

time to change

let's end mental health discrimination

Time to Change Programme:
October 2011 to March 2015

Summary of impact and learning

Evaluation of the Time to Change programme

Measuring the impact of our work
to reduce mental health stigma
and discrimination



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What we did

We ran national, annual surveys with the general public to measure attitudes towards people with mental health problems, and with people who had used secondary mental health services (Viewpoint survey) to monitor levels of reported mental health discrimination.

In addition, we piloted two new surveys to learn more about experiences of mental health discrimination: with people from Black and Minority Ethnic communities; and with a wider range of people with experience of mental health problems.

We also ran large-scale baseline and follow-up surveys to measure empowerment and social capital of the general public with experience of mental health problems.

We worked with research agencies to evaluate all our project activity. We collected data from a sample of the general public before and after each campaign burst to measure campaign awareness and mental health knowledge, attitudes and behaviour.

We measured attitudes and behaviour of audiences at social contact events and grant-funded activities, as well as empowerment and social capital of volunteers and Champions with experience of mental health problems.

We also evaluated our work with target audiences, including employers and children and young people, and commissioned research into how people with experience of mental health problems are represented in TV dramas and print media.

What we achieved

- **Worked with ten research agencies to successfully evaluate our work and impact**
- **Long-term measure of public attitudes towards people with mental health problems, which showed a 6% improvement since 2011 and 8.3% improvement since 2008**
- **Piloted new mental health discrimination survey with baseline data collected from 1,265 respondents**
- **New large-scale research undertaken with over 700 people from Black and Minority Ethnic communities about their experience of mental health discrimination**

Our learning

1. There were benefits and challenges to a multi-agency approach

We worked with several agencies during the 2011-2015 programme and this gave us access to a range of expertise, eg conducting research with Black and Minority Ethnic communities. This approach enabled us to gather a rich wealth of data.

However, it also meant that the evaluation was complex, with lots of different agencies and evaluation tools. The emergence of new projects and activities during the funding period made it even more so. We had access to findings and learning from different strands of work, but it was sometimes difficult to get an overview of learning across the programme. It helped to have a central evaluation team to oversee and manage the work, and to include evaluation as a standing item at governance and management group meetings.

3. Our measure of discrimination needed to be reviewed

The Viewpoint survey measured mental health discrimination experienced by people who used secondary mental health services in last 12 months. However, we worked with a much broader audience of people with experience of mental health problems.

We therefore developed a new survey to measure mental health discrimination. The survey was piloted in 2015 with all people who have experienced mental health problems within the last five years. In addition, the survey focused on areas directly targeted by the Time to Change programme, including friends and family, work, education and healthcare.

2. National survey results need to be analysed alongside project evaluation

We used two annual, national tracker surveys between 2008 and 2015: the public attitudes survey; and Viewpoint, which measured discrimination experienced by secondary mental health service users. These provided a very useful audience snapshot and enabled us to identify how campaign awareness was contributing to changes in attitudes and behaviour.

However, it was problematic to use these surveys in isolation to measure the impact of Time to Change. Viewpoint, for example, measured discrimination in areas not targeted by the programme, such as transport and benefits.

Findings fluctuated between years and were more useful when viewed over a longer-term period. It was therefore important to look at the national survey findings alongside the evaluation of Time to Change projects, where we could see the direct impact of the campaign most clearly.



"Unlike other countries in Europe, where attitudes have worsened following the recession, it's extremely encouraging to see that attitudes in the UK are continually improving, no doubt in part due to the Time to Change campaign."

**Dr Sara Evans Lacko,
Institute of Psychiatry,
Psychology and Neuroscience**

Our learning

4. More work is required to assess longer-term behaviour change

Our evaluation of the general public, eg people attending events, was effective at finding out improvements in attitudes towards people with mental health problems. However, longer-term behaviour changes were not always being captured.

As a result, we introduced a follow-up survey, which we ran three months after an event or activity. This survey asked whether people had talked about mental health since the event, and whether they had challenged unfair behaviour. There is scope to do more around measuring actual behaviour change, for example looking at the longer term impact of our work with employers.

6. Review how evaluation tools capture impact for different audiences

We undertook targeted work with audiences, including African and Caribbean communities and children and young people.

This involved commissioning insights research, which informed the development of our approach with these audiences.

We also needed to review whether our existing evaluation tools were appropriate for these audiences. We found, for example, that the number of respondents from Black and Minority Ethnic (BME) communities was low for both our public attitudes and Viewpoint surveys. In response, we invested in a BME booster for the attitudes survey, and commissioned new research into mental health discrimination experienced by people from BME communities.

5. Online activity impact should be measured

There is a high-level of engagement with our website and social media sites. This is evidenced through monitoring visits, posts, likes and film viewings.

However, we have little evidence of the impact of our online activity, for example on public attitudes towards people with mental health problems and/or confidence levels of those with experience of mental health problems. We have therefore started pilot surveys with our social media followers to find out more about the impact of their engagement with the sites.



"This new survey provides richer insight into the experience of mental health discrimination across a wider range of Black and Minority Ethnic communities, the different areas of life affected and the compounding impact of high levels of racial discrimination."

Sue Baker, Time to Change Director, on the new research conducted by Ethnos

Our learning

7. A more devolved approach to evaluation will be needed in future

We took a central approach to evaluating regional work, including the regional pilot campaign in Bristol, the children and young people pilots in the West Midlands and Kent, and the grant-funded projects.

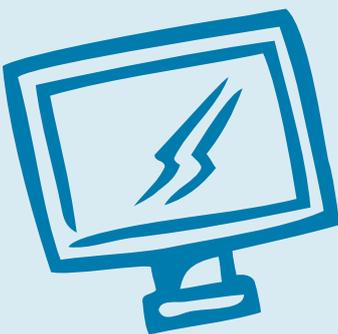
The programme, however, is moving towards supporting local partners to run Time to Change work in regional hubs, with a view to embedding anti-stigma work in communities. It is important that partners are able to use our evaluation tools for themselves, but that there is also a consistent approach and we are able to make comparisons across regions. We will therefore need to review how we can effectively support partners to evaluate work at a regional level.

8. There is potential to increase qualitative data collection

Large-scale surveys were used to measure public attitudes and intended behaviour, as well as empowerment levels and social capital of people with experience of mental health problems. The richness of the data would be enhanced by incorporating more qualitative data collection methods.

The social capital measures, for example, did not give a full picture of the impact of involvement with Time to Change on Champions and volunteers, for example how they were able to take on new opportunities or become more involved in their communities. This is often very personal and might be better captured through a case study. We are reviewing how we take forward qualitative data collection throughout the programme, with all audiences, to capture their experiences and journeys.

Find out more



Time to Change - our impact:
www.time-to-change.org.uk/about-us/our-impact

Time to Change's evaluation findings in 2014-15:
www.time-to-change.org.uk/news/latest-survey-shows-public-are-less-likely-discriminate-against-people-mental-health-problems

Institute of Psychiatry, Psychology and Neuroscience's study on public attitudes towards people with mental health problems:
www.time-to-change.org.uk/news/attitudes-towards-mental-health-improving-despite-recession

Findings from research into mental health discrimination experienced by people from Black and Minority Ethnic communities (conducted by Ethnos):
www.time-to-change.org.uk/news/black-and-minority-ethnic-communities-faced-double-levels-discrimination

'Making a Drama out of a Crisis' study of how mental health is portrayed in TV dramas:
www.time-to-change.org.uk/news/tv-drama-and-soaps-are-cleaning-their-act-when-depicting-mental-health