

## **Positive attitude development - access to labour market for young adults with mental health problems (PAD)**

Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.1. More people benefiting from stronger Central Baltic communities

Sub-programme: Southern Finland - Estonia

Duration: 01.05.2015 - 30.04.2017

Total funding: 269.068 EUR

ERDF funding: 209.715 EUR ERDF

### Project Summary:

The project PAD aims at influencing public attitudes to become more positive towards young people suffering from mental health and social problems. The idea is to improve social inclusion of young people with mental problems, especially through better access to labour market, and decrease stigma concerning mental health problems.

The main activities will take place in two countries: in the cities of Helsinki, Vantaa, Espoo in Finland and Tallinn, Haapsalu, Keila in Estonia. The project will organize face-to-face meetings with citizens and employers and educational trainings for professionals. The purpose of the activities is to develop the target group's skills in interacting with their social environment. The project will launch a media campaign and an informative website to reach the public.

As a result of the project the employment possibilities for the young people with mental health problems are expected to improve, attitudes increase by 20% to become more positive among employers and citizens. A survey will be conducted in the end of the project to measure the impact. All in all, the project will support youth employment and decrease challenges concerning social exclusion.

## **Map of Partners**



## Partners

Lead Partner

### Yrkeshögskolan Arcada Ab

Country: FI

<http://www.arcada.fi/en>

**Partner budget:** 189.922 EUR

**Amount of ERDF funding:** 142.442 EUR ERDF

Project Partners

### Tallinna Ülikool

Country: EE

<http://www.tlu.ee/en>

**Partner budget:** 79.146 EUR

**Amount of ERDF funding:** 67.274 EUR ERDF

## Results

## **Expected results**

6. Expected impact: - 3.000 citizens in Finland and Estonia shall be directly or indirectly involved during the project - 100 employers/employees shall be met during the project - 20 % more positive attitudes in societies and among employers/employees (measured by survey). - Stigma reduced by 20% (measured by survey) - Improved possibilities to employment for the target group (measured during the project) - 40 members of target group involved in education programs and/or other activities (measured by documentation) - Improved co-operation between public and non-governmental-organizations and working-organizations/employers (evaluation during the project) Project partners are convinced that these main results lead to improvement, especially in the communities involved, but can also have effect in other communities/parts of the participating countries. Projects development and results shall be spread by media and other channels. Impact shall be measured by survey in the beginning and the end of the project. Field-studies during the projects activities. Documentation of participating persons at the projects activities.

## **Achieved results**

## **Project Visibility**

### **Other media visibility**

[PAD's blog](#)

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