time to change
let's end mental health discrimination

update

Issue 5
Winter 2009/2010
www.time-to-change.org.uk

27,000 people
Get Moving

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**On 23 November, Time to Change supporter Claudette Lawrence went to 10 Downing Street to discuss stigma and discrimination with Gordon Brown’s special advisor on health policy, Greg Beales.**

**Claudette tells 10 Downing Street it’s Time to Change**

**Sue Baker, Director, Time to Change**

“Mental health has been under the spotlight for many reasons in recent weeks and months.”

The tragic death of Robert Enke in November woke people up to the harsh reality of stigma and the ultimate consequences it can have. I hope that the outpouring of grief and support will now translate into a greater understanding of mental health issues. Something that the Governor of Lower Saxony said at the memorial event in the Hannover stadium caught my eye in particular, as it echoes my beliefs:

“We don’t need flawed robots. We need human beings with rough edges.”

I hope that we’re now moving towards a society that’s more accepting of this, it was heartening to see so many sports people speaking out on the BBC’s Inside Sport documentary a few weeks later. I hope that this will go a long way towards empowering others to speak out about their own experiences. Mental health has also been given a high policy priority, with the launch of the New Horizons strategy and a range of government reports on mental health, wellbeing and employment.

It’s been encouraging to see that New Horizons is a cross-governmental responsibility, with an underlying ethos of mental health and wellbeing as everybody’s business. The strategy reflects what we’ve been saying from the start: that mental health is a mainstream issue, that affects all areas of life. It’s crucial that this is now embedded into national government policy.

Our challenge, and that of New Horizons, is to ensure that sectors beyond mental health and social care feel shared ownership of the vision to end inequality and improve the nation’s wellbeing. In the last few months, we’ve brought this idea to life - with our new resources for employers and employees working with NHS Employers on an anti-stigma campaign targetted at the NHS Workforce.

Together, let’s make 2010 a watershed year for mental health

**Together, let's make 2010 a watershed year for mental health**

Sue Baker, Director, Time to Change

This summer, the Open Up team received over 90 applications for their Initiatives scheme. The scheme provides financial and practical support and encouragement for people with experience of mental health problems who want to set up their own anti-discrimination projects.

The high standard of the applications made the decision process very difficult. The new Initiatives represent a wide range of innovative ideas and approaches. We’ll bring you more information on some of these Initiatives in future issues, but here’s a taster of some of the projects.

**Roads to Recovery**

A series of ten short films produced by a group of young people aged 18 – 35 who have experienced psychosis and other serious mental health problems.

**One in Four conference**

The conference will look at stigma and the representation of mental health in the media and in public communications. Speakers and panelists will all have direct experience in mental health and of working in media and communications.

**ROLlemp**

A service user lead event for people with experience of mental health problems in the North West. Participants will be encouraged to think about the discrimination they face and support each other to take positive action. A network will be formed so that participants can continue to support each other after the event.

Find out about the other initiatives and join the Open Up network at www.open-up.org.uk

Tony on the Fourth Plinth, supported by Time to Change staff and volunteers

On 1 September, Time to Change spread the word from the Fourth Plinth in Trafalgar Square. Tony Playford, a volunteer walk leader from our Walking for Wellbeing project, had a slot on the Fourth Plinth, which he used to sing, play the guitar and talk about his experience of mental health problems.

Walking for Wellbeing organised a walk from Rethink’s offices in Vauxhall up to Trafalgar Square along the Embankment via the Houses of Parliament to meet him at the plinth, so Tony had lots of support, and it was a great opportunity to give out Time to Change leaflets.

This was part of Anthony Gormley’s ‘One and Other’ installation, which gave people the chance to occupy the empty Fourth Plinth - ‘a space normally reserved for statues of kings and generals, in an image of themselves and the whole of humanity’.

On 23 November, Time to Change supporter Claudette Lawrence went to 10 Downing Street to discuss stigma and discrimination with Gordon Brown’s special advisor on health policy, Greg Beales.

The meeting came about after Claudette wrote a letter to Gordon Brown, telling him about the discrimination she faced at work because of her mental health problems. She also wrote of her support for Time to Change, and asked if she could meet with the Prime Minister to talk about mental health and stigma. The PM wrote back, expressing his support for Time to Change, and inviting her to No10 to meet with his special adviser.

Claudette says of her visit: ‘I began by telling him my story of the discrimination I have faced, how I lost my job and I am scared about the future. I asked for more funding for Time to Change when the current funding runs out in September 2011, and asked that the government take leadership on this issue. I also asked Greg to look at a change in the law around the disclosure of mental health problems on job applications as this can leave people open to discrimination.

I explained how there needs to be better training and advocacy in job centres to help people with mental health problems get back into work. He has promised to look at all of these issues and has asked me to keep in touch with him, as he agrees that this is an important issue, supports Time to Change and wants to stay updated. All in all I had a wonderful time at Downing Street and am pleased that they are taking notice of this issue.’

Time to Change wants to encourage individuals to take ownership of the movement for change, and Claudette’s visit shows that it is ordinary people standing up and taking action that can make that change happen.
Our active autumn

Since the last issue, Time to Change teams, supporters and ambassadors have been busy bringing our messages to life in communities across England, through our Roadshows and hundreds of Get Moving events. Meanwhile, we have evaluated the impact of our advertising and PR activity throughout this first year of our campaign and have been pleased to see that knowledge and attitudes are starting to shift in the right direction.

27,000 people Get Moving

Get Moving Week (3-11 October) reached a successful conclusion, with thousands of people coming together on World Mental Health Day to challenge stigma at physical activity events around the country.

Get Moving Week was launched before the Chelsea v Liverpool match at Stamford Bridge on 4 October, where Gordon Ramsey and cricketer Alec Stewart presented a trophy to the winning team of Hammersmith & Fulham Mind’s five-a-side tournament.

Following the launch, around 27,000 people took part in over 200 Get Moving events organised by our army of willing and capable organisers, activists, and volunteers. An incredible array of activities included conservation projects, football tournaments, yoga classes, dance workshops, and much more, encouraging people to increase the amount of physical activity in their lives and look after their mental wellbeing. As well as becoming more active, many walkers emphasise that the sociable, outdoor nature of the walks reduces stress and increases their sense of wellbeing.

Several Walker for Health schemes in different parts of the country supported Get Moving Week 2009. For example, Telford Town Park was the venue for three Get Moving health walks and the organiser - Telford & Wrekin PCT - is going to build on this by using Get Moving resources as part of its ‘New Year, New Me’ campaign in January. A new walk will be linked to the campaign, aiming to bring together walkers with and without mental health problems, to increase informal social contact and reduce stigma.

There is good evidence that being able to get out into an attractive natural environment is good for both physical and mental health. Natural England is working on two fronts to make this possible for more people.

Firstly, through its Our Natural Health Service campaign, Natural England is raising awareness of how local green spaces – parks, woodlands, countryside and even tree-lined streets – can help to combat rising levels of certain health conditions, including depression, diabetes and obesity. The campaign aims to ensure that everyone has access to green space and that the health services make better use of it.

Secondly, in partnership with the Department of Health, a £12 million programme has been established to encourage 200,000 more people to take up health walks over the next three years. Central to this expansion will be strengthening and expanding links between local health walk groups and mental health service users.

For more information about Natural England’s Get Moving walks, see www.whi.org.uk/gm

Moving colleagues

Individuals as well as organisations have been taking the initiative and running Get Moving events. Local event organiser Helen Roberts explains why she wanted to take action, and how running a Get Moving event at her workplace encouraged others to open up.

“I have had anxiety and depression since I was about 13 years old. I always felt very alone in this, and it wasn’t until recently that I found organisations like Mind. I noticed the Time to Change campaign on the website, and thought this was a great opportunity for me to do something worthwhile, especially as I was experiencing a minor level of discrimination at work.

It was very difficult to organise something for Get Moving as I work in a call centre, so getting people moving was going to be a problem. But I put up campaign posters, left leaflets in the canteen area, and did a question trail around the grounds so people could go for a walk on their breaks, and answer questions about mental health. I did get a couple of negative comments from colleagues, such as “Mental health, how depressing”, but more positively, a few people did come and talk to me about their own experiences of anxiety and depression, which made me realise I am not alone. We now talk regularly to see how each other is doing and give support if needed. It certainly gave me a small boost of self-confidence that people felt comfortable enough to talk to me about their experiences, and it has brought me to believe that giving people the opportunity to talk and share their feelings and experiences at events such as Get Moving, is a valuable tool in the fight against mental health discrimination.”

Natural England has supported Get Moving in 2008 and 2009. Here, Fiona Eade explains how the organisation is promoting walking as a route to improved wellbeing and all-important social contact.

Walking for Health is a Natural England programme providing short, free, led walks - open to everyone - through a network of almost 600 local groups. As well as becoming more active, many walkers emphasise that the sociable, outdoor nature of the walks reduces stress and increases their sense of wellbeing.

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Evaluation from our summer campaign, which ran from mid July to the end of August, has shown some very encouraging results. The new online films that we launched added extra impact to our campaign with their hard-hitting style. Over 446,000 people have watched the ‘Schizo the movie’ trailer, and just under 65,000 have viewed ‘Kids Party’. The films have been even stronger at communicating to people that they should change their attitudes and also showing how they could help a friend.

Overall, since its initial launch in January 2009, our campaign has reached a total of 34 million people through advertising and PR activity. In our evaluation, we asked people who had seen the campaign to answer some questions around their knowledge, attitudes and intended behaviour towards people with mental health problems. We’ve found that people who have seen the campaign are likely to have better scores relating to their knowledge and, crucially, behaviours than those who have not. When looking at our impact on attitudes, we also found that responses to three key questions do seem to be shifting in the right direction. Notably, having seen the campaign is a significant predictor that someone will be more likely to agree with the statements: ‘People with mental health problems are far less of a danger than most people suppose’ and ‘Anyone can become mentally ill’.

We will be using this encouraging evaluation to plan for the next burst of activity to take place in Spring 2010 and with the help of all our supporters and stakeholders, we hope to build on the success of the campaign so far.

More results from the summer campaign activity:

• 49% of our target audience said that they had seen the campaign against a target of 30%.
• We gained an additional 9,405 Facebook fans.
• 1,825 people ordered personal action packs to get involved.
• An incredible 26million saw the TV advert at least 3 times (that’s 26% of people that said they saw the TV advert when prompted against a target of 10%).
• 24% said they saw the press ads against a target of 15%.
• We had 58,098 absolute unique visitors to the Time to Change website.

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We will be using this encouraging evaluation to plan for the next burst of activity to take place in Spring 2010 and with the help of all our supporters and stakeholders, we hope to build on the success of the campaign so far.
The broad evidence-based approach and cross-government support for the New Horizons strategy has been welcomed by a wide range of organisations, including Mind and Rethink. However, this support has been qualified with observations that the strategic vision in New Horizons needs to be followed up with concrete plans for action and the allocation of sufficient resources to achieve its ambitious aims.

Tackling stigma and discrimination is a key theme in the New Horizons strategy. The Department of Health has committed to re-creating its strategy to tackle stigma and discrimination in mental health in the lead up to the General Election in 2010, through activities with Mind and Rethink partners. All this while we are still implementing the current phase of our activity, which is increasingly proving that it is helping to change knowledge, attitudes and behaviours towards people experiencing mental ill health and making a real difference to the lives of many people.

Employment can help promote good mental and emotional wellbeing, but can also act as a trigger for mental health issues. Whether you have existing mental health issues or not, long hours, sustained pressure, poor management and difficult working relationships can all take their toll on mental health. Three in ten employees will have a mental health problem in any given year, yet fewer than one in ten employers have a mental health policy in any given year, yet fewer than one in ten employers have a mental health policy in their workplace to help support good mental health.

The Disability Discrimination Act requires employers to be flexible and make 'reasonable adjustments' for people with disabilities to enable them to do their jobs. The Act says that a person is disabled if they have a mental or physical impairment and this must have lasted - or be likely to last - at least 12 months, or for the rest of that person's life. However, with widespread misunderstanding about mental health problems - what they are and how many people have them - employers may not see these as a disability, which sorts of 'reasonable adjustments' to consider when an employee is returning to work. A range of inspiring films show how line managers and employees have been able to work together successfully thanks to a little flexibility and openness.

The lack of awareness amongst employers can be seen as part of a vicious circle. People with mental health problems don't want to disclose this to their employers for fear there might be repercussions. This acts as a barrier to seeking support and requesting workplace adjustments. As a result, employers can be reluctant to believe a mental health problem might be an issue in their workplace.

The Chartered Institute of Personnel and Development shows a quarter of UK workers describe their mental health as moderate or poor, yet 98% continue to work regularly, showing that there is a real need for all workplaces to be better equipped to manage mental health problems.

The Time to Challenge website offers line managers and professionals working in HR or Occupational Health plenty of practical advice on how to support someone experiencing mental health problems - what to say, how to keep in touch during a sickness absence, and which sorts of 'reasonable adjustments' to consider when an employee is returning to work. A range of inspiring films show how line managers and employees have been able to work together successfully thanks to a little flexibility and openness.

The Mayor hopes to address these issues through the London Health Inequalities Strategy, which has now been launched for public consultation. The Mayor wants to find ways to empower and improve Londoners' health at all levels, and the strategy contains many examples of current best practice.

Proposed action to improve mental health and wellbeing is integrated throughout the strategy. The ideas range from initiatives to promote young people's emotional health, to encouraging health and social care providers to invest in advocacy, information, advice and language support that will help more excluded groups to access their services.

Are you a Londoner? Have your say

The Mayor would like to hear your views on the actions that are most relevant to you or your organisation, to ensure that the strategy sets out the best way forward for London.

You can view the strategy and access an online questionnaire at www.london.gov.uk/mayor/priorities/health/health-strategy.jsp

Alternatively, you can send a response by email to health.inequalities@london.gov.uk; or post to the London Health Inequalities Strategy, Post box 18, City Hall, The Queen's Walk, London, SE1 2AA.

The closing date for consultations is 10 January 2010.
With a whoosh, there is a flame at the top of the Calgary Tower.

It’s early October and at this time of the year Calgary is still in darkness at 6am. But with this one symbolic gesture, a new day dawns in Canada. Opening Minds is Canada’s equivalent of Time to Change - a 10-year anti-stigma / anti-discrimination movement created by the Mental Health Commission of Canada (MHCC). The objective is to change the attitudes and behaviours of Canadians toward people living with mental health problems.

The Opening Minds initiative was launched on the observation deck at the top of the Calgary Tower on October 2 as a new day unfolded with the hope of a stigma-free Canada. The Tower flame was lit from 6:00 a.m. to 8:30 a.m. to draw the attention of downtown commuters and to symbolically bring mental illness out of the shadows forever.

“More than seven million Canadians will experience a mental health problem in 2009,” says Michael Kirby, Chair of the MHCC, speaking at the launch. “Many of these people will not seek help because of the stigma associated with mental illness. In fact, people who live with mental illness tell us the stigma is often worse than the disease itself.”

In its first year, Opening Minds will focus attention on two groups:

- **Youth (aged 12 to 16)** because early intervention can make an enormous difference in quality of life and recovery. Also, for more than 70% of adults living with mental illness, symptoms developed before they were 18 years old.

- **Health care professionals** because it’s in the front lines of mental health that people seeking help say they experience some of the most deeply felt stigma and discrimination.

The MHCC’s anti-stigma initiative issued a Canada-wide Request for Interest (RFI) earlier this year to groups already running programmes aimed at the two target groups. 37 contact-based education projects were selected from 248 proposals received. These projects will be evaluated for their effectiveness and their potential to be rolled out nationally. In subsequent years, the MHCC will include additional target groups, starting with the workforce in 2010. Opening Minds also conducted a media campaign in autumn 2009 in two Canadian newspapers (one English and one French), on two national TV networks (one aimed at youth and one targeted to a general audience), and online. The campaign featured personal stories of hope and recovery. In addition, Opening Minds is reaching out to both working journalists, and journalism schools, encouraging the media to consider the power of their words.

Opening Minds is also learning from and collaborating with other international anti-stigma programs, including Time to Change. Clare Henderson, Scientific Coordinator for the evaluation of Time to Change and Clinical Senior Lecturer in Psychiatry with the Institute of Psychiatry, Kings College London, has been invited by Opening Minds to speak at the Ealing Hospital, Time to Change and Clinical Senior Lecturer in Psychiatry with the Institute of Psychiatry, Kings College London, has been invited by Opening Minds to speak at the Ealing Hospital, Time to Change and Clinical Senior Lecturer in Psychiatry with the Institute of Psychiatry, Kings College London, has been invited by Opening Minds to speak at the Ealing Hospital.

Not only has Time to Change inspired British stakeholders to work together to fight stigma, it also has inspired us in The Netherlands.

The Swedish campaign will also include a social marketing campaign, local activities and initiatives, and a pledge for employers to start working for better mental health in the workplace. The aim is to build sustainable structures that will last beyond 2011, which is why the campaign is putting significant resource into the ambassadorship scheme.

This is not the first campaign of this kind in Sweden. In 2000, the government funded a similar campaign and in 1997 an initiative was funded and run by a service-provider organisations for people with schizophrenia. However, the new campaign aims to be more sustainable, and to focus more on local initiatives, to embed change within communities.

“It would be nice to see a more sustainable effort. Previous Swedish campaigns have lasted for just one or two years. And learning from Time to Change, See Me in Scotland and the Like Minds, Like Mine campaign in New Zealand shows that you need to run campaigns over a much longer period of time to have a real impact,” concludes Rickard Bracken.

Sweden: Ambassadors challenging discrimination

Olivia van de Lustgraaf

The Dutch campaign called ‘Samen Sterk tegen het Stigma’ (Together we are strong against stigma) is a recent example of an international campaign inspired by Time to Change. In 2005-2006, the Dutch government funded a similar campaign and in 1997 an initiative was funded and run by a service-provider organisations for people with schizophrenia.

Not only has Time to Change inspired British stakeholders to work together to fight stigma, it also has inspired us in The Netherlands. According to Dutch research, discrimination has increased in the last 30 years. In 2007, a study of the Netherlands participated in the research project Indigo, the results of which indicated that people with mental health problems do experience discrimination. Similar to results of Time to Change’s surveys in England, we found that most negative experiences happen within the family, and in keeping and making friends. People also reported discrimination in relation to privacy when hospitalised or in sheltered housing facilities. Again as reflected in the English research, people report high levels of discrimination when applying for jobs.

In recent years, there have been several initiatives to combat prejudice in the Netherlands - such as festivals and educational initiatives. But these initiatives were never consistent and long-term, and budgets were small so significant changes in attitudes towards people with mental health problems were never realised. However, a recent congress on ‘Better in Beeld’ (‘Better in the picture’) on 7 October, organised by the Institute for Rehabilitation, brought a range of interested parties together and inspired them to do something. A group is now working together to find ways to set up a national campaign. The group was initially organised by employees from The Parnassia Bavo Groep (a mental health care organisation) and called ‘Samen Sterk tegen het Stigma’ (Together we are strong against stigma). We are currently looking for funding to turn the ideas into reality.

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Annika Grundelius, Communications Officer, Handsam - the Swedish Agency for Disability Policy Co-ordination

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Other aims of the Swedish programme:

- To encourage at least 10,000 people to take action to shift attitudes and decrease discrimination.
- To increase the number of articles and shows in the media where people with experiences of mental illness tell their stories.
- To create a 5% positive shift in attitudes towards people with mental illness or mental disability.
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Get Involved

Join the movement to end mental health discrimination today!

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<td>Online at</td>
<td><a href="http://www.time-to-change.org.uk">www.time-to-change.org.uk</a></td>
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<td>By emailing:</td>
<td><a href="mailto:info@time-to-change.org.uk">info@time-to-change.org.uk</a></td>
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<td>By calling:</td>
<td>020 8215 2356</td>
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<tr>
<td>By writing to:</td>
<td>Time to Change, 15-19 Broadway, Stratford, London E15 4BQ</td>
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Pass it on - please pass this newsletter on to anyone who might be interested. If you’d like a PDF of the newsletter, or want to use articles or images from this issue to post on your organisation’s website, please contact Tracey Whittingham, Communications Officer on t.whittingham@time-to-change.org.uk

www.time-to-change.org.uk

Our latest supporters

A huge range of organisations and groups have been supporting Time to Change by running Get Moving events, hosting roadshows, and helping to spread the message far and wide that it’s time to end mental health discrimination. More and more organisations are formally showing their commitment to Time to Change by signing our organisational pledge. Here are the latest:

**NHS in Derbyshire**

It was an exciting first for Time to Change when all five NHS organisations in Derbyshire jointly signed the pledge in September. Derbyshire Mental Health Services NHS Trust, Derby Hospitals NHS Foundation Trust, NHS Derby City PCT, Chesterfield Royal Hospital NHS Foundation Trust, Derbyshire County PCT have set a high standard for partnership working that we hope others will follow.

**Partnership pledging in Leeds**

Hot on Derbyshire’s heels, Leeds Partnerships NHS Foundation Trust led a group of organisations in pledging support in Leeds. The Trust joined forces with Leeds PCT, Leeds City Council and Volition – the voice of the mental health voluntary sector in Leeds – to ensure that tackling stigma is a priority across the statutory and voluntary sectors in the city.

**Manchester Health and Social Care Trust**

were next to sign the pledge, followed by 2gether NHS Foundation Trust in Gloucestershire, who pledged at their conference at Gloucester Rugby Club. 2gether have run a ‘Making life better campaign’ which featured 13 roadshows, filmed 119 people talking about mental health, and was supported by England International rugby players.

If you’re interested in pledging? Contact us at info@time-to-change.org.uk

In the last issue, we told you about Time to Change Champions – individuals with experience of mental health problems who can help us raise the profile of mental health, by speaking to the media or attending events as ambassadors.

We’ve had a great response, with almost 140 people signing up to become Champions. It’s fantastic to have so many passionate people on board who are keen to use their experiences to help change attitudes. We’ll try to match people to relevant opportunities in their local areas as they arise throughout the year.

If you’re interested in finding out more, contact us at champions@time-to-change.org.uk.

Time to Change Champions

www.time-to-change.org.uk