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let's end mental health discrimination

# Campaign

# Toolkit

Join a growing number of schools and youth groups who are running Time to Change campaigns.



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# Campaign Toolkit

This toolkit supports schools and youth groups run their own campaigns to end stigma and discrimination experienced by people with mental health problems. We've created a step-by-step guide giving you easy access to our wide range of free materials, activities and resources. We will also show you links to case

studies and example action plans to help you learn from what other schools have done.



“

**It's the action, not the fruit of the action, that's important. You have to do the right thing. It may not be in your power, may not be in your time, that there'll be any fruit.**

**But that doesn't mean you stop doing the right thing. You may never know what results come from your action. But if you do nothing, there will be no result.**

**Mahatma Gandhi**

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## Step 1

**Read & Understand Time to Change aims and key concepts**



## Step 2

**Recruit staff and young people to lead your campaign**



## Step 3

**Download Key campaign messages and resources**



## Step 4

**SWOT Analysis: Identify strengths, weaknesses, opportunities and threats**



## Step 5

**Write your action plan**



## Step 6

**Implement your action plan**



## Step 7

**Evaluate your campaign**

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# Step 1

## Understand Time to Change Aims and Key Concepts

### Time to Change Aims:

Time to Change is England's biggest programme to challenge mental health stigma and discrimination. We aim to:

- Improve public attitudes towards people with mental health problems.
- Reduce discrimination experienced by people with mental health problems.
- Reduce the number of areas of life in which people experience discrimination.
- Increase the confidence and ability of people with mental health problems to address discrimination.
- Improve the social capital of people with mental health problems.

The Time to Change Children and Young People's team supports schools and youth groups to roll out campaigns which challenge mental health stigma and discrimination.

### Key Concepts

**1 Mental Health** - The capacity to live a full and productive life, as well as the flexibility to deal with its ups and downs. In children and young people it is especially about the capacity to learn, enjoy friendships, to meet challenges, to develop talents and capabilities.

**2 Mental Health Problems** - We all have mental health, like we all have physical health. Both

change throughout our lives. And, like our bodies, our minds can become unwell. For more information, [look here.](#)

1 in 10 young people between the ages of 5 and 16 will experience mental health problems and 1 in 4 adults in any year will experience them.

**3 Mental Health Stigma** - Unfair attitudes about people with mental health problems, so that they get labelled as 'different' or 'strange'.

**4 Mental Health Discrimination** - Unfair behaviour towards people with mental health problems, e.g. bullying them or turning them down for a job or course of study *because* of their mental health problems.

**5 Campaign** - A series of actions intended to achieve a specific goal, especially fighting for or against something or raising people's awareness of something. In relation to the Time to Change campaign, this could include marketing, events and engaging with local communities. The aim is to positively influence the knowledge, attitudes and behavior of young people in relation to mental health problems.

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## Step 2

### Recruit staff and young people to lead your campaign

Effective campaigns in schools and youth organisations are supported and promoted by everyone in the organisation. The best way to do this is to get at least one member of the senior management team involved and supporting the campaign. The most successful campaigns are led by young people, so recruit a group of young people to help plan, promote and drive forward your campaign activities.



#### Senior Staff member:

Encouraging buy-in from senior staff members makes it easier to run a campaign as they can help make people aware and support the lead teacher/staff member drive the campaign forward.

**Young Leaders:** Our research suggests that young people are most interested in running their own campaigns with support from staff. We encourage all our schools to recruit and support a group of young leaders to take on aspects of the campaign. Take a look at these [case studies](#) for examples of how other schools rolled out their campaign work. Our new [Leadership and Campaigning Guide](#), designed to support young leaders to deliver Time to Change campaign activities, may also be helpful.

#### Roles:

**Campaign Lead(s):** Campaigns work best with one staff member leading on planning and recruiting other interested parties. Once more people are on board actions can be delegated to ensure no one takes on more than they can cope with. Past campaigns have been led by staff responsible for PSHE, pastoral teams, and heads of year.

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# Step 3

## Key Campaign Messages and Resources

### Key Messages:

Anyone can experience a mental health problem and we want to break down the stigma and discrimination experienced by those that do. We know that talking about mental health helps break down barriers. You don't have to be an expert to talk about mental health, so everyone has a role they can play.

When running a campaign it's helpful to keep repeating several key messages. We've found, through our research, that young people respond particularly well to these messages:

- 1 in 10 children and young people experience a mental health problem at any one time. (That's three pupils in the average school classroom)
- You don't have to be an expert to talk about mental health
- We all have mental health, like we all have physical health
- It's the small things you do that can make a difference, that text, that call, that invite
- Mental health is everyday and ordinary, so let's discuss it like it is
- #MakeTime to be with a friend

Think about how you could use these messages in your campaign.

We would encourage your school to use the above key messages and think about how they fit into the culture of your school.

### Resources

#### [Session Plans](#)

We have developed a wide range of resources, materials and information to support schools and youth organisations create a Time to Change campaign. All resources are free to download via this toolkit.

#### [Assemblies and Lesson Plans](#)

Our film Stand Up Kid and our interactive story The Kid and I both include lesson and assembly plans for schools and youth groups.

#### [Blogs, Vlogs and Videos](#)

On our website we have blogs, vlogs, videos and an online interactive story to encourage young people to talk about mental health as though it's common and everyday.

#### [Social Media](#)

Time to Change regularly uses social media, such as [Twitter](#), Instagram and [Facebook](#). Organisations running a campaign can contact us through these media to share the work that they're doing.

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## Step 3

**Key Campaign Messages and Resources** Continued...



### Support & Signposting

Sometimes schools think that running a mental health anti-stigma campaign may trigger a rise in disclosures and support needs. Before beginning the campaign it's worth reminding staff of safeguarding procedures and what local services are available. There will be a host of services run by your council as well as third sector local and national organisations. Some suggestions can be found [here](#).

### Free Stuff

We have developed a range of downloadable materials including posters, screen savers, and cartoons. These can be used to promote your school's campaign activity. We encourage schools to use our key messages to personalise or create their own materials.

Our brand new [Leadership and Campaigning Guide](#) is available and can be used by your young leaders. This will help them come together as a group and better understand how to campaign for behaviour change.



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## Step 4

### SWOT Analysis: Identify Strengths, Weaknesses, Opportunities and Threats

This step allows each school or youth group to ascertain what they will need in order to drive forward their campaign activities.

<b>Strengths and Weaknesses</b>	the <b>internal</b> environment - the situation <b>inside</b> the school or youth group	for example, factors relating to curriculum, staffing, resources, time, expertise, student and staff wellbeing and achievement.	factors tend to be in the <b>present</b>
<b>Opportunities and Threats</b>	the <b>external</b> environment - the situation outside the school or youth group	for example, factors relating to exams, Ofsted, support from local services.	factors tend to be in the <b>future</b>

#### Strengths

- Look at any campaigns you have delivered in the past
- What are you already delivering in PSHE, through assemblies and / or off curriculum days
- Consider what young leaders groups you have in place (e.g. student council etc.)

#### Weaknesses

- Time pressures with exams, OFSTED
- Budget restrictions
- Lack of knowledge

#### Opportunities

- Use free resources available through Time to Change and other mental health organisations
- Develop the skills of the lead teacher and staff as a whole
- Develop the skills of your young leaders group and change attitudes towards mental health within your school

- Engage with local services and third sector organisations

#### Threats

- Parental reluctance
- Concern that running a campaign will lead to an increase in support needed for students
- Access to local support for students
- Waiting times for CAMHS

#### Top tips

- Set realistic goals - your school is busy and you have many targets and pressures
- Make sure this fits in with what you are already delivering in PSHE, on off-curriculum health days, in assemblies or form time
- Understand what you hope to achieve so you can measure success
- Look at ways to capture what you've done - video, film, testimonies, pledging to Time to Change.

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# Step 5

## Write your action plan

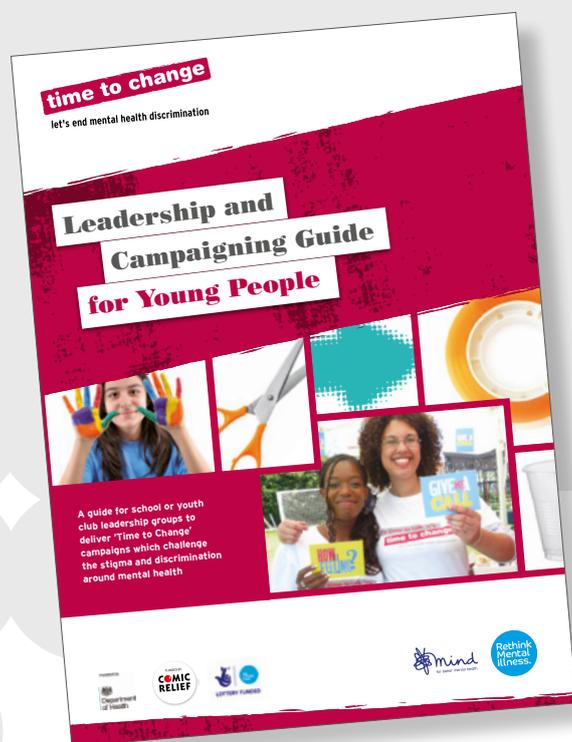
Writing a detailed action plan helps you to plan, monitor, deliver and evaluate your campaign. Putting together an achievable piece of work will also help you measure success.

It is also a useful learning tool for your young leaders (remember, you can use our [Leadership and Campaigning Guide](#) for young leaders groups.

We have created **action plan templates** and **case studies** to help you get started. Our resources are designed to be flexible to support schools and youth organisations deliver this work through assemblies, form time, and lessons.

The action plans will help you to use our free resources as well as slot in any additional activities that you might like to run.

When devising your action plan, keep in mind the findings from your SWOT analysis so that you build a realistic plan which maximises strengths and opportunities.



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# Step 6

**Implement your action plan**

## Top Tips for carrying out action plans

- Recruit lead roles (staff member, young leaders groups) and put together a working group
- Use draft action plans, case studies and resources to help you come up with ideas of what you want to achieve
- Understand wider support needed across schools (eg you could ask your facilities team to support placing campaign posters up around school)
- Be realistic in what you can achieve and by when
- Monitor progress
- Ensure key deadlines and dates are in all diaries and on the school calendar.



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## Step 7

### Evaluate your campaign

It is crucial to evaluate your campaign to show what's worked well, what didn't work and what you could do better next time. Evaluation is also a great opportunity to shout about your success. Share this in your bulletins to parents, with other schools, and your local council. See [Case Studies](#).

#### Frequently Asked Questions

**1 Do I have to pay for anything from Time to Change?**

The Time to Change resources and materials highlighted within this toolkit are free of charge.

**2 You talk about a whole school approach, but how can I involve parents in this campaign?**

Many of our schools are engaging parents through parents evenings, via their school newsletter and internet/intranets. We have also developed a [parents page](#) which we encourage schools to share with their parents.

**3 How do I keep up to date with developments within the Time to Change children and young people's programme?**

For the latest resources, news and information please sign up to our Children and Young People's [e-bulletin](#).

**4 How long will the current phase of Time to Change run for?**

Time to Change runs until the end of March 2015. We are hoping to get additional funding to continue our work beyond this point.

**5 I am hoping to achieve Enhanced Healthy Schools status, will this help me?**

Please contact your local authority healthy schools improvement team or your local TaMHS service and they will be able to guide you as to what you need to do.

**6 Contact the Team**

For any other questions please contact the team via Christopher Hough, National Campaign Officer. Chris can be reached on [Christopher.Hough@rethink.org](mailto:Christopher.Hough@rethink.org) or on 0207 840 3049.

Lastly Time to Change would love to hear from you. You can send us a case study or tweet about or share on social media, what you have achieved. Use the contact details above to get hold of us.

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