



# **OUR IMPACT.**

**2018/2019**

**time to change**

let's end mental health discrimination

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## MESSAGE FROM OUR DIRECTOR



**Jo Loughran**

Director of Time to Change

**In the last ten years we have seen some incredible progress in the fight against mental health stigma and discrimination. Since we began our work in 2007 we've reached millions of people and started the march to improve attitudes and behaviour towards those of us with mental health problems.**

**We take great pride in our evidence-based and insight-driven programme to deliver a change in a generation, whether that's feeling more comfortable talking about mental health with work colleagues, in our communities or with friends and family.**

Despite the progress we've already made, we know that mental health stigma and discrimination, when it's experienced, still has a devastating impact on the lives of many. It prevents people from accessing the care they need and stops them from talking to their friends, family and colleagues - it can exacerbate existing conditions and ultimately has the pernicious power to result in the untimely deaths of many.

That's why the work of Time to Change is so important.

By working to change the way we all think and act towards those of us with mental health problems, we enact a societal shift that ensures equal opportunities, in all areas of life, for all. Encouraging people to open up to mental health - to talk and to listen - is the first step.

As a social movement our voice gets stronger and louder as we grow in numbers. We have thousands of Champions across the country who are campaigning in their communities, our network of Hubs bring local organisations together to change attitudes in their area, while our pledged employers and schools focus on their employees and young people, creating places where people can bring their whole selves to any situation.

Together they are sharing their stories and showing people that it's good to talk about mental health - in fact, it's healthy.

## TIME TO CHANGE IS RUN BY MIND AND RETHINK MENTAL ILLNESS



**Paul Farmer**  
Chief Executive of Mind

**Time to Change is England's most ambitious campaign to end the stigma and discrimination faced by people who experience mental health problems.**

Stigma and discrimination ruins lives.

It denies people with mental health problems the opportunity to live their lives to the full. It denies people relationships, work, education, hope and the chance to live an ordinary life that others take for granted.



**Mark Winstanley**  
Chief Executive  
Rethink Mental Illness

**It's hard enough to experience mental health problems, without having to face the judgement, shame and isolation that often surrounds them.**

Stigma and discrimination has such a big impact on the lives of our supporters and members and that's why we want to end it.

**"THE STIGMA I  
EXPERIENCED HAS  
ACCENTUATED MY  
MENTAL HEALTH  
PROBLEMS AND HAS  
OFTEN BEEN THE  
REASON I'VE BEEN  
IN CRISIS."**

**NIKI**





## OUR VISION

**Time to Change is a growing movement of people changing how we all think and act about mental health problems.**

As the national anti-stigma campaign for England, our voice is stronger and louder thanks to funding by the Department of Health and Social Care, Comic Relief and The National Lottery Community Fund.

Our campaign is run by Mind and Rethink Mental Illness, and thousands more organisations have joined us to make change happen. We exist because the attitudes of others stop people with mental health problems getting the help and support they need.

Too many people with mental health problems are made to feel isolated, ashamed, and worthless. We want everyone with a mental health problem to be free of fear and to have equal opportunities in all areas of life. We believe that this generation can be more open about mental health problems than any generation before.

Our vision is an inclusive society where people's lives are not limited by mental health stigma and discrimination. We aim to bring this about by achieving our mission: challenging stigma and discrimination at societal, institutional, community and individual levels with people with lived experience leading change.

**60% SAID  
MENTAL HEALTH  
STIGMA AND  
DISCRIMINATION  
IS AS BAD OR  
WORSE THAN THE  
PROBLEM ITSELF. <sup>1</sup>**

**IN 2019, THE PUBLIC  
RATED MENTAL HEALTH  
DISCRIMINATION AS AN  
URGENT SOCIAL PROBLEM  
TO TACKLE. <sup>2</sup>**

**1 IN 4  
EXPERIENCE A  
MENTAL HEALTH  
PROBLEM IN ANY  
GIVEN YEAR.**



1. From a Time to Change 2015 survey of 6,000 people with lived experience of mental health problems.

2. From a nationally representative sample of 1,000 adults over 16 (in Britain), respondents rated mental health discrimination as a more urgent social problem than racism, ableism, homophobia, sexism, and ageism (nfpSynergy, Charity Awareness Monitor, January 2019).

## OUR AIMS

### WE WANT TO END MENTAL HEALTH STIGMA AND DISCRIMINATION BY:



**IMPROVING PUBLIC ATTITUDES AND BEHAVIOUR TOWARDS PEOPLE WITH MENTAL HEALTH PROBLEMS.**



**MAKING SURE EVEN MORE PEOPLE WITH MENTAL HEALTH PROBLEMS ARE EMPOWERED TO TAKE ACTION TO CHALLENGE STIGMA AND DISCRIMINATION IN THEIR COMMUNITIES, WORKPLACES, SCHOOLS, AND ONLINE.**



**REDUCING THE DISCRIMINATION THAT PEOPLE WITH MENTAL HEALTH PROBLEMS REPORT IN THEIR PERSONAL RELATIONSHIPS, THEIR SOCIAL LIVES, AND AT WORK.**



**CREATING A SUSTAINABLE CAMPAIGN THAT WILL CONTINUE LONG INTO THE FUTURE.**



### Case Study

David, Time to Change Champion

I first went to my GP about my mental health just over four years ago. I walked out because I couldn't speak the words I so desperately wanted to say. When I managed to bring myself to go for a second time, I went with just a few sentences on a small bit of paper that I passed to the doctor:

"I'm struggling, I can't find a way out no matter what I do or try. I've felt like this for years, but I can't cope anymore"

The GP was so understanding. I broke down with the relief of finally being able to say how I felt without feeling judged or looked down on. I'd never spoken to anyone before about how I was feeling. I always saw my own mental health as less important than other people's. It's amazing how one conversation changed my life.

## OUR MODEL

**In order to change attitudes, reduce discrimination, and empower people with lived experience at a national level we work across an interlocking set of core projects.**



### WORKPLACES

Helping employers to create more open workplaces where staff are encouraged to talk and listen through our Employer Pledge.



### COMMUNITIES

Supporting organisations and individual Champions to make positive change happen locally through our network of Hubs.

Hubs are partnerships between Champions, representatives from health and wellbeing boards, local authorities, and mental health and voluntary sector organisations, who use local knowledge to embed and sustain anti-stigma work in their local area.



### SCHOOLS

Helping young people, teachers and parents to improve knowledge, attitudes and behaviour via senior leader networks, a variety of classroom and assembly plans, and by supporting Young Champions to lead activity within their schools.



### COMMUNICATIONS

Using audience insight we run national **social marketing campaigns** that change attitudes; our annual **Time to Talk Day** event aims to get the nation talking about mental health; and we use **social media** and **media** to challenge stereotypes and keep the conversation flowing.



### RESEARCH AND EVALUATION

Alongside our core projects, our research and evaluation team work to provide high-quality and usable evidence of our impact, as well as collaborating internationally with the Global Anti-Stigma Alliance and the United Kingdom and Ireland Alliance of anti-stigma programmes to share expertise.





## LIVED EXPERIENCE LEADERSHIP

**Lived experience leadership is central to our model.**

Time to Change was set up because people with lived experience of mental health problems told us that the effect of stigma and discrimination on a range of life areas was worse than their mental health problem itself.

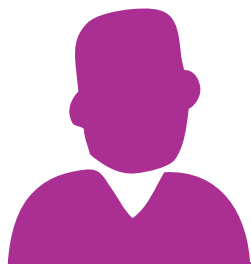
We began our journey by asking people with lived experience and carers what they considered to be the most pressing issues that our campaign should help them to address.<sup>3</sup>

People with their own experience of mental health problems are at the forefront of Time to Change, working at every level of the organisation including as part of our governance structure (our Senior Management Group), within project management and delivery, and as Champions - a network of thousands of people across England with their own lived experience who we support to challenge mental health stigma and discrimination when they see it, hear it or experience it.

### PEOPLE WITH LIVED EXPERIENCE HELP LEAD TIME TO CHANGE IN THE FOLLOWING WAYS:

- **IN OUR GOVERNANCE STRUCTURE, WE HAVE LIVED EXPERIENCE ADVISORS WHO ARE MEMBERS OF OUR SENIOR MANAGEMENT GROUP AND HELP US SET OUR STRATEGY, SCRUTINISE OUR PROGRESS AND SUPPORT OUR LEADERSHIP TEAM TO DELIVER AGAINST OUR AIMS.**
- **REGIONAL COORDINATORS ARE EMPLOYED IN ALL REGIONS ACROSS ENGLAND TO SUPPORT LOCAL ACTIVITY AND TO TRAIN AND SUPPORT CHAMPIONS TO CHALLENGE STIGMA AND DISCRIMINATION.**
- **CHAMPIONS CAMPAIGN IN THEIR COMMUNITIES, WORKPLACES, SCHOOLS AND EVERYDAY LIVES, AND PLAY AN INTEGRAL ROLE IN LEADING EACH OF OUR LOCAL HUBS, INCLUDING BEING PART OF STEERING GROUPS AND DELIVERING TRAINING.**
- **OUR NETWORK OF MEDIA VOLUNTEERS TELL THEIR STORIES IN THE MEDIA, AND WE SUPPORT PEOPLE TO TALK ABOUT THEIR EXPERIENCES ONLINE.**
- **ACTING IN AN ADVISORY CAPACITY BY HELPING US EVALUATE DIFFERENT AREAS OF OUR PROGRAMME.**
- **BY RUNNING THOUSANDS OF EVENTS ON TIME TO TALK DAY AND ACROSS THE WHOLE YEAR TO CHANGE ATTITUDES AND BEHAVIOURS TOWARDS MENTAL HEALTH PROBLEMS.**

3. Our 2008 'Stigma Shout' survey received 3,038 responses from people with lived experience of mental health problems and 661 carers in order to understand people's experience and priorities. See: Corry, P. Stigma Shout: service user and carer experiences of stigma and discrimination (Time to Change, 2008) <https://www.time-to-change.org.uk/sites/default/files/Stigma%20Shout.pdf>.



## Case Study

### Time to Talk Day



It's the one day of the year when we all come together and get the nation talking about mental health. Starting in 2014, it's been held annually on the first Thursday of February ever since. Today, it's established in the calendar for the mental health sector, employers, schools, supporters of Time to Change and other mental health charities, as well as the media and politicians.

Time to Talk Day 2019 was the biggest day yet. Nearly 40,000 workplaces, schools, sports clubs and supporters downloaded our Conversation Packs to get involved and we sent out almost 6,000 Chatterboxes, which included printed posters, postcards, tip cards and origami conversation starters.

As #timetotalk was the number one trending topic on Twitter that day, thousands of events and activities took place across the country.

Schoolchildren in Durham challenged mental health stigma by decorating giant polystyrene heads and shoppers in Birmingham were encouraged to sit down on comfy sofas and have a chat, while residents in Waltham Forest were invited to a myth-busting photography exhibition and commuters at Herne Hill took part in yoga sessions.



## OUR ACHIEVEMENTS 2007-2016

**Since Time to Change began in 2007, we have reached millions of people across England to improve attitudes and behaviour towards those of us with mental health problems.**

Between 2008 and 2016, an estimated 4.1 million attitudes changed for the better – that's a 9.6% improvement.

We have also seen people's willingness to live, work and continue a relationship with someone with mental health problems improve by 11%.<sup>4</sup>

People aren't only thinking differently, they're acting differently too. In the same period, people with mental health problems were less likely to report having experienced discrimination in the past 12 months because of their mental health, and those who had experienced discrimination reported experiencing less.<sup>5</sup>

In the media, things are getting better too. In 2016, we found for the first time that newspaper coverage of mental health was more likely to be positive than negative.<sup>6</sup>

In workplaces, schools, communities and online, Time to Change is leading the challenge to mental health stigma across England.

People who are passionate about changing the way we all think and act about mental health are at the core of our social movement. That includes thousands of people who have their own experience of mental health problems.

**9,000  
CHAMPIONS  
CHALLENGING  
STIGMA.**

**400,000  
FACEBOOK  
FOLLOWERS.  
260,000  
TWITTER  
FOLLOWERS.  
100,000  
INSTAGRAM  
FOLLOWERS.**

**1,100 EMPLOYERS  
SIGNED THE  
EMPLOYER PLEDGE.**

**2,000 SCHOOL  
ASSEMBLIES  
AND LESSONS  
DELIVERED.**

4. Attitudes to Mental Illness 2017 (data from December 2016) – research carried out by the Institute of Psychiatry, Psychology and Neuroscience, King's College London. Report available on request.

5. From 2008 to 2014 there was a 6% increase in the proportion of secondary service users reporting no discrimination in the past 12 months, while the average amount of discrimination fell from 42% to 28% of the life areas (such as workplace or social contexts) surveyed. Corker E, Hamilton S, Robinson EJ, Cotney J, Pinfold V, Rose D, Thornicroft G, and Henderson C, 'Viewpoint survey of mental health service users' experiences of discrimination in England 2008-2014', Acta Psychiatr Scand 2016; 134 (Suppl. 446): 6-13.

6. Anderson C, Robinson EJ, Krooupa AM, Henderson C, 'Changes in newspaper coverage of mental illness from 2008 to 2016 in England', Epidemiology and Psychiatric Sciences 2018; 4: 1-8.

## OUR GOALS 2016-2021



Despite the progress we have made, we know that many people still don't consider mental health relevant to them. They don't believe mental health problems are likely to affect them or people they know. They also don't see how their attitudes and behaviours can influence others' experiences of mental health problems.

That's why in our third phase, from 2016 to 2021, we're working to reach these people.

We are making an extra effort to reach **men**. From our national research, we know that men are more likely to have negative attitudes towards mental health, and are less likely to talk about it.<sup>7</sup> We are also prioritising reaching **young people**, to equip this generation to be more open about mental health problems than any generation before.

We want young people to understand that mental health problems can affect everyone, and being there for a friend can make a huge difference.

**WE HAVE SET OURSELVES  
AMBITIOUS GOALS FOR  
2016 TO 2021.**

**WE WANT TO ACHIEVE:**

**A FURTHER 5% IMPROVEMENT  
IN ATTITUDES AMONGST THE  
ADULT POPULATION.**

**A FURTHER 5% REDUCTION  
IN DISCRIMINATION REPORTED  
IN PERSONAL RELATIONSHIPS,  
SOCIAL LIFE, AND WORKPLACES.**

**75% OF OUR CHAMPIONS WITH  
LIVED EXPERIENCE REPORTING  
INCREASED EMPOWERMENT  
WHEN ENGAGING IN TIME TO  
CHANGE ACTIVITIES.**

We are well on our way to achieving these goals, with our latest data (2018/19) showing a 3.1% improvement in attitudes amongst the adult population compared to our baseline from 2016/17

This equates to 12.7% (5.4 million people) with improved attitudes since the campaign began.

<sup>7</sup> Attitudes to Mental Illness 2017.

**"THE FIRST TIME I  
REALLY OPENED UP  
ABOUT MY MENTAL  
HEALTH, WAS WHEN  
I JOINED TIME TO  
CHANGE. THE IDEA OF  
TELLING PEOPLE ABOUT  
MY EXPERIENCES WAS  
TERRIFYING, BUT IF WE  
ARE ALL TOO SCARED  
TO TALK, THEN WE  
NEVER WILL."**

**CARA**



## OUR ACTIVITIES 2018-2019

Through our activities in workplaces, schools, and communities across England, and using our national campaigns and online presence, we ensure our reach is maximised to meet our goals.

Our activities in 2018/19 have included the following projects.



### WORKPLACES

Through our Employer Pledge programme, we help employers improve their workplace culture and practices to support staff and open up conversations about mental health.

In 2018/19:

**322 NEW EMPLOYERS SIGNED OUR EMPLOYER PLEDGE, REACHING 621,791 EMPLOYEES.**

**84% OF NEW EMPLOYEE CHAMPIONS TOOK ACTION IN THEIR WORKPLACE.**

**1,198 PEOPLE SIGNED UP AS EMPLOYEE CHAMPIONS.**

### OF OUR NEW PLEDGED EMPLOYERS:

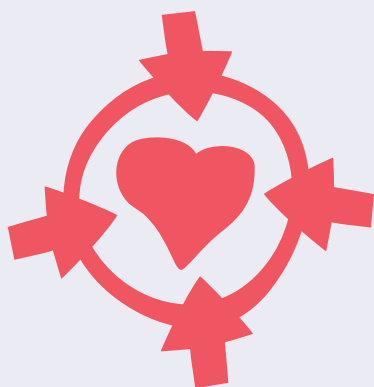


**98% DELIVERED TRAINING TO LINE MANAGERS/STAFF.**

**69% REPORTED CHANGING THEIR HR POLICY.**

**95% REPORTED A RISE IN EMPLOYEES' CONFIDENCE TO DISCLOSE A MENTAL HEALTH PROBLEM.**

**40% REPORTED AN INCREASE IN STAFF DISCLOSURE.**



## COMMUNITIES

Our network of local Time to Change Hubs - partnerships between Champions, statutory bodies, and third sector organisations - are leading the way in changing how people think and act about mental health in their communities.

In 2018/19 we:

**LAUNCHED 19 NEW HUBS, BRINGING OUR TOTAL TO 41 HUBS ACROSS THE COUNTRY.**

**33% OF ENGLAND'S POPULATION NOW LIVE IN A TIME TO CHANGE HUB AREA.**

**WELCOMED 839 NEW ADULT CHAMPIONS.**

**TRAINED 1,014 ADULT CHAMPIONS TO BUILD THEIR CAMPAIGNING SKILLS AND CONFIDENCE.**



## COMMUNICATIONS AND MEDIA

We use our communications to amplify our messages and to support people to challenge stigma and discrimination.

In 2018/19, we achieved:

**2,355 PIECES OF MEDIA COVERAGE.**

**2 MILLION VISITORS TO OUR WEBSITE.**

**321 PEOPLE SHARING THEIR STORY WITH OUR SUPPORT.**

**97,000 NEW SOCIAL MEDIA FOLLOWERS.**



## SCHOOLS

We work with young people, schools, parents and teachers, as we believe that this generation can be more open about mental health problems than any before.

In 2018/19 we supported:

**417 SCHOOLS TO  
CREATE ACTION  
PLANS, REACHING  
APPROXIMATELY  
250,000 YOUNG  
PEOPLE AGED 11-18.**

**700 SCHOOLS TO  
DELIVER OUR 'ASK  
TWICE' SOCIAL  
MARKETING  
CAMPAIGN.**

**12 NEW SENIOR  
LEADER PEER  
SUPPORT  
NETWORKS,  
WHO WILL MAKE  
SURE THAT  
MENTAL HEALTH  
STIGMA AND  
DISCRIMINATION  
ARE PRIORITIES  
ON THE SCHOOL  
AGENDA.**

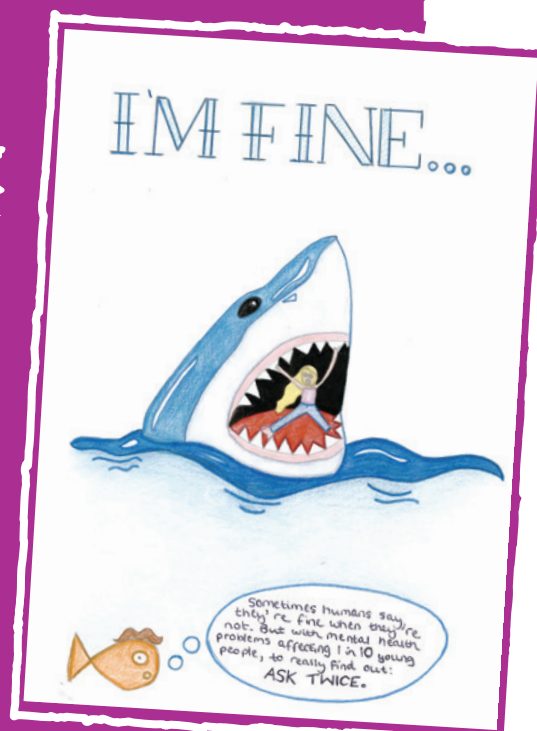
**65 YOUNG CHAMPIONS, WHO WE  
TRAINED TO CAMPAIGN IN SCHOOLS,  
ONLINE, AND IN THEIR COMMUNITIES.**

## Case Study

Clare Purcell, Teacher, Arnold Academy

Using the 'Ask Twice' campaign I created a series of lesson plans with Time to Change resources to inspire students to start talking more openly about mental health. They really embraced the topic and created their own posters to highlight that we don't always mean 'I'm fine' when we say it.

As year 7 and 8 students I was surprised by how easily they understood the concept and how seriously they treated the topic. Their posters are now displayed across the school as part of our own 'Ask Twice' campaign. It's great to walk along the corridor and overhear a conversation where a student asks their friend how they are really feeling and listens.





## SOCIAL MARKETING

Central to our 2018/19 social marketing was our 'Ask Twice' campaign, which is based on the idea that sometimes we say we're fine when we're not. Our campaign encouraged people to ask 'how are you?' twice, particularly if a friend was acting differently, to show willingness to talk and listen.

In 2018/19, our 'Ask Twice' campaign reached:

**27.6 MILLION ADULTS.**

**5.37 MILLION CHILDREN.**

## TIME TO TALK DAY

Time to Talk Day 2019 took place on 7 February, and we provided a range of resources with the aim of getting the nation talking about mental health.

For Time to Talk Day, there were:

**84,543 USES OF #TIMETOTALK.**

**12,000 DOWNLOADS OF EDITABLE POSTERS.**

**6,000 RESOURCE PACKS DISTRIBUTED.**

**4 FUNNY VIDEOS**  
**2 SILLY JOKES**  
**1 FRIENDLY SMILE**  
**2 MATES LOOKING OUT FOR EACH OTHER**

**time to change  
time to talk day  
07/02/19**  
let's end mental health discrimination

**However you do it,  
make a conversation  
about mental health.**  
**#timetotalk**

Funded by  
  
Run by

## Case Study

Catherine, Kirklees Council

**I previously worked for an organisation where my mental health issues were dismissed. It was very hard to function at work and I had to conceal just how bad my mental health was. It deeply affected me to a point where I began harming myself with the intention of ending my life.**

I was so pleased when I found out my new employer, Kirklees Council, had signed the Time to Change Employer Pledge as I knew that they would be more open to mental health problems, and this made a huge difference to my work life.

However, I noticed that the staff weren't aware of the support on offer or about the importance of talking about mental health. That's why I worked with my fellow Employee Champions to run a mental health event.

Being a Champion has given me a real purpose and shown me that I am not alone in my experience of anxiety and depression. We used storyboards to show that it is ok to talk about mental health in the workplace, and included some of the experiences of our senior managers and directors.

I can't walk down the corridor now without bumping into somebody I know, and that has made my job much more enjoyable. I have event management and marketing experience from my previous job and it was great to be able to use these skills again to organise our event.

So far we have made a real difference and I feel so proud of what we have achieved.





**"WHEN I HAD TO TAKE  
TIME OFF DUE TO  
DEPRESSION, I'D LIE AND  
SAY I HAD A COLD. WHEN  
I WAS HONEST, PEOPLE  
TREATED ME LIKE I WAS  
BROKEN. THEY DIDN'T  
THINK I COULD DO MY  
JOB PROPERLY."**

**BETH**



## OUR EVIDENCE AND IMPACT

**Time to Change is a sector-leading, evidence-driven campaign. That means we use our research and evaluation both to understand mental health stigma and discrimination and to help us make strategic decisions about the direction and focus of the campaign.**

To help us collect robust impact data, we use experienced independent evaluators for all of our projects. The Centre for Mental Health also act as expert Evaluation Advisors and provide oversight of our project evaluations and our evaluation strategy.

Time to Change is not the only campaign looking to improve attitudes and behaviour towards people with mental health problems. We do not claim that changes in attitudes or indicators of discrimination are due to our work alone – we believe we are a part of a society-wide shift away from a place where mental health stigma and discrimination are seen as acceptable.

Given the time-specific nature of our ambitious goals, we will only be able fully to judge our impact in 2021. Already by 2018/19, though, we have collected evaluation data on our individual projects, as well as baseline data for our core outcomes – namely attitudes, discrimination, and empowerment.

### ATTITUDES

**In 2018/19 we collected data on changes in national attitudes towards mental illness. By repeating the same methodology every year, we are able to track changes over time in a valid and reliable way.**

Comparing our 2018/19 data to our 2016/17 baseline, we saw a further 3.1% improvement in attitudes amongst the adult population (9.6% to 12.7%). Since we spoke to a nationally representative sample, we can say that this corresponds to an additional 1.3 million people with improved attitudes since our 2016/17 baseline (5.4 million since Time to Change began). Our target is a 5% change by 2021, so based on data collected so far we might even hope to exceed our target.

We measure changes in attitudes through the Attitudes to Mental Illness (AMI) Survey, which uses a 27-item tool based on the Community Attitudes to Mental Illness (CAMI) scale. The AMI survey is carried out by Kantar TNS and overseen by the research team at the Institute of Psychiatry, Psychology and Neuroscience at King's College London.

### DISCRIMINATION

**To measure the reduction in discrimination we use Mind's Big Mental Health Survey (BMHS) to ask people with lived experience if they have been treated unfairly because of their mental health problem in a range of life areas, including family life, their role as a parent, their relationships, education, employment, and when getting help for their mental and physical health.**

The BMHS is a large national mental health survey, carried out by the Picker Institute and overseen by the Mind research team.

We use the BMHS to report progress against our discrimination outcome every other year. The BMHS 2017 had 5,034 respondents from England and gave us useful baseline data by establishing levels of discrimination experienced by respondents. We will be able to track our campaign's progress against our discrimination target through the BMHS 2019 (with results in late 2019).

## EMPOWERMENT


### **We measure empowerment directly through a survey of our Champions.**

Our independent evaluators BDRC administer an online survey, which asks Champions if their confidence has increased as a result of working with Time to Change.

This survey reached 587 Champions in 2018/19.

In 2018/19, 61% of our Champions with lived experience reported feeling more confident to challenge stigma and discrimination.

By 2021, we hope this figure will grow even more to 75%. Our qualitative research found that Champions feel empowered by four aspects of working with Time to Change: the community, signposting, resources, and credibility that association with Time to Change offers.



### Case Study

**Nikkita, Time to Change Champion**

**In 2018, the Time to Change North East Coordinator, Darren, visited University of Central Lancashire and held a session about Time to Change.**

Seeing Darren speak with such honesty about his own lived experience and passion about the Time to Change movement encouraged me to get involved and I immediately signed up as a Time to Change Champion,

along with several of my fellow students, launching the University's first Champion campaign group!

Being a Time to Change Champion has really empowered me to speak about my own diagnosis, without shame or fear. I now feel more comfortable challenging people on their attitudes towards those of us who have mental health problems - so much so that I even held a workshop at our annual university conference.

## Case Study

### Rap battle in partnership with LADBible

**We worked with LADBible to create an event, 'SPEAK UP'. The event film was viewed over 9 million times and saw well-known rappers speak up about mental health.**

Aimed at young people the event was fronted by JumpOff legend Rap 6, who introduced the battlers as they rapped openly about mental health.

The battles covered a range of topics from the pressures of social media, to what it's like to experience depression,

to rapper Tony D confronting his own experiences in a powerful mirror battle with himself.

Audience evaluation following the event showed that over two-thirds said that they would now feel more comfortable speaking to loved ones about mental health, and over half said they would be more likely to check on a friend.



## TIME TO CHANGE GLOBAL

**Time to Change Global launched in 2018, supporting local organisations and people with mental health problems to tackle stigma and discrimination and help change public attitudes in low and middle income countries.**

The World Health Organisation estimates that 1 in 4 people around the world will experience a mental health problem in their lifetime.<sup>8</sup> Those affected can face exclusion from work and family life, increased poverty and abuses of their human rights.

By working in partnership with people who have lived experience, as well as experts, NGOs, policy makers and funders, Time to Change Global are helping to change the way communities think and act about mental health problems.

The programme is piloting in Ghana, India, Kenya, Nigeria and Uganda to test and adapt approaches pioneered in England.

Each of the five campaigns reflects the specific priorities and needs of the local community.



<sup>8</sup>. See World Health Organisation, Mental Health: New Understanding, New Hope (Geneva: 2001).



## CORPORATE PARTNERSHIPS

**Key partnerships help us to amplify our message and strengthen our voice.**

**Our partnerships in 2018/19 have included:**

### FORD

By signing the Time to Change Employer Pledge, Ford is actively demonstrating its commitment to removing the stigma associated with mental health, advocating a safe space to talk, communicating the tools and resources available to support those affected by mental health issues, and promoting positive wellbeing in its workplaces. The co-branded Ford and Time to Change 'Elephant in the Van' Advert was shown on Primetime TV and in Pearl and Dean Cinemas across the nation.



### PLADIS

The company behind the much-loved McVitie's brand is committed to raising awareness of mental health among its colleagues, as well as within the industry and the wider community. The company signed the Time to Change Employer Pledge as part of their 'Positive Minds' mental health and wellbeing programme, to tackle the discrimination associated with mental health, provide support, and create a platform for colleagues to talk openly.

Some clear steps have already been taken, through the recruitment of Mental Health & Wellbeing Ambassadors; awareness training for all line managers in the UK; campaigns at every site, including at its seven bakeries up and down the UK; and access to a 24/7 Employee Assistance Programme for its 4,600-strong workforce. This year, the company extended its support by launching one of its biggest campaigns for McVitie's with Time to Change and Mind, called 'Let's Talk', which reached 99% of the population.

As part of the campaign, the company also made a financial contribution to help Time to Change run and manage the Hubs network.

### PG TIPS

Unilever's Time to Change Pledge is to provide the best possible employee wellbeing support. To do this, Unilever have implemented a comprehensive action plan to raise awareness around mental health and wellbeing in the workplace.

PG tips have supported our Time to Talk Day for the last two years. They have kindly supplied free teabags and, this year, free boxes of tea for participating people and businesses. Their support has also resulted in above the line co-branding and advertising, helping Time to Change expand our reach.

## LIVED EXPERIENCE ADVISORS

Our Lived Experience Advisors are part of the Senior Management Group. They help set our strategic direction, scrutinise our progress and support teams to deliver our aims, ensuring that lived experience has a voice at the top level of the campaign.



**During my years of being involved with the campaign, the most inspiring thing I've seen is the people who, because of Time to Change, now have a voice.**

People who have faced constant stigma and discrimination now feel that they can speak out and share what they've been through and offer hope and the opportunity to do the same for so many others.

**Chris**



**I wanted to get involved with Time to Change to support the difference the campaign makes on a national scale.**

There is a long history of mental health problems within my family, so I know all too well the effect that mental health stigma and discrimination can have on people's lives. By normalising talking about mental health, people are able to feel less marginalised, isolated and ashamed, and are more likely to seek the support that they need.

**Jason**



**Time to Change provides people with a safe place to discuss their own experience with mental health knowing that work is being done to break down the stigma that is so often associated with it.**

The first step to being able to access mental health support is feeling able to talk – and no other campaign has so consistently been at the forefront of breaking down those barriers like Time to Change.

**Megan**



**Time to Change is so important because I'm not aware of any other charity, organisation or movement that is tackling mental health stigma and discrimination on such a large scale with sustainability in mind, and a long term plan in maintaining the progress in improving attitudes to mental health.**

Whilst being rigorous in ensuring gathering and recording data to influence the next steps of the work, Time to Change's work is well thought-out and effective. For example, in the Ask Twice campaign, you can really see the expertise, research, and work invested into the campaign.

**Neelam**

## ACKNOWLEDGEMENTS

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We are always looking to partner with organisations and businesses that can help us amplify our messages and/or raise and donate funds. If you are interested in helping us continue to combat the stigma and discrimination around mental health, please contact us on [info@time-to-change.org.uk](mailto:info@time-to-change.org.uk).

Finally, a huge thank you to all of our Champions, volunteers, Peer Leaders, Hub partners, pledged employers, evaluators, staff, advisory groups, and supporters, and of course to Mind and Rethink Mental Illness. Our work would not have been possible without your support and leadership.

**"AS PART OF MY ONGOING RECOVERY WITH MENTAL HEALTH PROBLEMS, BEING INVOLVED WITH TIME TO CHANGE HAS BEEN A HUGE INFLUENTIAL TOOL IN SHARING MY STORY, MEETING OTHER PEOPLE WITH SIMILAR EXPERIENCES, AND CHANNELLING SOMETHING NEGATIVE INTO A POSITIVE. IN MY OPINION, THE TIME TO CHANGE MOVEMENT EPITOMISES THE IDEA OF WORKING TOGETHER TO ACHIEVE A GREATER GOAL!"**

**ADAM**



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