**Appendix C**. Penetration of the campaign

|  |  |  |
| --- | --- | --- |
|  | Proportion (%) | 95% CI |
| **Recollection of a campaign related to mental health** |  |  |
| Yes | 10.80 | 8.92;13.03 |
| No | 89.20 | 86.97;91.08 |
| **He/she remembers a campaign...** |  |  |
| but not the content | 2.26 | 1.44;3.52 |
| related to mental health but not related to discrimination or stigma against people with mental health problems | 2.73 | 1.84;4.05 |
| related to discrimination or stigma against people with mental illness | 0.80 | 0.37;1.72 |
| not related to mental health | 2.69 | 1.80;3.99 |
| NC | 2.33 | 1.56;3.48 |
| **Recognition of the campaign OBERTAMENT**  |  |  |
| Yes | 20.38 | 17.83;23.20 |
| No | 79.62 | 76.80;82.17 |
| **Remembers any message related to the campaign** |  |  |
| Yes | 7.27 | 5.72;9.21 |
| No | 92.73 | 90.79;94.28 |
| **Message** |  |  |
| Related to prejudices, stereotypes, discrimination, etc against people with mental health problems ("What takes us away is not the mental illness but the prejudices") | 4.89 | 3.63;6.56 |
| People with mental health problems need the affection of their network of friends and family, just like anyone | 1.00 | 0.53;1.90 |
| The mental health problems are normal and part of daily life ("One person in four will experience some form of mental health disorder at least once in their lives") | 1.12 | 0.59;2.10 |
| A mental disorder is only a part of the person's life, it does not defines his/her essence ("I am still the same") | 0.26 | 0.06;1.03 |
| Not related to stigma or discrimination | 2.92 | 1.96;4.33 |
| NC | 10.19 | 8.36;12.37 |
| **Media** |  |  |
| Public transport | 1.40 | 0.77;2.53 |
| Diaries or written press | 0.61 | 0.26;1.42 |
| Television | 13.42 | 11.33;15.81 |
| Internet | 2.37 | 1.52;3.68 |
| Street advertisement | 0.51 | 0.19;1.36 |
| Primary health care/Hospital | 1.50 | 0.86;2.60 |

NC = no comment.