on values and norms to their child. Therefore, when their child is experiencing something they deem as being unexpected they are unsure of how to react.

See Me can use this theory to help parents and family members to understand and to create a positive attitude towards mental health.

Another theory which can be used to understand society is the Conflict theory. This sociological theory has similar views to the Functionalist theory as it believes that society operates as a whole, however it views that society operates through constant conflicts and tensions which allows for a constant change. This theory can link to the See Me campaign through points made with regards to stigmatisation and discrimination in places such as schools and higher education. This links into the part of the theory which discusses power differentials built into social structures as many people, as highlighted by See Me, may be prevented from taking different opportunities in life due to discrimination because of their mental health condition. The theory suggests that some groups in society are better off than others, with those suffering from mental health conditions not being so well off in terms of stigmatisation. People who suffer from a mental illness may face being discriminated against at school and not given the correct support. The See Me campaign can use this theory to highlight these power differentials in order to take the correct action in eliminating them. Also, part of the theory talks about social conflict and change. This links to the See Me campaign very easily as this is what the whole campaign stands by.

Our collective action will give us a untied and powerful voices to change negative behaviour towards those with mental health problems.
https://www.seemescotland.org/stigma-discrimination/what-you-can-do-to-stop-stigma-and-discrimination/

The theory believes that unlike the functionalist theory, society should not rely on stability and that the way to progress is through conflicts resulting in change. The See Me campaign is taking a stand again stigmatisation of those suffering from mental health conditions and aims to develop more positive attitudes from all of those in society.

The Symbolic Interactionist theory is another sociological theory which can be used to explain behaviours within society. Unlike other theories, this theory looks at individual behaviour to get an idea of society as a bigger picture. Parts of this theory link into previous points made with regards to the See Me campaign such as the concept of 'role taking.' This part links into points made about the social influences of peer groups and how they can lead to mental health conditions. For example, the theory understands that people will try to act in a way which will be viewed as being acceptable, so under circumstances such as within peer groups at school, teenagers

may act in a way which isn't necessarily them in order to gain approval. This part of the theory can be used as an explanation for how mental health conditions develop in terms of pretending to be someone that an individual clearly is not. Also, this theory can link into the See Me campaign through the idea of self-concept. The theory discusses that our idea of our own self concept depends on the feedback we receive from others. This links well with what the See Me campaign is working with as those suffering from a mental health condition may have negative self concept due to the views of mental health in society. The campaign aims to stop discrimination which will allow individuals with a mental illness to have a more positive self concept.

Care Services

The individuals in which the See Me campaign refers to may use different Care Services in order to help them deal with their mental health condition such as the voluntary organisation Penumbra. Penumbra offer a personalised service which could be one-to-one in order to help people towards recovery. Penumbra demonstrates positive care practice through following the Codes of Practice and Professional Conduct. One of the main points which they follow from the code is that they promote independence of the service user whilst protecting them from harm. Penumbra uses a model called HOPE where the E stands for empowerment. This part means that the user will always be involved in any decisions made in their life, which highlights the service following the Codes of Practice and Professional Conduct. Penumbra also shows positive care practice through standing by the principles of care standard of Dignity by ensuring that everyone in society with a mental illness feels accepted in the way that they are and in their recovery.

People have equal human value regardless of their situation or ability and have the right to dignity, respect, privacy and choice.
http://www.penumbra.org.uk/about/values/

Overall, the service successfully meets the standards of positive care practice through providing support as well as independence for individuals in their recovery and in their life. Penumbra allows for individuals to take control of their own life but provides assistance when required.

Another service which could be used by those who require the See Me campaign is a support service offered by a school or place of education, such as the Student Counselling service at Edinburgh University. The service offers counselling, which is short term, in order to assist students in getting through their difficult time and help them cope. The Student Counselling promotes positive care practice by abiding by legislation. The service follows the Data Protection Act 1998 to ensure that all student information is confidential. Also, training placements are offered each year to train counsellors which supports positive care practice. The service further helps promote the principle of safety as they abide by confidentiality laws so individuals can feel free from exploitation. Overall, the service clearly has many implementations in order to provide a positive care practice by mainly making users feeling safe and confident in their privacy. However, the service is only short term so may not necessarily meet their needs if they require more help and support meaning they may feel as though they are not fully supported.

Individuals which the See Me campaign refers to may also use a service which provides family support or support at home for those dealing with mental health problems, for example the Social Work Services in Fife. The Social Work services provide help and support for people across different sectors who may want to stay in their homes or in the community. The service demonstrates positive care practice through supporting the principle of realising potential by working with individuals to help them to understand that they can work through whatever problems they're facing with their help and support. The service will promote choice as a principle as the social workers main priority will be to guide an individual in the right direction whilst allowing them to make independent decisions. This follows the care planning process. The service clearly abides by legislation as it notes that the majority of the work that is carried out is conducted through government legislation. The service as a whole provides a wide range of positive care practices due to it's many sectors which meet the needs of individuals. The service abides by laws and meets the principles of care standards well.

To conclude, it is clear that the See Me campaign is required for a number of reasons, including for supporting the needs of individuals with mental health problems, preventing discrimination under different circumstances and putting an end to stigmatisation so that individuals have equal opportunities. The See Me campaign relates to care as it assesses, plans and puts into place strategies and policies which link with values and principles, human development and behaviour and social influences. I believe the campaign is of extreme importance in promoting more positive attitudes to mental health conditions.

Word Count: 4,341

Bibliography

Arlin Cuncic, *About Health (2014)*, What Are the Genetic Causes of Social Anxiety Disorder? Available:
http://socialanxietydisorder.about.com/od/geneticfactors/a/genetics.html

Emily Dugan, *The Independent (2014)*, Eating disorders soar among teens – and social media is to blame. Available:
http://www.independent.co.uk/life-style/health-and-families/health-news/exclusive-eating-disorders-soar-among-teens--and-social-media-is-to-blame-9085500.html

Stephanie Faris, *Healthline (2014)*, Is Depression Genetic? Available:
http://www.healthline.com/health/depression/genetic#Overview1

Lia Stannard, *Livestrong (2013)*, Emotional Effects of Depression. Available:
http://www.livestrong.com/article/69138-emotional-effects-depression/

The Centre for Social Justice (2011), Mental Health: Poverty, Ethnicity and Family Breakdown. Available:
http://www.centreforsocialjustice.org.uk/UserStorage/pdf/Pdf%20reports/MentalHealthInterimReport.pdf

Fife Direct (2015),Social Work Services. Available:
http://www.fifedirect.org.uk/topics/index.cfm?fuseaction=page.display&p2sid=49EC3139-65BF-00F7-DCD135479F9F91AA&themeid=2B892409-722D-4F61-B1CC-7DE81CC06A90

NHS (2013), Clinical Depression. Available:
http://www.nhs.uk/conditions/depression/Pages/Introduction.aspx

NHS(2014), Generalised anxiety disorder in adults. Available:
http://www.nhs.uk/conditions/anxiety/pages/introduction.aspx

NHS(2015), Social anxiety disorder (social phobia). Available:
http://www.nhs.uk/conditions/social-anxiety/Pages/Social-anxiety.aspx

Penumbra (2013), About Penumbra, Our Values. Available:
http://www.penumbra.org.uk/about/values/

See Me, End Mental Health Discrimination. Available:
https://www.seemescotland.org/

The University of Edinburgh (2013), Student Counselling. Available:
http://www.ed.ac.uk/schools-departments/student-counselling/about-us