

Changing  
behaviour

Changing  
lives

ANNUAL REPORT  
2009/2010

**time to change**

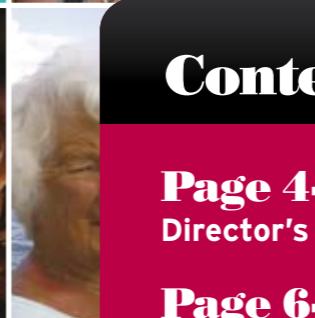
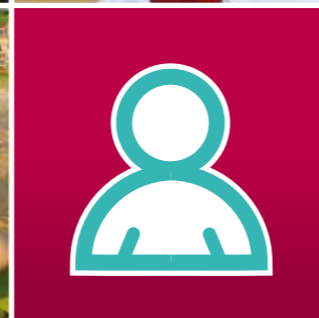
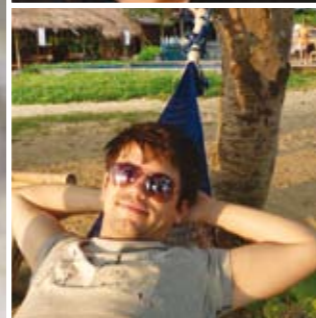
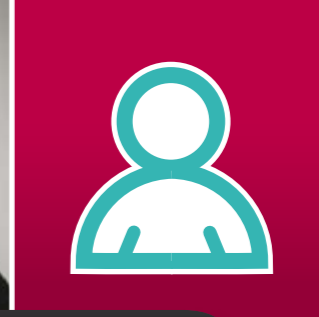
let's end mental health discrimination



**Frank Bruno**



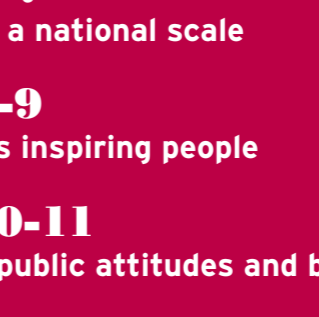
**I pledge**



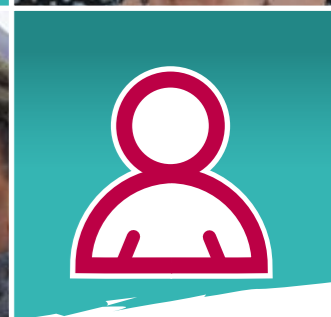
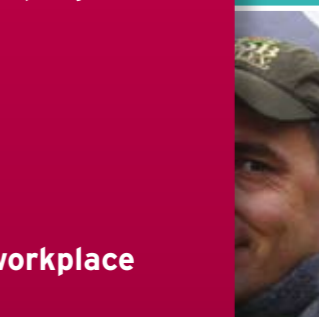
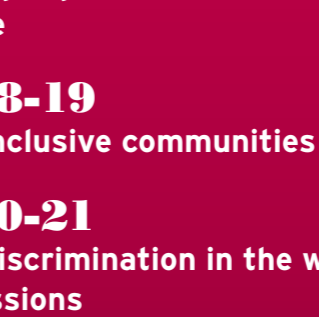
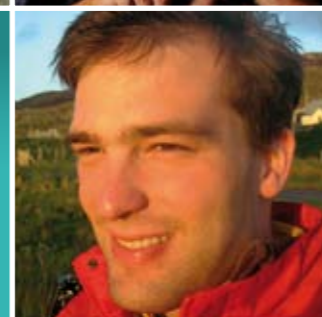
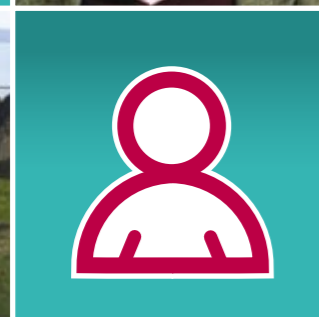
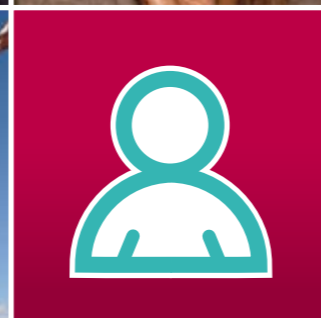
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Supporting Time to Change

**I pledge**



**I pledge**



**I pledge**



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



With representatives from Islington council, Arsenal FC and NHS Islington who jointly pledged to support Time to Change and tackle discrimination.



Trisha Goddard and Ali Bastian launched our spring campaign and our Imagine Your Goals programme at the Emirates Stadium in March.



again in Leeds, and our work with Premier League Clubs which launched this year); hairdressers across the Eastern region starting conversations about mental health in the salon; an innovative film addressing a deep-seated myth about schizophrenia ('Schizo: the Movie'); and a social experiment that brought stigma and discrimination closer to home.

**In this last year of our current programme we need your help to keep**

**up the pace of change.** We have found that knowing someone with a mental health problem is one of the biggest predictors of whether someone will have more positive attitudes - and so creating opportunities for social contact and supporting people to speak out will be crucial to our success in 2011.

**At the same time, we are working hard to secure a future for Time to Change when our funding ends in September.** We believe that long-term investment is needed to overturn generations of prejudice, and that tackling the discrimination that prevents so many people from being active citizens should be part of any future government mental health strategy. It would be a tragedy to lose the opportunity of building on the early gains we have made, just as the tide is beginning to turn.

**If you are already actively involved in tackling discrimination in your communities or organisations then I hope you feel a sense of pride and achievement from playing your part in this movement. And if you are not yet actively involved, I hope this report inspires you to add your voice and influence.**

**Sue Baker**



Speaking on the radio with media volunteer Erik about our social experiment highlighting the stigma people face when looking for a relationship or somewhere to live.

# Director's Introduction

**Our social movement is growing in confidence, with signs that behaviour change amongst the general public is not just possible but is already happening in England, as evidenced by a reported reduction in discrimination this year.**

**Starting to challenge social norms on such a taboo issue has demanded a very considered, strategic approach.** I'm sure at the outset of Time to Change, three years ago, many of you were chomping at the bit to get started, just as we were. However all of the lengthy research, testing, planning and robust evaluation is now beginning to pay off.

**The tens of thousands of supporters and the hundreds of local, regional and national organisations we have worked in partnership with across all sectors have been critical to this success.** We've seen events to host dinner table conversations with employers (Dine to Change in Leeds); the use of football to engage new audiences (Balls to Stigma,

[www.time-to-change.org.uk/2010report](http://www.time-to-change.org.uk/2010report)



Time to Change wall of pledges.

In 2010 we have seen the first evidence that our work is having an impact on a national scale. Public attitudes are beginning to improve, and people with mental health problems are experiencing less discrimination in their everyday lives. This indicates that we're on track to meet our targets of a 5% reduction in discrimination and 5% improvement in public attitudes by 2012.

# Impact on a national scale

**There has been a 4% reduction in reported discrimination**

We ask 1000 people with mental health problems on the Care Programme Approach to tell us every year about their actual experiences of discrimination.

This indicates that the positive improvements in attitudes are translating into behaviour change, and are having a real impact on the lives of people with mental health problems.

In particular, we have seen positive changes in employers' attitudes, with a 9% drop in the discrimination people face when looking for work and 6% fewer people reporting losing a job due to a mental health problem.

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

**Since 2008, public attitudes have improved by 2.2%**

We measure this using the Department of Health's annual Attitudes to Mental Illness survey, which asks a representative sample of the population about their attitudes towards people with mental health problems.

This is a positive indicator of improved attitudes across the whole population, and suggests we're on track to reach our 5% improvement target by 2012.

### Our role in these changes

The national changes are across the whole population of England. So how do we know what specific impact we have had?

**People who have seen our campaign have better knowledge and attitudes than people who have not.** So we know that when it reaches people, the campaign has a positive impact.

**Our social contact activities are working, too.** After attending one of our Time to Get Moving events, more than a third of people said they had a more positive impression of people with mental health problems as a result.

**We have also improved the knowledge and confidence of over 50,000 people with experience of mental health problems.** The majority of people who completed questionnaires after taking the Time to Change pledge, joining the Facebook community or reading the Open Up newsletter reported that they felt more confident to challenge discrimination as a result.

“

I pledge to help plant the seeds of a more inclusive society by challenging mental health prejudice and promoting a more positive attitude towards mental health.

Sue Martin, from our online pledge wall

”



# This year's inspiring people

People with lived experience of mental health problems are at the forefront of our work. Here are some of the inspirational people who have been involved in our work this year, and who have changed their own lives, as well as others' attitudes, as a result...

## The anti-stigma filmmaker: John Church



**“This year I've been supported by Open Up to produce an animation about my experience of schizophrenia. After being isolated for a long time, making the film has helped me regain my social skills and confidence.**

Thanks to financial and emotional support from Open Up, my film has been shown at the St Albans Museum and at several film festivals, where I've had to introduce it and do Q&A sessions. They've helped

me build the confidence to promote it and make contacts - I have had meetings with an ad agency and a children's animation company as a result.

I'm 100% more confident to talk to other people about having schizophrenia now, and the more I do the more it opens the whole debate up. I hope one day it'll be just like having a common cold.

Now I have done this, I realise how much it improves my life to push myself and keep going. I'm enjoying promoting the film and looking for employment now.”

Inspired? Become a Time to Change Champion: [www.time-to-change.org.uk/champions](http://www.time-to-change.org.uk/champions)

## The community activist: Claudette Lawrence



**“I was bullied at work and then lost my job because of my depression - it really knocked my confidence.**

I am always campaigning against stigma, I take Time to Change postcards with me wherever I go and have struck up so many conversations with people about it - on the bus, at Slimming World, in the shops!

I have spoken at events and have got my housing association on board to support the campaign too.

The highlight was writing to 10 Downing Street and being invited there to talk to the Prime Minister's advisor about my experiences.

There are still hurdles to overcome but the campaigning and the new friends I have made through Time to Change both online and in real life mean I feel a lot more confident now. Especially as I have been nominated for a Community Champion award!”

## The involvement worker: Sidney Millin



**“I'm an Involvement Worker on the Education Not Discrimination project, training GP surgery staff on the issues facing people with mental health problems from BME backgrounds. For me, this has been the starting point to getting back into employment after eight years when my life was at a standstill.**

Stigma really holds people back from recovery, as I experienced first hand. When I did start to recover, I decided I wanted to be part of tackling discrimination.

Working with END has improved my self-esteem, and I've received training that has helped me gear up for work - I'm now working at the East London NHS Foundation Trust as a service user consultant.

It has given me the self belief to try and achieve my long-term ambition to set up a service user run magazine that tells positive stories of recovery. It's early days yet but Time to Change has made me believe I can achieve.”

“

I pledge to tell all my friends about my mental health problem before Christmas 2010. Honesty and openness is the key to breaking down that barrier between understanding and stigma.

Mark Wilson, from our online pledge wall

”

At the forefront of our work is a social marketing campaign which has reached at least 34 million people in England since it was first launched in January 2009, and is having a real impact on public knowledge, attitudes and behaviour. We also create opportunities for people with and without mental health problems to come together, breaking down barriers and changing minds.

# Changing public attitudes and behaviour

## Talking to the public

In 2010 we focused on encouraging people to recognise that we are all part of this problem, and that it's the small things we all say and do that can have a hurtful impact on people with mental health problems.

Our spring campaign reached 22.8 million adults through a media partnership with the Mirror, cinema screenings of our 'Schizo: The Movie' trailer, and advertising featuring two new celebrity faces of the campaign: Frank Bruno and Trisha Goddard.

Our September campaign was based on a unique social experiment, which found that when using dating websites, our volunteers received 50% fewer responses when they were open about having a mental health problem (and when looking for a place to live, being honest about their mental illness led to a 68% drop in responses).

We reached 5.6 million people with radio and press advertising that show the results of the social experiment for one of our participants, Erik. **Research showed that 66% of people who saw the campaign re-considered their own behaviour towards people with mental health problems as a result.** In fact over the year more than 12,000 people have made a pledge to change their behaviour in some way to help end mental health prejudice.

Throughout 2010, we have continued to see that people who have seen some element of the advertising are more likely to have better knowledge and reported behaviour than those who haven't.

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

“

I pledge to think twice before making any conclusions, be open minded and try to identify what I can do to help those who are affected.

Ornela Maric, from our online pledge wall

”



Frank Bruno and our Director Sue Baker appearing on This Morning, part of our work to improve public attitudes towards people with mental health problems on a mass scale.

## Time to Get Moving: bringing people together

Getting to know someone on a one-on-one level is a powerful way of breaking down prejudice. And research consistently shows that knowing someone with a mental health problem is a strong predictor of better knowledge, attitudes and behaviour around mental health. Creating opportunities for 'social contact' between people with and without mental health problems is central to our work, and we have used 'Time to Get Moving' events as a fun way of bringing people together to hear about each others' experiences.

45,000 people took part in 300 events up and down the country, where fun activities from community walks to dance workshops were a platform for people to get talking and learn more about mental health. Events were organised in partnership with hundreds of voluntary and statutory sector organisations.

## 2011: reaching more people than ever

Our campaign and social contact events will be even bigger in 2011 as we aim to deliver our messages to even more people through national advertising, and reach 140,000 members of the public through direct social contact with people with mental health problems. We will explore new and innovative ways of bringing people together, and work in partnership to bring our campaign to life at a regional as well as a national level.

“

Almost 25 years ago I pledged I'd do the utmost to get rid of the shame surrounding my sister's mental illness. Then 16 years ago I pledged to refuse to be ashamed about my own mental health problems. I continue to pledge to shine bright light into dark corners of ignorance.

Trisha Goddard

”



Building a movement of individuals who are confident to speak out about their experiences of mental illness goes hand in hand with campaigning to change public attitudes. We have evidence that being involved in the movement is increasing people's confidence to challenge discrimination, and we have created new opportunities for people to get involved, speak out and share their experiences.

# Building a social movement

## Empowering an army of activists

Our flourishing network of activists are speaking out and delivering social contact in their own communities. Through the Open Up project, we have supported nearly 6000 people to challenge discrimination on their own terms through our regional coordinators, newsletters and online networking. And there are now around 300 Time to Change Champions, who get involved in local campaigning and events, and tell their stories to the media.

In June our Open Up conference in Birmingham was a forum for people to pass on and learn campaigning and activism skills - and 71% of people who attended said they had increased confidence to challenge discrimination as a result. Networking events in Sheffield and Bristol in September also brought people with direct experience from all parts of our programme together to share ideas, and feed in to future plans for Time to Change.

## Social networking for social change

Online social networking is a vital tool for harnessing the passion and expertise of people who have experienced mental illness in the movement for change. In particular our Facebook community is thriving with over 34,000 fans sharing their views and stories.

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



One of our many events that bring people together and give people with mental health problems the opportunity to speak out.

We surveyed Time to Change Facebook supporters and **83% said that as a result of joining the page they have more confidence to challenge discrimination. Two thirds said that actions they had taken to challenge discrimination were a direct result of being part of the Time to Change Facebook community.**

Social networking sites have allowed more people to get involved virtually than would be able to physically, no matter where they live. They have also proved a gateway to involvement in other parts of the movement: many of our media and event volunteers first came into contact with Time to Change through Facebook.

## Leadership by experience

People with lived experience of mental health problems continue to influence and deliver our work at every level. The 12 members of our Lived Experience Advisory Panel help govern the programme, build local networks and act as ambassadors for Time to Change with local stakeholders. Then there are our 50 Education Not Discrimination Involvement Workers delivering training to professionals, and 20 service user researchers working with the Institute of Psychiatry, King's College London to evaluate our work.

“

I pledge to continue to speak openly about my own mental illness...I pledge to not stand on the sideline and watch others treat people with mental illness as second class citizens.

Stephanie Rubeck, from our online pledge wall

”



One of our initiatives, Khamoshi, have written and performed a play in Hindi about mental illness and domestic violence in the South Asian community. The play has inspired many women to stand up and talk about their own experiences.

“

I will stop being ashamed of my own experiences and instead use them to help others.

Natasha Turner, from our online pledge wall

”

# Nurturing grassroots initiatives

People who experience discrimination first-hand are the experts in what needs to change in their own communities. And hearing the message directly from someone who has experience of a mental health problem is one of the most powerful causes of attitude change. That's why we're supporting people to put their own ideas into action.

Through our Open Up project, this year we have supported 16 groups of people with direct experience of mental health problems to bring their ideas for challenging discrimination to life. Between them, these initiatives have reached out to over 18,000 people.

The groups have come up with a whole range of groundbreaking ways to tackle stigma within different communities or related to specific mental health problems, making Open Up a pioneering laboratory for new and inspiring anti-discrimination initiatives.

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

## Tea and Talk ...

'Tea and Talk' is one such initiative, set up by Helen Hutchings who was inspired to take action after her own experience of bipolar disorder. Helen provides mental health training to Devon employers in an informal setting over tea, cake and a mental health quiz which encourages people to think about their own attitudes. Helen has delivered training to almost all the major employers in Devon, from Flybe and South West Water to the local police and prison services. The simple but effective approach has inspired at least three other local groups to set up similar initiatives, showing that the fresh ideas that come out of Open Up initiatives don't just change attitudes - they also inspire and encourage others to learn from them.

## ...And lots more innovative approaches

Another initiative, 'Harmless', uses stories, artwork and photography by people with experience of self-harm to tell the real story about this often misunderstood issue. And 'You've Got Talent' is a group of adults with experience of mental health problems running performance workshops in South London schools - both building the confidence and skills of the children, and demonstrating that adults with mental health problems are capable of being strong and positive role models.

## Sharing the learning and inspiring others

2009-2010 was the second year in which we supported Open Up initiatives and to promote the learning that everyone involved has gained, we have launched a new online learning resource in which people who worked on the initiatives share their tips and lessons with others.

“

I pledge to continue to talk about my illness, so that more people understand that the TV stereotypes are wrong and mental illness affects everyone.

Stefan Thomas, from our online pledge wall

”





Our mission to end mental health discrimination is ambitious, and is gaining support and commitment across all sectors of society. We provide a banner that anyone fighting for change can rally behind, and practical tools to help other organisations tackle discrimination.

# Supporting organisations to campaign for change



We worked with the North East Strategic Health Authority on a regional campaign, including live pledge roadshows with TV agony aunt Denise Robertson.

## Leaders in change: the organisational pledge

The organisational pledge is a formal commitment to tackling discrimination and enables organisations to show staff, service users, members, customers and the community that they are leading the way in addressing stigma. 23 more organisations pledged in 2010, from NHS Trusts to universities to our first corporate sector pledgers - BT and E.ON.

## Campaign and event tools

We have developed new materials to support organisations to deliver anti-stigma campaigns and events. Almost 800 groups have ordered our 'campaign in a box' kits to help them run Time to Change campaigns in their areas. And we have worked with the NHS to tailor our national campaign to regional audiences all over England from the North East to East Anglia.

We have also supported 250 organisations to run Time to Get Moving events through a dedicated event advice line, planning guides, and workshops.

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

## Inspiring innovation and sharing ideas

A campaign led by the East of England SHA that gets hairdressers to talk about mental health. Volunteers with experience of mental health problems talking to the public at community events in Leeds, coordinated by Leeds Partnerships Mental Health Trust. A grants scheme run by Oxfordshire PCT based on our 'Open Up' model, that puts the power to deliver change in the hands of people with direct experience.

These are just a few examples of organisations working under the Time to Change banner to develop innovative campaigns that reinforce our national messages at a community level. We support and showcase this work so that these great ideas don't happen in isolation but are shared across a network of organisations who are all part of the movement for change.

“ BT is committed to creating a discrimination-free workplace where people with mental health problems can contribute their talents and realise their potential. We pledge to support Time to Change, and to help get the important message out to our staff and customers that it's time to end mental health prejudice.

” Paul Litchfield, Chief Medical Officer, BT



Time to Change projects across England have been working hard to improve wellbeing and social inclusion, and supporting people with mental health problems to play active roles in their communities. We also run local campaigns and events to create social contact opportunities and bring our messages to life in the places where people live, work and play.

# Building inclusive communities

## Community wellbeing

28 local projects, run by local Mind associations and Rethink services, have together engaged over 48,000 participants in activities to improve their wellbeing and confidence. Many of our projects do this through physical activity, which is having a positive impact on people's mental health and self-esteem.

As a result of taking part in these projects many participants have built the confidence to use mainstream gyms and other community facilities, gain qualifications, and take up volunteering or campaigning. For many, the confidence gained through taking part in these projects is a big step towards recovery, rebuilding a social life and getting back into work.

## The Human Library: getting people talking

Our projects create opportunities for social contact between people with and without mental health problems within their communities.

The Human Library has proved an effective and fun way of using people's real experiences to overcome prejudice. Initially adapted from a Danish model by our Rethink 'Stuff Stigma' project in Norfolk, in the Human Library people don't borrow a book - they hear a story from a real person. The Stuff Stigma team have been instrumental in developing this

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



We are working with the South Asian community in Harrow to develop a local anti-stigma campaign.

concept in the UK, and it has since been used as a blueprint for numerous other projects to challenge attitudes at events across England. People offer their experiences as living 'books' such as Bipolar and Schizophrenia - and members of the public get to hear directly what it's like to experience these issues.

## Working with diverse groups

People with mental health problems in different communities can face different challenges, so it's important we don't use a 'one size fits all' approach. Many of our Open Up initiatives work with people who face multiple discrimination - for example lesbian, gay, bisexual and transgender people, people with a diagnosis of personality disorder and people in rural communities. Our MindOut project in Brighton and Hove has developed resources and training to support organisations to work with people with mental health problems from LGBT communities, and this year won the Stonewall Community Group of the Year Award in recognition.

## Harrow: combating stigma in the South Asian community

We are developing a tailored social marketing approach to change behaviour within a specific BME group, with a pilot project based in the South Asian community in Harrow. We have worked with the EKTA South Asian service user group to explore the issues that people face, and are now working with community representatives to develop a campaign that will run in early 2011. The results of the pilot will help us develop our approach to working with BME communities.

“

I pledge to be more vocal about my own experiences and do what I can to end the stigma surrounding mental health in my community.

Eiman Ahmed, from our online pledge wall

”



We provide anti-stigma training for key professional groups as well as providing resources to improve employers' understanding of mental health problems.

“

I pledge to talk about mental health with the young people I work with, and hope to make it part of everyday conversation.

Julie Rickwood, from our online pledge wall

”

### Reinforcing legal protection

We offer legal support and are working to reinforce the protection the law can provide for people with mental health problems. Through Mind's legal team, Time to Change has advised over 800 people facing discrimination in the workplace or in other areas, such as housing, education, the police, and CRB checks.

This year the legal team have supported a case at Employment Appeal Tribunal which achieved a judgment that GP evidence was acceptable as a way of establishing whether a mental health condition meets the legal definition of disability. Allowing GP evidence should mean that tribunals can move forward more quickly without the need to compile additional expert reports.

The legal team also supports people to achieve positive outcomes that don't involve going through the courts, such as guiding people through discussions with their employers.

Another achievement this year has been encouraging employers and trade unions to be more flexible in their processes for representation to accommodate the specific needs of people with mental health problems - for example allowing people to have their advocate in meetings, as well as a union rep.

# Tackling discrimination in the workplace and professions

### Supporting employers and employees

We have launched an area of the Time to Change website that provides mental health guidance for employers, employees and people looking for work. The Time to Challenge site brings together the many existing online resources about mental health and work in an easy-to-use directory, covering topics such as reasonable adjustments, legal rights and responsibilities, and talking to your manager.

The resources help people with mental health problems navigate the complex issues around mental health and work, to understand they're not alone and know their rights. For employers, the website shows that it's not as tricky as they might think and that there are enormous benefits to employing and supporting people with mental health problems.

Almost 50% of employers said they were more likely to hire a person with a mental health problem after visiting the site; while 58% of people with mental health problems who used the resource said they felt more confident about what to do next and almost a third said they were more likely to apply for work.

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

### Training for professionals

Our Education Not Discrimination team at Rethink provide targeted anti-discrimination training for professional groups, delivered by people who have experienced mental health problems themselves.

We have now trained over 5000 people, and our training for student teachers and staff in schools has resulted in significant improvements in their knowledge and intended behaviour. To ensure our work in schools can continue to have a wider impact, we have developed a 'train the trainer' pack so that staff can train their colleagues.

This year we have started working with staff in GP surgeries, with a focus on the particular issues faced by people with mental health problems from BME communities.

“

I pledge to use my profession to educate young people and help them to avoid the myths and negative stereotypes of mental health.

Michael Lipton, from our online pledge wall

”

Sport is a national passion, and with millions of people playing or watching it each week, can be a powerful force for social change. This year we have developed new programmes that use sport to address discrimination, raise awareness and improve social inclusion for people with mental health problems.

# Challenging discrimination

# through Sport



Arsenal FC are just one of the 16 Premier League clubs taking part in the Imagine Your Goals programme, using football to improve social inclusion.

## Football for change

We have developed a football and mental health strategy and action group, linking up with The FA, Premier League, Professional Footballers Association, League Managers Association, Football Foundation, Football League Trust, Sporting Chance and Kick it Out. The aims are to use football to encourage social contact between people with and without mental health problems at a grassroots level, improve and share good practice, and encourage professional and community football clubs to run campaign activities and events.

## Imagine Your Goals

We have also partnered with Sport Relief and the Premier League to run community projects through 16 Premier League football clubs under the Imagine Your Goals programme. All the projects use football to encourage people with mental health problems to play an active role in their community and to develop opportunities to bring people with and without mental health problems together.

Imagine Your Goals is based on a successful model developed by Everton FC, which runs accessible football sessions for mental health service users throughout Merseyside. The project in Everton has been a stepping stone to increased self-esteem, community

“

Premier League clubs have shown in recent years the diverse range of issues that they can now tackle through the work they do in their communities. I am extremely pleased that this is being extended with our support for the Imagine your Goals programme that aims to use the power of football to help tackle the stigma surrounding mental health problems.

Richard Scudamore, Chief Executive, Premier League

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participation, training and employment: many service users have gone on to complete coaching qualifications and take on coaching responsibilities, or volunteer on other community projects. At least four service users are now in full-time education and employment as a direct result of the skills and qualifications gained on the project, and we hope to replicate this success on a national scale.

The clubs are also running Time to Change campaigns to get the message out to their supporters. Matchday programmes and events, and publicity in football grounds all help to reach a key audience, particularly men, who might not normally feel comfortable talking about mental health.

“

Mental health problems can affect anyone - footballers too. I'm pledging to support Time to Change, to help tackle stigma and encourage everyone to realise that it's OK to talk about mental health.

Tony Adams, footballer



”

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



Throughout 2010, a key focus has been planning for the next phase of our work when our current funding ends in September 2011. In uncertain economic times, we have to fight hard to secure the funding to continue - but now more than ever, tackling stigma and discrimination is vital for society and the economy, as well as for the wellbeing of individuals.

# Looking to the future

## Sustaining the change

We have strong evidence now that our approach is working. Evidence from the Institute of Psychiatry, King's College London is now showing that people who are aware of our advertising have better knowledge and reported behaviour towards people with mental health problems compared to people who aren't aware of it - and the gap in attitudes between people who have seen the campaign and people who haven't is increasing over time. So there is a strong case for continuing the programme in the long term, and extending its reach to ensure we build on our early gains.

## A tipping point

Knowing someone with a mental health problem is one of the biggest predictors of whether someone will have a positive attitude towards mental health, and behave in a non-discriminatory way. We're moving towards a tipping point where more people are willing and able to speak out, generating more positive attitudes in people they know, which in turn makes it easier for others to open up. And we need to sustain this momentum.

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



The Prime Minister has pledged his support for Time to Change. We're now talking to government about our future.

## The economic argument

With the Institute of Psychiatry, we have conducted economic research to show that anti-stigma programmes can bring substantial economic benefits and save costs of public services, by encouraging people to seek help earlier and improving employment practices. Currently mental illness costs the economy £105bn\* per year when costs of care, lost work and poor quality of life are combined. Tackling stigma helps ensure that people can seek help when they need it; that the communities they live, work and recover in are inclusive and not hostile; and that people who can and want to stay in or find work are not prevented from doing so. All this makes economic sense as well as being a very compelling human argument.

\*Centre for Mental Health, 2010

## No mental health strategy can ignore stigma

We have submitted a fully costed bid for the next phase of Time to Change to government, and the Mind and Rethink policy and campaigns teams are lobbying to convince politicians of the importance of tackling stigma for a range of government priorities: from saving costs of services to creating a true 'Big Society'.

## A strategy for the future

We have developed a strategy for 2011-2015, building on all we have learnt in our first phase. We aim to build on our successful campaigning, with continued emphasis on local community events, partnerships and initiatives. Social leadership by people with mental health problems will be integral to the model. The next year will be critical for us as we build our strategy and work hard to secure funding.

“

I pledge to end mental health prejudice because an all-embracing society is a rich society.

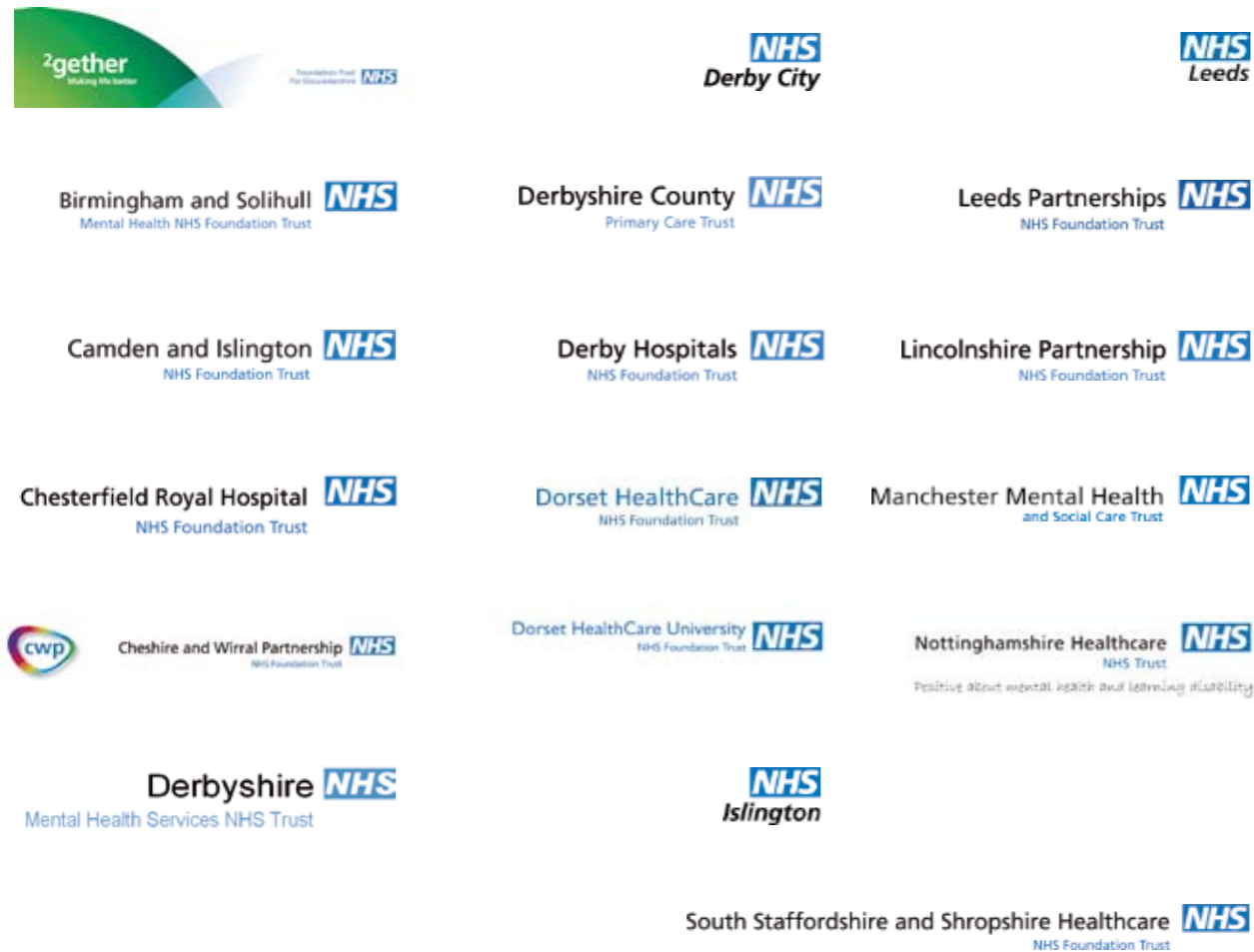
Jennifer Tonks, from our online pledge wall

”

# Supporting Time to Change

Many thanks to all the organisations who have officially pledged to support Time to Change and are at the forefront of our social movement.

## NHS



## Corporate



## Voluntary sector



## Local government



## Sport



## Education



## Other



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





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let's end mental health discrimination