



THERE FOR
SCOTLAND'S
MENTAL HEALTH

SAMH Annual Review | 2014-2015

SAMH is dedicated to mental health and well-being for all.

Our vision is of a society where people are able to live their lives fully, regardless of present or past circumstances.

Our values underpin everything we do. We believe that everyone has the right to be treated with dignity, respect and equality. We believe that everyone is entitled to hope and choice and to achieve personal fulfilment.

SAMH TRUSTEES

Dr Lindsay Burley CBE

Ian Beattie

Chris Creegan

Anthony Dick*

Gillian Donald**

Jane Ferguson

Willie Gallagher

Barry Gardner

Professor Bob Hunter***

Jack Law

Hector MacKenzie OBE**

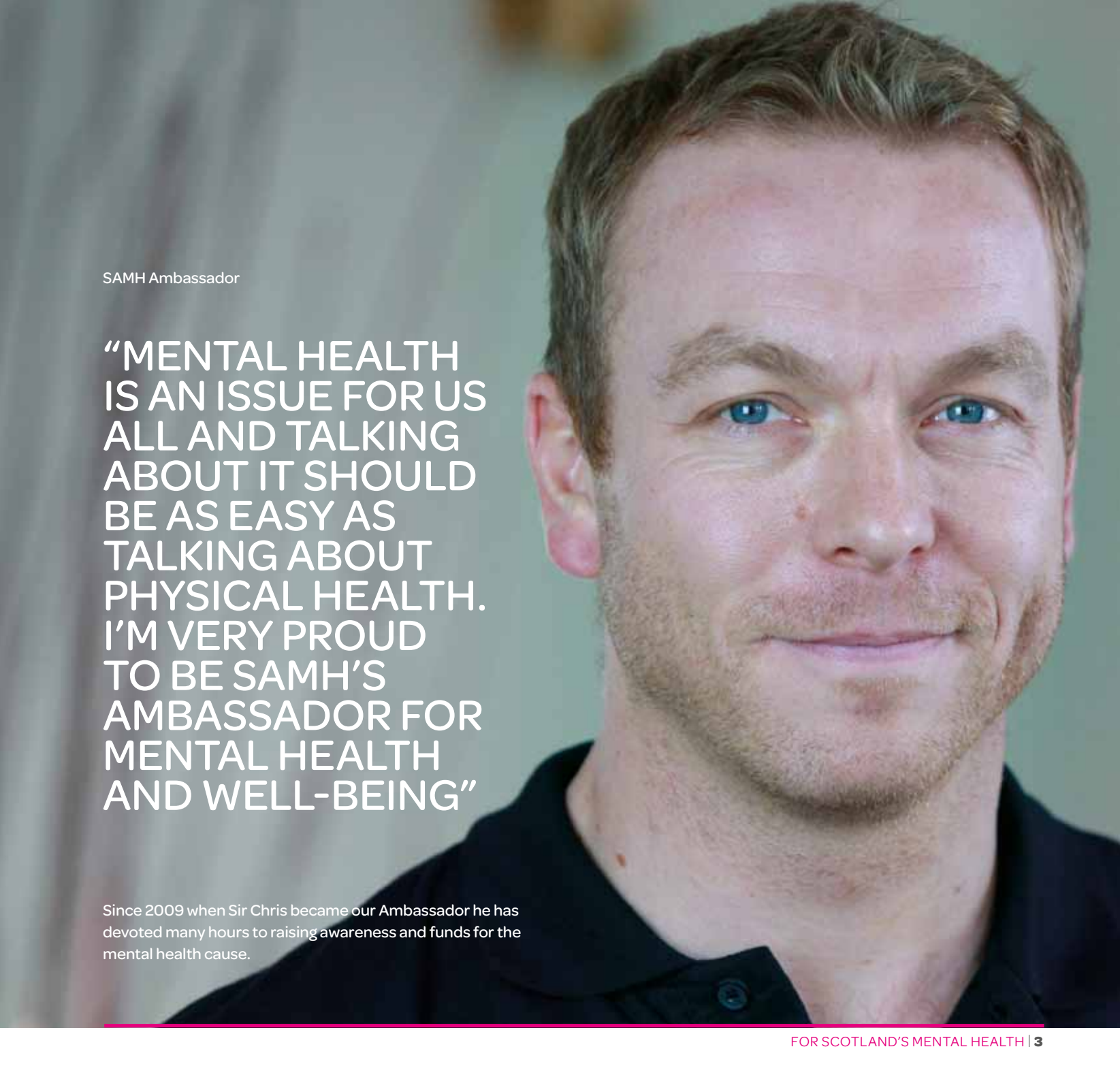
Jayne MacLennan

Lesleyann Russell

*Elected to Trustee Board 23 October 2014

** Retired from Trustee Board 04 September 2014

*** Co-opted to Trustee Board 05 February 2015

A close-up portrait of Sir Chris Smith, a man with short brown hair and a light beard, wearing a dark blue polo shirt. He is looking directly at the camera with a slight smile. The background is a soft, out-of-focus indoor setting.

SAMH Ambassador

“MENTAL HEALTH
IS AN ISSUE FOR US
ALL AND TALKING
ABOUT IT SHOULD
BE AS EASY AS
TALKING ABOUT
PHYSICAL HEALTH.
I’M VERY PROUD
TO BE SAMH’S
AMBASSADOR FOR
MENTAL HEALTH
AND WELL-BEING”

Since 2009 when Sir Chris became our Ambassador he has devoted many hours to raising awareness and funds for the mental health cause.

FROM OUR CHIEF EXECUTIVE AND CHAIR



In the first year of our 2014-2017 strategy we have endeavoured to deliver on our commitments at SAMH to **Change, Grow and Innovate.**

There are signs, in part thanks to our work, that the issue of mental health is rising up the political agenda. There are also definite signs that there is much greater awareness of mental health in all domains of our lives – at work, in our communities, in the media.

In preparing to deliver our three year plan we have put changes in place; from Trustee Board recruitment to management restructure and a push for efficiency across our service delivery. The year 2014/15 saw great strides in making our organisation fit for purpose for the years ahead. Our staff again responded to change with commitment and resilience; embodying our mission to lead by example, be innovative, purposeful and challenging in all that we do. Our staff are working every day to help raise the aspirations and expectations of people who use our services and encourage society as a whole to break down stigma and discrimination around mental ill-health. As ever, this year's annual review contains information, stories and facts of how we make a difference in communities across Scotland.


Our campaign work is vital to bring positive influence to bear on governments – whether at a national or local government level – as well as with wider stakeholders. It has been a tumultuous time politically over the last two years with two elections and a referendum. We believe there has never been a bigger opportunity to use our best efforts to leverage greater benefit for the people we seek to serve. SAMH and See Me have gathered thousands of new supporters to our movement.

During this time of opportunity, there are also significant challenges to be faced. Welfare reform is having a negative impact on many people with mental illness. Cuts to social care funding from local authorities has never been worse. Waiting times for access to psychological therapies are still far too long, with mental health targets being less ambitious than physical health targets. Many Health Boards are already missing those targets. We will work tirelessly to change these matters for the better.

Our strategic focus in the period also saw greater emphasis on early intervention and prevention initiatives. People should be able to get help quickly and effectively when they start to feel mentally unwell. We have therefore been working hard with General Practitioners and their representative bodies to plan innovative new services for GP surgeries to use which meet the local needs of people coming into doctor's surgeries. The foundations are being laid to make significant changes in this area for years to come.

It is a privilege to have leadership roles at SAMH. With a new Chair arriving later in September, our team will continue to build on SAMH's positive history and legacy. We have never been clearer on our vision and passion for a better mental health system that delivers positive outcomes.

Dr Lindsay Burley CBE, Chair
Billy Watson, Chief Executive



"The [Reach Out] programme is definitely helping me. Developing my confidence and leading me to believe that I can continue to do this...on my own."

OUR WORK IN SCOTLAND'S COMMUNITIES

Our local services are person centred and based on an ethos of recovery.

In the past year we have supported 4,320 people to a renewed sense of purpose, building their resilience and confidence with the aim of returning to the wider community and working world.

One of SAMH's newest programmes, Reach Out, is our latest example of this approach. Launched in October 2014, Reach Out was developed with a group of users of mental health services to help them and others manage their mental health problems more effectively.

Reach Out has so far helped 120 people through a programme of activities with elements of peer support and personal development to build skills for life.


Through our work under the AMHA (Angus Mental Health Association) brand we developed an Outreach Learning Programme for schools in the Angus area. Aimed at promoting vital mental health and well-being messages and tackling stigma with the next generation, the programme delivered age sensitive mental health education sessions to over 1,300 children and young people through 17 schools and youth groups.

SUPPORTING PEOPLE INTO WORK

Many people with mental health problems want to work and a wealth of evidence shows that helping people into work can have a positive impact on an individual's mental health.

This year, SAMH's National Employment Team has supported 237 people to get a job or move into training or education. Through a variety of employment programmes like Individual Placement and Support, Work Choice and Employ Able (our joint programme with Poppy Scotland), 163 people moved into a job, while 64 went on to undertake further training, education or volunteering opportunities.

SAMH, in an innovative joint project with NHS Greater Glasgow, has helped people move from addiction to employment in order to help them find a more positive future. Eight people graduated from the Glasgow Addictions Supported Employment Project, achieving an SVQ qualification and have gone onto secure employment.



"Without the support of SAMH I would not have been able to identify my own pathway towards my career in plastering. Employ Able has got me back out working and into a normal routine."

PREVENTING SUICIDE

Every day the SAMH staff team work to prevent suicide. In the last year, SAMH staff carried out 217 suicide interventions, supporting people at their lowest point and helping them to stay safe.

We believe that suicide is preventable and that giving people the tools and confidence to address the issue is vital. This year our suicide prevention team has trained 497 people across the private, public and third sectors in suicide prevention techniques, giving them the confidence to respond to suicide and its impact.

In April 2014, we launched our first peer support service specifically for people with suicidal thoughts. Following the success of the service in Angus we rolled out the programme in Glasgow from January 2015. Together our Community and Peer Support Networks have supported 91 families.

91
families
supported

497
people trained in suicide
prevention skills.



Image taken from our 2013 Too Too Many Campaign, and posed by model

ENDING STIGMA AND DISCRIMINATION

“Champions training opened my eyes to being a mental health activist and it put me in touch with likeminded people who had undergone similar experiences.”

SAMH passionately believes that through challenging stigma and discrimination we can break the down the barriers people face in getting help for their mental health.

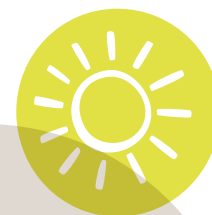
One of the many places people with mental health may face discrimination is in the workplace. SAMH has provided training for employers and employees in mental health awareness in the energy, local authorities, education, and construction sectors.

SAMH, along with the Mental Health Foundation, is a lead partner in See Me, Scotland's ambitious programme to end stigma and discrimination for people with mental health problems.

With a new website and brand, See Me's re-founded programme, launched in October 2014 featuring in over 100 media articles.

The programme places an emphasis on the creation of a social movement with more than 6,000 people already signed up. Twenty-four locality and thematic change networks were funded by See Me this year. They are managed and driven by people with lived experience thus empowering communities to find local approaches to reducing mental health stigma and discrimination.

See Me
End mental health
discrimination



24

projects all over
Scotland founded
for innovative work
tackling sigma

CAMPAIGNING WORK

The campaign for a better mental health system continues. One in three GP appointments has a mental health component, making GPs the frontline for thousands of people trying to access mental health support.

Our Know Where to Go campaign pushed the spotlight on this issue in June 2014 when we launched our GP survey. The survey, in conjunction with the Royal College of GPs, showed that 85% of Scotland's GPs felt there wasn't enough local support for patients tackling mental health related issues, and that 81% of doctors would like more resources to help patients self-manage their mental health conditions. The launch featured in 24 publications and was the top story across much of the Scottish media.

The findings from the report have underpinned our thinking on early intervention which features in the new SAMH strategy for 2014-2017.

Nearly 2000 people joined our Standing Together for Mental health campaign which was launched by our Ambassador Sir Chris Hoy in September 2014. The campaign highlights three issues SAMH will tackle – employment, early intervention and suicide prevention – alongside giving people the opportunity to share their personal stories of why action on mental health is needed now.

"I'm standing for mental health because... It can affect any of us at any time, and those we love. There is still too much stigma around talking about mental health issues. Often problems are not treated until it is too late with heart-breaking consequences. Mental health treatment should not be the Cinderella of the health care system."



Nearly

2000

people joined our
Standing Together for
Mental health campaign



INFLUENCING CHANGE

Being a strong voice on behalf of and informed by those of us who have experienced poor mental health helps to influence change.



In the last year SAMH has gathered the voices of over 2,000 people with experience of mental health problems for the purposes of informing our response to the Mental Health (Scotland) Bill 2015, influencing the UK Government's welfare reforms and providing invaluable experiences on issues such as psychological therapies.

In a report entitled *Worried Sick* we highlighted the link between poverty and mental health, with evidence provided by two SAMH service users to the Scottish Parliament's Welfare Reform Committee.



During this period we laid the groundwork for achieving substantial change to the Mental Health (Scotland) Bill with intensive lobbying to ensure that, amongst other things, a family member or carer did not become a named person by default. This could have worked against the wishes of the person being treated. SAMH continues to lobby on the Bill as it makes its way through the Scottish Parliament.



MSPs rated SAMH second for 'charity effectiveness' and in 'directly impressing MSPs'.

***“Information is power,
and it’s one way of not
feeling quite as powerless
and...when you’re taken into hospital,
if you know what your rights are, and
those rights are realistic and achievable,
and not some ideal, you know. There’s an
awful long way to go...”***



YOUR SUPPORT IS CHANGING LIVES

To our brilliant and growing band of SAMH supporters a massive THANK YOU. Thank you for running, climbing, cycling, drinking coffee, eating cake and getting muddy all for the mental health cause.

Since our fundraising journey began in 2011 you have joined Team SAMH in your thousands and we couldn't be more grateful and inspired by your incredible efforts.

Thanks to you, our community fundraising continues to grow. This year more than 370 of you took part in a variety of events in aid of SAMH. The Edinburgh Marathon Festival 2014 was a great success with 108 runners breaking the pain barrier and raising more than £28,000 for Scotland's mental health.

Thanks to the money we receive from charitable trusts and foundations like the Big Lottery Fund, Comic Relief, and the Health and Social Care Alliance Scotland, we are able to run life changing projects and programmes helping thousands of people.

Many employers are recognising the importance of mental health at work. We continue to work with our corporate partners on workplace well-being for their staff teams whilst raising money for SAMH. New partners this year include Radisson Blu, Diageo and PTS.

A special thank you to our Ambassador, Sir Chris Hoy, who was once again the guest of honour at our black-tie dinner in September 2014. 350 generous supporters were treated to an Evening with Sir Chris Hoy finding out about his career and upcoming fatherhood. The event raised £70,000, making this our single biggest fundraising event in our history.



WORKING IN PARTNERSHIP



At SAMH we continue to place importance on working with partners to achieve the best we can for people with mental health problems.

SAMH, along with LGBT Youth Scotland, leads Respectme, Scotland's anti-bullying service. This year we carried out the largest ever survey into bullying in Scotland with over 8,000 children and young people giving their views, highlighting that 31% had experienced bullying predominantly in a face to face setting.

This year SAMH has been working closely with sporting bodies such as the Scottish Player Football Association, Scottish Football League, the Scottish Youth Football League and the Football Chaplaincy in a unique Mental Health Football Forum which seeks to raise awareness of mental health in football.

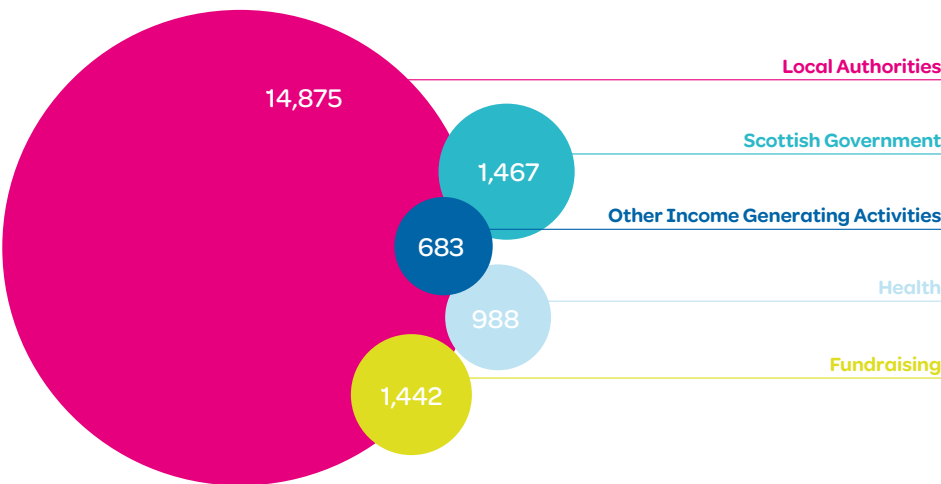
SAMH and jogscotland built on our existing partnership this year by providing jogging training to people taking part in running events for us. Many of our runners were new to jogging and benefitted from the training and support provided.

SAMH took a leading role with an alliance of Scotland's most prominent disability charities under the banner of Disability Agenda Scotland (DAS). Together we offered our vision of a fairer society for disabled people in Scotland in developing a manifesto ahead of the UK General Election.



OUR FINANCES

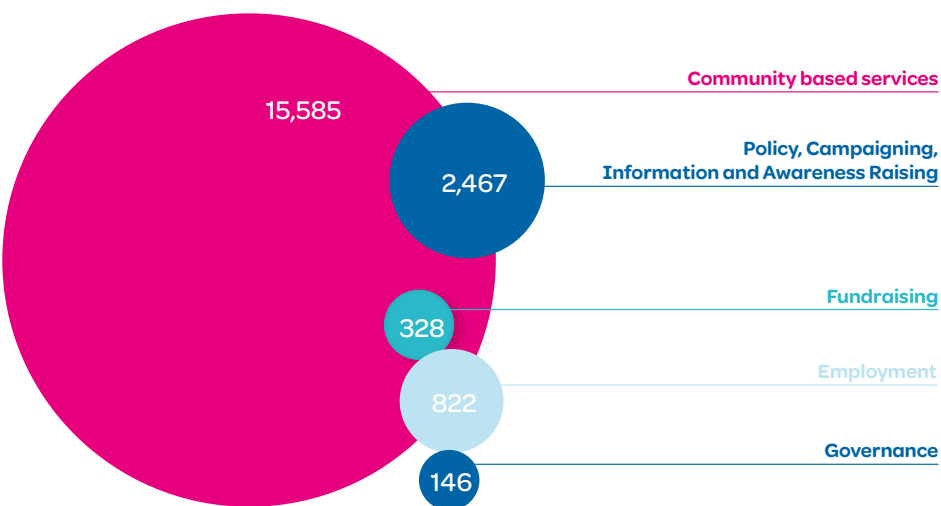
INCOME ANALYSIS BY SOURCE £'000



From income of £19,453,882 (2014 – £21,882,878), a surplus of £106,091 (2014 – £61,189) has been generated, which is viewed by the Trustees as an acceptable result given the climate of cuts in funding for social care services.

The total unrestricted funds at 31 March 2015 of £4,512,929 represent 12.1 weeks (2014 – 10.7 weeks) at the current level of annual expenditure of £19,347,791. Therefore unrestricted reserves reach the target level of 12 weeks.

EXPENDITURE ANALYSIS BY ACTIVITY £'000



Note: These values have been extracted from the audited results for the year ended 31 March 2015, but are themselves unaudited. SAMH members are issued with a set of accounts prior to the AGM. Non-members may obtain a copy from the Company Secretary at our registered address.



THREE PRIORITIES AS WE LOOK TO THE FUTURE.

- **To be there for people**

SAMH works tirelessly to support people with mental health problems; we will continue to work to provide help and support when and where they need it.

- **To promote good mental health**

SAMH believes that everyone in Scotland should consider, value and look after their mental health and well-being.

- **To end stigma and discrimination**

SAMH believes that no one with mental health problems should experience stigma or discrimination.



If you require the SAMH Annual Review in an
alternative accessible format please contact:
enquire@samh.org.uk

SAMH is the Scottish Association for Mental Health. Scottish Charity No. SC008897
Registered Office: Brunswick House, 51 Wilson Street Glasgow G11UZ
SAMH is a company limited by guarantee registered in Scotland No 82340.

www.samh.org.uk

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