

# Speakout



## Working in partnership with **Black and Minority Ethnic communities**

### Working in the community -

Hear about the work  
of our grant funded  
projects

### Moving in the right direction -

Attitudes in Black and  
Minority Ethnic audiences  
are improving

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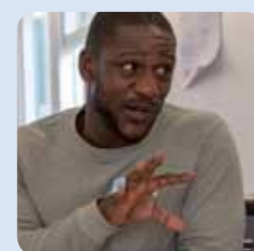
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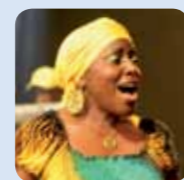
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## Keep in touch!

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## Introduction from our guest editor:

## Sandra Griffiths

Welcome to the Black and Minority Ethnic edition of Speak Out magazine.

My name is Sandra Griffiths and I am one of two Black and Minority Ethnic Equalities Co-ordinators in the Social Leadership team at Time to Change. We work with Champions who have lived experience of mental health problems who campaign together with Time to Change to tackle mental health discrimination in their communities. I also work closely with our teams organising community events and on our major campaigns to ensure we reach African and Caribbean audiences in all areas of our work.

It is a great pleasure to be guest editor for this edition of the Speak Out magazine. Time to Change is doing some amazing work across the country, often in partnership with African and Caribbean communities and organisations. They're working together to tackle mental health discrimination and stigma faced by communities that experience double discrimination on the ground of their race and mental health problems.

In this edition you will hear directly from teams across Time to Change, grant funded projects, community organisations and of course our Champions about their work in tackling stigma and discrimination experienced by Black and Minority Ethnic communities. A specific working group has been established with staff at Time to Change to make sure we are working together as a team and using the breadth of knowledge that exists within the organisation.

We have a 300 Voices project which works with young African and Caribbean men who have historically had poor experiences of services to change things for the better. This is groundbreaking work which is already having a very positive impact on the young men involved and statutory services. This work demonstrates partnership in action.

The stories of our Champions highlight their strengths and assets and invaluable contribution

they make to our campaign. Arts and creativity are also important tools in stimulating dialogue and engaging communities. In this edition you will hear about how we have used these tools at community engagement events and in a prison to facilitate mental health conversations and tackle mental health stigma.

By working with communities and lead organisations, our work has reached many people. I have been moved by the impact it's had on communities and Champions. Reaching and engaging with the prison population is new territory for Time to Change and has enabled us to think about the challenges of working with communities within institutions.

I would like to say a big thank you to all the contributors to this edition who have shared their experiences with authenticity and a great sense of pride in what they have achieved.

We have made some significant inroads in our efforts to understand and tackle mental health stigma and discrimination faced by Black and Minority Ethnic people within in their communities, services and wider society. But we have not become complacent. We still have a lot to learn from Black and Minority Ethnic communities, our partner agencies and Champions so that we can continue to reduce mental health stigma and discrimination in the workplace, networks and our community.

As a result of our work we have developed a wealth of knowledge, understanding and resources that we hope staff, organisations and communities can tap into to address the issue at a local and individual level across the country.

I hope that you find this edition useful and are inspired by what you read.

**Sandra Griffiths**

“The stories of our Champions highlight their strengths and assets and invaluable contribution they make to our campaign.”





Time to Change Director Sue Baker gives her perspective on what's been happening across the programme over the last three months.

## Update from Sue Baker

### Tackling stigma with people from Black and Minority Ethnic Communities

Earlier this year we published the results of a national survey that looked at the discrimination faced by people with mental problems from Black and Minority Ethnic communities. The data evidenced high levels of mental health discrimination across various areas of life - such as finding and keeping a job, relationships and friendships and social life - and suggests that communities are facing discrimination in double the number of areas as the wider population. These negative experiences prevent people from feeling able to speak out, seek help and stops people being able to utilise their full skills and potential in society.

The research also told us that three quarters of respondents (73%) experienced some form of racial discrimination, including a quarter (28%) in the last year - showing the damaging combination of racial and mental health discrimination that many people have to face.

This is why a key focus for us in the campaign is working with people from Black and Minority Ethnic communities - with a particular focus on working with African and Caribbean communities in this phase of our work - and empower people to address stigma and discrimination and break down some of the misconceptions surrounding mental health.

In this issue of the Speak Out magazine we have detailed the wealth of work we're doing with people in the community to make sure that the one in four of us with personal experience of mental health problems doesn't have to come up against negative attitudes and behaviours. We've produced a handy graphic to offer an overview of the work we're doing (p. 5) and showcased some of the work that's being delivered at grass roots level through our grant funded projects (p.8).

“ These negative experiences prevent people from feeling able to speak out, seek help and stops people being able to utilise their full skills and potential in society. ”

”

Follow Sue on Twitter:  
@suebakerTTC

It has been a busy summer working with a wide range of communities that has included bringing the topic of mental health to many Pride events across the country. Through these events we have been able to engage with people from LGB&T communities who, according to recent evidence, have a higher risk of experiencing suicidal feelings and other mental health problems such as depression and anxiety. By starting the conversation amongst the LGB&T community at these events we hope to end the stigma and discrimination associated with mental illness.

We also launched a campaign aimed specifically at helping men to broach the subject of mental health and encourage them to look out for their mates. The **#Wolfpack** video, which features some furry four-legged friends who go by the name of Dave, Chester, Vinnie and Phil, is also accompanied by leaflets and top tips cards to help start a conversation about mental health.

And finally, there's a lot of activity being planned by many groups for World Mental Health Day 2014 and we'll be launching the latest public attitude data so visit our website for more details. If you are planning ahead please do let us know if you'd like to be part of the next Time to Talk Day Thursday 5 February 2015. We want to make next year an even bigger success so please mark it in your calendar and check our website, Facebook and Twitter pages for more information on how you can get involved - we want to keep the conversation going non-stop for 24 hours this time.

Sue Baker

Director, Time to Change

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## Tackling stigma with Black and Minority Ethnic Communities

time to change

let's end mental health discrimination

Stigma and discrimination are all too common experiences for people with mental health problems from all backgrounds. Levels of discrimination are particularly high in some Black and Minority Ethnic groups, and people from these communities who have experience of a mental health problem often face racial discrimination too. Time to Change is delivering targeted work to address this issue.

### Here's how we're working with communities...

Through our social marketing campaign we reach people from Black and Minority Ethnic communities. Our latest campaign, which ran in January 2014 had a significant impact.

46%

Percentage of people from Black and Minority Ethnic Communities who said they had seen our campaign.

38%

Percentage of people who said that the advertising made them more likely to talk to someone about their own mental health.

As part of the campaign we do targeted work to reach people from African and Caribbean communities.



93% of people with mental health problems from Black and Minority Ethnic communities experience discrimination.

No more than one fifth of people feel very able to seek employment, make friends, get help or stand up for their rights.

Nearly a third of people (28%) have experienced racial discrimination in the last 12 months.

Only 16% of people feel very confident about their daily life and 10% about the future.

80% of people feel unable to speak about their experiences.

### Grants fund for community-led projects



Our grants fund awarded £750,000 (33% of the total fund) to projects led by and for people from Black and Minority Ethnic communities. Each project delivers varied activity including film production and work in mosques and Black Majority Churches.



Simmer Down festival



Leicester Caribbean Carnival



Time to Change Village pop-up

Lewisham Shopping Centre



Stereo-Hype festival



### Addressing the stigma and discrimination that exists in statutory mental health services through the 300 Voices pilot project



We have a champions network that people can join to raise awareness in their local area by volunteering and speaking at events.



Young African and Caribbean men are more likely to have negative experiences when using mental health services. 300 Voices aims to empower 300 young African and Caribbean men to work with statutory mental health staff and the police in the West Midlands to tackle the stigma and discrimination in mental health settings.

There's lots of ways that you can get involved. Find out how at [www.time-to-change.org.uk](http://www.time-to-change.org.uk)



# Personal stories

Volunteers are at the heart of our work with African and Caribbean communities, we introduce three of our volunteers and the story behind their involvement in the campaign.

“Considering the large number of people who experience a mental health problem in my community, hardly anyone speaks about it.”

”

## ★ Steve Gilbert

**Steve is a Time to Change Champion, has attended Speak Out training and is actively involved in our 300 Voices project in Birmingham**

“I first found out about Time to Change when I was searching online for Bipolar support pages and I came across the Time to Change Facebook page. I was really impressed with the way people with lived experience of mental health problems were speaking out. I have always spoken about my own experiences and I thought that volunteering would be a great way to continue doing this.

“Considering the large number of people who experience a mental health problem in my community, hardly anyone speaks about it. There is still very much an attitude of “not taking your business out of the house”.

“Since volunteering for Time to Change I have become involved with a support group for the 300 Voices project (p.10) where young African and Caribbean men can openly talk about their experiences, positive and negative, of the care and treatment they received when using mental health services. I am engaging with community based organisations such as youth and sports clubs to raise the profile of the programme and encourage others to talk more openly about their mental health.

“I hope that in some way I am helping to improve mental health related services in Birmingham and Solihull, so that people from African and Caribbean communities can access the care they deserve.”

“I first heard about Time to Change when I saw a flyer about an event happening locally to me. I don't usually pay much attention to flyers, but this one advertising the Stereo-Hype festival caught my eye. I read more about it and was really interested in going along and before I knew it I was volunteering there! I met some other guys at a training event beforehand and we had some really interesting conversations about mental health and my interest grew from there.

“I have always noticed a lack of understanding about mental health in the people around me. This was partly because I didn't understand what was going on either, but when people would refer to mental health services as ‘a loony house’ I found it really insensitive, especially since they knew I had had some experience in using those services. Mental health isn't something that is widely spoken about and people don't understand that recovering from a mental health problem is not as easy as getting back up after having a minor fall. But watching me go through it has shown the people around me what it's really like and we're all learning more about it together.

“Now that I am involved with Time to Change I tell all my friends and relatives about any events that are going on and invite them along. The great thing about the events is they are enjoyable and appealing on their own, so they go along and enjoy themselves and also learn more about mental health at the same time.

“I hope that through getting involved with Time to Change I can increase awareness and understanding. Hopefully seeing me being open about it will encourage others to be more open about their own mental health and realise that it's not something that you have to hide away or keep to yourself. I'm really keen to give back and when I see other people that I think are struggling I try to be around for them and think of the kind of things I would have wanted when I was struggling. Being involved in Time to Change has allowed me to share my story with other people, and ultimately help in some small way to stop them suffering in the same way.”



★ Greg Rogers



★ Kiran Bangerh

“When I was 20 years old, I experienced extreme depression after my sister passed away in a car accident I found it difficult to talk to my family - coming from an Indian background they see crying as someone being in pain. So their reaction is to tell you to stop crying because they don't want to see you in pain. They don't talk about the problem, and I felt I didn't have permission culturally to talk. I eventually

experienced a break down for 6 months and went travelling as a way to cope with what was going on. Through my time away I learnt about creative writing and when my dad passed away I was determined not to repress my feelings and I found the degree course in creative writing for therapeutic purposes, which I'm taking now.

“I was deciding whether to quit my job as a teacher when I saw a post on Facebook advertising for volunteers at an open day in Birmingham with Time to Change. It conveniently fell over half term so I had nothing to lose by

going along. I signed up with a view to volunteering on a regular basis.

“I continued to network and help out with 300 Voices project and began to feel more and more empowered. I felt I had an outlet now for my passion, and I'm now helping to shape and design 300 Voices on a strategic level.

“Volunteering with Time to Change has empowered me. I realise that my passion is with therapeutic creative writing and as well as my work with Time to Change I am also getting involved in my community in other ways. I'm running workshops at the Midland Housing Association with homeless people based around arts and mental health and I'm putting together a community event for young men in my area around arts and mental health initiatives. In my experience young men in particular experience societal pressures and stigma and discrimination, and it's often not talked about. I want to address that.”

“I'm living my dream life right now and I can't thank Time to Change enough for making me feel so empowered. It's given me a pathway to do what I've always wanted to do.”



Our grant funded projects create opportunities for people with mental health problems to share their experiences in informal one-to-one conversations. We hear from a few projects that are working with African and Caribbean communities.

## Working in the community

“Another volunteer summed up the experience by saying ‘taking part in African Voices has empowered me and made me realise that I am not alone.’”

### African Voices

Surrey Minority Ethnic Forum is a collective of community and voluntary groups from Black, Asian & Minority Ethnic backgrounds. The African Voices project engaged people from African communities living in Surrey, with a focus on volunteers with experience of mental health problems visiting community events, workplaces and faith settings and having one-to-one conversations, challenging misconceptions and prejudice about mental health. Black and Minority Ethnic Development manager, Suzanne Akram comments:

“Mental Health is a difficult subject to broach and has particular cultural connotations for Black and Minority Ethnic communities.

We worked with two of our African member groups Hope Africa and Faith and Health Promotion Association who delivered the project by recruiting 10 volunteers with lived experience of mental illness and gave them training to help them start conversations about mental health with the general public and ultimately break down the barriers around this taboo subject.

“Over 500 meaningful conversations took place over the course of the project. A volunteer summed up the experience by saying ‘taking part in African Voices has empowered me and made me realise that I am not alone, I will continue to have those conversations wherever I go.’”



### African Health Policy Network: Changing perspective through Church Champions.

The Church Champions project is striving to challenge negative and stigmatising assumptions about mental illness by engaging Black led faith congregations in performance, discussion and one-to-one conversations within their own churches and faith settings. Deryck Brown from the project talks about what they have been up to in their local community.

“From my experience, African and Caribbean communities would rather not talk about things that make them uneasy, but it can’t be put away in a box and only referred to when we’re ready. I have seen the gross disproportions of the number of Black people who are heavily involved in the criminal justice system, the sectioning process, care system and school exclusions. It touches all areas of life and we need to look at the issue in context.

“Engaging with people who come together every Sunday is a great way to reach African and Caribbean communities. If you stop someone in the street and try to have a one-to-one conversation with them about mental health and stigma you’re not going to get very far. Through the church the pastor uses passages from our sermon pack on faith and mental health to introduce the topic, and one of our Church Champions will talk more about the issue. After the service we always get a chance to engage with individuals on a one to one basis to talk about what they’ve just heard.

“It’s a gradual process, but increasingly we’re seeing people turn up on a Sunday commenting that they have come to ‘hear the word of God, not chat about mental health.’ To then approach a volunteer after the sermon and positively talk about what they had heard.” ■



### Off the Record

Off the Record is a youth-led project that targets stigma among Bristol’s Somali and African and Caribbean communities. Young people with lived experience of mental health problems (either as a service user or carer) work together to design a workshop and interactive materials (film, poetry, photography) to take out on tour across the city. The workshops engage 11-25 year olds in a dialogue that explores both the history and cultural context of mental health stigma in both communities, and the reality of the personal experiences of young people living with mental health problems. We got a group of young people together to talk about their involvement, here’s two quotes from their responses:

“We want this project to help normalise mental illness so our communities can openly talk about it and not ignore it like they do now.”

“We got involved in the project because we wanted to become more confident in telling our stories and prompting discussions around mental health. We want to get across the message that mental illness does not represent a personal failure or weakness. We are all at risk.”



“ Now I want to change people’s perception of mental health. I am in the 300 Voices project to help to make things better but not just that. I want to show that the stigma against mental health problems can be improved. ”

# 300 Voices



**Mike Silvera, Project Manager at Time to Change, talks us through what 300 Voices is setting out to achieve:**

“Very simply, the 300 Voices project is working to tackle stigma and discrimination that young African and Caribbean men with lived experience of mental health problems face. The project was set up out of well-known concerns that exist about the negative experiences many young African and Caribbean men experience when using mental health services. Statistically, young African and Caribbean men are more likely than other group to enter the mental health system through the criminal justice system. This is why

working closely with other key groups such as Birmingham and Solihull Mental Health NHS Foundation Trust and the West Midlands Police is so important to the success of the project.

“We’re holding a number of events across key sites in Birmingham to bring young men who have used services together with these professional groups to share experiences (both good and bad), discuss best practice and look at how we can make services more culturally relevant to the needs of the young men. Throughout all these events there is a particular focus on identifying what has worked well rather than looking at the problems.



“The Trust have already identified a number of young men who have used mental health services that we can target for this project, but we’re also keen to get out into the wider community to reach those who also need mental health support but aren’t yet receiving it. Through community agencies and universities we are making direct contact with more and more young men.

“A core vein running through our work is engaging the young men to share their stories of coping with mental health and using mental health services. These stories are what bring the conversations to life, providing the lived experience dimension that statutory professionals must hear and understand to develop deeper insights into the experiences of young black men. We encourage them to do this in a number of ways including poetry, prose, video and rap.

“To measure the success of the project we will monitor attitudinal changes of statutory workers and the young men we engage with, improvements in their confidence and ability to speak for themselves and their peers about mental health issues. Ultimately we hope to empower young African and Caribbean men to have their voice heard and to play an active role in their recovery. The lessons that emerge from these discussions and events will contribute to a toolkit which will document our findings and create a legacy for other organisations to use to continue to improve future experiences for both young African and Caribbean men and statutory staff.” ■



“ I recently attended a 300 voices stakeholder event and it was a very powerful day. Being in a room with lots of people who were very positive about making positive changes for individuals locally was really amazing. ”

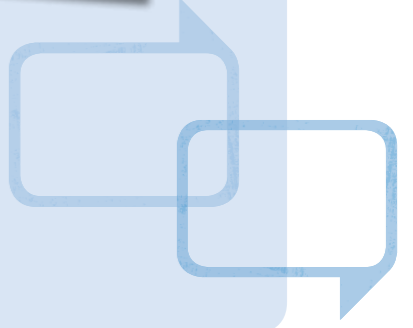
**Chief Inspector and Mental Health Lead for West Midlands Police, Sean Russell, has worked in Birmingham for the past 18 years, mainly in Black and Minority Ethnic communities.**



“I was approached by staff at the Trust and individuals at Time to Change and saw this as a good opportunity to get involved in. There is a real gap in our ability to engage with young African and Caribbean men who have experience of mental health problems. Typically our engagement is usually at crisis point rather than a position of prevention or community care. We’re keen to engage with young men to see where we can make a difference and reduce stigma around mental health.

“We work collaboratively with the Trust and local partners to improve the way we deliver our front line service. We also ensure this is business as usual for all new police officers and staff who join, so that they understand the impact that living with mental health problems has on individuals.

“Our team also works directly with a number of young men who can act as advocates in their community. One young man recently joined us to see one of our projects in action.”





Community events are at the heart of our work with the African and Caribbean population. The face-to-face contact between Time to Change volunteers and communities is a valuable way to address the issues and stigma that surrounds mental health. Cauline Brathwaite from the Community Engagement team talks about the different ways we engage with African and Caribbean communities.

## Events at the heart of the community

**Over the past couple of years we have worked across the country, 'popping up' at the 2012 Leicester Caribbean Carnival, and holding our third Stereo-Hype event in Brixton earlier this year, after the success of our previous Stereo-Hype festivals.**

Conversation is a powerful tool in breaking down stigma and events like these bring together people with and without mental health problems to talk openly about the topic. We hope that through this people from the community will get more actively involved with the campaign.

### Leicester Caribbean Carnival:

In 2012 we went along to Leicester's Caribbean Carnival. We set up a village alongside street performers, music and floats to bring together volunteers with mental health problems and people at the event to talk, watch short films and adverts in our cinema or make use of our 'human library' where living books could be loaned.

It was one of the first village events that we held in Time to Change so it was great to see how effective this kind of contact is at breaking down stigma and improving attitudes. We set up a mini 'post-office' where carnival goers could post their thoughts on how mental health discrimination can be tackled, which helped us to learn directly from the local community. And, intermixed with face painting, arts and crafts and jewellery making we worked with Leicester Partnership NHS Mental Health Trust and other mental health charities to run a 'surgery' where information on local and national services was available.

### Looking to the future

We're always looking for new ways to engage with people at a local level and we have lots of ideas up our sleeves, ranging from smaller, more local events in Brixton, to a Caribbean food festival or 'hair day'. Keep checking our website [www.time-to-change.org.uk/take-action](http://www.time-to-change.org.uk/take-action) or sign up to our e-newsletter to hear more about our events.

“

The events have broken down some of the negative portrayal of African and Caribbean people with mental health problems.

”



Black Men on the Couch at Stereo-Hype 2014

### Believe the Hype!

From humble beginnings in 2003 as part of The Mellow Campaign's community engagement programme Stereo-Hype has grown into a unique and innovative event, attracting large and enthusiastic audiences with an exciting and challenging menu of music, dance, theatre, spoken-word, discussion and debate that challenges mental health discrimination and stigma in African and Caribbean communities.

Since January 2013 Time to Change has collaborated with Stereo-Hype to deliver three events in Birmingham and London that have attracted audiences in excess of 3,500 and produced almost 2,000 conversations in communities where talking about mental health is a taboo subject and people suffering

from mental health issues are often viewed with shame and embarrassment.

In March 2014 Stereo-Hype, in partnership with the Birmingham and Solihull Mental Health Foundation Trust, we took over the Midlands Art Centre in Edgbaston for a whole weekend. Discussion and debate was led by former footballers Stan Collymore, Michael Johnson and Paul Canonville with Reverend Paul Grey inspiring the audience by recounting their experience of living with mental health problems and their route to recovery.

Sandra Griffiths, lead organiser of Stereo-Hype and Time to Change Black and Minority Ethnic Equalities Coordinator and lead organiser of Stereo-Hype explains why the events are so effective in challenging stigma:

"The events have broken down some of the negative portrayal of African and Caribbean people with mental health problems - as they have been key contributors in the programme sharing their story of recovery and offering an alternative view of people experiencing mental distress.

We have worked with and up and coming artists and performers primarily from the African and Caribbean Communities to help us engage the audience. Stereo-Hype works because it is inspiring and thought provoking. It has wide appeal."

In June 800 people enjoyed music in the sunshine at Windrush Square Brixton as Stereo-Hype went outdoors for the first time.

Lambeth Councillor and Mental Health lead Jackie Dyer championed the event and stressed the value of Stereo-Hype in engaging black communities. ■

### Barbara Lindsay was a volunteer at the recent Stereo-Hype event:

#### What made you want to volunteer with Time to Change?

I really wanted to help others - especially after being a member of the Lambeth Black Mental Health and Wellbeing Commission. I felt I should get involved as I know a number of people with mental health problems and wanted to help and support them as much as possible.

#### How has volunteering at events helped you?

It has made me more aware of the stigma attached to mental illness and how much more needs to be done to tackle this.





African and Caribbean men with mental health problems are disproportionately represented in prisons. We've been working with Brixton Prison and Anxiety Arts Festival 2014 on an arts based programme that seeks to encourage inmates to talk more openly about mental health.

**Working with a group of eight inmates to develop workshops we looked at how we can encourage people to talk about their mental health and ways that the prison could improve support for inmates with mental health problems.**

When we got together with the inmates they shared their mental health experiences as well as those of their peers. It was a really rich and honest insight into some of the triggers of inmates' emotional distress and the impact of their imprisonment on their immediate family. What was really great to see was how the men support each other when they are feeling low. Earlier this year we held an event for staff, the inmates we have been working with as well as other inmates from the prison.

We ran a play developed and produced by the inmates to tell a simple story about the day in the life of a new prisoner to Brixton. We explored the mental health challenges of this new inmate along with his popular and well known cellmate and looked at how inmates could be better supported.

Ade, a talking therapist and ex inmate was interviewed by a black male therapist on the 'couch'. Ade shared his journey from being an inmate to becoming a Talking Therapist working for the NHS. This was an interactive session and a lot of the inmates asked Ade questions about his journey and what had helped him along the way.

# Strength within

“ I found this project really inspirational and it's had a positive effect on my rehabilitation. I've had so much fun, and I really enjoyed working with the Strength Within team and Time to Change network. Another step in the right direction. ”

**Paul Greep, Mental Health Practitioner for HM Prison Brixton:**  
**Reducing stigma around mental health problems in the prison**

“I was involved in producing an event for World Mental Health Day led by people from the Anxiety Arts Festival, who were building towards the first Anxiety Arts Festival in London in 2014. From this, we took part in a big event in June; with performers like Beyonder, an amazing performance poet, and “Black Men on the Couch” a project that encourages black men to see counselling and therapy services as something that they could use. The central piece was the play developed and performed by the men showing the reality of wing life and what goes on in wing life.”

**How is this project helping to change things in the prison?**

“The question and answer sessions saw great engagement from the audience which was made up of a mixture of prisoners and people from outside of the prison. What evolved was a hybrid model where we sometimes had a “speak easy” group. Someone might talk about their own experience of being well or not well, and what this meant in the context of prison. It was promising to see that unlike the stereotype these men were very willing and able to talk about their experiences and built trust between each other. This was an unintended direction and showed if you create the right context people will open up. When we ran mental health awareness training the men found that they were having conversations with other men on the wing about mental health and wellbeing which hadn't happened before. This led to heightened self-awareness and more confidence to manage conversations - all part of building a safer and better prison community. It presented issues in a “normal” context which was accessible and easily understood, and it reduced stigma around mental illness.”

**The wider impact**

“The project has reached further than just the prisoners, we now have prison staff asking for the project to deliver training to staff members and increasingly involve them in the work of the prisoners. The project has allowed prisoners to develop and build on existing skills and it has encouraged those involved to become more compassionate towards each other, helping to improve the overall culture in the prison.”

## Forget the label, just listen!

As part of our February 2014 advertising campaign, we worked in partnership with the Rafiki project and East London Hopefuls to produce materials for African and Caribbean audiences. Together we formed a steering group who advised on every aspect, from messaging, planning and design as well as where to promote the materials.

Visit our website to watch more short films from people who have experienced a mental health problem, and the people in their lives who have supported them. [www.time-to-change.org.uk/forgetthelabel](http://www.time-to-change.org.uk/forgetthelabel)



“I think you have to come from a place of understanding and compassion and not project what your idea of mental health is but actually just listen to that person and take time to understand how they're feeling.”



“Whatever is stressing me out, talking with my family can put a different perspective on it. I do get tunnel vision... they can help open up the brain to let a bit of light in and I can calm down a bit.”

Overall, all the attitudes towards mental health problems and stigma of people from Black and Minority Ethnic Communities who have attended Time to Change events have improved by 12% compared with 9% of the wider population.

### Making great strides in changing attitudes

A key part of all of our work is measuring the impact of our activity. Latest figures from evaluation with people from Black and Minority Ethnic communities who have attended Time to Change events show that attitudes are moving in the right direction.

“Mental health problems are common”  
Attitudes towards this statement have improved by 14% among people from Black and Minority Ethnic communities compared with a 7% increase for the wider population.

41% of Time to Change event volunteers from Black and Minority Ethnic communities say they are 'a lot more confident' to talk about mental health problems, compared with 34% of volunteers from the wider population.

The African and Caribbean social marketing campaign in January 2014 was recognised by 47% of people surveyed. And those people who recognised the campaign said they now feel 'very comfortable' talking to a friend or family member about their mental health.

“People with mental health problems can face stigma and discrimination”  
Attitudes towards this statement have improved by 10% among people from Black and Minority Ethnic communities compared with a 4% increase for the wider population.



## #MakeTime for your friends

In June we launched a campaign aimed at encouraging young people to be there for their friends. The film was created with the help of one of our supporters, Bethan Mary Leadley, who wrote and recorded the backing track to the YouTube video.



Watch it here: [www.time-to-change.org.uk/Make-Time](http://www.time-to-change.org.uk/Make-Time)

## Meet the #Wolfpack

We also launched a campaign aimed at helping men to broach the subject of mental health. Our #Wolfpack video, featuring Dave, Chester, Vinnie and Phil, looks at how being there for your mates is not as hard as you might think. As part of the campaign we also produced a handy top tips card and a leaflet giving lots of information about talking to your mates about mental health.

[www.time-to-change.org.uk/wolfpack](http://www.time-to-change.org.uk/wolfpack)



## Round-up – Time to Change around the country

It's been a busy few months in the campaign, here's a snapshot of what we've been up to...

### Thanks a million!

On 6 February 2014 we held our first ever Time to Talk day and set ourselves an ambitious target to have a million conversations about mental health. With your help we surpassed the target achieving an incredible 1,066,506 conversations! Thousands of you talked, tweeted, and made cups of tea and together we really got England talking about mental health. We surveyed people who took part and 93% said that Time to Talk Day made them feel more able to speak out about mental health.

We're planning on holding Time to Talk Day again next year, **so get Thursday 5 February 2015 in your diary now.**

Sign up to our newsletter and we'll be in touch very soon to let you know more.

[www.time-to-change.org.uk/email-signup](http://www.time-to-change.org.uk/email-signup)



### 200 organisations and counting

We recently marked the 200th organisational pledge, demonstrating an England-wide commitment from employers across a wide range of sectors -

including corporates, government departments, local authorities, universities and student unions - to put an end to the stigma and discrimination that people with mental health problems face. The Home Office was the 200th organisation to sign the pledge and is also the 11th government department. This follows a pledge made by Marks and Spencer, the first UK retailer to pledge to tackle stigma and discrimination in the workplace.

[www.time-to-change.org.uk/organisational-pledge](http://www.time-to-change.org.uk/organisational-pledge)

### What do you think?

Do you have any feedback about this issue? We'd love to hear any comments or ideas you have.

Email us at:

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**Next edition:  
The Champions  
issue**

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