

# Reducing stigma through Coproduction, Employment, Education, and Training. A journey with Adferiad

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# About Adferiad

- Adferiad created from a partnership between three charitable organisations – Hafal, Cais and WACADA
- Member led organization
- Board members – 60% lived experience
- Provider of a large range of services
- Values and mission statement
- Campaigning organization
- Rights affirming organization
- Cultural Competence Gold award winners from Diverse Cymru
- Adferiad Values
- Provides help and support for people with mental health, substance use, and those with co-occurring and complex needs.
- Living wage employer



# Coproduction

The term Co-production refers to a way of working where service providers and users work together to reach a collective outcome. The approach is value-driven and built on the principle that those who are affected by a service are best placed to help design it. (“MIND”2021)

- Recognising people as assets.
- Building on people's capabilities.
- Developing two-way, reciprocal relationships.
- Encouraging peer support.
- Blurring boundaries between delivering and receiving services.
- Facilitating rather than delivering



# Time to Change (Wales)

- Strategic approach to reducing stigma through Coproduction
  - The power of lived experience
  - National advertising campaigns
  - Targeting large organisations and employers across Wales
  - Time to Change (Wales) Pledge
  - Changes in policy nationally and locally.

2022 – further funding to continue our work to end the stigma and discrimination faced by people with mental health problems for three more years to 2025.



# Employment

Working conditions and environment can have a huge impact on mental health, and, equally, someone's mental health can significantly affect performing well in their job

The World Health organisation (2022) identifies

- Decent work is good for mental health.
- Poor working environments – including discrimination and inequality, excessive workloads, low job control and job insecurity – pose a risk to mental health.
- 15% of working-age adults were estimated to have a mental disorder in 2019.
- Globally, an estimated 12 billion working days are lost every year to depression and anxiety at a cost of US\$ 1 trillion per year in lost productivity.
- There are effective actions to prevent mental health risks at work, protect and promote mental health at work, and support workers with mental health conditions.
- The Mental Health Strategy for Malta 2020 – 2030 identifies workplace stress as a key factor for mental ill health.



# Employment

Employment opportunities within Adferiad

- Job opportunities within Adferiad – a lived experience is encouraged

Opportunities for clients

Cyfle Cymru

- Volunteering – over 100 volunteers
- Peer Support
- Employment opportunities





Naomii's story to employment

Director of Employment and Mentoring







## Karen's story

OCCUPATIONAL THERAPIST



RUTH's story

SENIOR SERVICE  
MANAGER



# Education

- Education and training lead – has a lived experience
- Registered with Agored Cymru
- All courses are co-produced
- Most courses have qualifications through Agored Cymru
- Provide training to other organisations including Health - Boards and Local Authorities and other third sector providers.



# Training

A range of training opportunities for staff, volunteers, clients and carers

A range of Co-produced training for staff

- Managers training about managing their mental health and the mental health of their staff
- Mental health awareness
- Suicide and self-harm
- Appropriate Adult training
- Peri-natal mental health
- Cooccurring mental health and substance use
- Management of difficult behaviour and aggression
- Domestic abuse



# Training

A range of training opportunities for staff, clients and carers

Co-produced training for clients and carers

- Recovery training
- Cyfle Cymru – soft skills, peer mentorship
- mental health awareness
- Anger management
- Stress management
- Training for Carers

Involvement in

- One life videos
- Films about – Menopause management, Cannabis awareness



# NICK'S story



Questions?



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# Thank you for listening

[www.adferiad.org](http://www.adferiad.org)

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Nghymru a Lloegr

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