



let's end mental health discrimination

Time to Change Legacy Materials
www.time-to-change.org.uk/legacy

Background and achievements

Before the programme was developed there had been research into the impact of stigma and discrimination and the resulting extent of social exclusion in England. There was therefore recognition and support for the need for a concerted effort to address stigma and discrimination with a focused programme of activity. Internationally we were seeing the improvements in public attitudes resulting from investment in national programmes delivered in New Zealand and Scotland, and also starting to see more research into mental health stigma. Closer to home there was commitment from the government to challenging stigma and interest from service users in doing so. In this period mental health charities had begun to collaborate more, mostly as a result of coming together to challenge mental health policy. At the same time, Mind, Rethink Mental Illness, Mental Health Media (now merged with Mind) and the Institute of Psychiatry, King's College London began discussing how a programme of anti-stigma and discrimination work could work. For an overview of the history of Time to Change, take a look at the [timeline](#).

Extensive consultation on the development of Time to Change (which originally had the working title Moving People) took place over the two years leading up to the launch of the programme in October 2007. This included a survey in 2005 Rethink Mental Illness of over 7,000 people with mental health problems and people with experience of caring for someone with a mental health problem, which found that 82% of respondents identified improvements in public understanding about mental health as a priority for future campaigns. While preparing the funding bid for the partnership, the four organisations sounded out their networks about a campaign to change public attitudes, and talked to key stakeholders in the sector. A further short questionnaire distributed online and in hard copy elicited 795 separate responses in February and March 2007, with 80% of respondents endorsing the proposed programme as the right approach to change attitudes and behaviours towards people with mental health problems.

In 2006 Rethink Mental Illness ran a month-long anti-stigma social marketing campaign in Norfolk, and in 2007 also ran a campaign in Northern Ireland. The evaluations of these campaigns gave additional evidence of the effectiveness of social marketing campaigns in England and Northern Ireland. For more information, take a look on the [resources page](#).

What were the target outcomes and how were they met?

Our first target outcome was a 5% improvement in public attitudes towards people with mental health problems.

We saw a 2.4% improvement in public attitudes at a national level over the first four years of activity. This was measured by an annual survey which asked a representative sample of the general public questions about their attitudes towards



people with mental health problems. According to evaluation of Time to Change by the Institute of Psychiatry, King's College London, there is a clear and consistent link between awareness of the Time to Change campaign and improved knowledge, attitudes and behaviour around mental health.

We also wanted to bring about a 5% reduction in discrimination.

This was measured by the annual Viewpoint survey, conducted by the Institute of Psychiatry, King's College London, which asked 1,000 people using secondary mental health services in England about their experience of discrimination. Types of discrimination commonly identified included reactions from family, friends, in the workplace and from mental health and other health professionals. There has been a 3% increase in the numbers of people reporting no discrimination in their lives, and a significant 11.5% reduction in the average levels of discrimination reported in 2011 compared to 2008.

We aimed for 100,000 people with mental health problems to have increased ability to address discrimination.

At the end of September 2011, the knowledge and confidence of 162,196 people had increased – exceeding the original target. This figure includes: campaigners and people running user led projects as part of Open Up; people taking part in community events as participants, volunteers and staff; people accessing online information about legal rights and the workplace and ambassadors. Facebook fans with lived experience of mental health problems were also surveyed on whether they felt that as a result of joining they felt they had more confidence to challenge mental health stigma and discrimination. Of those that completed the survey, 82% felt their confidence had increased and figures from this were then extrapolated out, based on the total number of Facebook fans, making a total of 70,131.

Finally, we planned for 274,500 people to be involved in activities that brought people with and without mental health problems together to break down stigma and discrimination.

A total of 591,787 people took part in Time to Change events and activities up to the end of October 2011, exceeding the target by over 300,000.

What did we do to achieve these outcomes?

The Time to Change model consisted of national high-profile activity supported by community based work and targeted interventions. The intention behind this work was to improve public knowledge, attitudes and behaviour, which in turn would lead to a decrease in discrimination experienced by people with mental health problems. We have separated this activity into national, local and targeted activities to give a flavour of the spread, but some projects worked across different areas and combined national and local activity or targeted and national activity.

National work

The most visible part of the programme was the first England-wide social marketing campaign addressing mental health discrimination. The aim was to reach 75% of the adult population (30 million people) through a variety of media.

The campaign reached over 44 million people through TV, radio, the press, online advertising and PR. There is a clear and consistent link between awareness of the Time to Change campaign and improved knowledge, attitudes and behaviour around mental health.

The second element of the national work was to reach 250,000 people through large-scale events. Events would bring people with and without mental health problems together to talk about mental health, as this had been shown to be an effective way of breaking down stigma and discrimination. The aim was for 40% of these events to centre on physical activity and improving the wellbeing of participants, as well as challenging stigma.

The programme reached 591,787 people through local and large-scale regional events and conversations, exceeding the targets by over 300,000, and 36% of these events involved physical activities such as football, dancing and walking; other types of activities included plays, music and art. Of this number, 171,361 of the people engaged were engaged through the Time to Change website, social media or online films.

The programme would produce a website and use social media to help empower people with mental health problems.

The Time to Change website was an integral part of the campaign and communications strategy, and in the first four years 557,159 unique visitors viewed it. The Time to Change Facebook page had 86,999 fans and we had 9,298 Twitter followers. An online survey found that 84% of the Facebook fans had experience of mental health problems.

Local activities

Time to Change would fund 28 local community-based projects run by Rethink Mental Illness and local Minds that would focus on physical activity and raising awareness of mental health. The aim was for 24,500 people to take part in regular exercise as a result.

A total of 28 local projects worked with 49,611 people, 25,383 of whom started exercising regularly as a result. Activities run by projects ranged from gardening, walking, boxing and a project specifically for the lesbian, gay, bisexual and transgender (LGBT) community.

Time to Change worked to empower people with mental health problems to challenge stigma and discrimination through community projects, networking and training. Projects would be devised, developed, run and supported by people with experience of mental health problems, reaching a further 10,440 people. Open Up would also engage 4,000 people through national work.

Open Up funded 32 projects, 30 of which completed their activities successfully. The projects engaged 9,836 people, and the Open Up newsletter, training and media work engaged 6,447 people. A total of 19,578 people were reached through the national website and newsletters.

Targeted work

Time to Change would create online resources for employers and employees offering guidance and advice on how to deal with mental health in the workplace.

Five videos were produced showing people with real experiences of how mental health problems have been handled in the workplace. People featured in the films included employees with mental health problems and a line manager of someone with a mental health problem. Employers that visited the site were asked to complete a survey and 43% said they were more likely to employ someone with a mental health problem as a result of having visited the website.

Time to Change would provide legal advice and support to people affected by mental health discrimination.

Time to Change gave legal advice and information to 1,755 people.

The programme would provide training for influential audiences including trainee teachers and medical students. The training would be delivered through the Education Not Discrimination (END) project and 4,700 people would be trained.

END exceeded its target, delivering anti-stigma training to 6,550 recipients from its four audiences: trainee teachers, medical students, senior teachers and GP surgery staff.