





**Marjorie Wallace CBE**, Founder and Chief Executive of SANE, Honorary Fellow of the Royal College of Psychiatrists and included among sixty people judged to have been central in shaping today's NHS.

*"The Black Dogs act as a symbol to externalise moods and thoughts that are hard to communicate. We hope people will find a new language to express difficult inner feelings like anxiety, depression and loneliness."*

**Marjorie Wallace CBE**

## 25th Anniversary:

The Black Dog has been used from classical mythology through medieval folklore to modern times as a universal metaphor for depression. Sir Winston Churchill talked about his 'black dog', as had Samuel Johnson and other writers before him.

The concept forms the basis of SANE's 25th Anniversary Year of the Black Dog to highlight a distressing and disabling condition which underscores most mental illness and casts its shadow over one in five people.

We have chosen the Black Dog to symbolise how powerful, dominating and unpredictable mental illness can be.

We hope the Black Dog Campaign will give people a language in which to express their inner feelings of anxiety, depression and loneliness. Most of us have experienced Black Dog days or felt the Black Dog on our shoulder. But when those days turn to weeks and months, few people know where and how to find help.

## The Campaign:

It is 25 years since Marjorie Wallace founded the mental health charity SANE, following the overwhelming public response to her series of articles *The Forgotten Illness* in The Times.

The SANE Year of the Black Dog Campaign will celebrate this anniversary and address the growing challenge of depression. We will show that with more understanding and acceptance, the Black Dog can be brought to heel.

The campaign will reach out to people who may be living with other mental health problems, such as bipolar disorder, anxiety and schizophrenia, and to those who would like to know how they can help someone they care about. Depression comes in many forms and is associated with many conditions. *Whatever* someone is going through, SANE is there for them.

## What we want to achieve:

When SANE was founded, mental illness was the 'Forgotten Illness', with little effective treatment or information for individuals or families. Despite undoubted advances, many thousands still suffer in shame and secrecy. Surprisingly, we still do not know what causes depression, and therefore treatments and therapies vary.

During the Year of the Black Dog Campaign, we will be calling on the public, families, friends, colleagues and professionals to join us in our fight to raise awareness, stimulate research and bring about more effective care and treatments.

SANE's 140-strong team of trained volunteers and professional supervisors, counsellors and therapists offer emotional support and practical information to those in crisis or struggling to cope with everyday life, but there are still many more that need to be reached. We can help you or someone you care about to live more easily with their Black Dog.

*"SANE and their Black Dog Campaign has my fullest possible support. What they are doing is wonderful and important."*

**Stephen Fry**

## The idea:

From summer 2011 the SANE Black Dogs will begin appearing in public and corporate spaces, and artists and celebrities will be designing coats to brighten each of them, ready for auction in 2012.

A Collar of Hope will be worn around the neck of every dog, featuring the SANE logo. The plinth supporting the Black Dog statue will have details of SANE's website where people can access information on how SANE provides emotional support and practical help for people affected by mental illness.

## Aims and objectives

**SANE is a UK-wide charity set up in 1986 to improve the quality of life for people affected by mental illness. It has three objectives:**

1. to raise awareness and combat stigma about mental illness, educating and campaigning to improve mental health services
2. to provide care and support for people with mental health problems, their families and carers, as well as information for other organisations and the public
3. to initiate research into the causes and treatments of serious mental illness such as schizophrenia and depression, and the psychological and social impact of mental illness.

*"The work of organisations such as SANE is a key part of tackling mental illness. We need to be treating mental health the way we are treating coronary care: preventively and proactively."*

**Professor Guy Goodwin**



*"Ignorance and prejudice are terrifying partners; SANE has bravely and consistently held high the banners of care and compassion. This is why I support their 25th anniversary Black Dog Campaign. With the impact of the recession and closure of services, there will be an even greater need for somewhere to turn."*

**Alastair Stewart OBE**