



P A R A L E L N Í Ž I V O T Y

## **Paralel Lives II. Evaluation study**

*Introduction*.....3  
*Communication campaigns x effectiveness evaluation* .... 5  
*Project activities/outputs*.....11  
*Effectiveness analysis*.....13  
*Conclusion*.....16



*Supported by grant from Norway*

## INTRODUCTION

Motto: „*Stigmatizing campaign for the protection of the society against the mentally ill is shameful and primitive. On the contrary, it's necessary to integrate them into the society.*” (Cyril Höschl, one of the Czech's leading psychiatrists).

The **PARALLEL LIVES II**.project aims to improve the quality of life for people with mental diseases in the Czech Republic through the implementation of systematic education, training and publicity. The goal is to destigmatise persons with chronic mental illness. The project develops and builds on the results of the work in previous successful project Parallel Lives.

We focused on the expansion of this issue, not only among doctors, medical staff and stakeholders type of nonprofit organizations, public administration representatives, people with chronic mental illness and the public. The novelty is also targeting to children and young people between 12-25 years, in order to expand awareness within this group in an attractive way.

The number of people **with chronic mental illnesses in the Czech Republic is still increasing**, in 2013 were treated 600,000 patients. This is a 60% increase since 2000 (uzis.cz). This number corresponds with the predictions of the World Health Organization, according to which mental illness will be within 20 years the most important cause of disease. It is estimated that the various forms of mental illness, in fact, suffer up to 1/3 of the population. At the same time also increases the proportion of total expenditure of the state budget and health insurance companies on health care (7.04% x 6.47% -2,014 -2,000) with the prospect that this percentage will continue to rise. This is confirmed by data CSSZ:the number of paid

disability pensions is 90,333 in 2013, a group Mental and behavioral disorders in contrary of 13,135 in 2001.

The consequences of mental illness on self-esteem of people suffering from mental illness are of course negative. The self-esteem is closely associated with experiencing of social roles, including the status of the labor market. This fact is also associated with an increased risk of loss of employment during illness and low chances of getting or maintaining an adequate job. These persons are at risk of decline in social isolation with all the consequences (loss of working habits and motivation, social skills, financial instability). Helping people with mental illness in the current situation is complicated, **because view of major society on mental illness is influenced by prejudice.** "Under the influence of stigmatization are people with mental illnesses by major society seen as a more or less homogeneous group, inferior and dangerous." (Mahrová 2008 s.130). To prevent the negative social impact is therefore largely associated with the need to destigmatize the topic amongst the public, especially potential employers.

The project was implemented by Art Movement from the Czech Republic in cooperation with the Norwegian partner - Oslo and Akershus University College of Applied Sciences.

**Art Movement is** a non-profit company that organizes educational and cultural projects with an emphasis on creating a full-fledged living space for people with mental, physical, social or other disabilities, with emphasis on the full social integration and integration into the community. Through its projects supports various ways to integrate these people into society.

Its activities are mainly focused on securing and organizing promotional and educational campaigns for the inclusion of persons suffering from mental illness into everyday life. The form of the activity is organizing workshops, international conferences, production of own or koprodukovaných audiovisual works, mostly documentaries (Parallel Lives, Parallel Worlds - 2012-present).

### **Oslo and Akershus University College of Applied Sciences**

Oslo and Akershus University College of Applied Science is the biggest Norwegian state university, which uses the acronym HIOA. The project was established by cooperation with the Faculty of Social Sciences, which offers degree programs within the archiving, library and information science, journalism and media studies, social work, social policy (care for people with mental illness), and child care, public administration and business. Research and development at the Faculty of Social Sciences is conducted in a wide range of social areas. The most important for the project Parallel Lives II. is research in social work and policies, which relates to the inclusion of people with mental illness into society, research methodology and impact of destigmatization campaigns on the society.

## **COMMUNICATION CAMPAIGN x EFFECTIVNES EVALUATION**

The communication campaign is one of many marketing tools, which according to the American Marketing Association (2007) is ' an activity, set of institutions, and processes for creating,

communicating, delivering and exchanging of offerings that have value for customers, clients, partners and society as a whole." Most commonly used tool is a classic ad campaign, which communicates particular brand, features and benefits. For the purpose of the project was selected destigmatization campaign as a subset of the communication campaign, when are communicated mainly relations, opinions, sympathies and experiences.

Destigmatization campaigns are inherently different from the offers to meet the needs, on which are aiming the most of marketing tools. We define human need as a state when it is subjectively perceived lack of satisfaction, which a person considers necessary for the fulfillment of its basic needs. The destigmatization process is not about meeting the requirements, but a "remodeling" of a certain stereotype.

### **Communication campaign basic resources**

- continuous search of intersections understanding to evoke interest and simultaneously establish communication,
- the key is to know the background and motivation of the target group and use mass understandable idea,
  - SWOT analysis, marketing research, strategy and plan,
  - appropriate setting of the communication mix, monitoring of results and reviewing selected tools,
  - high share of responsibility for the outcome on TG, the target communication campaigns should TG "occur",
  - transfer campaign theme into the major society debate,
  - diversity TG / different context leads to different interpretations.

Destigmatization campaign as a subgroup of the communication campaign is based on the same assumptions, with the goal to reduce or eliminate negative assessment of individuals or groups based on their common features and ensure their equal status. In the case of the Parallel Lives II project was destigmatization campaign directed at efforts to change the perceptions of vulnerable persons (persons with chronic mental illness) by the mass public. The society assesses these people based on stereotypes and newspaper reports, reinforcing negative connotations. Example of the stereotype: all the mentally ill can be dangerous or aggressive, they can't work and don't work, mental illness can not be healed, etc.

### **Destigmatization campaign's effectiveness evaluation**

Evaluation rules are based on the same methods as those, used in the evaluation of conventional communication campaigns with regard to specific different goals and tools of destigmatization campaigns. Evaluation is mostly related to the evaluation of the sales increases, brand awareness, the knowledge level of communicated products and the knowledge of the campaign content. Efficiency measuring is always to a certain extent only an estimate, it's not possible to measure used tools among themselves on the basis of the verified data, because they are not equally available for each instrument. Measurable tools by order of the data acquisition availability:

- direct mail,

- internet advertising,
- advertising in printed media,
- TV reklama,
- radio advertising,
- social networks,
- events,
- point of sale,
- public relations,
- outdoor,
- word of mouth.

**Evaluation indicators:** number of visitors/viewers/listeners/likes/followers, conversions rate, CPA (cost per acquisition), engagement rate, increasing the number of contacts or made deals. Evaluation is usually work of marketing controller, who are not directly responsible under the control of campaigns.

The specificity of destigmatization campaigns is in difficulties with measuring of qualitative data, because the process of changing perceptions and attitudes are usually long-term /with overlapping over the implementation of campaigns. To obtain relevant data are, except the measuring of the impact aforesaid methods , also used evaluation methods like questionnaires, spaced in time. Another specific of destigmatization campaign is common managing and evaluating of effectiveness in the context of the implementation team. This approach brings with it the advantage of professional insight into the subject, on the other hand, does not allow the benefits of "fresh" ideas that usually brings people outside expert circle. The presence of experts on the subject is absolutely essential (the overall context of the destigmatized issue, barriers to achieving the target state, etc.). Unlike conventional communication



campaigns, focused on product, destigmatization ones also have high proportion of educational activities.

The uniqueness of the Parallel Lives II. project (apart from the other three) is targeting a group of children and young people 15 to 25 years. For this group is currently typical massive use of social networks and interactive tools, low level of concentration in larger intervals, and a high degree of suggestibility at the same time.

The general procedure for measuring the impact of these types of campaigns - is used to evaluate the main communication objective, use of the media and measuring of its range. Specific procedures will vary according to the type of obtained data. E.g. before and after campaign overall situation measurement (qualitative / quantitative method or a combination thereof). For focusing of specific attitude is measured the state of the communication process: the reach in cognitive (total capture and understanding of the main campaign topic by the target groups), emotional (attitude evaluation) and konative stage (attitude change).

Another approach is focused only on hard data: the use of specific media, measurement of effectiveness. Measurement of efficiency is realized from the perspective of the average member of the target group. An interesting method can also be a process method, which is aimed at achieving the objectives of the various stages of the process (preparation, implementation, evaluation). The method is thus not primarily about obtaining data about the attitudes of the target groups, the method is good to use in the ongoing monitoring of the success and effectiveness of the campaign.

### **Destigmatization campaign low efficiency reasons:**

- inappropriate formulation of the main communication objective. The entire design of destigmatization campaign and its results depends on this base. Optimal is to include all actors of the topic to the preparatory process for creating a holistic view and a prerequisiting the optimal target.

- poorly chosen means of communication. Method of transmitting the key message have a significant impact on understanding the issue, in extreme cases, can lead to an increase of negative perceptions. In the case of destigmatization campaigns, are often used tools based on the principle of experience (deepening understanding of the situation " being different") in combination with classical marketing methods (advertising in different kinds of media, direct mail, social networks, events, etc.).

- inflexible responses to campaign development. E.g. the case when is changed the context during the campaign,etc.

- incorrectly set the budget amount. Lack of funds leads to reduced efficiency in the various stages of the process, and cumulatively to the failure of the main communication objective. It also covers oversized funds (an often repeated theme is equaled to its trivialization).

### **Best practices:**

**Open the Doors** – a global project of the World Health Organization to combat stigma, prejudice and discrimination against people with schizophrenia.

**Mental health world day** – again organized by the World Health Organization, every year on October the 10th, devoted to one of mental health topic.

**Time to Change** – the destigmatization project in the UK focused on mental illness. Involved several hundred NGOs, universities, local community and volunteers. Part of the project is a massive media campaign, interviews with celebrities, road shows, football matches teams of healthy and disabled persons, information campaign specifically for employers, educational activities for medical students and the public.

**Norway campaign in 1992** – a mass-media campaign with strong results in changes of attitudes and strengthening the general knowledges about mental health and related issues. In such atmosphere could later the Norwegian Prime Minister (1998) announce his problems with depression with positive reaction between public.

## **PROJECT**

Project activities were conceived as a sequence of steps, the outputs of different ways contributed to the overall objective of the project - an attractive way to contribute to the destigmatization of people with mental illness in the Czech republic. Key activities:

## **1. destigmatization campaign materials preparatory**

Outputs: **Guide to the care of people with mental illness.** Serves as information material for target groups, consists frequently used terms, abbreviations in the care of people with mental illness (stigma, destigmatization, mental illness, community centers, hospitals, mental health centers, myths and rumors, basic contacts for mental health care services in regions).

**Comics story.** Compiled by the well-known Czech animator Galina Miklínová (Magnesia Litera price for a book "Lichožrouti"), who is also the author of the project logo. Short comics story on the integration of people with mental illness into mainstream society was the basis for competition of the best interpretation of a comics story.

**Website:** <http://www.artmovement.cz/paralelni-zivoty-ii.htm>.

Contains basic information about the project, program and news, materials / publications project. Also contains photographs from the workshops realization, press releases and information about the competition for the best interpretation of the comics story.

**Postcards and posters** with the logo of the project and the project website: accompanied the campaign in the regions (physical distribution). Another outputs were the promotional **roll-ups** (at workshops).

## **2. regional workshops with the documentary film Paralelní životy projection and expert discussions**

Workshops were held from September 2015 to January 2016 in seven different regions of the country. The structure of the workshop, however, was always the same (introduction to the issue, distribution of materials, questions and answers, documentary film screenings, discussion, comics story presentation and info about the competition).

### **3. announcement of a competition (comics story interpretation) on project social network and website.**

The contest was announced on November 6, 2015 at the Parallel Lives II. project website and its social networks, including placing conditions of participation and end dates of the competition. Information about the competition was in addition part of each workshop, where they were distributed ( in double-sided A4 format with empty windows for completing). Comics of all duly registered participants after the competition were handed over to the evaluation committee, which selected the best 6 (without specifying the order). The winners were informed about their winning by e-mail, this information was also distributed via social networks. On the website of the competition were published best comics interpretations.

### **4. campaign evaluation, impact assessment**

Studie – výsledky zveřejněné na webových stránkách projektu.

## **EFFECTIVENESS ANALYSIS**

Evaluates the real impact of the chosen tools of the Parallel Lives II project destigmatization activities over the original status. The main communication objective of the destigmatization activities was to raise awareness about the living and working conditions of people with chronic mental illness in the Czech Republic between four target groups of the project:

- 1 - children and youth 15 - 25 years (second grade of elementary schools, secondary schools and university),
- 2 - doctors, medical and nursing staff,
- 3 - persons with chronic mental illness, diagnosed according to the International Classification of Diseases, 10th revision (F00-F99), the World Health Organization.
- 3 - the general public, government including representatives of cities, representatives of NGO's, family members of people with mental illness.

### **Used campaign tools:**

Educational activities - structured regional workshops with the thematic documentary film projections, guide to the care of people with mental illness.

Social networks - a campaign on Facebook, Google+, competition for the best interpretation of the comics story.

PR - microsite, press releases.

Outdoor - posters, postcards, roll – ups.

### **Measuring impact**

Educational activities - a total of 282 participants at seven regional workshops, including 29 members TG 1, 35 members of TG 2, 9 members of TG 3 and 209 members of TG 4. Guide to the care of the mentally ill distributed in 3500 pieces.

Social networks - Google + (more than 12 000 unique views at the time of the study), Facebook (100 likes). Competition for the best interpretation of the comics - announced six winners, comics story of distributed in 3500 pieces.

PR - microsite in Czech and English (project information, implementation, photo gallery, press releases ..), 10 press releases during project implementation.

Outdoor - distributed 7,000 posters, 7,000 postcards, 3 roll-ups for promoting the project themes at the workshops.

### **Assessing campaign's impact:**

Destigmatization effectiveness of implemented activities is in accordance with prescribed indicators. Among the strengths of the project Parallel Lives II. destigmatization campaign belongs:

- positive responses during the workshops – face to face effect,
- very good cooperation with other organizations across regions (building the network),
- mix of formal and informal destigmatization tools,
- involvement of people with mental health diseases like guests at workshops.

Weak points:

- small willingness of media to inform about the topic (4 articles in local media for the duration of the project),
- difficult measurable of social network impact on target group 1,
- low participation of children and youth up to 25 years,

- unbalanced cooperation with the local representatives due to the large differences to the mental health care issue.

## **CONCLUSION**

Thanks to the project were addressed nearly 300 people during the regional workshops, other people received information about destigmatization activities via social networks, or in the form of support activities. Implementation of the project allowed the widening and deepening knowledges about the issue of the in the regions. The added value of the project is obtaining the real information about the current situation in the region and establishing contacts with local stakeholders. Recommendations for continuation of the process of improving the lives quality of people with mental illness in the Czech Republic is to focus on people and groups that were not yet involved into the destigmatization activities, although they have a major impact on its quality. These are the decision - policy makers and officials and opinion makers - the media and influential people moving in the media space.