

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.

Our goal for mental health

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

And mental health problems are common.

- **1 in 4 people** experience mental health problems at any given time.
- **9 out of 10 people** who experience them have faced discrimination
- **Stigma** can be more damaging than the symptoms themselves

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.

The workplace

We identified the workplace as the number one setting where people are affected. Mental ill-health currently **costs Scottish employers £2 billion a year**.

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

- **48%** said people **don't tell their employers** about mental health problems 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

See Me in Work

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.



A campaign with focus

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The Power of Okay campaign was pivotal in promoting the programme to achieve the following:

- **Get people talking** about mental health in work
- **Get people asking** 'Are you Okay?'
- **Share key messages** to help everyone have a better understanding of the impact of mental health in work
- **Drive traffic** to the See Me workplace pages on the website
- **Encourage people to share** our content and sign up for the See Me in Work Programme



A simple and powerful 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 need for a different language around mental health

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.

Our research provided us the insight to adopt a different tone.

We embedded the language people used to describe their own illnesses. We empowered the audience to make things better by using the simple but powerful **'Are you okay?'**

The tone and content of the message was empathetic, and real, avoiding generic, contrived and bland language. It reflected every day interactions, situations and environments that we have all experienced.

The language captured people's attention, succeeding in making them think. It was a tone that invited conversation. **People started talking. And talking changes lives.**

Media strategy

Next we had 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' channels, **cinema** offered the ideal platform for the offline element of the campaign. This was the first time that we would take to the cinema screen with a campaign and the shared experience that cinema offers placed the hard-hitting subject matter right in front of an engaged audience.

We bought an Audience Guarantee Package campaign which – including 500,000 free of charge admissions – totaled 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 campaign with the Bauer network in Scotland. This 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).



Our idea was bold and original

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We created a monologue that poetically captured the frenzy of worry and the capacity to get stuck in anxious thoughts.

The speaker zooms 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 effective at getting our message across because it puts the person undergoing distress at the centre. The audience gets an invaluable glimpse into what it's like to have a mind full of 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. A shorter version with swear words for cinema. A clean version for radio and digital. The full version for YouTube and social media.

The visual approach realises the everyday work environments we have all experienced. Key words are woven throughout the film, linking the script to the scenarios shown.

The approach allowed us to create a range of bespoke executions for different channels. Still images were photographed in tandem during the filming, minimising costs but maximising creative expressions. Lines of the poem married with imagery.

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 cheesy.
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?

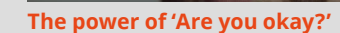
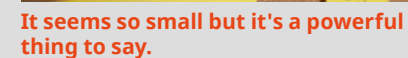
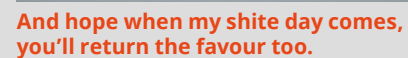
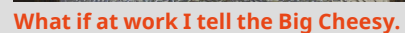
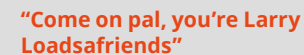
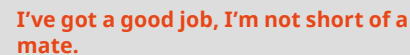
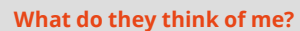
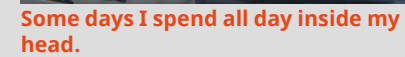
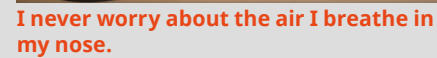
One thought I thought is maybe most people think the
same things I think.
And that I should ask them how they feel.
Instead of worrying about my thoughts for real.
Maybe most people have their periods. A peak. A dip.
And realise life is a series of episodes, not one long clip.
And maybe in the omnibus 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.

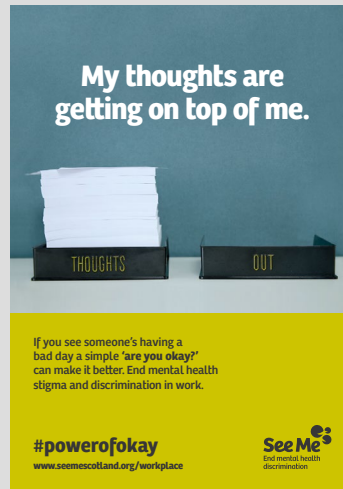
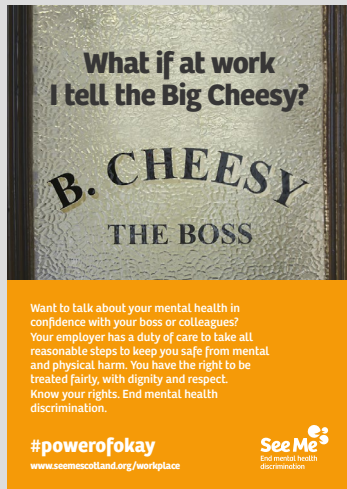
It seems so small, but it's a powerful thing to say,
That's the power. The power of 'Are you Okay?'

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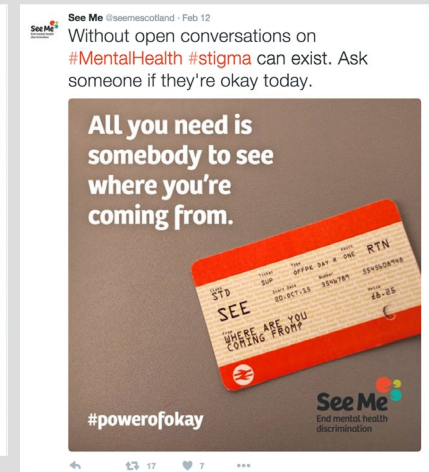
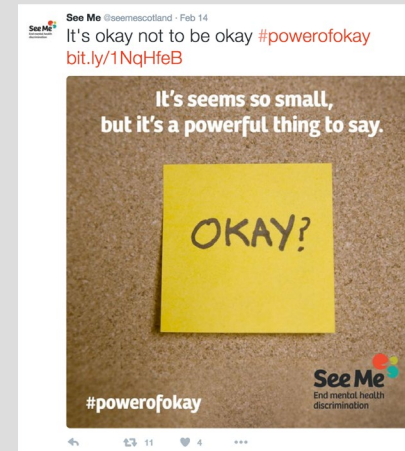


The Creative - Bespoke executions for different channels

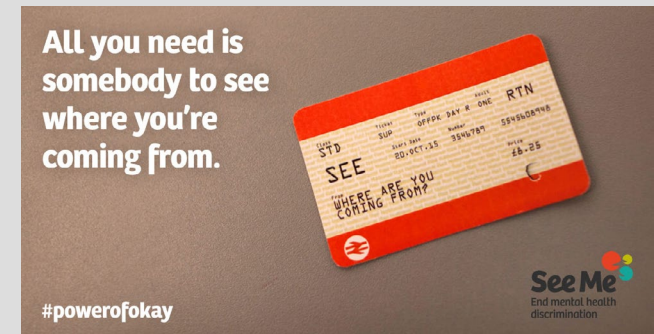
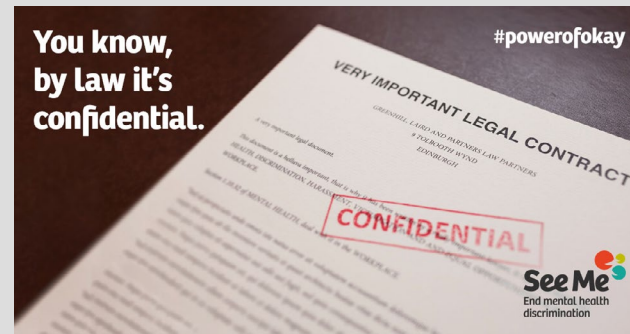
Workplace posters



Twitter feed



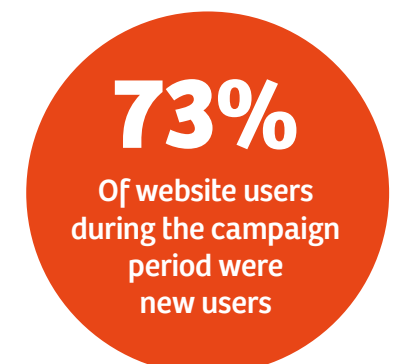
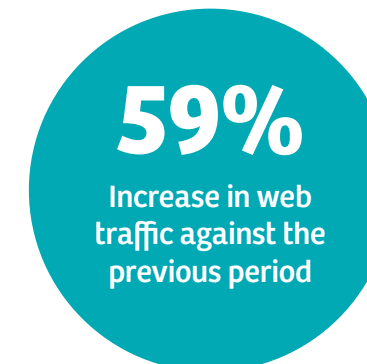
Facebook Adverts



The Results

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

- Registrations for the See Me in Work programme increased significantly
- Power of Okay 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
- 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
- Evidence proves that it was making people talk, ask questions and have conversations

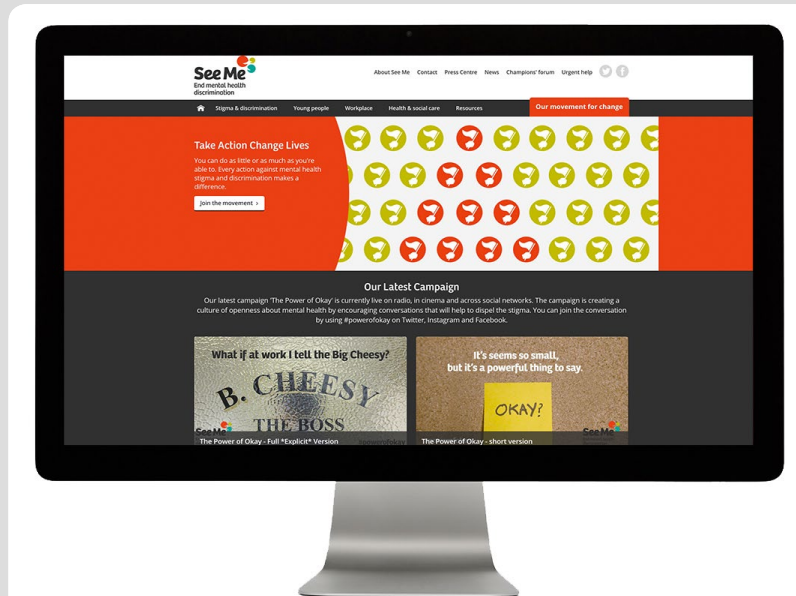


Website

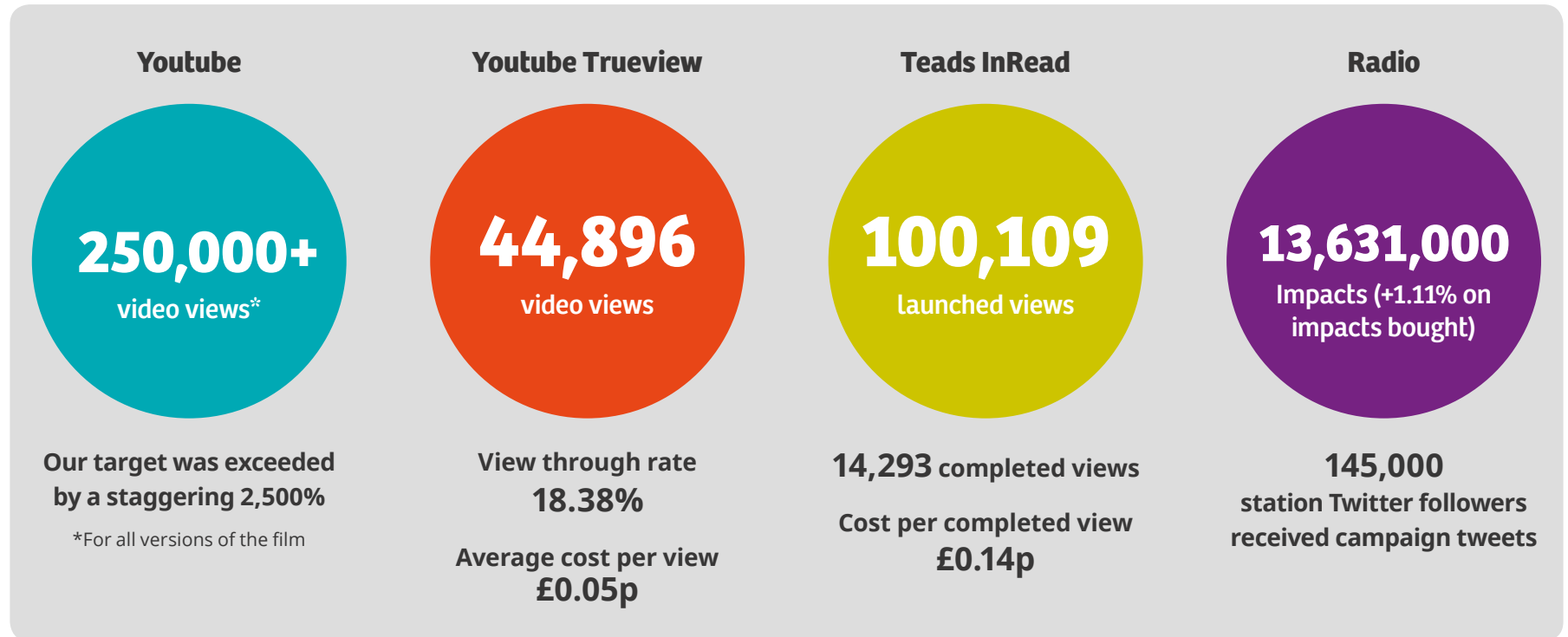
The campaign performed exceptionally well.

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



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

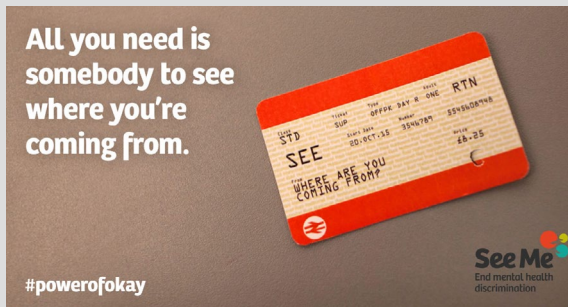
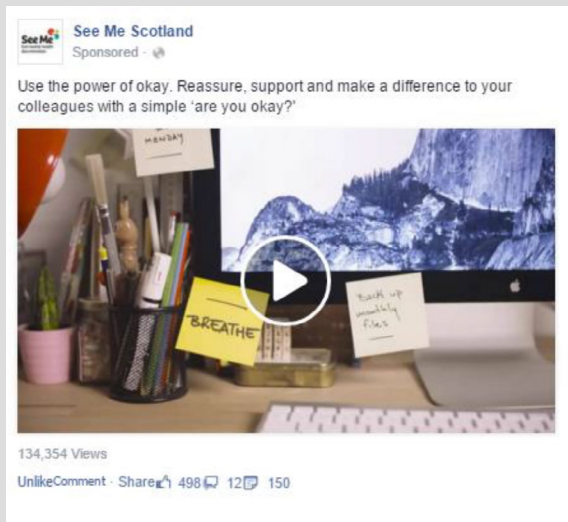
3,418 post likes

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



@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/3szHcfftKtY



@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

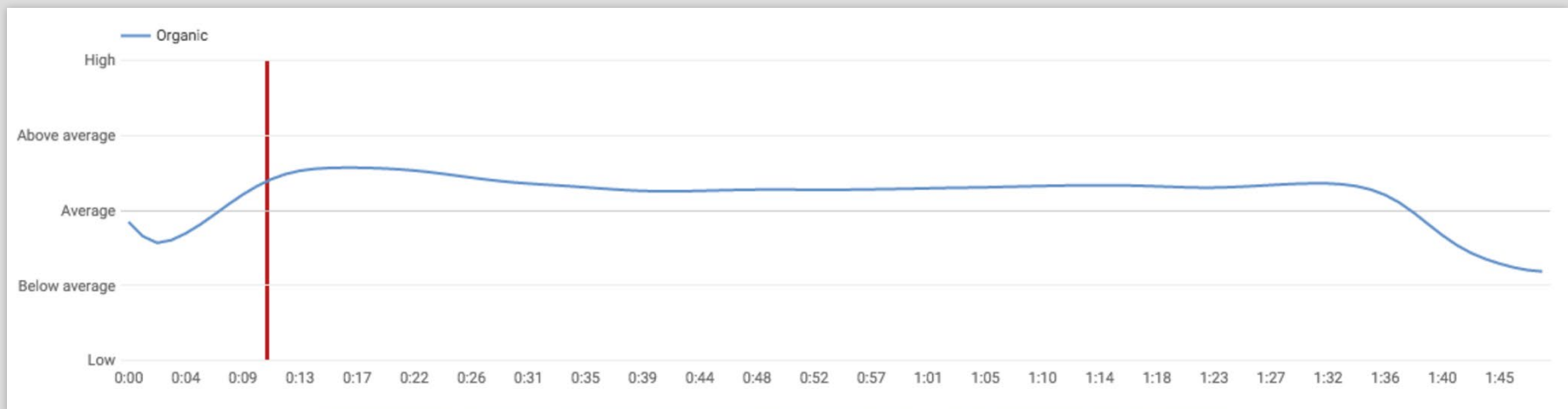
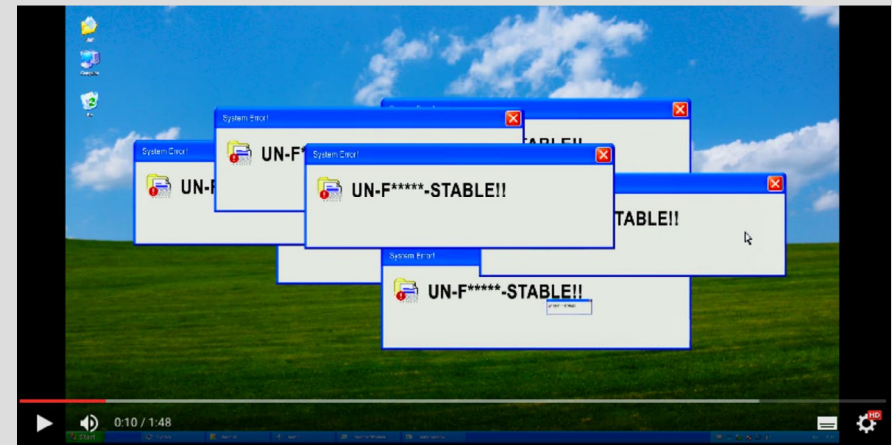


A different approach to language worked

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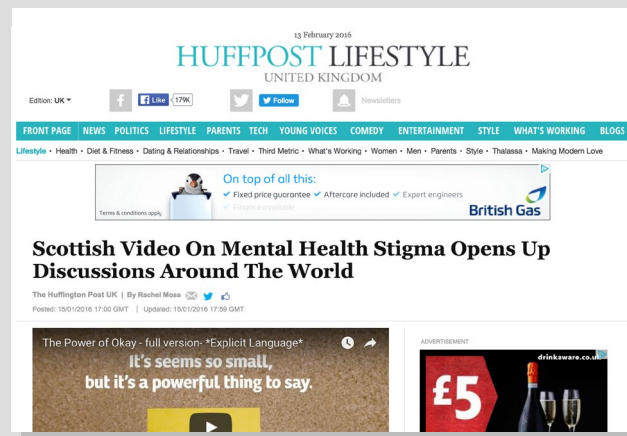
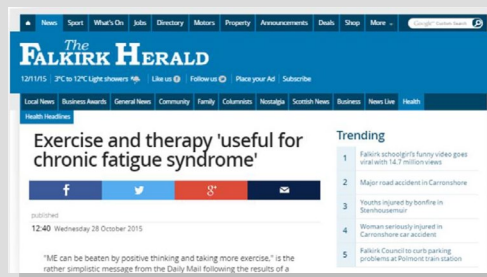
Adopting a different language to talk about mental health made the video more impactful, engaging viewers throughout its duration.

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 to 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

Right now because of the campaign, **people have been mobilised** and are **working together** to end mental health stigma and discrimination.

Employers have been engaged in the conversation and are **seeking the tools and training from our See Me in Work programme** to help their employees.

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 different tone of voice led to a target smashing campaign that achieved and in some instances surpassed our objectives.

Our message has connected with people and made a compelling contribution to our cause proving there is real power in asking someone **'Are you Okay?'**

