



see me...

**Press Release October 2007**

**Partners for Inclusion sign "See me..."**

Partners for Inclusion, along with further six Ayrshire & Arran based companies, have demonstrated their commitment to tackling stigma experienced by people with mental health problems, by signing the 'see me' Anti-stigma Pledge and pledging their commitment to combat stigma in their organisations and community. An initiative, which now includes 11 local organisations, challenges the stigma associated with mental ill-health and aims to eliminate the discrimination experienced by those with mental health problems across Ayrshire & Arran.

'See me', the national anti-stigma campaign, aims to make people 'see the person and not the label'. The Anti-stigma Pledge, launched in response to mounting local support for the national campaign, enables organisations to make a formal commitment to work with 'see me' to eliminate stigma in their organisations or areas.

Joint work with local groups and organisations is an important feature of the 'see me' campaign. By signing the 'see me' pledge, the companies will lead the way locally to challenge the stigma and discrimination experienced by those with mental health problems.

Partners for Inclusion representatives, Linda Graham and Ken Fentie, were joined by, Suzie Vestri, acting Campaign Director at 'see me' at an official signing ceremony at the Princes Royal Conference Centre, Ayr Racecourse. Linda Graham, Employment Development Co-Coordinator with Partners for Inclusion commented; "Both myself and Ken Fentie are happy to sign this on behalf of everyone at Partners for Inclusion to show our support in the campaign to challenge the stigma people with mental health issues can, and do, experience in day to day life.."

Commenting on the significance of today's 'see me' pledge signing, Suzie Vestri, acting Campaign Director at 'see me' said, "The tremendous level of enthusiasm in Ayrshire & Arran is invaluable in promoting anti-stigma messages. Fear of other people's reactions often prevents people who experience mental health problems from seeking help. By reducing the stigma we will make it easier for everyone to speak more openly about mental health problems."

*For further information please email [info@partnersforinclusion.org](mailto:info@partnersforinclusion.org)*

- *The 'see me' website [www.seemescotland.org](http://www.seemescotland.org) acts as a signpost site for those seeking information on stigma, mental health problems and support services in Scotland.*