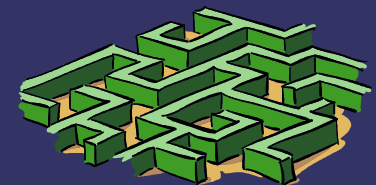


MEDIA CAMPAIGN

- ***RAISING PUBLIC AWARENESS AT THE NEEDS OF PEOPLE WITH PSYCHIATRIC DISORDERS***
 - ***RESEARCH, PRODUCT, RESULTS***



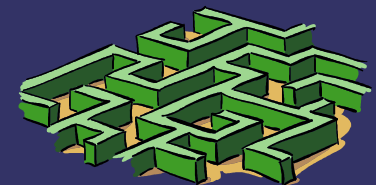
PREPARATORY RESEARCH

- 8 FOCUS GROUPS WITH MHP AND LAY PEOPLE IN 8 TOWNS AND VILLAGES
- REALISATION OF A REPRESENTATIVE NATIONAL SURVEY WITH 10 QUESTIONS- ADAPTATION OF CAMI, CARRIED OUT BY GALLUP-BULGARIA
- DEFINING THE PRIORITY TARGET GROUP : PEOPLE 18-40 Y.O. WITH HIGHER THAN SECONDARY EDUCATION



10 QUESTIONS

- ⇒ Q1/ 1. One of the main causes of mental illness is a lack of self - discipline and will power
 - ⇒ Q1/ 2. There is something about the mentally ill that makes it easy to tell them from normal people
 - ⇒ Q1/ 3. As soon as person shows signs of mental disturbance, he should be hospitalised
 - ⇒ Q1/ 4. More tax money should be spent on the care and treatment of the mentally ill
 - ⇒ Q1/ 5. The mentally ill should not be given any responsibility
- ⇒ Strongly disagree
 - ⇒ Disagree somewhat
 - ⇒ Don't know/No opinion
 - ⇒ Agree somewhat
 - ⇒ Strongly agree



10 questions

- Q1/ 6. A woman should be foolish to marry a man who has suffered from mental health illness, even though he seems fully recovered
 - Q1/ 7. I would not want to live next door to someone who has been mentally ill
 - Q1/ 8. Mental patients should be encouraged to assume the responsibilities of normal life
 - Q1/ 9. Mental health facilities should be kept out of residential neighbourhoods
 - Q1/ 10. The best therapy for many mental patients is to be a part of a normal community
- Strongly disagree
 - Disagree somewhat
 - Don't know/No opinion
 - Agree somewhat
 - Strongly agree



COSTS

- ⇒ App. 120 000 euro
- ⇒ 30 000 “real money”
- ⇒ 90 000 in kind financial contribution
- ⇒ One TV clips release d on 3 national Tvs for 3 months
- ⇒ More than 500 billboards around Bulgaria
- ⇒ Newspaper adds.



RESULTS

- STATISTICALLY SIGNIFICANT INCREASE IN SOME OF THE „POSITIVE“ ITEMS
- !BUT!- EVEN AMONG RESPONDENTS WHO CANNOT REMEMBER TO HAVE SEEN THE CAMPAIGN
- SUCCESSFUL PRIVATE-PUBLIC PARTNERSHIP

