

Speakout



**It's
good
to talk**

How starting
conversations in
communities helps
end stigma

**The power of
conversation -**

Stories from grant
funded projects

**Time to Change
on the road -**

Behind the scenes at
community events

In this issue...

Next ▶



Contents

Page 3 - Guest editors' introduction

Time to Change colleagues Keith and Richard introduce the issue.



Page 4 - Sue's update

What has our Director been up to in the last few months? We hear from Sue Baker to find out!

Page 5 - Welcome to the Village

Snapshots from Time to Change community events.



Pages 6-7 - It's good to talk

Why conversation is a vital tool in the fight to end mental health discrimination.



Pages 8-9 - How we know it works

Three Time to Change grant funded projects tell us how social contact works for them.



Pages 10-11 - Anatomy of a Village

Behind the scenes at our community based "Village" events.



Pages 12-13 - Stereo-Hype

Starting conversations in African and Caribbean communities.



Page 14 - The power of conversation

A personal account of how conversation changed someone's views.

Page 15 - Resources

Tools to help you run effective social contact activity.



Keep in touch!

Be the first to hear about the exciting new developments:

- Sign up for all the latest news and updates - www.time-to-change.org.uk
- Keep in touch online - [facebook.com/timetochange](https://www.facebook.com/timetochange)
- Follow us @timetochange on Twitter
- E mail us - info@time-to-change.org.uk
- Call us - 020 8215 2356



Introduction from our guest editors:

Keith Anderson and Richard Evans



Welcome to the community edition of Speak Out magazine!

We are Keith and Richard and we are responsible for two parts of the Time to Change programme: the grants fund (Keith) and community events (Richard). Through our work, we both aim to get people starting conversations about mental health in their communities.

For one of us (Keith) it's about funding innovative community projects. Our grants fund is currently supporting around 40 projects to bring people with and without mental health problems from within their communities together to talk about, and change attitudes towards mental health. You can read interviews with three of our current funded projects on pages 8-9.

For the other (Richard) it's about organising community events where the public can have conversations with volunteers with mental health problems. Time to Change Villages have been popping up in town centres and at festivals for over a year. Through these vibrant and diverse events, we can draw the public in to informative, but engaging conversations about mental health. Learn more about our Villages on pages 10-11.

This issue of the magazine looks at why conversation is such a powerful tool in breaking down stigma - and how we can use it effectively in a community setting. We look at how it has worked, not just in challenging attitudes towards people with a mental health problem, but for other issues and causes too.

Our feature article, "It's good to talk", on pages 6-7, explores the theory behind the idea of "social contact", explaining where it comes from and how it has worked in practice. We've got lots of examples from Time to Change events and funded projects to share with you, to show you what a powerful tool conversation can be in breaking down stigma.

Also, on page 15, we've listed some resources to help you set up your own project or event in your community.

We hope you find it helpful!

Keith Anderson - Grants Manager
Richard Evans - Community Engagement Manager

“
This issue of the magazine looks at why conversation is such a powerful tool in breaking down stigma
”



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

Follow Sue on Twitter: @suebakerTTC

Update from Sue Baker

In this edition, I can share with you the news that Time to Change will be expanding its portfolio of work in coming months. In May, we heard that we have been awarded £3.6 million by the Big Lottery Fund. We are now starting the work that this additional funding will enable us to carry out.

The funding will help us reach a wider range of audiences than ever before. We are planning a targeted social marketing campaign, working with African and Caribbean communities, and a project that focuses on stigma and discrimination in lesbian, gay, bisexual and transgender communities. We're launching a new pilot that addresses the dual discrimination faced by African and Caribbean men who are in contact with services and we'll be giving our national advertising a boost too - so we can buy more air time and get our message out to more people across England.

It's also been another busy few months for mental health coverage, with the media taking much more of an interest in mental health related stories. Stephen Fry's frankness in being open about his depression and attempted suicide sparked a huge discussion in May, online, on TV and in print. There has been an overwhelmingly supportive response to this story, as well as to the coverage of Archbishop of Canterbury's daughter Katherine Welby speaking out about her depression. July has also seen the launch of a new BBC3 season of programmes, "It's a Mad World", focusing on the different experiences of people with mental health problems. And with recent ONS data revealing that one in five of us is depressed or anxious, mental illness has never had a higher profile in this country.

The theme of this issue is social contact, which is central to what we do. There is a solid evidence

base behind this way of securing attitude change - research has shown how conversation can be effective as a tool to change attitudes and break down prejudice (turn to pages 6-7 to find out more). We're part of a global anti-stigma alliance, and many of our fellow members have used social contact in their programmes in other parts of the world.

We've evidenced the power of social contact further in the years since Time to Change started. This is why we wanted to make social contact the focus of our grants fund. By the time this goes to press, we should be funding over 40 projects, that use conversation to tackle mental health discrimination, taking this practice to a range of seldom heard communities.

Looking forward, World Mental Health Day (10 October) should be a big day - there'll be activity happening all over England. Looking even further ahead, we'll be having a big burst of our advertising in January and February 2014, with a new advert. We'd like your support to work together to change attitudes and behaviour, so please sign up to receive our emails for organisations, if you haven't already - www.time-to-change.org.uk/email-signup. We can create more change by working together.

Sue Baker
Director, Time to Change

• Follow Sue on Twitter: @suebakerTTC

“The theme of this issue is social contact, which is central to what we do”



“An excellent way to network, socialise and gain experience”



“I was really heartened by the conversations I had.”

The events are staffed by teams of volunteers. Here's what some of them had to say about working on a village:



“I must have spoken to 30 people today. I had no idea how powerful this could be or how interested in my personal story others would be!”

“I was inspired by the other volunteers - they were amazing!”



Welcome to the Village

Time to Change's "Villages" start conversations about mental health in communities across England. At the Villages, the public can learn more about mental illness in a fun, interactive and non-threatening way.

Pictures by Adam Fradgley, Russell Felton, Keith Winstein and Fiona Wright



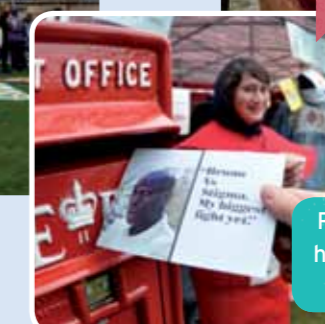
“It was good to see mental health issues being publicised in a positive way”

And here's what the general public thought of it all:

“The person that spoke to us was disarmingly honest, intelligent and warm”



“I've learnt that physical illness is a lot easier to spot than mental illness and I've learnt that you can't always see who's suffering. It's made me more aware of how I am with people”



Read more about how Villages work on pages 10-11



“The idea is simple. Two groups of people come together to learn about each other, and long-held prejudices are broken down”



It's good to talk

Whether it's online, on TV, in the school playground or in your town centre, one of the main ways that Time to Change aims to wipe out stigma against people with mental health problems is by starting conversations. We take a look at the history, meaning and theory behind “social contact”, and give some examples of how it's worked for projects around the world.

We talk a lot about the power of “social contact” - how a conversation between two people can help challenge one person's preconceptions about the other. But how do we know that conversation really changes attitudes? And how does it work in a community setting?

The theory

Social contact, or the “contact hypothesis”, became famous in 1950s America, when social psychologist Gordon Allport wrote about it in his book, *The Nature of Prejudice*. However in recent years, academics working in Britain have taken up the mantle, carrying out extensive research to test whether or not the theory actually works in practice. The basic idea behind social contact is simple. Two groups of people, from different walks of life, come together to have a chat, learn about each other, and in the process, long-held prejudices are broken down.

However, in order for the idea to work in practice, certain conditions must be in place. The two groups must meet each other on an equal footing - when they talk, one group should not be in a position of power over the other. They should be working together towards some kind of common goal - this will help them to form more meaningful relationships with each other. And finally, there must be some kind of institutional support for the project; a programme or body responsible for bringing the groups together, and making the activity happen.

At Time to Change, we've seen some powerful examples of social contact at our Village events, where members of the public have the chance to talk to people with a mental health problem, and learn more about their lives. But we also know social contact works because research has proved that it has a very real impact. In 2006, a review of over 500 studies in which social contact between different groups took place, (as cited in Hewstone,

M. (2003). Intergroup contact: Panacea for prejudice? *The Psychologist*, 16, 352-5.) confirmed that it can help reduce prejudice. But why does it work? The main reason is that it helps people to realise that not everyone with a particular identity is the same. Many people stigmatise because they think they have never met someone with this “other” identity. Their opinions may be influenced by external factors, such as newspapers, or characters on TV. But having a conversation with someone with actual experience of the issues helps people realise that real people are a lot more complex than the two-dimensional stereotypes out there in society.

In practice

Examples of how social contact has worked for other projects and campaigns.

Northern Ireland

A major piece of UK research into social contact looked at interaction between Protestant and Catholic communities in Belfast, over a number of years. Amongst other things, it compared attitudes of those living in segregated parts of the city to those in “mixed” areas, where both communities live side by side.

The research proved that both Catholics and Protestants who lived in mixed areas were more likely to understand that just because one person from a denomination commits an act of violence, it does not mean that everyone from that denomination are violent people.

The study found that Catholics living in mixed areas were more able to recognise that Protestants were not all part of one homogenous group and vice versa. Because they were able to see each other as individuals, and not stereotypes, each group was able to develop more positive attitudes towards the other.

Human Libraries

One of the most famous examples of how social contact works in practice is the Human Libraries project. It started in 2000, when Danish charity Stop the Violence set out to organise a dialogue building activity at Roskilde Festival.

A human library is pretty similar to a regular library - you can borrow books, you check them out at the desk, there is a catalogue of titles. Unlike a traditional library however, all books are human beings, and “reading” involves having a conversation with them.

Human library books talk to readers about their lives, usually on a subject that is often stereotyped or misunderstood. Through this interaction, the readers' preconceptions are challenged.

Human library events are now run all over the world. ■

The best of the rest
More interesting examples of projects where conversation is key:

Magic Me
East London-based project bringing older and younger generations together www.magicme.co.uk

All About Trans
Programme that sets up dialogue between transgender people and the British media www.allabouttrans.org.uk

Useful reading

The contact hypothesis - Oxford Centre for the Study of Intergroup Conflict, <http://ocsic.psy.ox.ac.uk/>
Human libraries www.humanlibrary.org
Paper on social contact from New Zealand campaign Like Minds, Like Mine, www.likeminds.org.nz/file/downloads/pdf/1power-of-contact.pdf

How social contact works

Interaction
Institutional support
Cooperating to achieve a common goal
Equal status



Group A

creates...



Group B

- More positive attitudes ✓
- Seeing group as less homogenous ✓
- Forgiveness (in cases of conflict) ✓
- Trust ✓
- Reduction in fear and anxiety ✓



How conversation works for us

Our grant funded projects are selected because of the way that they use conversation to challenge prejudice about people with mental health problems. But many of them address different kinds of stigma as well. We asked three projects how their experience working on different issues and campaigns has informed their work in mental health.

Lucy Rolfe - Can You Hear Me?

The Lesbian and Gay Foundation supports the needs of lesbian, gay and bisexual (LGB) people from across Greater Manchester. Together with local community arts project Creative Curve they're running Can You Hear Me, a series of workshops in which lesbian and bisexual women design and make their own kitchen spaces. The artworks then features in a series of exhibitions. When visitors come into the exhibitions they will be able to explore each kitchen space and have a conversation with whoever designed it, about mental health.

"As Wellbeing Manager at the Lesbian and Gay Foundation, I frequently provide awareness training and workshops to help people understand the needs and common experiences of lesbian, gay and bisexual people. In one of the first activities we do, I ask them to write down all of the words they associate with 'lesbian', 'gay', 'bisexual', 'heterosexual'. This is a way of helping the group to get over their fears of 'saying the wrong thing' and to get the assumptions and stereotypes out in the open.

As we go through the workshop, we keep referring back to and discussing the words they've put up, and whether they

feel they still fit, which often they don't. In my experience, these conversations help people to learn about lesbian, gay and bisexual communities and individuals and understand the impact of homophobia, which can challenge their own negative views and assumptions. I find that stigma and discrimination often come from someone not knowing about, or understanding a person or an issue.

Lesbian and bisexual women who have lived with mental health problems are a group whose voices and stories are rarely heard, despite being more vulnerable to not only mental health problems, but stigma and discrimination due to their sexual orientation. We hope that by hearing their stories, visitors will go away from our exhibition and reassess negative attitudes and assumptions they may have about mental health and women who are lesbian and bisexual."



Follow the Lesbian and Gay Foundation on Twitter: @lgfoundation

Asif Quraishi - Cope Up Monologues

Naz project London provides sexual health services and HIV prevention and support to Black and Minority Ethnic communities in and around London. They are the longest running Black and Minority Ethnic sexual health organisation in London. Their pioneering project, the Cope Up monologues, is a series of ten monologues in which lesbian, gay bisexual and transgender (LGBT) people from Black and Minority Ethnic communities talk about their mental health, and explain the struggles of being from an LGBT or Black and Minority Ethnic community as well. Performances are followed by an audience discussion and accompanied by further dialogue online.

"Sexual health and mental health are important issues in any community, let alone Black and Minority Ethnic and lesbian, gay bisexual and transgender communities. For example, somebody who comes from a staunch religious background may find it very challenging identifying as lesbian, gay, bisexual or transgender.

In many cases when people come to our counselling services it's the first time they have talked about their mental health issues and the first time they've have



www.naz.org.uk



accessed a counselling session in their lives. Mental health has a big stigma within Black and Minority Ethnic communities - often there are no words for anxiety or depression.

What's great about this project in particular is that it's given our participants a voice to tell their own stories. The conversations that have been had because of the project have really helped challenge prejudice, not just because of mental health, but because of the other identities of the participants as well."

Naomi Mwasambili - Rafiki project

Africa Advocacy Foundation and Community Therapies and Training Service are running the Rafiki project, which brings together people with and without experience of mental health problems from African communities. The project is training 50 people as community champions, who will then lead and develop art, poetry and music events, community outreach activities and links with faith and spirituality groups.

"Our experience running support projects for young carers, community elders, and people affected by HIV and AIDS and female genital mutilation has shown us that to engage communities you need to understand what their needs are and what feeds the stigma.

Working closely together with communities to co-develop support and generate ideas has proved to be the best way to challenge long and deeply entrenched stigmas within Black and Minority Ethnic communities. Acknowledging things like stigma,



shame, racism and discrimination, as well as keeping the impact of discrimination in relation to race, gender and faith on everyone's agenda continues to inform our work.

In any context, creating an environment where someone feels comfortable and trusting is always going to allow people's true feelings to be shared and provide the best space to challenge prejudice. We know people feel relaxed doing the things they love. That may be shopping, getting their hair done, listening to music or creating artwork.

We know that people disclosing their own experiences helps people to change attitudes. Our events will be led by champions who are happy and confident to start conversations and disclose their own experiences to challenge the stigma around mental health that is found so often within African communities."

For more information follow @RafikiMH

In this article:

Oz Osborne - Consultant, Time to Change Community Engagement team
Keith Winestein - Senior Community Engagement Officer, Time to Change
Trina Whittaker - Advisory Panel member and Volunteer Coordinator
AJ Stratton - Volunteer and Champion

Illustrations by **Richard Evans** - Community Engagement Manager, Time to Change

How do Time to Change Villages work?

Oz: We take Villages to places where there are already large crowds, such as shopping centres or festivals. At their heart are volunteers with experience of mental health problems, who start conversations with the public. When people come to the Village, they can learn first-hand what it's like to have a mental health problem, without feeling like they're being preached at. In the process, their prejudices are challenged.

What do they look like?

Keith: We have a set of marquees, which can be transported to different locations. Each one represents something you might find in a real town centre, such as a cinema or café. In and around the marquees we organise activities like live music performances and arts workshops. Volunteers can use these to draw the public in.

How do you plan the Villages?

Oz: We have an Advisory Panel of people with personal experience of mental health problems. We make it a priority to engage with partners in the locality of the Village to make sure it appeals to the

Surgery
Talk to experts about mental health services available in the local area.



community it takes place in. After that we recruit volunteers with experience of mental health problems and organise activities within the Village that will help them to interact with the public.

Who is involved in delivering the events?

Keith: Partners include local Minds and regional Rethink Mental Illness groups. The NHS and other mental health agencies help recruit people to help out on the day. Other voluntary organisations such as CSV have helped us recruit volunteers through their networks. In Liverpool, BBC Merseyside supported us with on air promotion in the run up to the Village and a live broadcast on the day.

Anatomy of a Village

Time to Change runs "Village" events to get communities talking about mental health. We hear more from the people involved.

Village Cinema
Come in and watch free inspiring short films that challenge mental health discrimination. Films are on a loop and repeat throughout the day.

Village Green
Join in a wide variety of fun and free activities, including face painting, theatre, and live music.

**What do volunteers get out of it?**

Oz: Briefing and de-briefing volunteers is important because we can see, over the course of just a few hours, the growth and personal development the experience brings about for people. Seeing the difference in volunteers from the training and start of their shift to how they feel and act at the end is very humbling.

Any Villages stand out in your mind?

Keith: The Village in Liverpool on World Mental Health Day 2012 is probably one of my favourites. The Lord Mayor of Liverpool paid us a visit and came back when we were packing up to see how it had gone. Liverpool FC supported the Village and Up for Arts provided practitioners who got people creating art together and talking about mental health problems. The iChoir (a Time to Change grant funded project) seemed to get the whole city singing along with a Beatles melody. On a cold October day there was enormous warmth on Merseyside.

Oz: Special conversations happen at every event but some stand out for me. At the Southbank Village in London, one volunteer had a tough start, with lots of people walking by. She got one man to stop and, after listening to her for a minute or so, he asked to leave. She assumed he wasn't interested, but in fact he wanted to call his wife and children over because he thought what she was saying was important. When the volunteer told me this story, I got goose bumps - it's far more inspirational than anything I could make up! ■

The Volunteer Coordinator - Trina

I sit on Time to Change's Community Engagement Advisory Panel. I have also taken part in three events. On the day of the Village I attended I was a volunteer coordinator - I kept an eye on the volunteers to make sure they were OK talking to people and that they all took breaks.

I met some lovely people. It was great to speak openly about mental illness and the feedback was amazing. It made me feel that at last steps are being taken to stop the stigma. All the Villages I took part in were different but I am sure we all made people more aware of mental illness. Even if we just reached out and touched one person it was all worthwhile.

“When the volunteer told me this story, I got goose bumps - it's far more inspirational than anything I could make up!”

Village Post Office
Send a free postcard to a friend or family member to show you're thinking of them. Pick up some Time to Change publications.



Find out more about how to set up your own event:
www.time-to-change.org.uk/resources

For more information about Time to Change Villages visit:
www.time-to-change.org.uk/village

**The Volunteer - AJ**

As soon as I heard Time to Change were looking for volunteers for the Village on the Southbank in London, I knew I couldn't refuse. On the day I was terrified, but I noticed a friendly face in the coordinators, and other volunteers I had met at the training. After our briefing I was raring to go. I marched up to the first couple I could see. They walked straight past and ignored me. My face dropped and I could feel my 'Black Dog' eyeing me up from a distance. I took a deep breath, put on my best grin and tried again.

Success! They took a leaflet and looked at me expectantly. Anything I had planned to say went out the window, it all came direct from my heart. I explained our campaign, and why it was important to me to raise awareness. They smiled and seemed truly interested in what I had to say.

After that, there was no stopping me. 48 meaningful conversations and not a single negative remark. I had people open up about their family, their friends, and their own concerns. I even got a pledge from someone that they would go and visit a friend to ask how they are. I didn't want the day to end.

This is an extract from a blog on the Time to Change website. Read the full version:
www.time-to-change.org.uk/blog/village-blog-purple-haired-newbie



In January 2013 Time to Change collaborated with mental health project Mellow, who run Stereo-Hype, a two day festival aimed at starting conversations about mental health in African and Caribbean communities. We hear from festival curator and Time to Change Black and Minority Ethnic Equalities Coordinator Sandra Griffiths about how the event came about, and how it went.

"In 2003, one of my colleagues and I came up with the idea of using performing arts to have a conversation with African and Caribbean communities about mental health. I was working for the East London Trust, managing Mellow, at the time. We were well placed to deliver the activity - we had spent a lot of time reaching out to African and Caribbean communities and could tap into established networks across East London to help bring things together.

Stereo-Hype events create a space where people can talk about the issues and offer alternative perspectives, enhancing understanding within African and Caribbean communities. Festivals have taken place in lots of different East London locations over the years - we had one in Spitalfields and a couple in the Hackney Empire. We deliberately use ordinary performance spaces, hosting the events in non-mental health settings.

Stereo-Hype isn't about positioning people as victims. The events show African and Caribbean people with mental health problems as valuable citizens, who can make incredible contributions to their community. They provide a platform for people with mental health problems to showcase their talents alongside those without diagnoses. The live nature of the performances can be incredibly powerful.

In June 2012, Time to Change brought together a group of African and Caribbean colleagues to discuss how they could better engage with African and Caribbean communities. The group felt that Stereo-Hype is an established programme with a proven track record, so it would be a good way of achieving this.

At previous Stereo-Hype events there had been plenty of audience participation, but there were limited opportunities for audience members continuing their conversations once the performances had ended. We thought working

with volunteers, in a similar way to the Time to Change Village, would give audiences the chance to talk more about the issues. I worked with lots of different partners to put on Stereo-Hype 2013. BTEC drama students from (East London 6th form) New Vic College came together with Tony Dallas from Write Here Newham to develop a drama performance. Claudia Jones organisation supplied photographs of past campaigns for a Festival exhibition curated by Errol Francis. Representatives from local African and Caribbean networks acted as advisors. The United Kingdom Council for Psychotherapy and an organisation called Project 2020 worked in partnership to deliver the workshop Black Men on the Couch (see Rotimi Akinsete talk about this opposite).

It was such an inspiring two days. The festival brought people from all walks of life together - people who wouldn't normally come to a mental health event came along to see the drama and performances. One of the best things was seeing the impact on the volunteers and watching them flourish as they started to open up and share their stories.

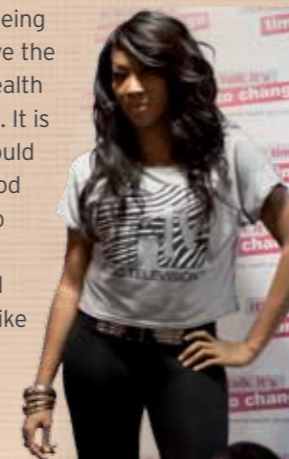
My parents came along too - it was the first time they'd ever been to one of my events! My mum, who once told me that she would never work with someone with a mental health problem, said afterwards that her fears had been challenged through her conversation with a volunteer. It was amazing to see." ■



How was it for you?

Singer Crystal King came to Stereo-Hype to perform some of her songs

"I was approached by Time to Change as a local Newham artist. I was happy to be booked to perform at an event for such a great cause. Most of all, what I got out of the day was an overall satisfaction from knowing that something is being done to help remove the taboo on mental health in our communities. It is something that should be better understood by both people who are going through it and those around them, so an event like this was necessary and it was great to be a part of."



Rotimi Akinsete from the University of Surrey brought "Black Men on the Couch" to Stereo-Hype

The sessions featured British Boxing Champion Herol 'Bomber' Graham and Paul Canoville, Chelsea's first black player, on stage in front of a packed audience, talking about their lives.

"I had lots of very interesting conversations with people and had several positive comments from those who enjoyed the event. It was excellent - working collaboratively is what it's all about. I loved the idea for Stereo Hype and I truly believe that if it wasn't for the volunteers, this event wouldn't have been half of what it was. I certainly hope I can work with Time to Change again!"



And here's what some of those who attended had to say...

"The guest speakers were brave enough to share their most intimate issues."

"I especially liked the performances e.g... the play and the spoken word artists that really did tackle the issues in a great way."

"There was a buzz from all those attending, a lot of positive energy around. It was great!"



The power of conversation

Nathan Roberts from Abandofbrothers runs one of our grant-funded projects, "Man Enough", in partnership with Danny Sollé. The project recruited 12 men with experience of mental health problems and supported them to set up opportunities for meaningful conversations about mental health. Each man brought different interests, skills and expertise to the project, and the activities they planned reflected these skills.

For Nathan, who has lived experience of mental health problems himself, social contact has proved to be doubly powerful. Working on "Man Enough" has helped him to realise that conversation really is a two-way process. It has allowed him to share his own experiences, but it has also helped him to learn from the experiences of others, as he explains here.

"As Chief Executive of Abandofbrothers, I was delighted when the charity was awarded Time to Change funding to run our project, entitled "Man Enough." I thought I would have much to offer the project. I have to honestly admit that I thought I would be facilitating the process of change for others rather than seeing any changes or benefits in my own life. However, the Man Enough project has taken me on a real personal journey.

Mental health issues have always loomed large within my family. Many of us have experienced episodes of mental health disruption and my great uncle took his own life when I was in my teens.

My main episode of depression happened around 12 years ago. Talking about it through "Man Enough" has been of huge worth to me. It has allowed me to realise the gift of the experience

“ I also think that within our modern and “civilised” society, we perhaps need to look a little deeper at how we chose to live our lives ”

(it resulted in me having to seriously re-evaluate who I was and what I stood for) and also to realise my passion for helping others in similar situations.

It was extremely challenging however. As part of the "Man Enough" training sessions I opened up about my mental health experiences. I am used to running large training sessions for people who I consider my peers but actually talking about my own story in this way was more difficult (and more rewarding) than I thought.

Delivering the project has also massively changed my view of schizophrenia. I had never encountered a person with the condition before. I had I think unconsciously adopted a view that people with schizophrenia were dangerous, scary people who should ideally be locked away and, if not, then certainly avoided. Meeting a young man with schizophrenia and observing his troubles but also what a genuine and gentle soul he is had definitely shifted my views.

I am looking forward to continuing work on the project and to enabling the volunteers on the project to hopefully have as meaningful and rewarding an experience as I have.

I also think that within our modern and “civilised” society, we perhaps need to look a little deeper at how we chose to live our lives. In 2011, more men under 35 died from suicide in the UK than road accidents, murder and HIV/Aids combined. Men take their own lives at a rate three times that of women. Something is clearly not working for men.”

This article originally appeared as a blog on the Time to Change website. You can read it online at: www.time-to-change.org.uk/blog/band-of-brothers



Time to Change materials

Our campaign materials can be a great ice-breaker for starting those all important conversations. Order your materials on our website: www.time-to-change.org.uk/resources

Tools and resources

Hopefully the pieces in this magazine have shown you just how powerful conversation can be in breaking down stigma. And hopefully the projects we've covered in these pages have inspired you to run some activity of your own!

But if you want to create opportunities for the public to hear the stories of people with mental health problems within your community, how do you go about it?

If you're not sure how to get started, don't worry, we've got plenty of resources to help you...

Tell us what you're doing!

Register your event on our website - www.time-to-change.org.uk/take-action/register-event, and tell us how it went afterwards on Facebook and Twitter. Or upload your photos to our Flickr stream - www.flickr.com/groups/timetochangeevents



Volunteer training films

Volunteers are the all important people who'll make your activity a success by standing up and talking about their experiences. It's important to offer volunteers training before your event takes place, so they feel prepared. Our video clips offer tips and advice for sharing stories safely - you can play them to your volunteers during training sessions.

www.time-to-change.org.uk/get-involved/events/training-volunteers



Time to Change event toolkit

We've put together a comprehensive "how to" guide for running a conversation-starting event. You can access it online at www.time-to-change.org.uk/toolkit

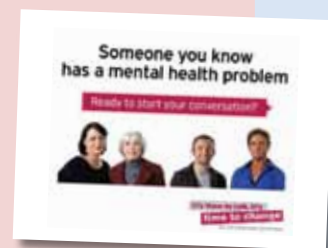
Radio campaign returns

Our successful radio advert, featuring Eastenders' actor Gary Beadle, is airing on radio stations across England, including Heart, Kiss and Capital FM, for three weeks from 5 August 2013.

Over the summer, we're also taking over Real Radio in a new three week partnership. Combining on-air activity with face to face conversations on the streets across the North West, North East and Yorkshire regions, the Real Radio team will be asking listeners to tune into mental health and pledge to help end stigma and discrimination. We're also asking listeners to visit the Time to Change website to find out more about how they can start their conversation.

Off air, we want to work with you to spark up conversations all over the country. Spread the word about the campaign with your friends and networks, and show them that they don't need to be an expert to talk about mental health and support someone they know. Keep a close eye on our website for simple ways to get involved.

www.time-to-change.org.uk



Round-up – Time to Change around the country

What's going on for Time to Change in summer 2013?

Additional funding helps us stamp out stigma

In May 2013, we announced that we have been awarded a further £3.6 million by the Big Lottery Fund to add to our work tackling stigma and discrimination.

The grant, which comes in addition to existing funding from the Department of Health and Comic Relief, will see our programme transform the attitudes and behaviour of millions through social marketing and community engagement activities.

Projects funded by the new grant will focus on specific communities and groups that are particularly at risk from stigma and discrimination including the African and Caribbean community, children and young people, and Lesbian, Gay, Bisexual and Transgender (LGB&T) people.

Apply for a grant

Now you know all about social contact, why not apply for one of our grants? From 17 July, our grants fund will open for applications for the fourth and final time. We're looking for projects that create opportunities for the public to have informal conversations about mental health, with people who have first-hand experience of the issues.

To be eligible for funding, you must apply as part of, or in partnership with, an organisation or constituted group. You must also be able to demonstrate that people with mental health problems play a leading role in your work.

The fund closes on 11 September 2013. For more information visit www.time-to-change.org.uk/grants

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:

magazine@time-to-change.org.uk

Next edition:
The young
people's issue



Funded by

