



ENCONTRAR+SE



ANTI STIGMA CAMPAIGN

“A song for mental Health”

“UPA - United to Help” Movement

UPDATE REPORT (2014)

I. Introduction	3
II. The campaign	3
III. Phase 1	4
IV. Phase 2	6
V. Identification of themes	7
VI. UPA CD/ DVD	8
VII. Lyrics	9
VIII. Campaign outcomes	23
IX. Publications and participation in meetings with reference to UPA.....	25

I. INTRODUCTION

“ENCONTRAR+SE” is a non-profit, and non-governmental organization (NGO) founded on Mental Health Day 2006, which aims to contribute in four different areas: a) training programs and public awareness activities; b) service programs using evidence-based psychosocial models for people directly or indirectly affected by mental health disorders; c) quality management activities to evaluate the cost-effectiveness of all programs developed and implemented by the association; d) research projects. ENCONTRAR+SE also advocates for better mental health services in Portugal, and is committed to develop initiatives to fight stigma and discrimination of people with mental disorders, an area never considered in a proper and continuous way.



UPA – United to help

**Stand up against stigma and discrimination
towards mental disorders**

II. THE CAMPAIGN

On 10th October 2007, ENCONTRAR+SE has launched **UPA: United to help Movement - Stand up against stigma and discrimination towards mental disorders**, an anti-stigma campaign which had the main purpose of exposing the general public to a theme that is not talked about (mental illnesses); to highlight some of the stereotypes and myths that result in stigma and discrimination in order to help people start questioning them.

In a positive and constructive way, **UPA aims to help people move one step forward in the acceptance and understanding of mental disorders**. It is addressed both for those who do not accept having a problem, who delay seeking help, and who suffer because of a mental disorder, and for everyone who deals badly with this reality. UPA aims to bring hope and promote change.

UPA - United to help campaign included 2 main phases, presented below.

III. PHASE 1

(October-December 2007)

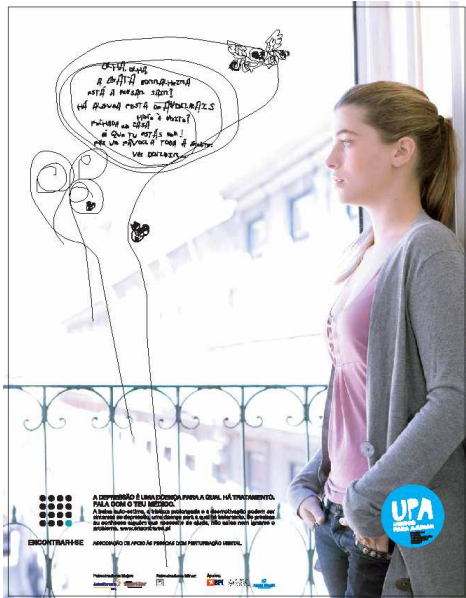
SPECIFIC GOALS

- To reach the general public with a theme not talked about;
- To start talking about mental disorders;
- To start questioning about pre-existing ideas/prejudices;
- To help people seeking care/help

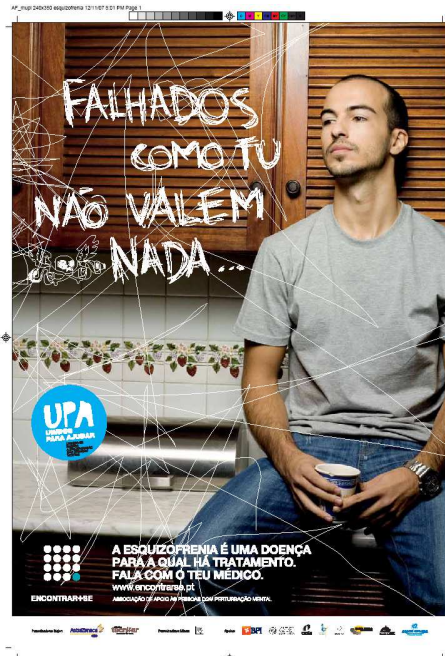
STRATEGY

- “Verbalize” inner thoughts (films of 30’ and posters) regarding 3 major mental disorders – depression, panic disorder and schizophrenia;
- Mention some symptoms/feelings related to these disorders as possible cues people should not ignore;
- Stress the idea that mental disorders are a reality for which there are treatment;
- Presented in TV channels, metro channels, press and outdoors (billboards)

Depression



Schizophrenia



Panic Disorder



IV. PHASE 2

(January-November 2008)

SPECIFIC GOALS

- To present stigma attitudes towards mental disorders through music and the use popular people as role models;
- To deal with a “difficult” theme in a positive way;
- To lead people to a website where they can find information regarding mental disorders;
- To “motivate” people for the first step towards change...

STRATEGY

- Present stigma attitudes towards mental disorders through music and the use of models (musicians);
- Deal with a “difficult” theme in a positive way;
- Lead people to a site where they can find information regarding mental disorders;
- Expose people to the theme of mental health through different means (radio, tv, press, public places) in a systematic and continuous way.

IMPLEMENTATION

From January to November 2008, every month:

- a new song was released regarding one of the identified themes, and passed in the radio;
- a film was made for TV, and was presented in different channels, plus the TV on the tube/underground stations;
- an illustration was made for billboards and press;
- ENCONTRAR+SE's website was updated with all the material available and people could download the music

FROM JANUARY TO NOVEMBER 2008:

- 10 THEMES – 10 MUSICS / 20 BANDS / 10 FILMES / 10 ILLUSTRATIONS
- 1 CD / DVD
- + RADIO PROGRAMMES, + TV PROGRAMMES, + CONFERENCES, ETC

V. IDENTIFICATION OF THEMES

The pieces of music in this campaign deal with the themes that ENCONTRAR+SE has submitted to the musicians; they represent some aspects linked with the stigma that need to be replaced. The themes are represented by two antagonistic words (or attitudes...), one negative, positive the other one. They compare wrong, prejudiced and stigmatizing aspects with a right, positive and constructive information, drawing the attention to the need of changing the way mental disorders continue to be seen.

The identification of themes / key messages of the campaign resulted from a collaborative work group integrating institutions representing health consumers, family members, NGOs, and care providers.

The first theme was **“DISCRIMINATING / INTEGRATING”**, as it represents the project’s general goal.

The second **“DENYING / ACCEPTING”** and third **“SEPARATING / UNITING”** themes started entering the disease itself. In the first case the idea was to stress the need to pass from denial (of diseases, of accepting being ill) and ignorance to accepting and informing, specifically stressing the idea that mental diseases are as any other true disease and not a choice of the individual, which needs to be accepted. With the second theme, the aim was to highlight the need of considering mind and body as a whole.

Upon introducing mental health as a part of general health, mind and body considered as a whole, and after having accepted the disease as a disease and not as the choice of an attitude, we start dealing with different aspects of experiencing the disease and how other people perceive it. Hence:

“FEAR / UNDERSTANDING” (4th); **“GUILT / TOLERANCE”** (5th); **“SHAME / ACCEPTANCE”** (6th), and **“DEPENDENCE / AUTONOMY”** (7th)

We then pass to the most direct consequence therefrom:

“OFFEND / RESPECT” (8th)

We finish with the two last themes that lead to a more positive perspective (HOPE) and the cycle is closed by returning to the initial integration theme (FRATERNITY)

“DESPAIR / HOPE” (9th), and **“LONELINESS / FRATERNITY”** (10th).

VI. UPA CD/ DVD

The CD is the result of the 2nd phase of the campaign. ENCONTRAR+SE has been granted the generous and magnificent support of the musicians that associate themselves to the campaign against discrimination in the field of mental disease. These musicians have translated the causes we defend into poetic lyrics and sounds: the causes of a society that protects and cares for the more fragile individuals. Each song represents a thematic polarity and it is important to turn it into an action: to pass from negative to positive, growing together within a community.

In the same way, we also counted with the generosity of producers, film directors, illustrators and many other individuals from advertising and media companies who have made the films, and the illustrations for each song.

The songs in the CD do not follow the same order as they were released throughout the months. However, in the DVD this order is respected, so that people going through the materials can follow the rationale of the project.

In the DVD, all the material of the campaign and each song/ theme are presented. **It starts with “Movimiento UPA”** (UPA Movement) where an introduction of the campaign is made. Then there is a list of the musicians / bands of each of the 10 songs, and for each of them there are 4 sub-links: Tema (Theme) with some information about the theme; Filme (Film) with the film made for the song; “Making of” with images of the recording of the songs and interviews of the musicians, and finally “Ficha Técnica” with reference of all the people responsible for the different materials (music, film and illustration).

In the booklet the illustrations of all the songs are presented with the lyrics.

Even though it is always difficult to translate lyrics and keep the quality of the original musical composition, we have done so in order convey, as much as it is possible, the magnificent work the musicians have done. We also translate the information given for each theme. The content of the interviews is still being translated.

VII. LYRICS

1st Theme: Discriminating/ Integrating

The first theme we proposed was DISCRIMINATING / INTEGRATING, the latter being, generally speaking, the final goal of this campaign. That means drawing the attention to the need of promoting a better integration of mentally disordered individuals and of fighting against the discrimination they are subject to.

More specifically we may say that these individuals are discriminated because they are quite often seen as “unable”, “irrecuperable”, “responsible for their condition”, “lazy”, “unreliable” and therefore it is believed that granting them any opportunity (education, jobs, etc) or integrating them in social life may represent a risk.

However, mentally disordered people must not be seen as a “different category” of people / citizens to be segregated and discriminated. Notwithstanding differences among individuals, we all have the same rights and we should live integrated in the community.

Song: “Belonging”

Xutos e Pontapés/ OIOAI

I disappear in a second
I stay closed and apart
Feeling alone
Nobody notices me

I grasp the bottle
My name is ...
I disappear from your side
I'm watching from outside

Where do people go?
Inside the buses
They are taken away
Food for freedom

My name is João and I live next to you
My name is Yuri from the frozen continent
My name is zero in this democracy
Let me belong I want to belong to you

2nd Theme: Denying / Accepting

In this 2nd theme we try drawing the attention to something that people tend to do: denying the existence of mental disorders, pretending that this is something that “only happens to other people”.

Denying or hiding the experience of mental disorders is a barrier to their treatment and this may have serious consequences, for, as it may happen in any other disease, some situations that could be easily solved may get complicated. Quite often, taking into account the stigma associated with mental disorders, family members and friends do not accept and deny that one of them suffers from this sort of disorder.

Actually no one is free from directly or indirectly suffering from a mental disorder. One has to accept the existence of this sort of diseases as a normal pathology in a human being. They touch 1 in 4 adults in the EU. It may happen to anyone.

Song: “Not he”

Rodrigo Leão + J.P. Simões

No No	But who's telling me now
My boy would never...	That he suffers, that he cries
Oh yes, he was always a nice boy	With no reason whatsoever
Thank God	
No one, no one	Today he left home wearing sandals and a robe
Has anything to say	As usual, with money, with cigarettes, he went
Against my little angel	walking the dog
The light of my eyes	They're like brothers
Listen, it's a mistake for sure, look	Listen, it's a mistake for sure, look
He looks like an old man, those homeless	
creatures	We were two, and only the two of us
Look, look at this picture of his first communion	With no one else in this world
Look, so beautiful	God knows how many concerns!
We were two, and only the two of us	But who's telling me now
With no one else in this world	That he suffers, that he cries
God knows how many concerns!	With no reason whatsoever

3rd Theme: Separating / Uniting

With this theme we wish to draw the attention to the need to unite mind and body in order to promote a better acceptance of mental disorders. Mind and body are inseparable and mental disorders are as part of us as any other disease. It is necessary to look at a mental disorder as one looks at any physical disease, putting aside the burden of the stigma that is associated to it. It's easier to understand a broken leg, a spell of high fever or a toothache than a lack of motivation, a long lasting sadness or any other sign and symptom of mental disorders.

By proceeding to this union we start considering a mental disorder as any other disease and treating it as such – accepting help and looking for it.

Health is a state of total well-being. Therefore there is no true health without mental health.

Song: "The Whirlwind"

Camané + Dead Combo

The whirlwind has blown, nothing remains
My love's boat follows another way
As any other useless thing
The love that tied me has gone in smoke

I'm now sailing on a quiet sea
Drifting with the tide over green waters
At the wheel oblivion and joy
Leave my sorrows behind

Where am I going? I don't know
What will I do? I don't mind
I only know that I found myself
That I am myself, finally,
And nobody else will laugh at me

Far away on the pier your image remained
I can barely see it, so pale it has become
With me, bringing happiness to my voyage
Flow the swallows of peace of a new life

I go serene, heading towards hope
Looking for this desired peace
To you I have been a lake of calm breezes
Oh and you a whirlwind in my life.

4th Theme: Guilt / Tolerance

In the previous themes we draw the attention to the need of accepting mental disorder as a sort of quite frequent disease in human beings, that should be treated as any other disease despite the difficulty in accepting the temporary or long lasting limitations it entails.

With this theme "GUILT / TOLERANCE" we try to draw the attention to the need to replace guilt feelings (so often felt by those individuals directly or indirectly suffering from a mental disorder) with tolerance feelings.

Mentally disordered individuals frequently feel guilty for frustrated expectations; for the sufferings they inflict to others; for not being what they are expected to be (by family, friends, society); for not producing. Family members and friends feel equally guilty for the disorder of their family members or for not having "understood" that something was wrong, for not being attentive enough, for feeling unable to deal with the problem.

Guilt feelings may impair the process of facing and treating the experience of a mental disorder. No one can be blamed for the appearance of a mental disorder. However, being responsible and adopting a healthy lifestyle and routines are essential steps for recovery.

Song: "The King is naked"

Sérgio Godinho + Xana

I don't know of any image	I don't know any image
That time does not destroy	That love doesn't chase
I don't know where you are	I don't know of you
If you cross the street	If you are not my friend
Come to me	Do what you wish
If need be	If you wish it's necessary
Speak with your voice	Do what is best
Speak with your tears	Do it madly
Speak with your laughter	Do it wisely
Say what you need	Do what is necessary
Hooray the one who lives	Hooray the one who changes
With a aimed head	And is not afraid of the dark
And shoots a bullet	The unknown
Against the trained fear	Is the brother of future
Hooray the one who fights	Hooray the one who loves
Turning his head	With an unquiet heart
So he can see the other side too	And even so manages to conquer
The adversary's side	His/her up and downs
The other side	And the ups of his/her unquietness
And hooray the day	
When you no longer need	And hooray the day
Either kings or gurus or keywords or slogans	When you no longer need

the day you no longer need
either kings or daddies
or prophets or prophetesses.
Hey! Hey! Where's the king
The king is gone, the king is naked
Hey, hey, hooray I hooray you

Either kings or gurus or keywords or slogans
the day you no longer need
either kings or popes
or prophets or prophetesses.

Hey, hey, where's the king
The king is gone, the king is naked
Hey, hey, hooray I, hooray you.

5th theme: “DEPENDENCE/AUTONOMY”

With the theme DEPENDENCE / AUTONOMY we are trying to fight against the erroneous idea that mental illnesses lead to dependence / permanent incapacity or, whenever psychiatric hospitalization and/or medication are required, it will last forever.

In fact, as regards treatment or recovery, there is no major difference between mental illnesses and other diseases: some can be cured, while others can only be controlled – for some individuals medication is transient, whereas for others it may last a lifetime.

It is of vital importance that individuals with mental disorder seek help as early as possible to avoid aggravation of the symptoms and subsequent limitations of their daily functioning and in order to recover their autonomy.

When individuals become very seriously ill, disturbed and deprived of their autonomy, appropriate effective treatment / support must be provided to enable their gradual return to a state of autonomy within the realms of possibility.

Song: “Listen”

Tiago Bettencourt + Cool Hipnoise

Listen

This here is the space where one can't exist
I'm part of the remains of one who doesn't wish to
remember
I need help to resist... come and fetch me
I beg you, please come...

As you are coming
I know that as time goes by I'll be able to get along
You have a place where I can rest
Because there's always somebody to give it all
I am calling you, here I am

Listen

Here's a guy who wants to hold my hand
There's a blind person here with no solution
I need help, need to resist, come and fetch me
I beg you, look where I am!

Listen

Without a journey there's no return
It's the inevitable way of growing up
If you can see yourself reflected in me, listen
I'll show you, it's in me that you may see yourself

I'm a part of you
I'm a part of you
If you can reach me
Come and fetch me
And give me your hand

I'm a part of you
I'm a part of you
If you can reach me
Come and fetch me
And give me your hand

6th theme: “FEAR / UNDERSTANDING”

With the theme “FEAR / UNDERSTANDING” we are trying to fight against the “fear” existing around the subject of mental disorder – the fear of the people who are directly involved and of those who are short of information – aiming at the eradication of fear through understanding.

Because mental illnesses affect the individuals’ self-identity, awareness of themselves and their perception of their surroundings or of the world, changes in behavior can occur. Thus, individuals with mental disorder may often be afraid of themselves; feel “different” from their usual self; be afraid about what may happen to them; worried about the future; frightened to lose control; feel estranged from their inner selves and their surroundings.

Therefore, seeking help in the early stages of the illness is vital to provide individuals with the information of what is happening may help to replace “fear” by “understanding”.

On the other hand, due to a lack of basic information and widespread prejudice, many people wrongly believe that mentally disordered individuals are “more” violent and dangerous: at times a distant look in their eyes; a mien somehow different from expected or “normal”; incomprehensible behavior and thoughts are deemed to be signs of potential danger.

To demystify the symptoms / behaviors, it is essential to understand their true meaning. Mentally ill Individuals are not violent. The illness may sometimes express itself in violent ways. It is the manifestation of the illness. Providing individuals with adequate treatment and information will help them to overcome this kind of oddness.

Song: “BI.polar”

MESA + Rui Reininho

They know who I am.

They know where I’m going to.

And they are the ones who know what I’m able to do.

They know whom I am with.

They know if this is the end.

And they know how to say it.

The light is on and somebody is in the room.

It’s the curtains that imagine what’s in this room.

Does anybody want to hurt me?

The shadow on the wall has grown and now stares at me.

All of us have become bipolar.

And/but there's nobody there [in Poiares] who knows what it means.

There's nothing wrong about being bipolar, but we want this to change.

It's what we want that is going to make us change.

It's what we want that is going to change us.

It's a voice that doesn't talk but doesn't remain silent.

It's neither things one misses, nor the present piece of music-

It's neither the increase in price of petrol, nor the falling Stock Exchange.

It's what we want that is going to make us change.

It's our dreams that are changing.

There's always a new rule that will tell what just a few are not allowed to do.

And always another new rule that will tell what just a few will be allowed to do.

And there's always a camera to catch us and which they say is taking care.

Life is hard for an anonymous glance and one's table is increasingly confined to the corner.

It's a voice that doesn't talk but doesn't remain silent.

It's neither things one misses, nor the present piece of music

It's neither the increase in price of petrol, nor the falling Stock Exchange.

It's what we want that is going to make us change.

It's our dreams that are changing.

7th theme: “Offence/Respect

The theme “Offence / Respect” tries to focus on one of the most common consequences individuals with mental disorder are directly or indirectly subject to: the offence.

People frequently cause offence to Individuals with mental disorders, once again due to lack of information and widespread prejudice. As it has become commonplace to use expressions such as “mad”, schizophrenic”, “bipolar” to qualify trivial attitudes, events or behaviors, mentally disordered individuals – because there are somehow “different” - are constantly subject to insulting remarks and hostile attitudes in their everyday life

It is essential to get to know the symptoms / behaviors in order to demystify them /give them the significance they deserve. Information will help the understanding of what may seem strange and encourage people to respect each other with their very differences.

Song: “Fly”

Balla + Paulo Gonzo

I am strolling, I do not know my way
But if you wish I will walk on my own
I feel how my feet are lightly touching the floor
We are separated from each other by one meter, don't look surprised

Well then, make a real high jump
Whereas I, down here
Will laugh and cry, all in a second
I can go past you without looking
Stay with us, don't let go

Or fly, if you wish
Who am I to decide
Don't analyze me
I am so normal, I don't want to be scared

8th theme: Shame / Acceptance

“Madness” is the piece of music dealing with the theme “SHAME / ACCEPTANCE”

“Shame” is one of the most common symptoms experienced by people with mental illnesses and their families and friends. Mentally disordered individuals may be ashamed of themselves for not being like other people around; for facing difficulties in their functioning nobody else will understand; for being unable to achieve certain goals (such as work, starting a family, etc). Individuals may also feel ashamed for having strange ideas or feelings, for considering themselves to be “mad” or “insane”. Family and friends may be ashamed because one among them is suffering from a disease associated with “madness” or “lack of control in behavior”, or because they disapprove of their different behavior / lifestyle.

It is of vital importance that people accept the illness, seek treatment and support and learn to face the illness in order to bypass its limitations and to manage the problem.

Song: “Madness”

J.M. Branco + Mão Morta

It's kind of a sharp vision
That will only become a vision if you help
It's like we were the two faces
Of one single mind that got stuck

Loneliness
Here and there
Behind the doors
And here too

Because there's someone here who's adrift
Of the so-called common sense
For you it's an organized madness
For me it's a reason that has passed beyond

And who knows
What one shall retrovert
Convert
Extrovert
Introvert
Within these lifestyles

Well then, who are they
The mirrors of the Nation
Those who are going to eat out of its
hand
Or these other ones – those who are
no longer here

Two glances and two similar pains
Closed behind bars so similar
The bars are in and outside
The same wish to walk away

And thus, each and everyone who is
alone
Can hold hands with someone to walk
To go out through the streets of the
town
In a single madness of truth

Well then, who are they

The mirrors of the Nation
Those who are going to eat out of its hand
Or these other ones – those who are no longer here

The truth is that I do not dare/to talk about my loneliness
I am afraid to wake up /the stigma of exclusion
Everything would be different/ and accepted with more love
If out of this world of dreams/I could come with an adventure
But I only have this emptiness/of fragments that are confused
In a muddled memory /caused by medication
Everything else is in the books/that don't tell you the reason
Because one day, without noticing /I was adrift
I am the unknown!/Even you, my brother
If I told you about my past/you wouldn't leave you heart open for me

And who knows
What one shall retrovert
Convert
Extrovert
Introvert
Within these lifestyles

9th theme: Despair / Hope

The theme “Despair / Hope” is an appeal for the necessity to believe that today’s knowledge and the means make it possible to replace “despair” (linking mental illness with the idea of no solution) by “hope” (the conviction of how much already can be done).

Most people still believe that there is no solution for mental illnesses, no treatment, no cure; that the medications have side-effects and that the patients will never be the same again. This can lead to despair, cause a feeling of impotence and even be a major risk of committing suicide.

It is very important for people to know that treatments are available for all kind of mental disorders; that early identification and treatment are of vital importance and will ease the patients’ recovery; that the consequences of the illness are always worse than those of the side-effects and that it is possible to learn how to manage the problems. All these factors should be able to promote the idea that the signs of the illness are controllable and that there is hope.

Song: Somebody has listened to me (stay firm)

Mariza + Boss AC

I’ve got nothing more, I don’t have the strength to fight
It’s like dying from thirst in the sea and get drawn
I’m isolated among lots of people around
You don’t hear the scream of my revolt
While laughing I cry, this is much more than I thought it would be
Inside I’m a beggar who looks like a king
I don’t know what I’m trying to escape from, I’m left with little hope
It’s sad to be so young and find that life isn’t good
My legs are shaking, time goes by, I’m tired
The wind blows, in the mirror I see the failure
The morning dawns, something tells me to be careful
I’m walk about without a destination and don’t even know if I am awake
Smiles become scarce, today sadness is the queen
I don’t know if there is a soul, but somebody has hurt mine
Sometimes I wonder if I will ever be happy
While inside I hear a voice that says...

I cried

But don’t know if anybody heard me

And I don’t know if he or she who saw me

Knows about the pain I carry and the hiding anguish

I will be strong and will stand up

And have the courage of not wanting

To surrender nor to give up, I promise

***I was seeking comfort in the words
I danced in the deadly silence
And the darkness revealed that Light hides within me
I will be strong and will stand up
And have the courage of not wanting
To surrender nor to give up, I promise***

No day goes by without my asking the Lord why I was born
I didn't ask to, will anybody tell me what I am doing here
If it were my decision I would have stayed where I was
At the place where I did not think, not exist and where I didn't cry
I'm a prisoner of myself, my worst enemy
Sometimes I believe I'm spending too much time with myself
I look around and there's nobody there to help me
A shoulder where I could rest, a smile that would cheer me up
Who am I? Where am I going to? Where did I come from?
Will anybody tell me why this is the way I feel
I think it's my fault but don't well know why
I feel tears in my eyes but nobody can see them
I am fed up with myself, with what I am, with what I think
Will somebody show me the way out from this immense abyss
Sometimes I wonder if I will ever be happy
While inside I hear a voice that says...

***I cried
But don't know if anybody heard me
And I don't know if he or she who saw me
Knows about the pain I carry and the hiding anguish
I will be strong and will stand up
And have the courage of not wanting
To surrender nor to give up, I promise***

***I was seeking comfort in the words
I danced in the deadly silence
And the darkness revealed that Light hides within me
I will be strong and will stand up
And have the courage of not wanting
To surrender nor to give up, I promise***

10th Theme: Loneliness / Fraternity

“Loneliness /Fraternity” are the words that inspired the last piece of music of this project. Somehow linking to the first theme, it again refers to the main objective of this campaign – to fight against loneliness and the feeling of rejection and discrimination frequently experienced by individuals with mental disorder and their surroundings as well as to encourage their integration and inclusion in a spirit of acceptance and fraternity. Understanding is essential to develop acceptance and integration. Difference can be a blessing factor of “being human”.

Song: INVITATION (mailbox)

Clã + Jorge Palma

Come and talk to me
I'll pay for beer and coffee
I need your attention
I've been turning around long enough
And close to falling
I have to open

This invitation remains here
Circling around in the air
This invitation is for you
If by any chance it reaches you

You may not have time or be in a mood
You may not even be around

I have been told that you are not at your best
It might be good for us to take some fresh air
Let us not be fussy nor talk about our pain
We are the pedestrians
We are the champions

VIII. CAMPAIGN OUTCOMES

MAIN RESULTS:

- 895 donations to download the musics;
- Participation in 12 radio programmes;
- Participation in 6 TV programmes;
- 120 billboards distributed by Porto, V. Nova de Gaia, Aveiro, Faro, Évora, Viseu, Leiria);
- Press editorials, interviews, references;
- Reference in more than 100 blogs;
- 69 % of population + 15 years of years have been exposed to the campaign at least once

According to the statistics regarding the presence of the campaign on the media (TV and press), between January and October 2008, 68 % of population above 15 years of age had been exposed to the campaign at least once.

		2007	2007
		DEZ	OCTOBER
TV	RTP		41 Times
	RTP2		96 Times
	SIC		591 Times
	RTPN		100 Times
	PORTO CANAL		Lack of data
	SIC NOTÍCIAS		113 Times
	SIC RADICAL		108 Times
	SIC MULHER		110Times
PRESS	DIÁRIO NOTÍCIAS		12 Times
	JORNAL NOTÍCIAS		9 Times
	REVISTAS 24 HORAS		47 Times
	LUX		2 Times
	DESTAK		13 Times
	PÚBLICO ÍPSILON		7 Times
OUTDOORS	MCO TV (metro)		1 every 10 minutes
TV TOTAL COVER FOR TARGET GROUP +15 Y*			68,52%

Website

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Dec 2008	9746	7002	854	289	3844	72390950	4637	13667	112033	155939
Nov 2008	10251	7380	997	314	7427	127740380	9421	29930	221414	307552
Oct 2008	17617	12839	1633	474	12055	203318804	14711	50650	398027	546151
Sep 2008	3759	2646	456	125	3243	36300995	3751	13706	79381	112796
Aug 2008	3817	2619	471	122	3267	31097509	3803	14608	81192	118350
Jul 2008	2609	1780	347	110	2758	22112071	3416	10784	55190	80879
Jun 2008	2950	1969	392	127	3294	24968495	3820	11774	59082	88511
May 2008	4735	3125	615	175	4464	36997656	5448	19070	96905	146807
Apr 2008	6708	4470	870	226	5651	49690876	6799	26129	134124	201250
Mar 2008	6877	4457	930	237	7589	46802408	7348	28842	138196	213194
Feb 2008	12622	7983	1914	492	13299	65190060	14287	55510	231534	366057
Jan 2008	12437	7493	2000	464	11736	43193665	12994	56002	209810	348254
Totals						759803869	90435	330672	1816888	2685740

IX. PUBLICATIONS AND PARTICIPATION IN MEETINGS WITH REFERENCE TO UPA

Beldie, A., Palha, F . (2012). Fighting stigma of mental illness in midsize European countries. *Social Psychiatry and Psychiatric Epidemiology*, 47 (Suppl 1), 1-38.

Palha, F. (2012). Der Kampf gegen das Stigma psychischer Erkrankungen. Die Arbeit von ENCONTRAR+SE aus Portugal. In M Schultz and C. Burr (eds). *Recovery*. Bern: University of Bern Press.

Palha, F. & Costa, N. (2012). "O papel da ENCONTRAR+SE e do Movimento UPA na promoção da saúde mental em Portugal". Comunicação apresentada na XX Semana de Psicologia e de Ciências da Educação da Universidade de Porto, subordinada ao tema "Ciência em Perspectiva". Porto, Portugal.

Palha, F. (2012). "United to help Movement in Portugal. The anti-stigma campaign – insight for the future. 1st International Congress of Mental Health and Recovery, Bern, Switzerland.

Palha, F. & Campos, L. (2012). "United to help movement (UPA) in Portugal: To combat illness stigma and promote mental health". *Refocus on Recovery 2012 Conference*, London, UK.

Palha, F. (2010). Movimento UPA – Unidos para Ajudar. Comunicação apresentada nos Dias da Psicologia 2010, na Faculdade de Educação e Psicologia da Universidade Católica Portuguesa, Porto.

Palha, F. & Campos, L. (2009). The Portuguese "United to Help" movement to combat stigma and discrimination against mental illness. *Psychiatriki*, 20(S1), 37.

Palha, F., & Campos, L. (2009). Avaliação do Estigma nas Doenças Mentais: Questões Globais. "O Estigma e a Doença Mental: Como avaliar". V Congresso da Sociedade Portuguesa de Psiquiatria e Saúde Mental. Porto, 25 a 28 de Novembro.

Campos, L.; Costa, N.; & Palha, F. (2009). O UPA faz a diferença – Acções de sensibilização pró-saúde mental: Construção do questionário de avaliação. Comunicação apresentada no Workshop "Estigma na doença mental: Uma barreira a ultrapassar. II

Congresso de reabilitação e inclusão na saúde mental (Instituto de Psicologia Cognitiva, Desenvolvimento Vocacional e Social, Faculdade de Psicologia e Ciências da Educação da Universidade de Coimbra), Coimbra.

Almeida, M.; Campos, L., & Palha, F. (2009). Percepções dos estudantes universitários face às doenças mentais: Pré e Pós movimento UPA'08. Comunicação apresentada no Workshop "Estigma na doença mental: Uma barreira a ultrapassar". II Congresso de reabilitação e inclusão na saúde mental (Instituto de Psicologia Cognitiva, Desenvolvimento Vocacional e Social, Faculdade de Psicologia e Ciências da Educação da Universidade de Coimbra), Coimbra.

Palha, F. (2008). Campanha anti-estigma “Uma Música para a Saúde Mental / Movimento UPA”. IV Congresso Nacional de Psiquiatria. Luso, 25 a 28 de Novembro.

Campos, L., & Palha, F. (2008). Percepções dos estudantes universitários face à doença mental: resultados descritivos. IV Congresso Nacional de Psiquiatria. Luso, 25 a 28 de Novembro.

Palha, F. (2008). Marketing Social – Campanha Anti-estigma / Pró Saúde Mental. XIX Isculturap. Instituto Superior de Contabilidade e Administração do Porto. Porto, 5 de Novembro.

Palha, F. (2008). United to Help Movement - The first Portuguese national anti-stigma campaign. “Estigma” Forum. XXVI. Brazilian Congress of Psychiatry. Brasília, Brazil, 15th - 18th October.

Palha, F. (2008) “A song for mental health. Portuguese anti-stigma campaign. 5th International Mental Health Summit for Patient & Carer Advocacy Groups. CHOICE – Striving for better mental health. Prague, Czech Republic, 18 - 19 June.