

...photo opportunity...photo opportunity...photo opportunity



Insert Trust Logo Here

[Insert descriptive title explaining exactly what will be happening visually]

For Immediate Release / Embargoed Until 00.01 [insert date]

[Insert local notable if poss], Mental health service-users and staff from [insert trust name] will join forces [insert when, eg tomorrow/ Wed] - they'll be [insert description of exactly what they will do] in a bid to change attitudes to mental health. The stunt [forms part of/will launch – delete as approp] a new campaign to stamp out the stigma of mental health problems. It's being led by a partnership between [insert trust] and the national 'Time to Change' campaign – a coalition of national mental health charities.

[insert name of local notable if poss] and other campaigners will be [describe the activity] at [insert place of event] on [insert date] at [insert time].

Over the coming [insert timeframe / weeks/ months] the campaign will include:

- [insert series of 'events' or advertising']

Mental health problems affect [Insert number of people thought to be affected by mental health problems] in [insert local area]. Around 90% are stopped from seeking help, applying for jobs and doing normal things like going to the shops because of stigma and discrimination.

[Insert name of trust director / mental health lead] says:

"[insert quote – for guidance, see 'key messages' try to keep this to a few lines at most]"

[Insert Case Study name], mental health service-user says:

"[insert quote, with brief experience of stigma and why campaign is important]"

PHOTOGRAPHS OF THE EVENT WILL BE AVAILABLE [delete as appropriate]

For More info contact: [insert name of relevant press officer, tel and email]

NOTES TO EDITORS

1. Time to Change is England's most ambitious programme to end the discrimination faced by people with mental health problems, and improve the nation's wellbeing. Mental Health Media, Mind, and Rethink are leading this diverse programme of 35 projects, funded by £16m from the Big Lottery Fund's Well-being programme (www.biglotteryfund.org.uk) and £2m from Comic Relief, and evaluated by the Institute of Psychiatry, King's College, London. The programme is founded on an international evidence base, and has people with direct experience of mental health problems at its heart.
2. 1 in 4 people will experience a mental health problem at some stage in life – Office for National Statistics
3. 9 out of 10 people with a mental health condition are affected everyday by stigma – Rethink: 'Stigma Shout' survey of almost 4,000 people, 2007.
4. [Insert other relevant local facts / statistics]