

# The power of 'Are you Okay?'

It seems so small, but it's a powerful thing to say.  
How See Me changed perceptions of mental health  
in the workplace.

## Time for change

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See Me is Scotland's national programme to end mental health stigma and discrimination, enabling people who experience mental health problems to live fulfilled lives.

We identified the workplace as a key setting where stigma and discrimination occurs around mental health.

However, mental health is an intimidating subject. We wanted to make it easier to talk about and in doing so improve attitudes and encourage people to seek help, one conversation at a time.

Mental illness can and does touch anyone.  
We all have mental health.



**1 in 4 people** experience mental health problems at any given time



People with severe and enduring mental health problems are more likely to **live for 10 – 15 fewer years** than those without



**9 out of 10 people** who experience mental health problems have **experienced discrimination** at work, from health professionals and home



People often say that the **stigma** they face **can be more damaging** to them than the diagnosis itself



Mental illness **currently costs** Scottish employers **£2bn a year**

## Our Workplace Programme

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In April 2015 we launched our **See Me in Work** programme.

It's objectives:

1. To help employers create a work environment where people feel safe and able to talk openly about mental health.
2. To help employees to be supported if they are experiencing problems and where possible to stay well and in work.

Many organisations were keen to engage with us but we also needed to reach out to those unaware of the importance of good mental health.

## Mental health in the workplace

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See Me commissioned a **You Gov Poll** which surveyed **1,165 Scottish workers**. It highlighted a number of barriers and challenges we had to overcome:

- **48%** said people **don't tell their employers** for fear of losing their job
- **55%** thought that someone in their work with a mental health problem would be **unlikely to disclose** for fear of being moved to another post or passed over for promotion
- **Only 22%** thought that people in their workplace have a **good understanding of the importance of employee mental health**
- **83%** wanted a **better understanding so that they could behave appropriately**



## Talking about mental health

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**With these barriers in mind, we knew that adopting the right tone of voice was key.**

We needed to capture people's attention, tapping into those every day interactions, situations and environments that we have all experienced.

The tone and content of the message needed to be empathetic, and real, avoiding generic, contrived and bland language. This led us to adopting an arresting and thought provoking tone that would stop people and make them think. One that would get people talking, encourage action and change lives.

While mental health is now commonly discussed in the media, awareness campaigns haven't conveyed what it feels like to be a person with a mental illness.

Information is valuable but, without insight into the reality, it is always going to be difficult to relate to those with a mental health issue. Likewise it's hard for people living with a problem to trust that they'll be understood.

We needed people to recognise the importance of talking. And if you see someone struggling, rather than being scared of saying the wrong thing just start a conversation rather than say nothing at all.

**Our start-off point had to give that permission** and convey they could make things better, one conversation at a time.

## What we set out to achieve

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### Our objectives

- To **get people talking** about mental health in work
- To **get people asking** 'Are you okay?'
- To promote key messages that **enable people to better understand** the impact of mental health in work
- To **drive traffic to the See Me website** to find out more about stigma and discrimination
- To **encourage people to share content**
- To **encourage sign up for updates** and the **See Me in Work** programme

We needed to **initiate a pro-active positive discussion**, gathering a momentum to start us down the path of **acknowledging our mental health as we do our physical health**.



## The proposition

From the wealth of research available to us, there was a great sense of urgency about the need to talk about mental health in the workplace. But fear was a common denominator for both employee and employer.

### As an employee - Fear of disclosure because of the potential consequences:

- Overlooked for promotion
- Losing my job
- Being seen as different
- Isolation
- Questioning my ability
- What do others think of me?
- Will people think I'm just skiving?

### As a manager or work colleague - Fear of saying the wrong thing:

- What can I say?
- Will I offend them?
- What do I do if I don't know the answer?
- What if I make things worse?
- Dealing with emotions is out of my comfort zone

### Add guilt and low self esteem:

- Fear of letting myself and others down
- I feel rubbish – I can never do anything right
- I'm not doing a good enough job
- My boss doesn't rate me

**To start a discussion about mental health rather than fearing potential consequences and reactions led us to our proposition.**

Embrace the power of just asking someone  
if they are okay. We called this:

**'The Power of Okay'.**

It's easy to think this is something that we all do regularly but when we start to look closer, we don't. We can ask about TV shows, football, the weekend but not 'Are you Okay?'

Okay was important because it didn't allude to happy or sad, normal or weird. Okay just means 'fine', 'centred' and 'content'. The centre point in a sliding scale, rather than having to force someone to admit they are unwell to a close friend or colleague.





## The creative

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**A monologue poetically capturing the frenzy of worry and the capacity to get stuck in anxious thoughts. The speaker is able to zoom out, away from his problems, and wonders if others ever have similar experiences. Simply asking someone whether they're okay opens a line of communication to share a common experience, he concludes.**

Written and spoken by Ian Greenhill the poem is based upon Ian's own experiences, making it relevant and powerful.

The video is so effective at getting this message across because it puts the person undergoing distress at the centre. The audience gets a short but valuable glimpse into what it's like to have a mind full of runaway worries attuned to the judgement of others. They also get a clear grasp of how powerful the simple question "Are you Okay?" can be.

Different versions of the poem were produced. For cinema, a shorter version with swear words. A clean version for radio and digital. The full version for YouTube and used in workplaces.

**Watch it here <http://bit.ly/1HEGQTO>**



## The creative - Script

### **I'm having lots and lots of thoughts.**

#### **About the 'Power of Okay'.**

I never worry about the air I breathe in my nose.  
Or how the blood gets pumped to my toes.  
I know I'm young and body able.  
But how come I feel so un-fucking-stable.  
Some days I spend all day inside my head.  
When I know I should be working instead.  
All see are eyes eye eyes eyes eyes eyes.  
'You busy Ian?' AYE.  
What do they think of me?

Am I okay?

My head tricks me into thinking I'm one thing when I'm not.  
And that I should be thankful for what I've got.  
I've got a good job, I'm not short of a mate.  
How dare I get myself into a state?

"Come on pal, you're Larry Loadsafriends"  
But still my mind goes tick tick tick tick tick, it never ends.  
Will my pals wheel me away when I'm a bit off-track.  
"WE'VE GOT A MENTALIST HERE, STAND WELL BACK"

What if at work I tell the big cheeseey.  
Who already doesn't make my life that easy.  
Tell him I like my job, but my thoughts are getting on top of me.  
And hope he doesn't want to give me a full frontal lobotomy.  
I know by law it's confidential  
But will that stop the whispers 'psst guess who's mental?'  
Or maybe I'd tell him that I think, I think, I think...I think I just  
won't tell him anything. I just need some time.

Okay?

One thought I thought is maybe most people think the  
same things I think.  
And that I should ask them how they feel.  
Instead of worrying about my thoughts for real.  
Maybe most people have their periods. A peak. A dip.  
And realise life is a series of episodes, not one long clip.  
And maybe in the omnibus of your life, today is a shite one.  
You just need someone to know where you're coming from.

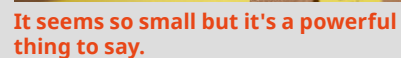
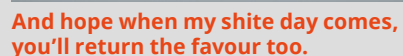
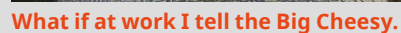
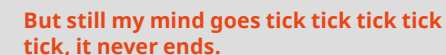
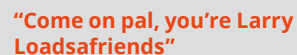
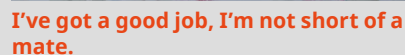
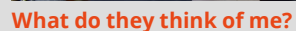
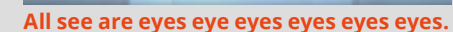
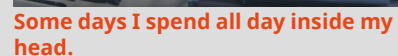
A nod. A smile. 'Are you Okay?'

Because in my thoughts and thoughts and thoughts I've  
thought about asking you. And hope when my shite day comes,  
you'll return the favour too.

It seems so small, but it's a powerful thing to say,  
That's the power. The power of 'Are you Okay?'

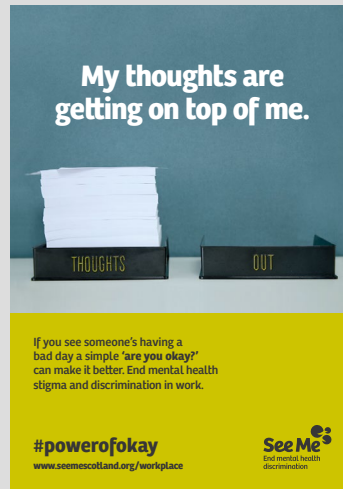
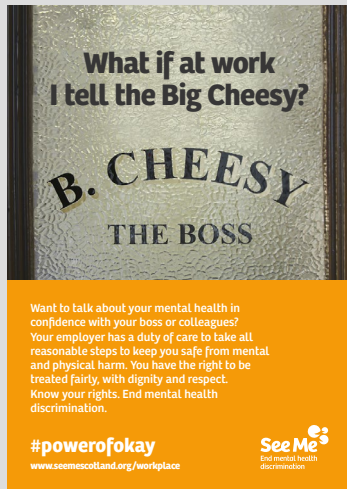


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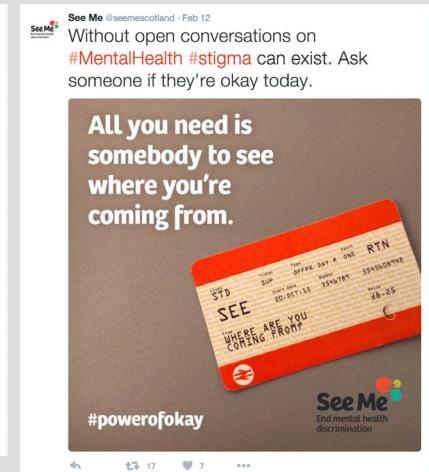


## The Creative - Bespoke executions for different channels

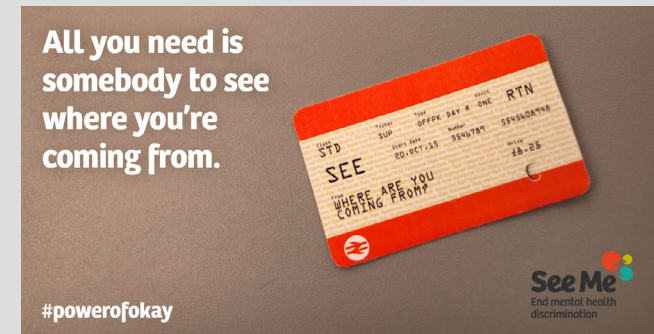
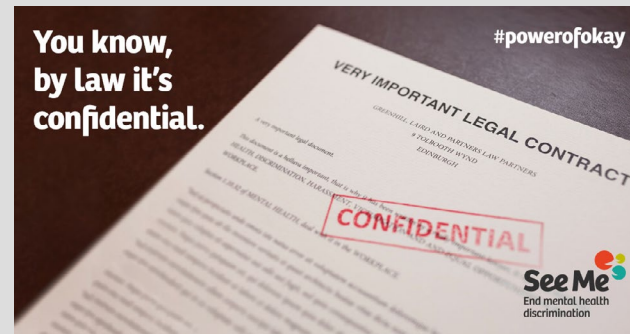
### Workplace posters



### Twitter feed



### Facebook Adverts



## Media strategy

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**The challenge for 'The Power of Okay' was to develop and implement a creative and cost effective media plan, ensuring maximum reach and providing value for money. We needed our messages to be shared peer to peer, colleague to colleague, friend to friend.**

As one of the last true 'appointment to view' media channels, **cinema** offered the ideal platform for the offline video element of the campaign. This was the first time that See Me would take to the cinema screen with a marketing campaign and the shared experience that cinema offers placed the hard-hitting subject matter right in front of the eyes and ears of this engaged audience. We bought an Audience Guarantee Package campaign which – including 500,000 free of charge admissions – totalled 900,000 admissions.

**Radio**, alongside cinema, has some of the lowest levels of advertising avoidance – as well as excellent audience reach - so we planned a national three week radio campaign with the Bauer network in Scotland. This radio campaign would reach just over 2 million adults, delivering over 13.6 million ad impacts.

**Digital activity** for 'The Power of Okay' targeted users of all devices across Scotland and comprised of 40 second pre-roll videos on YouTube (using their 'TrueView' advertising platform), targeted native video placement via Teads' innovative 'InRead' ad solution (served in contextually relevant environments and only charged upon completed view) and a fresh, varied suite of video and static ads (including custom audience retargeting) within the Facebook newsfeed environment.

**4%** of the campaign budget was allocated to YouTube Trueview

**7.5%** allocated to Facebook

**3%** allocated to Teads

**50%** allocated to radio

**35.5%** allocated to cinema

**PR** supported the campaign with an estimated 5million opportunities to see with over 80 pieces of coverage across national, local radio and press (online and offline).





## The Results

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**The campaign launched on November 10th 2015 and succeeded in out performing all previous campaigns combined:**

- People started talking about mental health in work
- The campaign provided 19.5 million opportunities to see across radio, cinema, digital and press
- Traffic to the website increased dramatically during the campaign
- People were actively engaged, sharing content on social media and using #powerofokay
- Registrations for the See Me in Work programme increased significantly
- Film requested by organisations to use on intranet, for awareness events, training and to open up conversation about mental health e.g. Police Scotland, Edinburgh City Council and Tesco Bank

**250k**

Video views on YouTube  
(and counting)\*

**578k**

Video views  
launched through  
paid for media

**272**

Workplace signups

**324**

New supporters

**1,130%**

Increase in views of  
workplace web pages

**59%**

Increase in web  
traffic against the  
previous period

**73%**

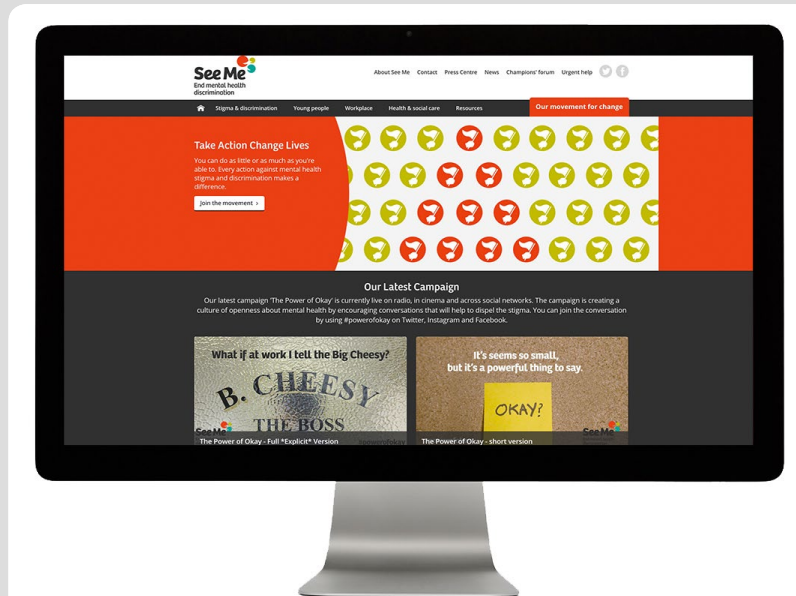
Of website users  
during the campaign  
period were  
new users

## Website

The campaign performed exceptionally well.

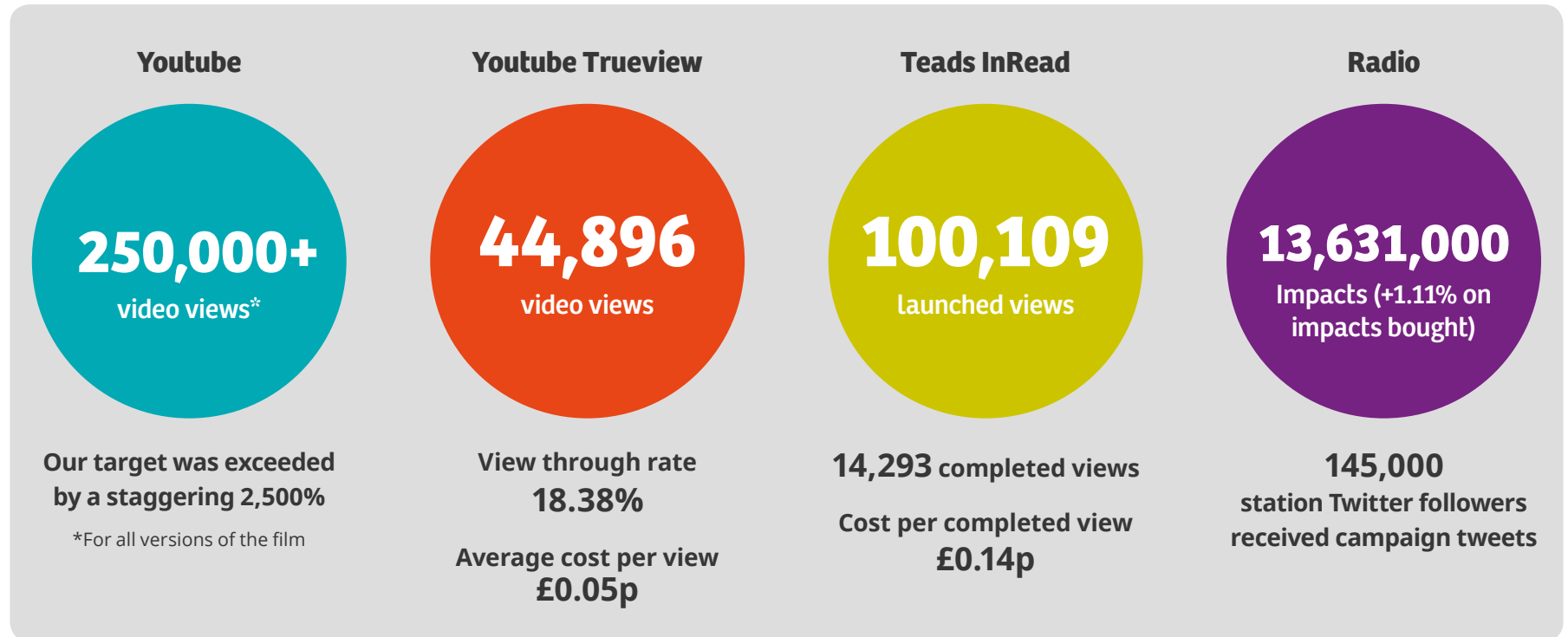
### Google analytics

- Total website page views up **42.8%**
- **59.04%** increase in traffic
- **73%** new website users
- **22%** visitor return rate
- **8.18%** increase in sign ups to Workplace programme
- **53.61%** increase in website traffic
- **3913** visitors (66.27% new visitors) from organic google search
- **3053** visitors from Facebook newsfeed (82% new visitors)



## Further results

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## Facebook

**6,146**  
website visits

**227,357** launched video views

**31,618** views to 100%

Average video view % - **35.36%**

**127,837** people taking action

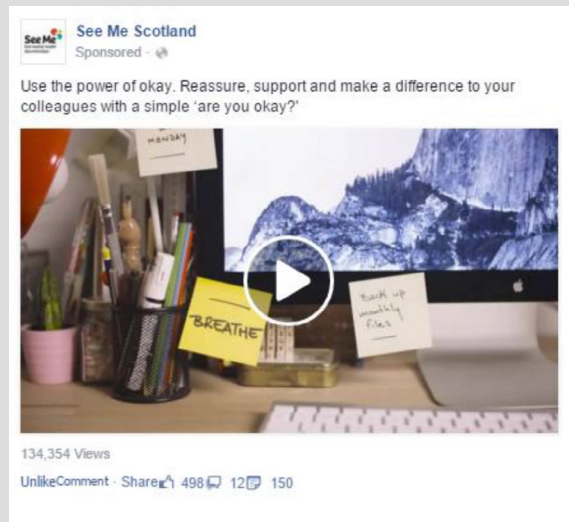
**3,418** post likes

**758** post shares

**82%** new website visitors generated

Cost per completed video view **£0.07p**

### Top performing Facebook Adverts





## Twitter

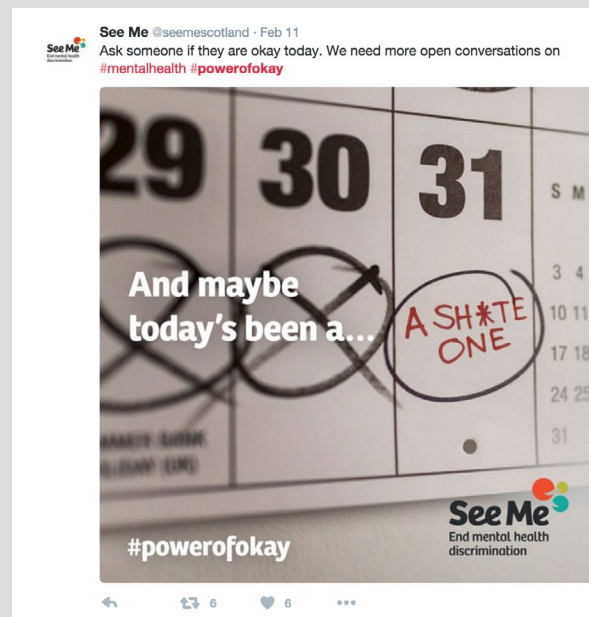
Launch day

**559**  
retweets

327 likes

71 replies

141,000 impressions  
over a 30 day period



@ragekaje

Scotland has some outstanding PSAs (which I only see in the cinema cuz i got no TV). This is my fave. [#powerofokay](https://tinyurl.com/zwr3mye) [tinyurl.com/zwr3mye](https://tinyurl.com/zwr3mye)



@starbarrs

Just been reading on [@seemescotland](https://twitter.com/seemescotland) about [#powerofokay](https://twitter.com/seemescotland) what a great message!



@AyrshireNPolice

We must lookout for each other- make some [#TimeToTalk](https://twitter.com/seemescotland) Worried about someone? Ask RuOK? [@seemescotland](https://twitter.com/seemescotland) [#PowerOfOkay](https://twitter.com/seemescotland) [youtu.be/3szHcffiKtY](https://youtu.be/3szHcffiKtY)



@youngwomenscot

It's [#TimeToTalk](https://twitter.com/seemescotland). Create a safe space to talk about mental health with a simple question [#powerofokay](https://twitter.com/seemescotland) [#itaffectsme](https://twitter.com/seemescotland) <https://t.co/sOYw9aAv2V>



Thom O'Neill  
@fakethom

The Power of Okay - this advert is super and important and brilliant. [#powerofokay](https://twitter.com/seemescotland) [@seemescotland](https://twitter.com/seemescotland) [#mentalhealth](https://twitter.com/seemescotland) <https://youtu.be/CC4QzwlmhxQ>



@sl\_sandymac

I wrote about why we want people to take [#timetotalk](https://twitter.com/seemescotland) and [#thepowerofokay](https://twitter.com/seemescotland) <http://www.standardlife.co.uk/c1/news-and-blog/speaking-about-mental-health/> ... [@TimetoChange](https://twitter.com/seemescotland) [@seemescotland](https://twitter.com/seemescotland)



@BasketCaseJazz

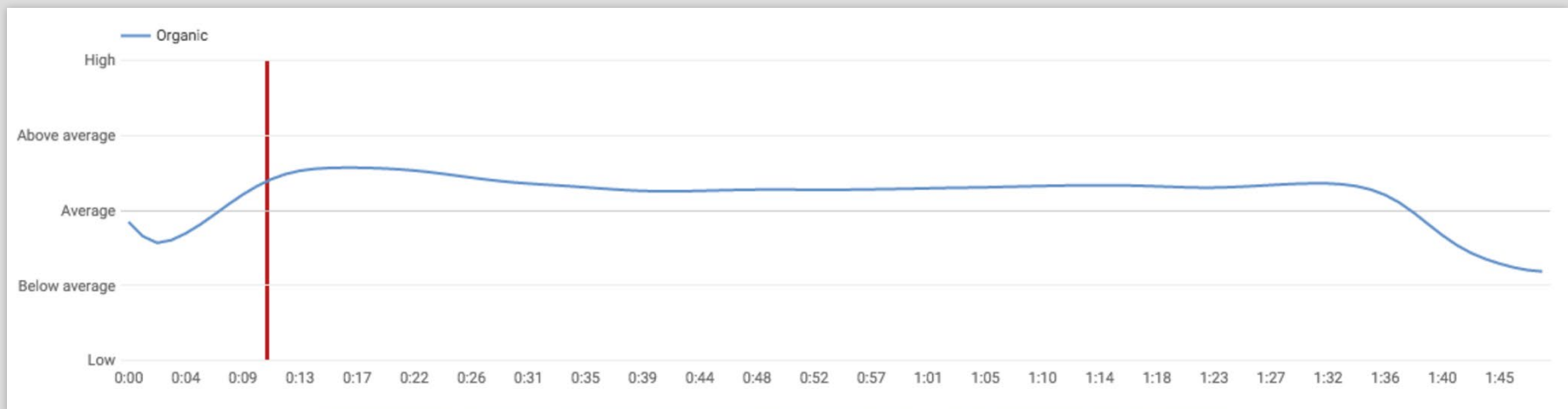
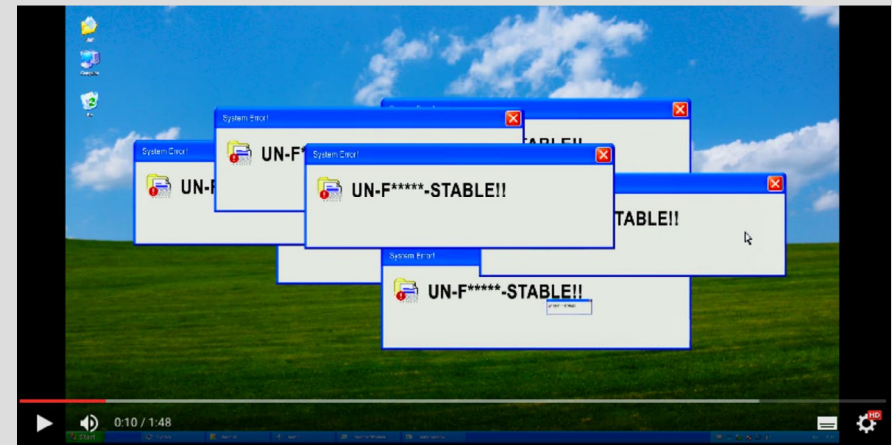
You should all check out the [#powerofokay](https://twitter.com/seemescotland) campaign by [@seemescotland](https://twitter.com/seemescotland) as they focus on reducing the stigma surrounding mental health



## A different approach to language worked

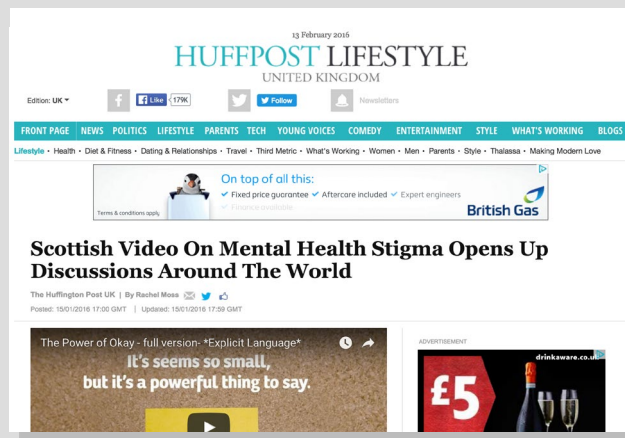
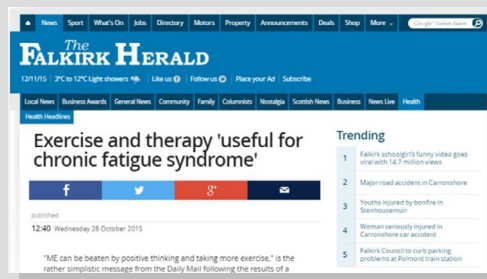
Adopting a different language to talk about mental health made the video more impactful, engaging viewers throughout its duration.

Audience retention peaked right after the swearing scene. And importantly, the full video never went below average retention.



## The Results - Media Coverage

Over 80 media impressions



The Herald

### Employers urged to end stigma of mental illness

EMPLOYERS have been urged to help change workplace culture and end mental health discrimination, with many staff admitting serious concerns about speaking out about their problems.

See Me, the national programme to end mental health discrimination, has launched a campaign aimed at making those who are struggling to feel safe enough to talk about any issues with their employer and colleagues.

THE SCOTSMAN

### 'End stigma over mental health in the workplace'

By LYNSEY BEWS

Employers must change workplace culture and help end mental health discrimination because many staff have serious concerns over speaking out about their problems, say campaigners.

See Me, the national programme to end mental health discrimination, has launched a new campaign aimed at making those who are struggling feel safe enough to talk about any issues with their employer and colleagues.

## People started talking



"God I love you Scotland.  
Excellent, important mental  
health awareness ad just  
launched there."

*Concert pianist  
James Rhodes*

"That made me cry.  
That's a great message  
to spread."

"Love this new  
#PowerofOkay video from  
@seemescotland. Simple,  
effective way to get the  
message across."

*See Me Twitter feed*

"See Me,  
Someone posted your ad  
to Reddit and  
its making people open up  
all over the world."

*Keiran Wales*

"I loved this.  
As a dude who is having  
some shite days, someone  
asking that would  
be nice."

"Scotland has some  
outstanding PSAs  
(which I only see in the  
cinema cuz i got no TV).  
This is my fave.  
#powerofokay

*KJ Swanson*



## People started talking

### Over 400 comments on Reddit:

*Sometimes just knowing there are other people exactly like you is enough. Hearing someone complain about the exact same thing you had convinced yourself only you have to deal with can make you feel more human and help you through a dark time. It might not necessarily be applicable to a tough day at work, but for someone going through something, it can mean more than the world.'*

*And sometimes people paint themselves as a fighter who can overcome anything, they'll never admit they aren't ok, but just knowing someone cares enough to ask makes all the difference in the world.*

*Go and tell him. Go over to him, say hey, you know what. I'm not ok. Not at all. And tell him what's wrong. Sit with him and talk.*

*I love this because it reminds me that the people you see everyday, who you think nothing much of, could be going through some really full on stuff. Just literally anyone sitting on their phones - I don't think about that enough, thank you.*

*If you knew why you're not OK, then you'd probably do something about it, right? Sometimes when you're not OK, you're just not OK. A lot of times it helps to realise that.*

*A lot of times I'll follow up a "no" with "but I will be soon. Thank you for asking".*

*One very important thing to note, for those on the receiving end of the "are you ok?" is, be honest. Learn to trust people. Not blindly, but find at least one person you can answer "no" to, when they do ask.*

*This is an amazing video. As someone who has gone through these exact feelings including attempting suicide I think this is a fantastic piece of health education. Getting more people to understand mental health and remove the stigma attached is very tough. This video is great way to start combating that, but also showing others who have these feelings and emotions that they aren't alone in that. Absolutely fantastic.*

\*Reddit is an entertainment, social networking, and news website where registered community members can submit content. The power of Okay became one of their top 200 trending posts - bringing together hundreds of users from around the world to talk about and support each other on issues relating to mental health.



## Conclusion

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Right now because of the campaign, **people all over the world are talking about mental health**, supporting each other and finding out they are not alone in their experiences.

**People have been mobilised** and are working together to end mental health stigma and discrimination. This helps ensure that people with mental health problems are treated fairly and with respect.

**The results show how many people have reached out to each other after watching the film.** They illustrate that a successful strategy coupled with a bold creative approach led to a target smashing campaign. The message has connected with people in a compelling way, proving there is real power in asking someone **'Are you Okay?'**

