

SAMH ANNUAL REVIEW 2015-2016

# TOWARDS A MENTALLY HEALTHY SCOTLAND

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**

Chris Creegan (Chair)\*  
Dr Lindsay Burley CBE (Chair)\*\*  
Ian Beattie (Vice-Chair)  
Tony Dick (Treasurer)  
Jane Ferguson  
Willie Gallagher  
Barry Gardner  
Professor Robert Hunter  
Jack Law  
Jayne Maclellan  
Lesleyann Russell



\* Elected as Chair 03 September 2015  
\*\* Retired from Trustee Board 03 September 2015

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.”



# CHIEF EXECUTIVE AND CHAIR'S REPORT

We strive to deliver our strategic goals of Being There for People, Promoting Good Mental Health, Ending Stigma and Discrimination and 2015/16 saw us strengthen our resolve to make progress in all these areas.



SAMH is at the heart of a flourishing social movement for mental health in Scotland. We aim to ensure that we continue to change, grow and innovate through an important blend of providing crucial, direct support services; operating significant national programmes like See Me and Respectme; campaigning for change; and by being a leading charity in generating support and funds.

At SAMH people are our biggest asset and through their dedication, skill, compassion and resilience we are proud yet again to have provided recovery focused support and help to a record number of people across Scotland. However these frontline services face on-going funding pressures, particularly local authorities and we will work with our fantastic frontline team to meet the further challenges ahead.

We also saw successes with the commencement of our largest ever programme on promoting mental well-being through sport and physical activity, bringing new provision to North Ayrshire, Inverclyde, North Lanarkshire, Fife and Edinburgh. Our employment services again expanded, helping another 186 people into paid employment and 338 more with positive outcomes.

Our workforce is increasingly a rich blend of talent; from our resources and fundraising staff helping us all to deliver another solid set of financial results, to our terrific campaign and public affairs team creating the platforms for a momentous year. Our Ask Once Get Help Fast manifesto for the Scottish elections was a stand-out piece of work which saw our key asks around service provision, early intervention, employment and children and young people move to the centre of the next Scottish Government Mental Health Strategy.

There is still much to be done and we will hold government and others to account to ensure commitments are delivered and people with lived experience of mental health problems remain at the centre of what we need to achieve.

The positive impact we can have on people's lives is captured in snapshot throughout this review – it is why we exist. We hope you enjoy reading about it.

**Chris Creegan, SAMH Chair**  
**Billy Watson, Chief Executive**

# WORKING IN SCOTLAND'S COMMUNITIES

The past year has seen a huge amount of activity across SAMH, not least our work in Scotland's communities.

Over the last year, in over 60 communities across Scotland, we have supported 3,995 people through our wide-range of person-centred and recovery focused community services. Our quality services continue to achieve well in Care Inspectorate inspections with 90 per cent being awarded grades good to excellent.

Evolving our community based services remains central to our plan. In May 2015, we created SAMH Community Hubs which, whilst continuing to deliver our existing community services, allows us to broaden our local offering to include employability, active living, suicide prevention and early intervention through primary care.

Supporting people to build their resilience and confidence with the aim of improved engagement with the wider community and working world is at the heart of all we do. Our Tools for Living™ personal development and self-management programme enables people to develop practical skills for everyday use. It's a flexible and adaptable programme that is widely used within SAMH's community services and is particularly effective in preparing people for employment.

Last year we supported 241 individuals to complete one or more Tools for Living™ modules.

When you're living with a mental health problem, or supporting someone who is, having access to the right information is vital. In the last year we launched a suite of ten new information publications. Our 'Understanding' series covers a range of mental health conditions including Depression, Anxiety and Personality Disorders. Our 'How To' series is aimed at particular audiences such as students or employees. A total of 7,445 publications were distributed via print or download in the six months from their launch in September 2015.

Our information provision extends to direct engagement via phone or email too. In the last year we responded to over 3,479 enquiries for information, support and assistance.







## CHILDREN AND YOUNG PEOPLE

Half of adults who have poor mental health experienced the onset of their mental health problem by the age of 15. Prevention is the key. We need to help young people before they become unwell.

This year we were delighted to host the Duke and Duchess of Cambridge during their visit to Scotland where they wanted to draw attention to children and young people's mental health.

Together with partners See Me & Respectme and with colleagues from Young Scotland in Mind, our Royal visitors spent time with young people through a series of workshops and engagements hearing their views on issues from mental health stigma to bullying.

Along with partner LGBT Youth Scotland we have been managing partners for Scotland's anti-bullying service Respectme for ten years, this year we were delighted to retain the contract to deliver this excellent service for a further three years.

Just in the last year Respectme has distributed 23,000 information packs, engaged with 618 delegates through their training courses and responded to over 273 enquiries on anti-bullying from parents, teachers and young people.

Mental health education in schools is essential and we were delighted to have Wellington School in Ayr appoint SAMH as their charity of the year in 2015. Sixth year pupils chose to support SAMH and they took the cause to their hearts getting the whole school community involved in fundraising and awareness raising events. We'll announce the total raised in next year's review.





# PREVENTING SUICIDE

More than 12 people a week will die by suicide. Everyday SAMH works to prevent this.

In the last year, dedicated SAMH staff carried out 177 suicide interventions, helping people who are at their lowest point and supporting them to stay safe.

In addition our community and peer support networks continued to provide much needed help to 162 people. These networks support people affected by suicide in group and one-to-one settings giving people the tools and confidence to talk about the issue. Our range of suicide prevention information continues to help people.

SAMH ensures its staff team and those in the wider community are highly trained in suicide prevention techniques. ASIST and Safe Talk were delivered to 180 SAMH staff and to over 300 people from a range of organisations and businesses, including GPs, psychologists, mental health nurses and Police Scotland.

# SUPPORTING PEOPLE INTO WORK

79 per cent of people with severe and enduring mental health problems are not in work; this statistic has not shifted for decades. A new approach is needed. SAMH works across six employment programmes to help change this.

The National Employment Team at SAMH helped 338 people to get a job or move into training or education. Through a range of employment programmes and initiatives like Individual Placement and Support (IPS), Work Choice and EmployAble (our joint programme with Poppy Scotland), 186 individuals secured employment, while 211 people undertook further training, education or volunteering opportunities.

The IPS model is an evidence-based programme, with far more impressive results than other employability programmes operating in Scotland for individuals with mental health problems. SAMH delivers IPS to ensure continued quality. We commissioned a Fidelity Review of one of our IPS programmes achieving a rating of 'Good Fidelity'. The report asserted that the programme demonstrated a person-centred approach with personalised employment goals prioritised.

The Big Lottery Fund has awarded SAMH £500,000 over three years to extend our IPS employment programme working in the additional local authority areas of Inverclyde, North Lanarkshire and North Ayrshire.

*"The IPS programme really helped me to feel like I was a person again...I really felt like I was at the centre of things and my IPS worker had my best interests at heart but also respected my wishes. I got a job that I really love and feel more confident than I have in years. Working has really helped me deal with my anxiety and I feel like I can do even more now."*





# ENDING STIGMA AND DISCRIMINATION

SAMH is committed to help tackle the unfair stigma and discrimination that many people experiencing mental health problems face.

This year we launched our workplace based Lunch and Learn project. It aims to reduce workplace stigma and discrimination; raise awareness and understanding of mental health and the rights of anyone affected by mental illness. It encourages open conversations to help challenge stigma in the workplace.

In the first four months we delivered 29 sessions to 24 companies reaching over 400 employees. In addition we delivered Mental Health Awareness training to a further 12 organisations. SAMH, along with the Mental Health Foundation, is a lead partner in See Me, the national programme to end mental health discrimination. In the last three years the programme has continued to grow its movement for change.

Highlights over the last year include –

- 60 community champions have been trained to tackle discrimination in their area;
- 64 projects have been awarded grants for innovative work to challenge stigma in targeted settings;
- over 10,000 people have signed up for the Movement for Change;
- 5,000 conversations on mental health took place as part of the 'Pass-A-Badge' activity;
- 35 employers are engaged in the workplace programme and six pilot schools are working with See Me to tackle stigma in education.

**A Lunch and Learn participant said:**

*“Informal friendly approach to tough subject, this will help me be more open and understanding”*

**See Me**  
End mental health discrimination





# CAMPAIGNING WORK

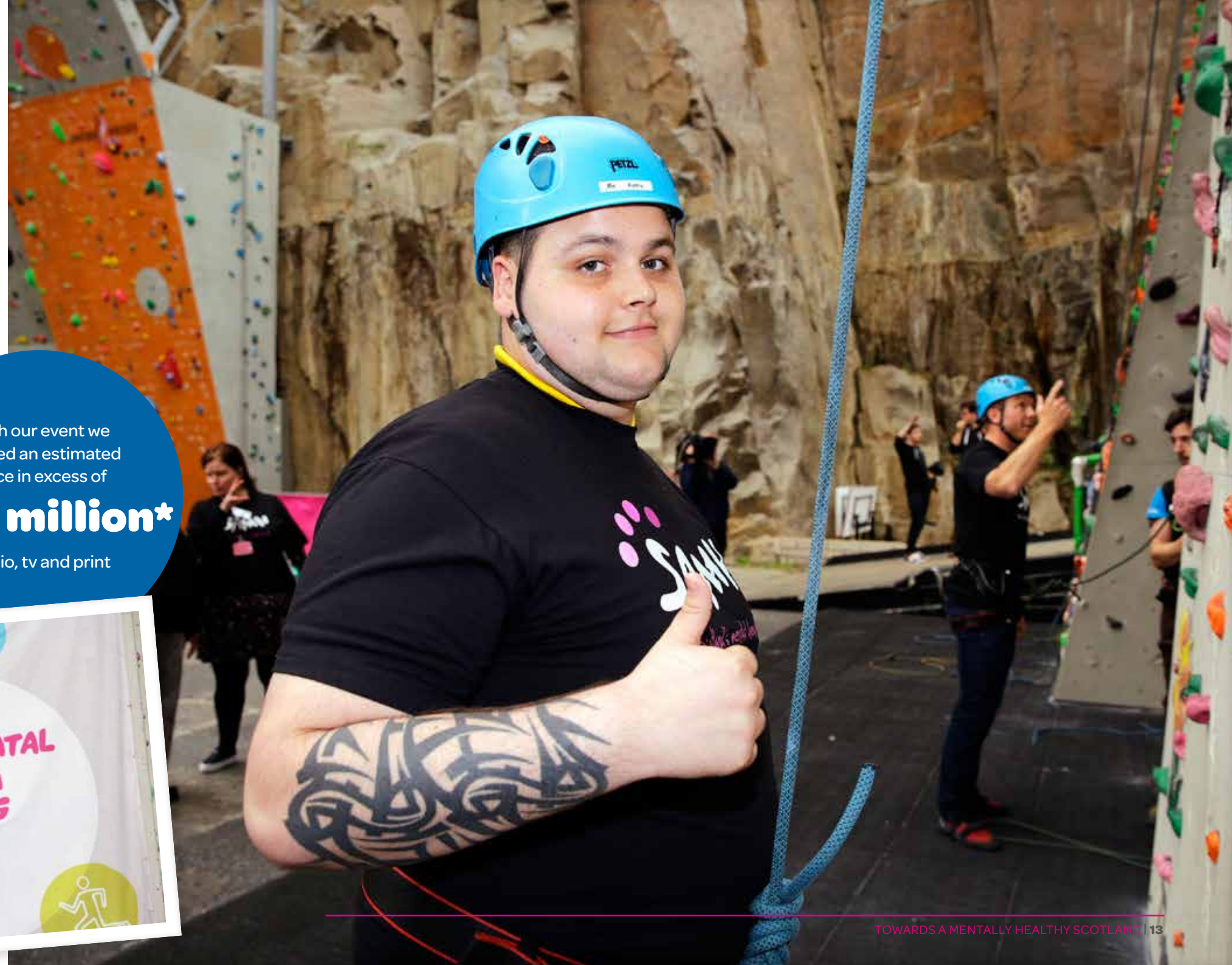
‘Give Mental Health a Sporting Chance’ champions the use of physical activity and sport as a vehicle for improving and maintaining good mental health and wellbeing.

In August, with the help of our Ambassador Sir Chris Hoy, SAMH launched the next phase of our work on physical activity and improving mental health. Held at the Edinburgh International Climbing Arena Sir Chris and our brilliant media volunteer Nathan scaled one of the walls to unveil a 20 foot banner promoting ‘Give Mental Health a Sporting Chance’.

With the help of service users, supporters, staff and Maureen Watt, Minister for Public Health the event publically launched the development of a Mental Health Charter for Sport. The Charter seeks to identify and remove barriers to participation for people with mental health problems so they can fully enjoy physical activities without stigma. The aim is to encourage sporting bodies, leisure trusts and community groups to sign up to the Charter stimulating change. Comic Relief is funding this work over the next two years.



Through our event we attracted an estimated audience in excess of  
**2.1 million\***  
\*via radio, tv and print







# INFLUENCING CHANGE

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

Ahead of the Scottish Parliament elections this year, we asked over 700 people what they wanted the Scottish Government to do on mental health.

They told us to make it faster and easier to get help for a mental health problem. So we wrote our manifesto, Ask Once Get Help Fast, and the Scottish Government has promised to act on this approach.

We published three research reports. Talking it Out called for faster, easier access to psychological therapies, following a survey of over 400 people. And our reports Fit for Purpose and Ticking All the Wrong Boxes (produced with the Scottish Mental Health Partnership) found that Employment and Support Allowance requires radical change to work for people with mental health problems.

We lobbied hard on the Mental Health Bill and achieved three of our five key asks, which were all focused on protecting the rights of people who are detained under mental health legislation.

The General Election saw a new generation of Scottish MPs taking up their seats, and we offered them briefings and service visits to help them understand mental health issues. Our annual parliamentary reception gave our supporters and service users the chance to meet their MSPs. We gave advice to the Scottish and UK Governments on issues from employability to education.

In an external survey conducted by NFP Synergy, SAMH achieved 90 per cent and was ranked first among Members of the Scottish Parliament in the area of 'most effective' engagement with political parties (a 12 per cent increase on our previous score).






**SAMH ranked 1st**  
for the most effective engagement with political parties.



# YOUR SUPPORT IS CHANGING LIVES

To our amazing, dedicated and inspiring supporters who have taken part in some incredible fundraising activities for Scotland's mental health this year – THANK YOU.

More and more of you chose to raise funds for the mental health cause. In fact an incredible 15,821 people joined Team SAMH this year, taking on everything from high rising bake-offs to extremely muddy Tough Mudders.

Hundreds of you have been getting active in 2015, with 140 joining Team SAMH in the Edinburgh Marathon Festival and Great Scottish Run, raising an outstanding £55,000 over the two weekends. 39 brave supporters took part in our first two exclusive Skydive events, raising an incredible £28,000, while 34 of you abseiled down the Forth Road Rail Bridge, raising a fantastic £18,000.



A special thank you to our Ambassador, Sir Chris Hoy, who was once again guest of honour at our third successive black-tie dinner event. 250 generous supporters were entertained on the evening by Sir Chris and fellow sports stars with our own game show 'A Sport in Question'. Thank you to fellow team captain on the night Charlie Adam, and panel guests Eilidh Child, Steven Frew and Gordon Smith for being great sports.

Over the last three years this event has helped introduce SAMH to the Scottish business sector, helping us to develop relationships with those employers who concern themselves with workplace well-being. Support from trusts and foundations increased again in 2015. We received over £300,000 thanks to the generosity of 32 trusts and foundations ranging from national funders such as the BIG Lottery Fund to smaller independent grant makers.

**£55,000**  
raised over the two weekends  
of the Great Scottish Run.

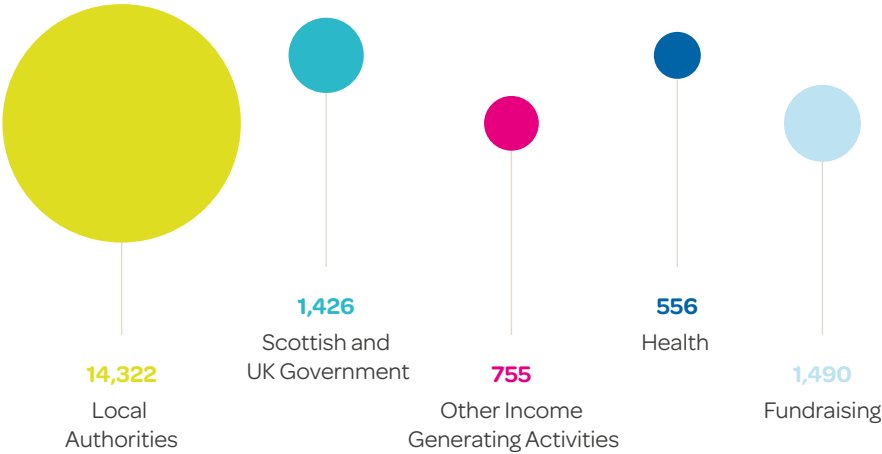
**140**  
people joined Team SAMH in the  
Edinburgh Marathon Festival.



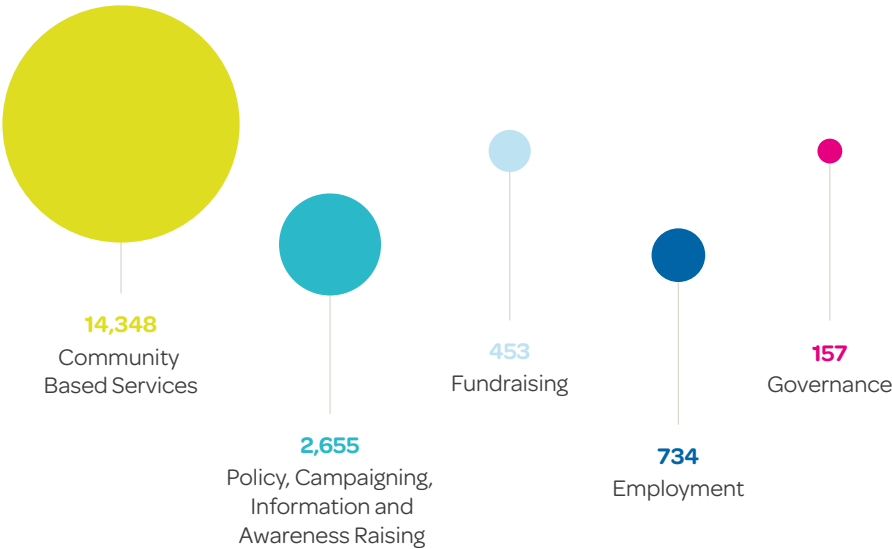


# OUR FINANCES

## INCOME ANALYSIS BY SOURCE £'000



## EXPENDITURE ANALYSIS BY ACTIVITY £'000



From income of £18,682,250 (2015 - £19,501,277), a surplus of £245,274 (2015 - £161,861) has been generated, which is viewed by the Trustees as an acceptable result.

The total unrestricted funds at 31/03/16 of £4,957,981 represent 13.98 weeks (2015 - 12.1 weeks) at the current annual level of expenditure of £18,436,089. Therefore unrestricted reserves reach the target level of 12 weeks.

**NOTE:** These values have been extracted from the audited results for the year ended 31 March 2016, 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](mailto:enquire@samh.org.uk)

SAMH is the Scottish Association for Mental Health. Scottish Charity No. SC008897  
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SAMH is a company limited by guarantee registered in Scotland No 82340.

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