

**Anti  
Stigma  
Leeds**

# ANTI STIGMA LEEDS UPDATE BULLETIN

Jan 2025

**DON'T LET  
STIGMA  
WIN** MENTAL HEALTH IS  
EVERYONE'S BUSINESS

## A summary of activity led by the Mental Health Anti-Stigma Partnership in Leeds

Dear colleagues, friends and supporters,  
It's been a few months since we updated you on all the work going on behind the scenes relating to the Anti-Stigma Partnership in Leeds. We have been busy! Detailed within are some key updates and information, grab a cuppa and have a read!

We have met 3 times since the last update and have further developed the workplan, agreeing 3 Priority areas for 24-25, which are highlighted to the right of this newsletter.

Core working group members include: Anti Stigma Champions, Touchstone, Leeds Involving People, Leeds Mind(Mindful Employer Network), Community Links, Public Health (Leeds City Council), MindWell, Yorkshire Sport, Synergi-Leeds, Leeds GATE and Forum Central

### Priority 1 - Strategic oversight

The refreshed oversight group met in Spring. They decided that to ensure anti-stigma work is linked to Leeds Health & Wellbeing Plan, we would report directly to the Leeds Mental Health Partnership Board in future. This board meets quarterly and we are scheduled to present to the board in February 2025 for the first time, seeking oversight, commitment, accountability and ownership that is required from city leaders to make anti stigma work in Leeds impactful

### Priority 2- Desktop Research & Evidencing

Desktop research underway to answer 2 key questions, find out more in article below.  
-What is the problem we are trying to solve here?  
-What have others done locally, regionally, nationally to stamp out stigma, that we can learn from?

### Priority 3 - Comms and Campaign Work

The Mailing list is growing, and we have developed this new bulletin template which will be sent out quarterly. from now onwards.

We have also developed a plan on a page and MindWell website pages further... more detail can be found here: <https://www.mindwell-leeds.org.uk/being-you-leeds/anti-stigma-work/>



# WHAT IS ANTI STIGMA LEEDS?

Jan 2025

Anti Stigma Leeds is a city-wide strategic and working partnership, aiming to reduce stigma and discrimination around mental health in Leeds.

By encouraging positive conversations around mental health and wellbeing, across our communities, workplaces and healthcare settings.

Mental Health is everyone's business. To stamp out Stigma and discrimination we must feel comfortable to talk about How we Are Feeling, Leeds.



In Leeds we have been working together to stamp out stigma for many years. We report directly to the Mental Health Partnership Board and our work is done:

- 1 Strategically. To influence decision makers & city-wide health ambitions
- 2 In Workplaces. With Mindful Employer, supporting employers to be mentally healthy
- 3 In communities. With volunteer champions, at events and activities across Leeds.
- 4 In Health. Providing awareness and training for professionals and volunteers working with people in hospitals and community settings

Core working group members include: Anti Stigma Champions, Touchstone, Leeds Involving People, Leeds Mind(Mindful Employer Network), Community Links, Public Health (Leeds City Council), MindWell, Yorkshire Sport, Synergi-Leeds and Leeds GATE



To Stay in touch, join our sign up to our newsletter [here](#)  
To become a champion or join the working group email: [info@beingyouleeds.org.uk](mailto:info@beingyouleeds.org.uk)  
Visit our webpages: <https://www.mindwell-leeds.org.uk/being-you-leeds/anti-stigma-work/>



# ANTI STIGMA LEEDS UPDATE CONTINUED

Dec 2024

## Community Champions Work

Whilst the work to revise and strengthen our work and impact at strategic level builds, the momentum of activity at community level remains strong and vibrant!

Our Community champions activity is led through Being You Leeds. We currently have over 20 trained volunteer anti stigma and discrimination champions.

Champions raise awareness of mental health and stamp out stigma at community events and activities and deliver awareness sessions to workplaces and community groups. Anti stigma champions utilise their 'life experiences' and mental health journeys to inspire hope for recovery and challenge every day prejudices and misunderstandings about mental health and wellbeing.

Over the summer & autumn we 'popped up' at lots of community events and festivals across the city to spread the word and encourage people to speak out about their mental health, challenge stigma and discrimination and seek help and support if needed. We held a seminar at the Mindful Employer Conference about 'Bringing your whole self to work' encouraging workplaces to consider how to be actively anti-stigma. For World Mental Health Day we led a series of walks, ran a 'want to know more about stigma' session for professionals and hosted a wellbeing event at Roscoe Church in Chapeltown, where our champions, powerfully shared their stories

Our champions support lots of events and would be interested in working with you - please contact us to share your ideas & find out more!



## Upcoming Events and Important Dates

Time To Talk Day - Thursday 6th February 2025

Are you organising any activities? Do let us know what you have planned so we can share and promote your events and activities!

Email: [info@beingyouleeds.org.uk](mailto:info@beingyouleeds.org.uk)



## Become a Volunteer Anti-stigma Champion

We are recruiting for champions to join our friendly and supportive team of anti stigma champions.

Full training and support is provided & we reimburse your expenses and travel

Contact: [StephF@touchstonesupport.org.uk](mailto:StephF@touchstonesupport.org.uk)



# ANTI STIGMA LEEDS UPDATE CONTINUED

Dec 2024

## Developing our governance structure and plan on a page.

This work is city-wide and complex. Stigma and discrimination operate at different levels and can be entrenched. We require a cultural shift in places of power (workplaces, communities, key decision makers) and to do this, we need action, both from senior decision makers in the city and within communities too.

Our **Governance Chart** explains how we will hold ourselves accountable and to who. Starting with people and communities first.

You can view our **Governance Chart and Plan on a Page** [here](#) which explains our work in a nutshell.

## About the Research Project

We have begun a desktop research exercise, with help from Public Health colleagues which is in two parts.

- 1) **Compiling an evidence base**, benchmarks for measuring our progress in Leeds to address stigma and collating statistics which show the affect of stigma and discrimination on people and communities in Leeds. Evidence is being gathered from public data, employers and national bodies, to help us understand where stigma operates and has an impact on the wellbeing and health of Leeds, in our communities, our workplaces and for individuals seeking help.
- 2) A **'deep-dive' into existing and previous campaign work** locally, regionally and nationally to understand what worked well, what they would have done differently and what we can learn from them.

## Spotlight - What Is Stigma anyway and why does it matter?

Stigma around mental health is when someone holds negative attitudes towards people with mental health conditions. Stigma can lead to discrimination, whether obvious or subtle, and have negative effects such as:

- making people reluctant to seek help
- leaving people feeling isolated from loved ones who don't understand
- making it harder for people to get work, find housing, join in social activities and more
- bullying, violence or harassment

### What do we mean by Stigma and discrimination?

- Stigma: societal attitudes we aim to change.
- Prejudice: individual beliefs or actions we seek to challenge.
- Discrimination: when biases lead to harmful policies or treatment

Our partnership works hard to tackle stigma around mental health and its harmful effects across the city.

Stigma exists in many forms, but can be categorised into 3 main types:

**Self-Stigma** - What we see and learn affects our behaviours. It can stop us seeking help if we've learnt to be fearful or ashamed of ourselves.

**Public** - The media dictates a lot of the negative stereotypes. Negative attitudes in society are harmful and inaccurate

**Institutional** - This could be from national policies, our place of work, healthcare settings, places of worship and more.