

Raising awareness and combating stigma

What we said we'd do

- Intensify and expand SANE's key campaigns, particularly pressure on government and trusts to provide more in-patient care as well as increased resources for crisis care and mental health teams working in the community.
- Support initiatives to attract new sources of funds and monitor that they reach mental health services at the frontline.
- Further our reach through social media and the internet to represent the needs and rights of all people affected by mental ill-health.
- Combat stigma through SANE's Black Dog Campaign by placing more statues in business forums, public places, schools and universities and work in partnerships to raise awareness and encourage people to seek help.

What we did

- Campaigned to highlight the critical state of mental health services for people in crisis and those needing in-patient care, as well as severe shortfalls in the mental health workforce.
- Strong relationships with the media was a driving force behind SANE being one of the most quoted organisations in the field of mental health. We gave around 300 interviews on national, regional and local television and radio. We issued extensive comment on topics ranging from government changes to personal independence payments to a damning report on the lack of child and adolescent mental health services in England. Please take a look at the news and comment area of our website for more information: www.sane.org.uk/resources/news



"We are not surprised at the recent increase in suicide rates and the growing numbers of people sent home from A&E, however disturbed, due to a lack of staff and beds. There is a crisis in staffing and the £1.4 billion pledged last year is not reaching the frontline, with nursing shortages meaning that the services provided are at their lowest point for a decade."

Marjorie Wallace CBE, 7th July 2017

- Attracted several new corporate partnerships with well-respected companies including BLM Law, Britannia Pharmaceuticals Ltd, Greenfix, Kingsley Napley and Roche. As well as providing much needed financial support, these partnerships demonstrate a positive shift in mental illness becoming a priority consideration for businesses in the UK.
- Grew our social media following to more than 150,000 followers across channels including Facebook, Twitter and Instagram. This is an amazing achievement meaning we are able to spread messages of hope and details of our frontline services to a large, diverse audience.
- Increased the number of Black Dog statues to become a healthy 'pack' of working dogs - from the original five to an amazing 12 that have visited areas across the UK including Glasgow, West Lothian, Fife, Northumbria, Leeds, Devon, Cornwall, Kent and Lewes on the south coast. Three new dogs are currently in production for launch later this year.



Roche Cycle Challenge



Roche Live Well Walk



Black Dog Campaign Statue, Harry

Providing emotional support and specialist services

What we said we'd do

- Continue SANE's three year plan for services to provide more sustainable ways of offering emotional support. Ensure we are there for as many people as possible facing a mental health crisis, especially by developing our Call-Back and Therapy Services and Online Community.

What we did

- Increased the reach of our Caller Care programme, providing close to 1,000 hours of therapeutic care over the past year. For many mental health patients referred for outpatient treatment, but required to wait months before receiving it, Caller Care is a crucial step in bridging that gap.
- Continued with our ambitious three-year programme of volunteer recruitment and training which will see us double the number of people taking calls on SANEline to 120 by March 2019. This will ultimately mean we can help more people, and we are well on our way to achieving that goal – with the pool of active volunteers already up to 80.
- Carried out a survey to find out what support patients diagnosed with schizophrenia and their families currently receive, and what they would like to receive in future from statutory services. The survey results will be used to inform SANE's campaigning and services.
- Grew SANE's online presence, with over 26,500 registered members of the SANE Community and our website hosting more than 850,000 visits. Some people came in search of information about mental illness; others sought to engage with their peers through the active forum we host and monitor; others still used it as a place to showcase and share their creative endeavours, including music, poetry and illustrations, through our online gallery.



Follow us!

150,000 followers
across Facebook, Twitter
and Instagram



80 active volunteers



26,500 registered
members of the
SANE Community



CASE STUDY

Amir, 24, is a regular caller to SANEline

Amir had always felt healthy and well. He enjoyed life: spending time with friends and studying hard. When he went to university he loved every moment: meeting new people, learning and expanding his horizons. But in his final year the pressure on him grew, he started to feel less like himself.

He started to hear voices telling him he was useless, was not worth being around and that no one wanted to speak to him. He tried to carry on, pretending nothing was happening, but just before his final exams he ended up in a hospital ward. He had tried to take his own life. The voices in his head had become too much and he was so tired that he just needed everything to stop.

Amir was in hospital for about six months. The doctors said that he had Drug-induced Psychosis, meaning that some of the drugs he had tried at university might have contributed to the things he was experiencing.

Since leaving hospital the voices have become less intrusive, and Amir has learnt how to manage them better. One strategy that helps is calling SANEline. He says he likes the fact that our volunteers don't just listen to him, but actively participate in the conversation. As he puts it:

“You treat me normally; like a human, not like a person with an illness.”

When Amir is left alone with the voices in his head, he sometimes finds it difficult



to stay in touch with reality. Being able to talk through his worries with people who understand his condition helps him to organise his thoughts and feel as though he has a clearer direction, even if it's just for the rest of the evening.

Our volunteers act like a lighthouse in a storm; they give him a point of focus through which he can better identify and avoid isolation and the dangers his condition creates within his mind. With our support, he has hope again.

Promoting and facilitating research

What we said we'd do

- Promote and host research into the mind and brain at The Prince of Wales International Centre for SANE Research. Collaborate with the Oxford Healthcare Trust and Oxford University in the development of the Warneford site as a potential major UK neuroscience campus.

What we did

- Continued to promote research into the causes of, and more effective treatments for, serious mental illness at The Prince of Wales International Centre for SANE Research.
- Discussions and negotiations were progressed for The Prince of Wales International Centre for SANE Research to be the host for ground-breaking neuroscience research, as part of SANE's shared vision with Oxford University to create a world brain centre.