All that is necessary for stigma to remain in the workplace is that good people do nothing.

What is a Champion in the workplace?

Champions are essential in challenging stigma and changing the way employees think and act about mental health in workplaces. They are at the forefront of our fight to make it commonplace for employees to say “I’m struggling”, “I’m working too much” or “I need support” in the workplace without the fear of negative consequences.

Your employer has signed the Time to Change Pledge to demonstrate their commitment to creating a workplace free from stigma and discrimination. Together, we can create a working environment that is supportive and understanding towards employees experiencing mental health problems. We are working together with your employer to help them achieve this vision and we know that Champions are the key – we know that you are the key.

Champions will drive forward change internally and help to embed positive changes within the workplace through tackling mental health stigma and instigating initiatives to improve wellbeing amongst their fellow employees.

At Time to Change, we support Champions by providing them with resources for the workplace, support, good practice advice, peer networking and learning opportunities.

Why do we need Champions?

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” Margaret Mead

Our movement has a monumental mission. Stigma and discrimination is everywhere – so we need to fight it everywhere, too.

We may not have huge amounts of money and resources – but our strength lies in the voices of thousands of people who believe passionately that change must happen.

We need you to join our collective call for change and to carry that voice into your workplace. We will support you every step of the way whilst equipping you with the skills and knowledge to run campaign activity in your workplace – what we need as a movement is like-minded people who have the passion to create change. Making a commitment and getting the conversation started is your first step.
Who can become a Champion?

We are seeking passionate individuals, with or without experience of mental health problems, who know in their hearts that the status quo in our approach to dealing with mental health is not only unproductive and unjust, but is also unsustainable. We are seeking Employees who want to join our campaign and run events and activities in their workplace in order to break down stigma and discrimination.

If we are going change how people think and act about mental health, we need people who:

- **Are passionate** about tackling the stereotypes, stigma and discrimination associated with people who experience mental health problems within the workplace.
- **Have the time and resources** to lead on anti-stigma activity.
- **Are willing to engage colleagues** constructively and positively when taking action to tackle mental health stigma.
- **Will spread the word** about Time to Change and what the campaign has to offer in your organisation.
- **Can empower colleagues** to share their experiences of mental health problems in the workplace.
- **Persevere** in the face of adversity.

Your employer believes that tackling mental health stigma and promoting wellbeing in the workplace should be a top priority and needs employees, who are not afraid to throw their weight behind this important cause, to step up and champion change from within.

Champions must also:

- Be a current employee of an organisation that has signed, or is seeking to sign, the Time to Change Employer Pledge.
- Feel able to undertake the role after reviewing our Things to Consider document.

What do Champions do?

As a Champion you will raise awareness of mental health and help to break down stigma in the workplace. How you do this is completely up to you (we encourage you to be creative!) but anti-stigma activity should support your Employer Pledge action plan as well as your employer’s overall strategy for supporting employees.

Champions have a leading role in ending stigma and the culture of silence. If you can commit to normalising conversations around mental health this will have an impact on overall culture and perceptions among your colleagues.
Every activity, no matter how big or small, contributes to our collective goal of tackling mental health stigma, such as organising a stall in your canteen or starting a conversation about mental health with your team. We have some ideas for getting started here.

How many Champions can your organisation have?

- As many Champions as the organisation needs.
- Champions network at your organisation, you are more than welcome to get other colleagues involved in supporting you in your anti-stigma activity (the more who are rallied behind the cause, the better!).

What could you gain from being a champion?

- The knowledge that you are part of a once in a lifetime movement to create positive change.
- Being part of a professional network of like-minded individuals where you can learn and share knowledge.
- Increasing your understanding around wellbeing and fighting mental health stigma in the workplace.
- Developing skills outside of your role and learning from your peers.
- Increased confidence in public speaking about issues you are passionate about.
- Helping to end mental health stigma in your workplace.

What support can Champions expect from Time to Change?

We will:

- Keep you informed by sending you updates on the campaign and what’s coming up.
- Be on hand to answer any questions related to the Champion role.
- Help you help others by providing briefings, guidance and upskilling workshops, for example, how to run ‘anti-stigma’ activity.
- Signpost you to information and guidance to support you in addressing wider workplace wellbeing issues including training and useful resources within our network.
- Share opportunities to get involved in other aspects of our work.
- Provide you with tips and techniques to increase wellbeing amongst you and your colleagues, including how to manage challenging conversations with colleagues who are struggling.
- Providing advice and resources for executing in-house awareness campaigns.
Start your journey: become a Champion in the workplace

Never underestimate the power of a single voice calling for positive change.

Add your voice to our collective call to end mental health stigma in the workplace.

Become a Champion in the workplace by contacting your Time to Change pledge lead, who will be able to advise you on how to go about starting your journey. You will be asked:

- Your name and preferred contact details
- Your job role and the organisation that you work for

Any personal information you share with us will be used solely by Time to Change and our evaluation partners. All applications will be held securely by Time to Change. We encourage a diverse range of perspectives, and are committed to ensuring equality of opportunity in our work.

In you have any further questions, just get in touch at Employers@time-to-change.org.uk or give us a call on 020 8215 2441