



TCI's Annual Advocacy Campaign

#WhatWENeed

A Campaign Report
2022

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Table of Contents

About TCI.....	3
History of the campaign.....	3
Why #WhatWENeed	3
#WhatWENeed 2022 campaign.....	4
From planning to execution: #WhatWENeed 2022 journey	5
Process of running the campaign.....	5
Unique features of 2022 campaign.....	5
Campaign analytics	6
Key highlights	12
Challenges.....	15
Key learnings.....	16

List of figures

Figure 1: TCI’s followers on social media platforms	7
Figure 2: Campaign’s website analytics	8
Figure 3: Campaign’s social media analytics.....	8
Figure 4: Campaign website visitors from 55 countries!	9
Figure 5: Social media analytics of campaign submissions.....	10
Figure 6: Submissions were made from 15 countries!	11

About TCI:

Transforming Communities for Inclusion (TCI) is a global Organization of Persons with Psychosocial Disabilities [an OPD]¹. TCI forecasts a future in which all human rights and full freedoms of persons with psychosocial disabilities are realized. Empowered by the extraordinary vision and guidance of the CRPD (Convention on the Rights of Persons with Disabilities), TCI's purpose is to situate ourselves at the center of the cross-disability movements at the national, regional, and global levels, as a way to reclaim our dignity and autonomy, experience our independence and to realize our right to live in the community². The identity of 'Persons with psychosocial disabilities' has been derived from the CRPD description of disability and is inclusive of persons who identify as 'users and survivors of psychiatry', 'mad' persons' and persons with intersectional and neurodiverse identities, including persons with psychosocial disabilities.

History of the campaign:

Since 2018, when the Lancet Commission on Mental Health was issued, TCI has worked to challenge and correct the medical oppression on us, persons with psychosocial disabilities, with the #WhatWENeed Campaign. The mental health sector and allied actors, particularly variants of the movements for global mental health and INGOs, have pushed our human rights to "Right to mental health" and SDG (Sustainable Development Goal) Goal 3. Considering that framing our needs under "mental health" has, since many decades, exposed us to risks of institutionalization and cruel, inhuman and torturous treatments, frequently without choice, this restriction of our lives and needs to SDG Goal 3 is suspect. We wanted to voice out #WhatWENeed, as persons with psychosocial disabilities and not what everyone else thinks we need. The previous year's campaigns can be located here³.

Why #WhatWENeed:

We are not just asking for "mental health reform" but for a transformation of worldview, policies, laws and programs impacting us and our resettlement within the disability inclusion discourse. The campaign amplified our positioning that, "*We are persons with disabilities. We are holders of all human rights as provided for, in the Convention on the Rights of Persons with Disabilities*". The campaign was also a way for our movement to reclaim the mental health week, starting the 1st

¹ <https://tci-global.org/>

² <https://tci-global.org/our-origins/>

³ <https://whatweneed.tci-global.org/about/>

week of October, to pass these key messages. Every year, the campaign has focussed on issues of topical interest at the time. Other than the issue of stopping the normative violence against us, inclusion in the SDGs, questions of our identity, political participation, support systems, de-institutionalization and various themes related to our community inclusion have been featured in the campaign by our members, partners, and allies. The campaign gives a platform for our members to present their work and advocacy to a wider global audience.

#WhatWENeed 2022 campaign

In 2022, TCI actively participated in seeing a UN (United Nations) “Guidelines on De-institutionalization, including during emergencies”, come to fruition⁴. This development gives a very concrete platform for our advocacy. There is clear recognition that persons with psychosocial disabilities, ‘mad’ persons, persons of ‘unsound mind’, and persons with intersectional, neurodiverse identities are a historically oppressed group and there must be another way, going forwards. TCI’s cherished topic of “community inclusion” is building up into a global agenda for OPDs, many policy making organizations and the United Nations as well; while at the same time, several countries have still not raised the standards of inclusion and support for persons with psychosocial disabilities, striving to bring further reforms to irredeemable mental health laws. The topic of “reparations” towards a historically oppressed group is gaining ground. Building on the signature of *#WhatWENeed 2022*, the campaign offered spaces to TCI members worldwide to share their work, press forward on their key advocacy campaigns, curate events to name a few. Specific to this year’s thematics were the following:

 <p>Deinstitutionalization</p> <p>Members and networks were invited to submit the works on deinstitutionalization from their countries, good practice examples, how they were planning to use the DI guidelines etc.</p>	 <p>Access to Justice</p> <p>Members and networks were invited to submit their viewpoints, their advocacy and good practice examples on works done on addressing access to justice issues from their regions, repealing of legal incapacity laws etc.</p>	 <p>Community Inclusion</p> <p>Members and networks were invited to submit their own understanding and perception of what community inclusion looks for them and what do they mean by community inclusion including sharing good practice examples from their communities and advocacy works.</p>	 <p>Lived experiences of persons with intersectional and neurodiverse identities</p> <p>TCI recently expanded its universe of membership to neurodiverse and gender diverse persons who experience discrimination on the basis of their diversity. Members and networks were invited to submit their posts on the thematic.</p>
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⁴ CRPD/C/5

From planning to execution: #WhatWENeed 2022 journey

The campaign was officially launched on October 10, 2022 with plans of wrapping it up by December 31, 2022. Owing to an overwhelming response of TCI's members and networks to make submissions and queries, the deadline was extended to January 10, 2023. A concept note was prepared for the campaign along with a campaign flyer. An introductory webinar was also organized⁵ with the aim of disseminating detailed information about the campaign, format of submissions, details on the thematic areas etc.

Process of running the campaign:

The campaign received an excellent response from the members and networks. The Secretariat was intensively engaged in planning and running the campaign while also managing other works. Daily calls, creating dissemination plans, documenting through emails, follow up calls with members, answering queries of enthusiastic members, working with them on their proposals, submissions and agendas were some of the detailed tasks. The submissions were reviewed, feedback was given to members wherever it was requested for and then approved by the Secretariat team. All the submissions were uploaded on the official campaign website and social media handles (Twitter⁶, Instagram⁷ and LinkedIn⁸). Dissemination of all the submissions were made till February 10, 2023 providing sufficient time for the submissions to be received by the audience. The website played a crucial role in the campaign, serving as a repository for past and current submissions. The first step was to establish a domain specific to the campaign, this was followed by restructuring of the website and new tabs and sections were introduced to ease navigation by the readers. Throughout the duration of the campaign, Secretariat worked continuously with the technical support staff and the website was regularly updated. It was also ensured that all posts were uploaded on a regular basis taking into consideration design elements and accessibility. From creating budget sheets to processing invoice payments, the TCI Secretariat also provided comprehensive support to its members for facilitating financial aspects of their contributions (events, consultations etc.)

Unique features of 2022 campaign:

TCI Secretariat worked on and developed a **social media dissemination plan** to enhance the effectiveness of the campaign and ensure a wider reach of all the submissions. The plan was made using Google sheets and comprised a content strategy, posting schedule, as well as

⁵ <https://www.youtube.com/watch?v=A-wusbJOjb8>

⁶ https://twitter.com/TCI_Global

⁷ https://www.instagram.com/tci_global/?igshid=MzRIODBiNWFIZA%3D%3D

⁸ <https://www.linkedin.com/company/tciglobal/>

captions and hashtags for the posts. This was an effective tool to manage dissemination of the submissions and kept the campaign on track while also creating a digital repository of all the posts. Through the 2022 campaign, TCI **expanded its social media presence** by creating pages on Instagram and LinkedIn. Both these platforms along with Twitter helped in tapping different categories of members, networks, and general audience. **Mailchimp**⁹ was utilized as a campaign tool to send designed emails to many groups. Mailchimp's analytics tools supported the team to monitor key metrics of the campaign enabling tracking of its impact. #WhatWENeed 2022 also utilized popular social media trends such as **#ThrowbackThursdays** to share previous submissions as a way for the audience to revisit and get more information on the format of submissions. **#ThematicTuesdays** was also introduced as dedicating each Tuesday to posts centered around the campaign's themes. To showcase the advocacy work and submissions of our members, TCI Secretariat utilized **Canva**¹⁰ to design social media posts. The designs were thoughtfully curated, considering both their accessibility and aesthetic appeal.

Campaign analytics

This section provides information on the analytics of the campaign works from December 10, 2022 till February 20, 2023.

The campaign showed a positive impact on the number of followers on TCI's various social media accounts: Instagram, LinkedIn and Twitter. As mentioned above, new accounts were created on Instagram and LinkedIn and garnered a good following. Twitter connections went up considerably during the campaign period.

⁹ www.mailchimp.com

¹⁰ www.canva.com

Figure 1: TCI's followers on social media platforms



Figure 2: Campaign's website analytics

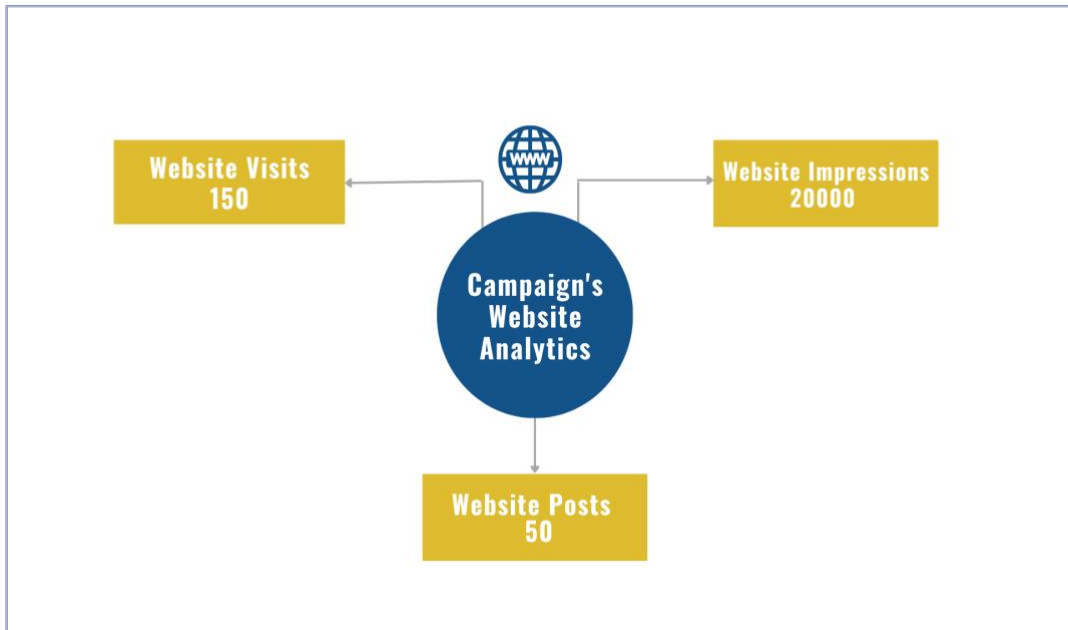


Figure 3: Campaign's social media analytics

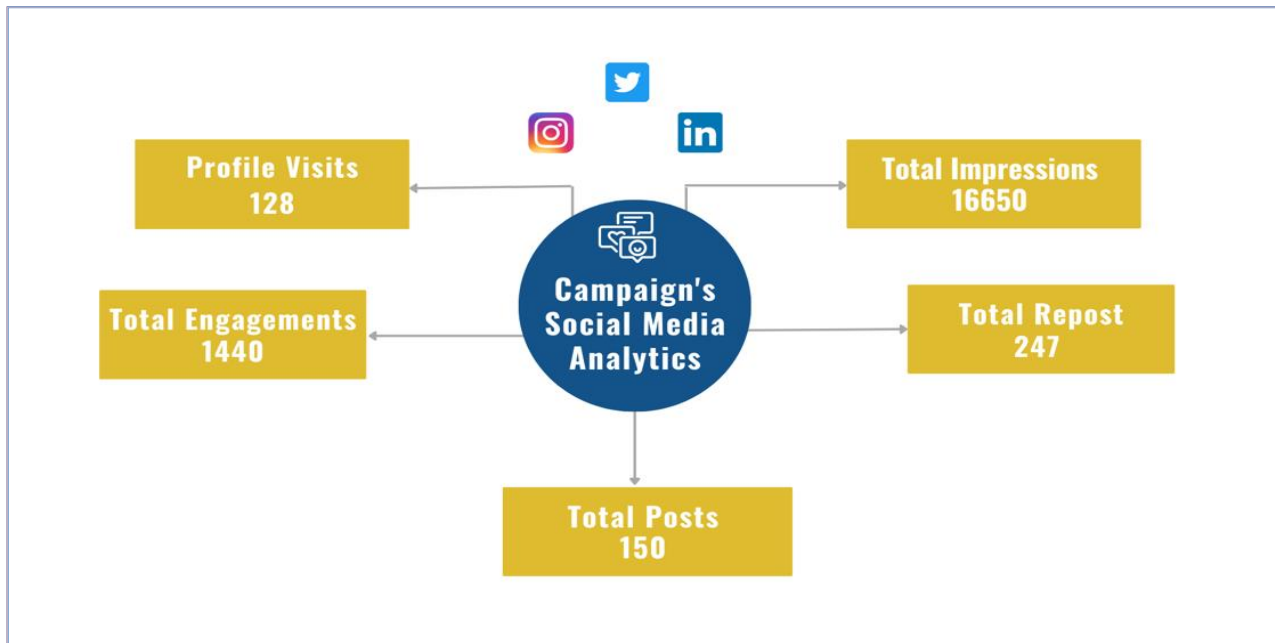


Figure 4: Campaign website visitors from 55 countries!



Figure 5: Social media analytics of campaign submissions

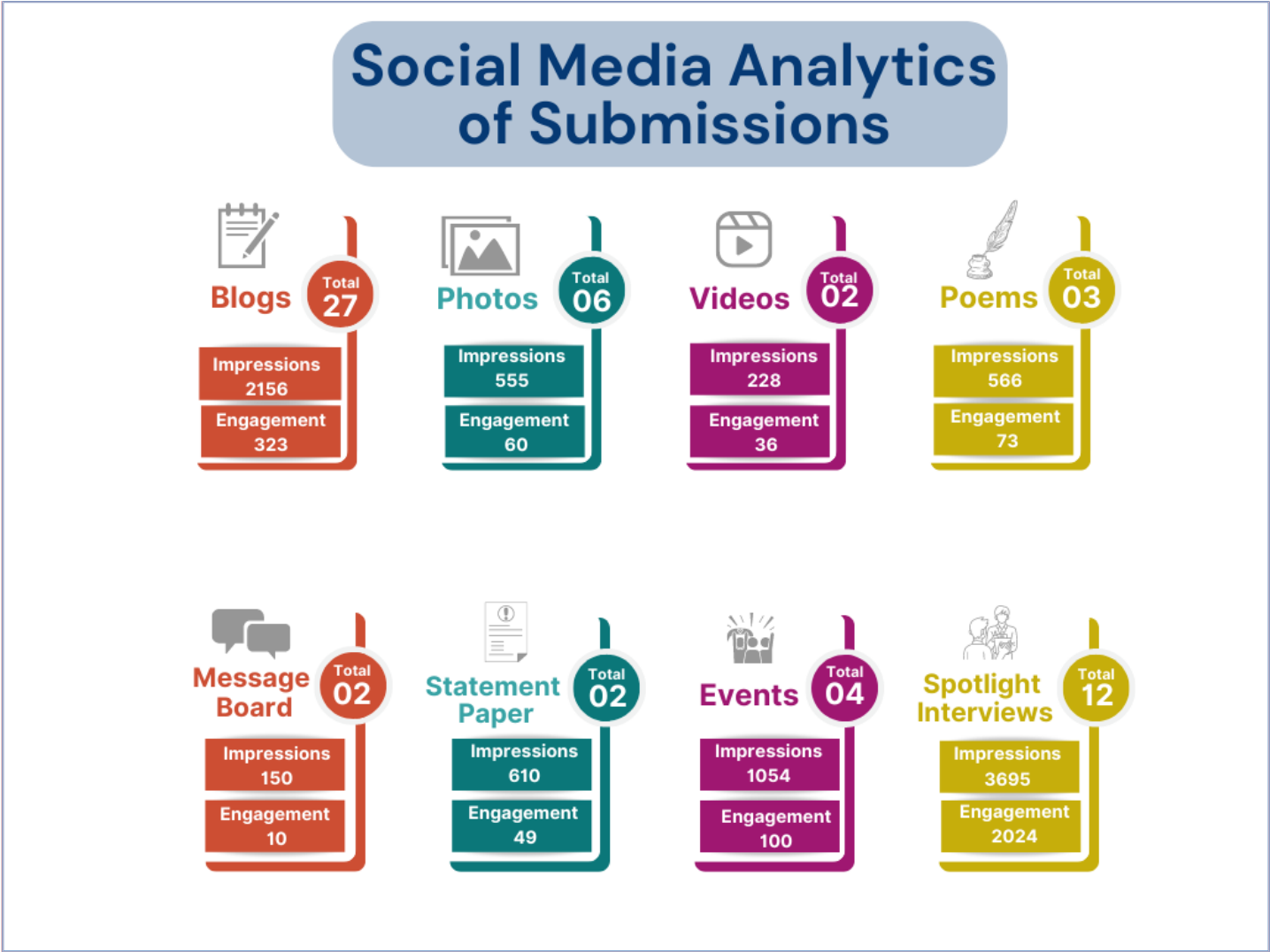


Figure 6: Submissions were made from 15 countries!



Key highlights

This campaign, #WhatWENeed 2022, truly demonstrated the global footprint of TCI and captured the vibrant, strong and core messages of our movement with respect to inclusion of persons with psychosocial disabilities. The campaign produced a canvas painted with the voices of our members, networks and allies. Though the campaign was phenomenal in the range of messages it captured and the variety of formats used for the messaging, following are some of the key highlights from the campaign.

Progressing into advanced advocacy: Over recent years, TCI has been delving deeper into advanced advocacy while actively sharing relevant resources, news, and opportunities with its members for their capacity development and awareness. Additionally, TCI has been providing its members with platforms and spaces to enhance their understanding on the thematic areas of TCI's work. This effort was evident in the campaign submissions made by TCI members, particularly the new members, who not only shared their personal experiences of exclusion, coercion, and violations but also provided specific and concise plans and directions for stakeholders to promote and ensure the inclusion of persons with psychosocial disabilities. Messages on deinstitutionalization^{11,12}, using UN guidelines on deinstitutionalization¹³, community inclusion¹⁴, relevance of self-care¹⁵, advocacy against discriminatory regulations in mainstream services¹⁶, relevance of our identity as persons with psychosocial disability¹⁷, calls for repealing mental health legislations^{18,19}, importance of having choices as against just providing consent resonated through the submissions. The language and spirit of the CRPD echoed through the messages.

Bridging the gap in advocacy between Global South and Global North: The campaign was highly successful in bringing shades of Global South and Global North together on the advocacy mosaic. TCI has a smattering of members across Canada, United Kingdom, United States of America, Europe etc. and they enthusiastically participated in adding their voices to the campaign and sharing information on the needs of the movement in their regions. This knowledge sharing and exchange helped

¹¹ <https://whatweneed.tci-global.org/whatweneed-submission-by-psychosocial-disability-rights-network-pdrn-pakistan/>

¹² <https://whatweneed.tci-global.org/taiwan-mad-alliance-2022/>

¹³ <https://whatweneed.tci-global.org/spotlight-interview-of-samuel-n-macharia/>

¹⁴ <https://whatweneed.tci-global.org/a-workshop-on-community-inclusion-sri-lanka/>

¹⁵ <https://whatweneed.tci-global.org/netra-davar-2022/>

¹⁶ <https://whatweneed.tci-global.org/whatweneed-2022-campaign-submission-by-living-association-thailand-lat/>

¹⁷ <https://whatweneed.tci-global.org/the-discriminatory-standards-of-constructing-patienthood-of-the-mentally-ill-within-public-health-by-bhargavi-davar-repost-november-2022/>

¹⁸ <https://whatweneed.tci-global.org/spotlight-interview-of-dorothy-gould/>

¹⁹ <https://whatweneed.tci-global.org/spotlight-interview-of-yeni-rosa-damayanti/>

members across Global South and Global North to understand the situation of their peers in different parts of the world; highlighted good practice examples led by OPDs on deinstitutionalization, community inclusion, access to justice; elaborated upon various advocacy strategies adopted by OPDs with multi stakeholders to name a few. There was a discussion on reservation placed by Global North countries on Article 12 of the CRPD²⁰ and how that hampers all efforts towards inclusion of persons with psychosocial disabilities. Another interesting dialogue ensued on the various identity positions that peers adopt for themselves across the world²¹ along with discussions on how mental health laws and legislation are used to restrict their lives and create highly regulated communities²². Members from Global North shared their own experiences of dealing with the oppressive mental health ‘care’ systems in their countries²³. Members from the Global South also demonstrated the power of communities²⁴, peer groups and social support systems to facilitate community inclusion of persons with psychosocial disabilities and their own advocacy on this thematic²⁵.

Remembering our leaders and honouring their legacy: TCI is inspired by the strong history and legacy of the movements of users and survivors of psychiatry, ex-patients liberation movements, and a variety of mad pride movements, which have existed since the 1960s. The founding members of TCI joined the World Network of Users and Survivors of Psychiatry and the international disability caucus at the time, in fighting hard to get a CRPD that ‘we can live with. Continuing with this tradition of honouring the legacy and works of senior leaders of the movement, TCI dedicated a special post to Luke Taveta, who spearheaded one of the oldest user survivor movements from the Asia Pacific through his organization, Psychiatric Survivors Association (PSA)²⁶. They were a recipient of TCI’s OPD support grant and it aimed at documenting and archiving Luke’s poems²⁷. He was a prolific poet who captured his experiences and his advocacy through his poems. Luke passed away in 2021 and this was also a way to pay homage to his indomitable spirit. TCI also took the opportunity to remember, name and cherish the leaders of the movement during a webinar on reclaiming activists’ histories²⁸.

Formally publishing TCI’s positionality on community inclusion: Recent years have witnessed global policy circles and stakeholders waking up to community inclusion as a global topic; this term started being tossed around in high level spaces and networks and garnered quite an interest from UN agencies, Human Rights mechanisms, State Parties etc. However, our movement also started witnessing the co-optation of this topic, contrary to what it means to the movement and contrary to

²⁰ <https://whatweneed.tci-global.org/spotlight-interview-of-liz-brosnan/>

²¹ <https://whatweneed.tci-global.org/spotlight-interview-of-kim-wichera/>

²² <https://whatweneed.tci-global.org/liberations-work/>

²³ <https://whatweneed.tci-global.org/submissions-by-liberation-and-its-members/>

²⁴ <https://whatweneed.tci-global.org/spotlight-interview-of-kavita-nair/>

²⁵ <https://whatweneed.tci-global.org/cic-k-whatweneed-collection-2022/>

²⁶ <https://whatweneed.tci-global.org/self-advocating-for-rights-one-poem-at-a-time/>

²⁷ <https://tci-global.org/wp-content/uploads/2023/04/Interview-Report-of-PSA-on-the-DPO-Support-Grant.pdf>

²⁸ <https://www.youtube.com/watch?v=sF8VQAQkUfc>

what is stated in the CRPD and a dilution of the topic. TCI seized this moment to draft and lay down its own positionality on what we mean by community inclusion²⁹. This statement was a result of the decade long deliberations, discussions, discourses around the topic between all the members and networks.

TCI Response statement: The 2022 campaign opened on a strong note with TCI releasing its response statement asking for the withdrawal of a proposed guidance on mental health, human rights and legislation by WHO (World Health Organization) and OHCHR (Office of the High Commissioner for Human Rights)³⁰. This guidance recommended improving the mental health legislations across the world by aligning them with the CRPD. However, it retained the legal algorithms to disqualify persons with psychosocial disabilities of their human rights and created legal loopholes for retaining custody and coercion. This activity provided TCI with an opportunity to engage its members in a Working Group wherein everyone read through the material and came together to share their feedback. This was then put together by the Secretariat and released as a statement. The statement was widely picked up by multistakeholders including other OPDs, movements, funding agencies etc.

Inclusion of new groups/new voices: The identity of ‘Persons with psychosocial disabilities, for TCI, has been inclusive of persons who identify as ‘users and survivors of psychiatry’, ‘mad’ persons, persons with intersectional and neurodiverse identities and including persons who self-identify with psychosocial disabilities. In 2022, persons and groups with neurodiverse identities (Attention Deficit Hyperactivity Disorder and Autistic persons) and persons with intersectional identities and those facing multiple discriminations (e.g. Lesbian, Gay, Bisexual, Transgender, Queer, Intersex,+) have also participated in our events, reached out for membership, resources, etc. We leave it to the persons to define and construct their own identities and their belonging to TCI. We have, in these years, built a strong alliance with OPDs of other under-represented groups based on our common experience of discrimination and exclusion. This campaign also saw TCI members, from these communities coming forward and enthusiastically participating in it by engaging in the spotlight interviews^{31,32}. Some new networks also introduced their organization’s work for persons of our constituency.³³

Awarding government officials: IRIS award was a brilliant idea conceptualized by the IMHA (Indonesian Mental Health Association) team, one of the founding members of TCI. Formal awards were conferred to government officials for supporting the process of deinstitutionalization in

²⁹ TCI (2022). TCI positionality on Community Inclusion. TCI Global, Geneva. Available at: <https://whatweneed.tci-global.org/tci-positionality-on-community-inclusion-2022/>

³⁰ <https://whatweneed.tci-global.org/tci-response-statement-withdraw-the-proposed-who-ohchr-guidance-on-mh-human-rights-and-legislation/>

³¹ <https://whatweneed.tci-global.org/spotlight-interview-of-karen-muriuki/>

³² <https://whatweneed.tci-global.org/spotlight-interview-of-silvestre-barragan/>

³³ <https://whatweneed.tci-global.org/introducing-carr-gomm-by-rebecca-robinson-international-collaborations-project-manager-carr-gomm/>

Indonesia. This was a proud landmark moment for the movement and TCI was honoured to support this initiative³⁴.

TCI's piece on violations and coercion practiced in institutions: TCI also wrote and submitted a strong opinion piece on the BBC (British Broadcasting Corporation) Panorama undercover investigation of the Edenfield Mental Health Care unit, UK³⁵. The documentary showed harrowing and disturbing evidence of patients admitted to the center being subjected to the worst kinds of human rights violations. It tried asking the questions such as what enables this environment, in today's day and age, discussed involuntary detention permitted under the current mental health legislations, elaborated on the legal barriers faced by persons with psychosocial disabilities and recounted UK's strong user survivor movement, its robust history and its advocacy. It resonated strongly with the TCI members and networks from the UK and was picked up by them for their advocacy works.

Harnessing the potential of social media: TCI has a growing membership base among youth and youth-led organizations. A number of TCI members (old and new) and these youth led organizations have turned to social media to harness its immense potential and massive reach to take their voices globally. TCI 2022 campaign also witnessed the organizations proposing and conducting social media campaigns by posting messages on their works, advocacy in their regions on social media handles^{36,37}. One member also drew artwork to demonstrate their messages³⁸ whereas the other group held a workshop to work through and develop community inclusion messages for social media³⁹.

Challenges

- The response to the campaign, although a bit slow in the beginning, overwhelmed the small Secretariat team. However, it also taught the team to be consistent, constantly persevere and be patient.
- The campaign had to be extended beyond its usual timeframe. This also affected the other ongoing tasks of the Secretariat. The team learnt the crucial importance of planning well ahead in time and to be prepared for unexpected challenges.
- Coordinating time and dates of spotlight interviews with members and networks was also a hard task owing to the number of interviews planned and cross cutting time zones.

³⁴ <https://whatweneed.tci-global.org/iris-award-2022/>

³⁵ <https://whatweneed.tci-global.org/house-of-horrors-tale-of-terror-sadly-nothing-new-here/>

³⁶ <https://whatweneed.tci-global.org/championing-inclusive-communities-kenya/>

³⁷ <https://whatweneed.tci-global.org/caf-2022/>

³⁸ <https://whatweneed.tci-global.org/the-stronger-project/>

³⁹ <https://whatweneed.tci-global.org/a-workshop-on-community-inclusion-sri-lanka/>


Key learnings:

- Participating in #WhatWENeed campaign provided an opportunity for members to express their thoughts, experiences and vision in creative ways.
- TCI provided creative freedom to the members to share their submissions in a variety of formats (poems⁴⁰, blogs, videos⁴¹, photos etc.). This encouraged and helped the members to submit their contributions, in formats which were comfortable and accessible to them. Including formats such as message boards⁴² to include messages from members who wished to submit short texts, was also a great idea and taught the team to be accommodating and more inclusive.
- The campaign also helped TCI's members and networks to become active on social media and establish their presence.
- The team also followed up with members and networks supporting them in structuring or finalizing their submissions. This also strengthened the relationship between TCI's secretariat and its members.



Thank You Note

TCI expresses its sincere gratitude and appreciation to all its members, its networks and partners who participated in the campaign and made it such a roaring success. This campaign reinvigorated a true sense of a community for all of us at TCI, cutting across all barriers, bound together by a common vision of transforming our communities for our rightful and true inclusion.



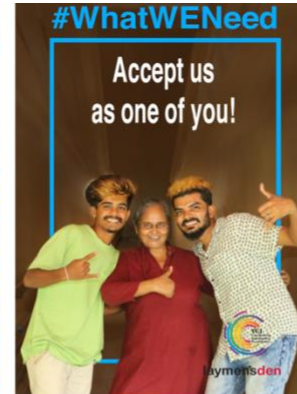
⁴⁰ <https://whatweneed.tci-global.org/poems/>

⁴¹ <https://whatweneed.tci-global.org/videos/>

⁴² <https://whatweneed.tci-global.org/message-board/>



TCI positionality on Community Inclusion



Liberation's work Campaign / January 19, 2023



Avail information on matter mental health and rights for People with Disabilities which align with the UN-CRPD. This may involve production of leaflets, websites, social media campaigns, creating TV spots as well as making information available in youth centers and schools.

END COERCION

CLOSE MY EYES, AND I'M FLYING



Self-Advocating for Rights, One Poem at a Time:

Experiences Of Archiving Luke Taveta's Poems By Psychiatric Survivors' Association With The Help Of TCI DPO Support Grant

February 6, 2023



CRPD Article 19



Cold Stares Silent Whispers Warm Wounds Loud Prayers

A poem by Robert

Realizing Human Rights and Social Justice in Mental Health

Webinar Series

Webinar 1

Mad People's Movement: Reclaiming Collective Activist Histories

BHARGAVI DAVAR Transforming Communities for Inclusion (TCI)	LUCY COSTA Empowerment Council	CHLOE ROURKE McGill University	ELIZABETH OMBATI Championing for Inclusive Communities in Kenya (CIC-K)
FADY SHANOUDA Carleton University	SERA OSBORNE Psychiatric Fiji Association (PSA)	MARINA MORROW York University	OLIVIA BOONSTRA Evince

#WhatWeNeed

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laymensden

TCI RESPONSE & STATEMENT

WITHDRAW the Proposed WHO & OHCHR Guidance on MH, Human Rights and Legislation



978-93-92971-18-5

Email id: secretariat@tci-global.org

Website: www.tci-global.org

Campaign website:

<https://whatweneed.tci-global.org/>