



let's end mental health discrimination

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

Executive summary

"Time to Change has given me confidence and allowed me to be more open about my mental health issues."

Post on the Time to Change Facebook page

Time to Change is England's most ambitious programme to end the stigma and discrimination faced by those of us with mental health problems.

The first phase of work, which ran from October 2007 until September 2011, was a programme of 35 projects. This was funded with £16m from the Big Lottery Fund and £4.5m from Comic Relief, and evaluated by the Institute of Psychiatry at King's College, London. The programme also benefited from staff secondments and some funding for evaluation activities from the Department of Health.

Time to Change is a partnership run by charities [Mind](#) and [Rethink Mental Illness](#). In the first four years the [Institute of Psychiatry, King's College London](#) was an evaluation partner and Mental Health Media was the fourth partner.

The impact from the first four years:

- We saw a 2.4% improvement in public attitudes at a national level between 2007 and 2011 and improvements are higher for those people in our target audience who are aware of the social marketing campaign. There is a clear and consistent link between awareness of the Time to Change campaign and improved knowledge, attitudes and reporting and intended behaviour.
- There was been a significant 3% increase in the numbers of people reporting no mental health discrimination in their lives, and an 11.5% reduction in the average levels of discrimination reported in 2011 compared to 2008.
- At the end of the first phase, the knowledge and confidence of an estimated 162,196 people with lived experience of mental health problems had increased.
- A total of 591,787 people were involved in activities that brought people with and without mental health problems together to break down stigma and discrimination.

The learnings are summarised in more depth throughout the legacy materials, but the key elements for a programme such as this are:

- Having people with lived experience of mental health problems at the centre of the programme was of critical importance (as was keeping this under constant review for further improvement). People with lived experience have powerfully and effectively changed attitudes and behaviour, challenged stigma



and discrimination, and shaped, delivered, evaluated, managed and governed the programme.

- The importance of robust evidence of impact cannot be underestimated. This not only allowed us to learn as we went along, but also justified continued funding for the programme.
- Our model of national, high-profile activity combined with support and delivery within communities and targeted interventions gave us wide reach but also helped avoid conflicting and dilution of messages aimed at the public.
- These achievements are shared by all members of an active and dynamic social movement of tens of thousands of people with lived experience of mental health problems and organisations from a range of sectors and communities. Everyone has their role to play as stigma and discrimination know no boundaries.

The second phase of work, which started in October 2011, is funded by the Department of Health and Comic Relief.