

WANT TO GET INVOLVED?

If you'd like to find out more about the **AMI** Project and be kept informed of future meetings and events, please fill in your details and send to the Freepost address at the bottom of the form.

Name _____

Address _____

Town _____

Postcode _____

Telephone _____

Email _____

Particular interest and/or experience

Please detach and return to:

South Warwickshire User Forum

FREEPOST MID 22851

WARWICK

CV34 5BR

HOW TO CONTACT US

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Supported by



SOUTH WARWICKSHIRE USER FORUM (MENTAL HEALTH)



AMI

AWARENESS, MEDIA AND INFORMATION PROJECT

SWUF: Registered Charity No. 108048





What is **AMI**?

The Awareness, Media and Information (AMI) Project is a three year undertaking funded by Comic Relief. Its core aims are to work with the local community and the media to challenge stigma and discrimination and to break down barriers caused by ignorance and misinformation.

Why is **AMI** needed?

Feedback shows that most users and survivors of mental health services in Warwickshire, as in the UK as a whole, have encountered some form of discrimination in society. This can have a lasting impact on the person's life and slow down their recovery process. The AMI Project will work to raise awareness of local mental health issues, educate the public and campaign against discrimination.

AMI INTERESTED?

How will **AMI** work?

We are organising the following activities:

Media Watch Group

A group of users/survivors to monitor and record items relating to mental health in the local press and radio.

TalkBank

A group of users and survivors prepared to talk to the media about their experiences and challenge misrepresentations.

Positive Image Campaigns

We will work with local media to increase reporting and promotion of local service-user activities in a positive light

Each year, we will also organise an arts based Positive Image Campaign to encourage user involvement and improve local mental health awareness.

Everybody taking part in the Project will be invited to regular action meetings. Media training will be available for those joining the TalkBank, including interview skills and getting your story across.

Who can get involved in **AMI**?

If you are a user or survivor of mental health services, you are able to join the AMI project. There are a range of roles available and it's up to you how involved you want to get. We'll ask you to apply to become a volunteer to join the Media Watch Group to monitor local reporting, and/or you could join the TalkBank and offer to be interviewed for an article in a local newspaper or on the radio.

Why get involved in **AMI**?

If you feel discriminated against or are angry at the stigma surrounding mental health issues, this is your chance to take action! Work with like-minded people to monitor and challenge media reporting and have the chance to tell **your** story.

So why not join with others to help make a difference in your community?

