

Irrsinnig Menschlich e.V.: International Conference Mental Health and Meaningful Life

Universal prevention of mental illnesses
and promotion of mental health

Our Best Practice Programme "Crazy? So what!" and its
scaling in Germany and abroad

Bratislava, September 5 - 7, 2019

Irrsinnig Menschlich **Insanely Human**



“The Boss is the Patient”, a documentary film about Mudr. Pétr Nawka and his patients, MDR/arte, 2002



Wer RÜCKT?
NA UND

IRRSINNIG] [MENSCHLICH



Crazy? So what! International Kickoff



Workshop Michalovce 2005



Workshop Prague 2006

Irrsinnig Menschlich Our Programmes



**VERRÜCKT?
NA UND!**

**Mentally fit in
school/Crazy? So what!**
For schools since 2001



**PSYCHISCH *fit*
STUDIERN**

**Mentally fit during your
studies** For universities
since 2015



**PSYCHISCH *fit*
ARBEITEN**

Mentally fit at work
For companies and
organisations since 2017

Irrsinnig Menschlich **Insanely Human**



7 employees in Leipzig with an operational network of more than 80 co-operativ partners
Germany, Austria, the Czech Republik and Slovak Republik.

Irrsinnig Menschlich **What we are doing**



We invite students – at the classroom or lecture hall – to discuss mental crises openly, and we give them confidence and approaches.

Irrsinnig Menschlich **Mission and Vision**

Our mission

We help people recognise their distress earlier, we help them not hide themselves and accept support. Together with our experienced experts we open hearts, give hope and make sure that mental crises can be talked about discussed.

Our vision

Mental health has arrived at the centre of society. Everyone knows how precious mental health is and how to maintain it. Naturally, everyone pays attention to mental health and nobody is segregated due to a mental crisis.

Irrsinnig Menschlich Strategy

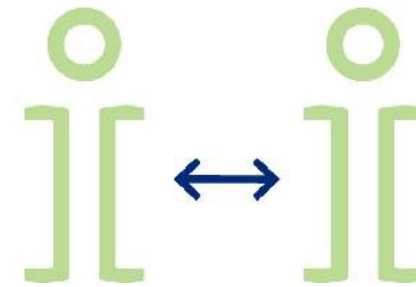
Our programmes begin with the global main obstacle for the improvement of mental health:
Reducing the stigma.



INFORMATION



EDUCATION



LEARNING FROM EACH OTHER

Meeting members of the stigmatised group

Irrsinnig Menschlich **Advantages for Participants**

- + **Learning about warning signs** of mental crises.
- + **Questioning fears and prejudices** against mental crises.
- + **Learning where you can find help / advice.**
- + Getting a better perspective on what strengthens them and what makes them cope with crises (resilience).
- + Discussing how to create a climate in their institutions in which it is easier to talk about mental issues.



Programme „Crazy? So what!“ Setting School



Crazy? So what! Spread by social franchise

IRRSINNIG] [MENSCHLICH



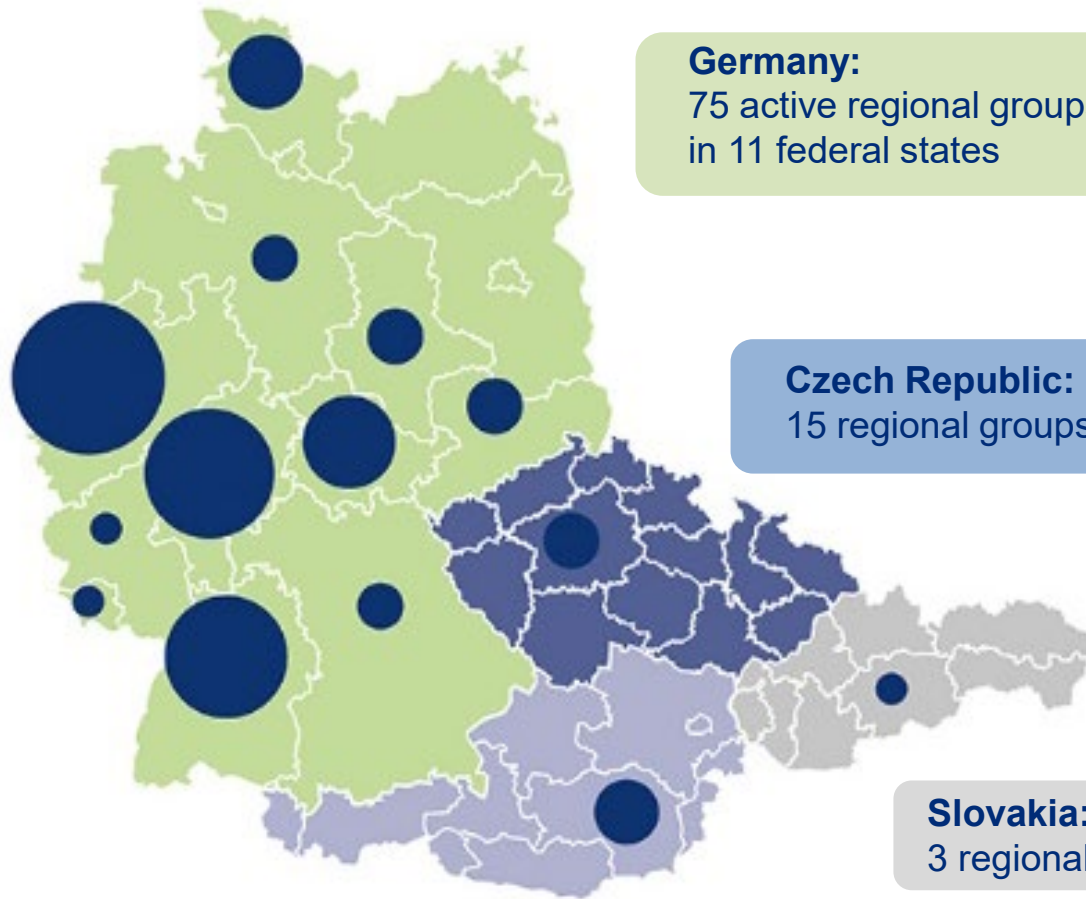
**Regional providers of psychosocial
care, prevention and health
promotion**



Schools

IRRSINNIG] [MENSCHLICH

Crazy? So what! 80 Cooperation Partners



Germany:
75 active regional groups
in 11 federal states

Czech Republic:
15 regional groups

Slovakia:
3 regional groups

Austria: 3 federal states
Burgenland, Salzburger Land,
Styria

Cooperation partners are mental health care institutions and public health departments

As of 2018:
30,000 students and
3,000 teachers and
multipliers

Crazy? So what! Stigma is reduced

HE
109,4

314

Received 20 May 2008
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“Crazy? So what!”:

A school programme to promote mental health and reduce stigma – results of a pilot study

Ines Conrad

Public Health Research Unit, Department of Psychiatry, University of Leipzig, Leipzig, Germany

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Matthias C. Angermeyer

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„**Conclusion:** The one-day project reduces the social distance rapidly and thus is a **good starting point for the implementation of regular activities.** Young persons concerned can encourage people of the same age to face a mental crisis with less fears and prejudices.“

Health Education, Vol. 109 No. 4, 2009, pp. 314-328, q Emerald Group Publishing Limited, 0965-4283, DOI 10.1108/09654280910970893

Crazy? So what! Strengthened attempt to seek help

Students

- + 96% more knowledge. Two thirds said that they would be glad to know more about the issue mental health/illness.
- + 75% regard the personal experts as an example.
- + 74% think that they can cope with crises better.

Teachers

- + In case of a mental crisis teachers are the first contact persons for students.

u.a. Conrad I, Dietrich S, Heider D, Blume A, Angermeyer M. C. & Riedel-Heller St. (2009) „Crazy? So what!“ A school programme to promote mental health and reduce stigma – results of a pilot study. Health Education, 109(4): 314–328 ISSN 0017-8969

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Crazy? So what! **Effects in school**

Feedback of the schools which booked the schoolday „Crazy? So what!“ several times (all school types):

- + **97% declared that the „difficult“ issue had been communicated „easily“**
- + 87,9% declared that the students were interested and involved
- + 84,4% declared that, from their point of view, the programme reduced fears
- + 78,8% regarded the open discussion about sorrows, fears and prejudices as especially effective
- + **Everybody praised the exchange with the personal experts**
- + 85,3% praised the cooperation with the regional group
- + 91% considered the organisational work appropriate

Source: evaluation by the University of Leipzig (2018)

Our most important success criterion is that the schoolday is being booked repeatedly. Currently, the quota is approximately 74%.

Crazy? So what! Systemic Change

„Crazy? So what!“ facilitates the access to the help system



Conclusion: The potential is regarded as „huge“! In case of a nationwide implementation in Germany 80 million Euro would be saved for each percent point of students who had fallen ill and seeked early treatment during a school year because indirect follow-up costs are avoided.

„When small is becoming systemic. The huge potential of social innovations“, 2019, p. 17-22, Ashoka Deutschland gGmbH und McKinsey & Company, Inc.

Mentally fit during your studies **for universities**



Mentally fit during your studies **Evaluation Results**

Students:

- + 100 % recommend the programme.
- + 98 % say that they have obtained information where to seek help in case of a crisis.
- + 94 % deem the didactic and specialist qualification of our pairs as „good“ or „very good“.
- + 79 % deem the programme as helpful when it comes to the prevention of mental crises.
- + 62,3 % Say that they could reduce reservations about mental crises during their studies.

Universität Leipzig, Medizinische Fakultät Institut für Sozialmedizin, Arbeitsmedizin und Public Health (2019). Abschlussbericht Evaluation des Forums zur psychischen Gesundheit für Studierende »Psychisch fit studieren« im Setting Hochschule

Crazy? So what! Further Scaling in the EU



We look forward to cooperating with you.

Contact

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Irrsinnig Menschlich Short Profile

Positioning

Universal prevention of mental illnesses
Promotion of mental health

Core Competence

Making mental crises a theme that can be easily talked about / reduces the stigma and strengthens the attempt of seeking help

Programmes: Low-threshold interventions



Mentally fit learning/Crazy?
So what! For schools since 2001



Mentally fit study
For universities since 2015



Mentally fit working
For companies and organisations since 2017

Unique Feature

We work in pairs of experts who are experienced in dealing and coping with mental crises because of their professions and their own personal experience.

Association

Founded in 2000

Budget

ca. 1 million €

Team

7 employees



We invite students – at the classroom or lecture hall – to discuss mental crises openly, and we give them confidence and approaches.

Irrsinnig Menschlich **Mission and Vision**

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Strategy of our Programmes

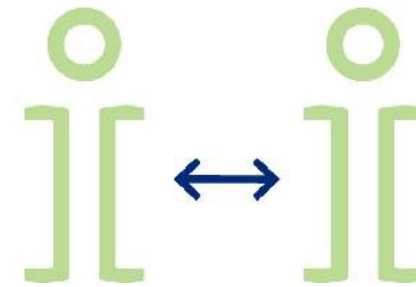
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Advantages for Participants

- + Learning about warning signs of mental crises.
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- + Learning where you can find help / advice.
- + Getting a better perspective on what strengthens them and what makes them cope with crises (resilience).
- + Discussing how to create a climate in their institutions – school and university – in which it is easier to talk about mental issues, nobody is segregated due to mental crises and solutions are looked for jointly.

In short: We improve self-controlling and the attempt to seek help.



Programme „Crazy? So what!“ Setting School



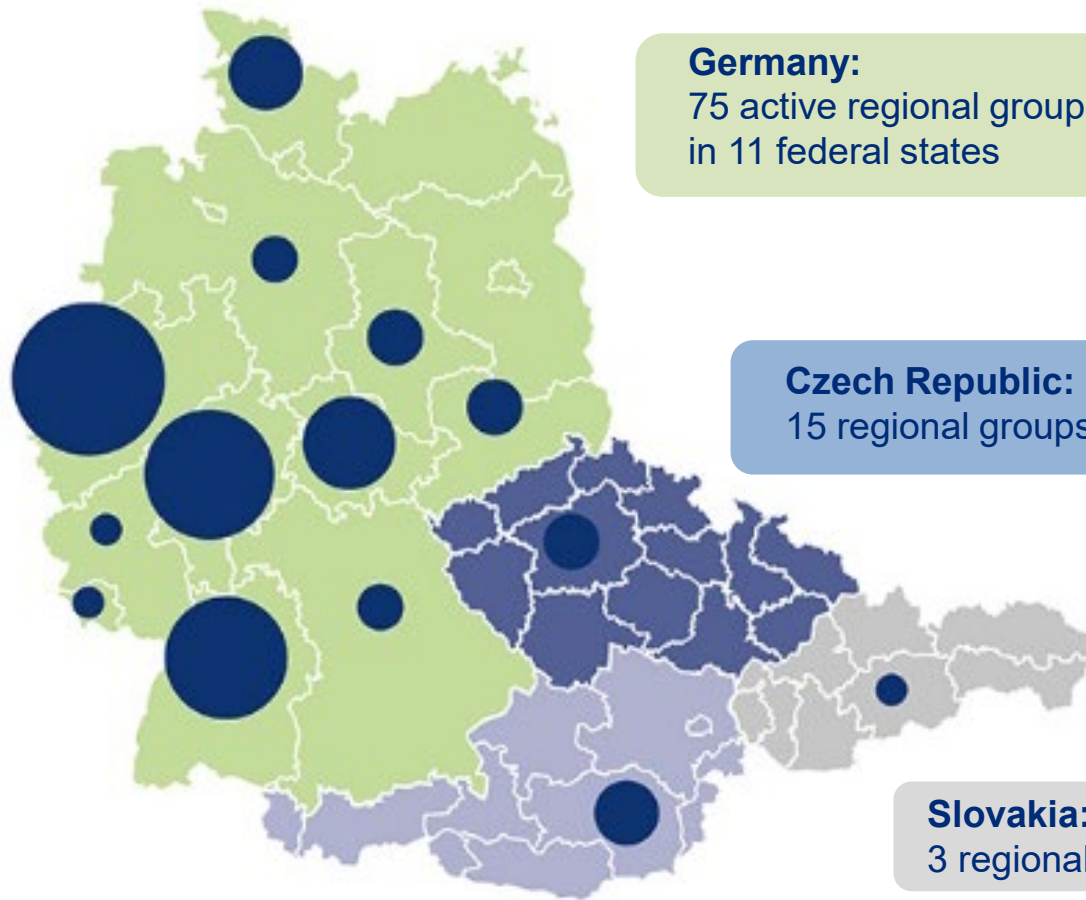
- + **Target group:** teenagers from grade 8 and upwards and their class teachers
- + **Duration:** one schoolday
- + **Speakers:** pairs of specialist and personal experts
- + **Financial partners:** health insurance companies, old-age insurances, accident insurance companies, foundations



The concept of the schoolday:

1. **Raising the issue instead of ignoring it:** Talking about mental health in school. Common subjects: school performance, exam stress, mobbing, addictions, domestic stress, illness, suicide
2. **Happiness and crises:** About personal fates and own responsibility, teamwork
3. **Encouraging, persevering, creating a stir:** discussion between people who have undergone mental crises and coped with them

Crazy? So what! 80 Cooperation Partners



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„Mentally fit during your studies“ Setting Univer



PSYCHISCH *fit*
STUDIERN

- + **Target group:** all students, especially first-year students
- + **Duration:** 2 hours
- + **Speakers:** pairs of specialist and personal experts
- + **Financial partners:** health insurance companies, foundations

The programme consists of three parts:

- 1. Short lecture:** transfer of knowledge regarding the mental health of students, warning signs and coping strategies during mental crises, reduction of stigmata, prejudices and fears, promotion of mental health during your studies (dealing with stress)
- 2. Presentation** of the supporting advisory services of the university
- 3. Discussion** with people who coped with mental crises during their studies



Crazy? So what! Your advantage as Co-operation Partner

- + You play an important role when it comes to combining institutions of different sectors, especially from the health and education sector.
- + You increase your presence and visibility in schools and with regard to parents.
- + As a low-threshold and practical offer you can combine „Crazy? So what!“ with other programmes.
- + Good prevention work reduces human distress and social follow-up costs.
- + The supporting services of Irrsinnig Menschlich e.V. do the work for you which would arise if you had to develop and implement a comparable prevention programme by yourself.

Crazy? So what! Further Scaling in the EU

The demand for low-threshold basic interventions to promote the mental health of students, university students and trainees is huge.

Factors of success:

- There are common political general conditions:
https://ec.europa.eu/health/sites/health/files/mental_health/docs/2017_mh_schools_en.pdf
- Approach of „Crazy? So what!“ can be easily transferred to socio-cultural contexts of other countries and the respective target groups are also enthusiastic about it
- The manual and programme material can be easily transferred into other languages
- The cooperation agreement provides for a simple framework of cooperation
- An international network is available for the exchange of experiences
- Irrsinnig Menschlich is experienced in winning potential supporters and multipliers for the implementation of the programme within the respective national context
- Irrsinnig Menschlich has expertise in quality and project management

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PSYCHISCH *fit*
STUDIERN

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Mental Health Facts and Figures

Good to know

75% of all mental illnesses start before age 24.

years

years pass from occurrence of the symptoms until treatment.

Effects

50% of the students aged over 14 who have a mental illness drop out of school.

70%

of all young prisoners suffer from a mental illness

Suicide

90% of all young people who commit suicide suffer from a mental illness.



Suicide is the third leading cause of death in teenagers and young adults aged between 10 and 24.

Young people who are socially disadvantaged are more frequently affected by mental illnesses. The prediction of the course of disease of teenagers who had fallen ill, among many other factors, is basically influenced by the fact whether we succeed in leading them to graduation and professional qualification.

Effective factors of our Programmes

We

- + **always** work in pairs of specialist experts (e.g. psychiatrists, social workers, prevention specialists) and personal experts (who know mental crises and illnesses from their own personal experience).
- + act authentically, openly and solution-orientedly.
- + focus on exchanging life experiences and on learning from each other.
- + are guided by a holistic health concept.
- + help the participants talk about difficult issues in a way that is appreciative and constructive.
- + reflect setting and age-related fears, prejudices and coping strategies.
- + encourage the respective organisations to regard the promotion of mental health as quality measure.

In short: We act like icebreakers and we encourage people!

Mentally fit study 50 Universities in Germany



As of 2018: 2,000 students in 42 universities



UNIVERSITÄT
LEIPZIG



UNIVERSITÄT
KOBLENZ · LANDAU



FH Bielefeld
University of
Applied Sciences



Technische Hochschule
Brandenburg
University of
Applied Sciences

HOCHSCHULE
KOBLENZ
UNIVERSITY OF APPLIED SCIENCES



Hochschule Esslingen
University of Applied Sciences

Nah an Mensch und Technik.

H
T
W
G

Hochschule Konstanz
Technik, Wirtschaft und Gestaltung

tu technische universität
dortmund

UNIVERSITÄT
SIEGEN

STUDENTENWERKSH
Wir sind dein Rückenwind

HOCHSCHULE NORDHAUSEN
University of Applied Sciences



HOCHSCHULE FÜR
SRH GESUNDHEIT

mm Hochschule Neubrandenburg
University of Applied Sciences



FH ERFURT
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h²
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studentenwerk
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