

A

Milestone Year

A year of tackling stigma and
discrimination in the words of
the people who made it happen

time to change

let's end mental health discrimination

2012/13 was a landmark year for mental health. In this annual report, just a few of the many thousands of campaigners and volunteers who have been part of it tell the story of the year through their experiences.

We'd love for you to share your milestones with us:

- On Facebook: [facebook.com/timetochange](https://www.facebook.com/timetochange)
- On Twitter: twitter.com/TimetoChange

"2012 was a watershed year - after years of keeping quiet about my illness, I decided to open up."

Tim McKenna



Read Tim's story on page 10



"I identified that there is a stigma in the refugee community and joined the Resilience project because I wanted to contribute to the community."

Matias Leite

Read Matias' story on page 14

"I was having trouble seeing further than seven days ahead but now I've got plans and something to look forward to."

Lucy Heard



Read Lucy's story on page 16



"Now I've got a voice and Time to Change have given me the opportunity to speak. I don't feel ashamed of having a mental illness any more."

Dominique DeLeon

Read Dominique's story on page 18

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Director's introduction

“...2012-13 - a year in which it felt that the key tipping point for irreversible social change, was becoming more than a distant aspiration, but something that may actually be in reach.”



We often talk about a tipping point for mental health - a point when enough of us are able to be open about our experiences that stigma and discrimination become the socially unacceptable exceptions, rather than the norm.

It's the point when CEOs of FTSE 100 companies, cabinet ministers and Premiership footballers at the height of their careers can say that they have a mental health problem without needing to fear the repercussions. When any of us can talk about our experiences with our friends and colleagues and expect to receive support and understanding, not awkwardness, silence - or worse. This annual report looks back at the financial year 2012-13 - a year in which it felt that that tipping point was becoming more than just a distant aspiration, but a something that may actually be within reach.

When four MPs stood up in Parliament on 14 June 2012 and spoke with great honesty and even humour about their own, personal experiences of mental health problems including OCD and depression, that tipping point felt a lot closer than it ever had before. When the media and the public responded with support, encouragement, and even more disclosure (many of the MPs have said they were overwhelmed with letters and emails from their constituents and others, sharing their own experiences), it felt closer still.

Since then, John Woodcock has become the fifth MP to open up and we have also seen sportspeople from Rugby player Brett Seymour to athlete Jack Green speak about receiving treatment for mental health problems. We have seen mass public outcry over Asda and Tesco selling 'mental patient' Halloween costumes, suggesting the tide of the public mood has really turned. We have seen some of the country's biggest and most high profile employers, from financial institutions to government departments to

phone companies, sign the Time to Change pledge, recognising that mental health is not an issue they can afford to ignore.

“To make change like this happen... It's down to the dedication, perseverance and courage of the hundreds of thousands of people fighting stigma”.

To make change like this happen it takes more than one campaign, more than

celebrities and politicians, and more than a few years. It's down to the dedication, perseverance and courage of the hundreds of thousands of people fighting stigma in communities, families, places of worship, schools and companies that we're now and organisations that we're now beginning to see some real signs of change. In this report we have asked just a few of the people who have worked hard to help bring us closer to this tipping point, by speaking out - in the media, in their communities, in workplaces and GP surgeries - to tell the story of the year in their own words.

Of course, there's still much work left to do before stigma and discrimination are experienced rarely (let alone until they are eradicated altogether). With the collective strength we now have as a social movement, I'm confident we can keep inching closer to that tipping point each year.

Sue Baker





“Probably the thing that made me happiest in the last year was the MPs speaking out. One stood up then another then another - it was almost like a revolution, it made me well up - I watched it a few times and it made me feel very proud.”

AJ Stratton, volunteer. Read AJ's story on page 13.

A milestone year

2012-13 felt like it was a milestone year for mental health, with the subject climbing further up the national agenda than ever and more and more people speaking out about it across all sectors of society.

In June 2012,

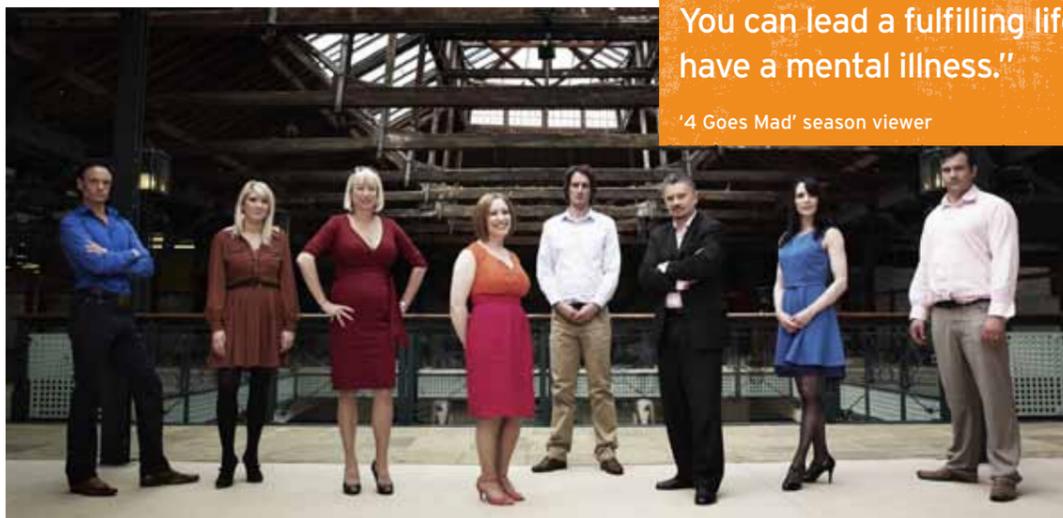
four MPs spoke up in parliament about their own experiences of mental health problems - Kevan Jones, Charles Walker, Dr Sarah Wollaston and Andrea Leadsom. This was the first time a currently serving MP had “admitted” to having mental health problems - we'd been waiting for this to happen for years and when four spoke about it in one day, the response was overwhelming.

In July,

Channel 4 became the first national broadcaster to sign the Time to Change pledge and run a whole season of prime-time programming on mental health, bringing the subject to a much wider audience.

“The Channel 4 season showed that mental illness covers a wide spectrum. You can lead a fulfilling life and still have a mental illness.”

'4 Goes Mad' season viewer



October

saw none other than the (then) Archbishop of Canterbury, Dr Rowan Williams, putting tackling mental health stigma at the top of his to-do list before he left office, as he hosted an event for leaders from a range of faiths to discuss how they could play their part.

“We as people of faith have the profoundest possible obligation to show our faith in all those who are part of our communities - not stigmatising, not excluding, not suspecting - and by showing our faith in people who are part of our communities of faith, showing faith in human beings generally and pushing that vision outwards towards our whole society.”

Dr Rowan Williams, former Archbishop of Canterbury

The year overall

saw unprecedented interest from employers wanting to take action to reduce stigma and discrimination and improve workforce wellbeing. Among those signing the Time to Change pledge were some of England's major employers including British Gas, Pepsico, Lloyds Banking Group, Shell, Accenture, and the Labour party.

And in February, the Mental Health (Discrimination) Act 2013 finally became law - this overturned discriminatory laws which prevented people sectioned with mental health problems from serving as MPs,

jurors, company directors and school governors and its passing sent a hugely symbolic message that people with mental health problems have the right and ability to participate in social, political and economic life.

On these pages some of Time to Change's supporters and staff share their milestones. We hope there will be many more to come in the next year, as we get closer to a society where people with mental health problems are treated with the same fairness and respect as anyone else.



“Today, far too many people in this country still feel as if they have to pretend they have something else wrong with them when they are struggling with depression... I am proud to live in a country where that taboo has been challenged by some. To live at a time when some people are beginning to speak out. But I know that not enough has yet been done. I know that far too many still suffer in silence.”

Ed Miliband, Leader of the Labour Party

A year of impact

Time to Change's first phase: 2008-2011

In 2013, our evaluation partners at the Institute of Psychiatry, King's College London, published their findings about the impact of our first phase in a special supplement of the British Journal of Psychiatry. This major study, led by Dr Claire Henderson and Professor Graham Thornicroft, provided the first evidence that it is possible to change the way the public treat those of us with mental health problems - though it showed, as expected, that there is still a long way to go.

There were key changes in the following areas:

Discrimination reported by people using mental health services

- An 11.5% fall in the average levels of discrimination that people with mental health problems report.
- Significant reductions in discrimination in the areas that Time to Change has targeted: people reported less discrimination from friends (by 14%), family (9%), and in social life (11%).
- 3% more people using mental health services now say that they don't experience any discrimination at all compared with 2008.

The media

- A study comparing newspaper reporting of mental health between 2008 and 2011 found an increase in the proportion of "anti-stigmatising" articles.
- There was a decrease in the proportion of articles about people with mental health problems posing a danger to others, and an increase in the proportion of people with mental health problems being quoted as sources.

Public attitudes

- There was also a clear trend towards improved attitudes among the general public, in contrast to the preceding 10-15 years, in which there was a lack of improvement in public attitudes in England, Scotland and the USA.
- People who had seen the Time to Change campaign were more likely to have better knowledge, attitudes and behaviour towards people with mental health problems than those who had not.
- The study also showed that knowing someone who is open about having a mental health problem (so called 'social contact') has a clear and positive impact on public attitudes and behaviour.

Employment

- Discrimination when getting and keeping a job decreased significantly between 2008 and 2010.
- A survey of employers shows improved knowledge of common mental health problems and more policies in place to support people with mental health problems in the workplace in 2010 compared to 2006.

2012-2013 impact

We also evaluate all our activity on an ongoing basis to monitor the impact we are having and make sure our work is always evolving. We do this on a national level, to see what's happening across the population as a whole, and project by project. You can find out more about the impact of our individual areas of work on the following pages but some of the big impacts we have seen from our work this year include:

More than half the people who saw our January 2013 advertising said:

"I'm more likely to talk to someone about their mental health problem"

7 out of 10 of people who saw our TV & radio ads agreed:

"It's easier to talk about mental health problems than most people expect"

People who have been to a Time to Change event are more likely than the general population to agree

9 out of 10 people attending a Time to Change event said:

"I am more willing to challenge someone if I saw them doing something unfair to someone with mental health problems"

84% of people who attended a Time to Change event agreed:

"I am more willing to speak openly about my mental health problems"

2.8 million members of our target audience thought about asking someone how they're doing as a result of seeing the campaign.

We generated **101,348** face to face conversations with members of the public about mental health.

Tips for talking

In January 2013 we launched a new advertising campaign with the aim of helping people who don't have much knowledge about mental health problems feel that they can be the ones to start a conversation. As well as advertising on TV and radio, we worked in partnership with The Voice and magazines like Rugby World, Cycling weekly, Now and Marie Claire. The campaign showcased inspiring stories from people with mental health problems - and the people in their lives who have supported them.

Tim McKenna talked to Rugby World magazine about his experience of bipolar as part of the campaign.

"2012 was a tough year, but also a watershed year - after years of keeping quiet about my illness, I decided to open up. After being touched by people's stories on the Time to Change website, I wrote a blog of my own, and also 'came out' to family and friends. It was one of the hardest things I've ever done - but the amazing love and support I received was overwhelming. It made me wish I'd done it years before.

The cornerstone of my support network is my friend Matt, who has always been there in the toughest times. So when I was approached to participate in an article for Rugby World about support networks I was happy to help. Since then, a few things have happened which have felt like a glimpse of what the future will be like, when the campaign has been as successful as I imagine it's going to be.

For example, I've just taken on the lease of a pub. Back at the time of my breakdown I disappeared, and the police searched for me - so my name was flagged when my license checks were done, and I was called in for a meeting to put my case as to why the police shouldn't object to me becoming the license holder.

I went armed with my blogs and the Rugby World piece, and told them about my bipolar. I showed them the articles and told them that I was doing a Time to Change Speaking Out course, and how positive I felt about the future. I was asked to leave the room for a few minutes. I sat in the corridor for what seemed like an eternity, heart pounding and fearing the worst. They called me back in and said that they thought it was inspiring the way I've tackled my illness, I had their full

support and to contact them if I needed any help with anything. They then wished me all the best. I nearly started crying!

Their unequivocal backing has given me such a lift, I feel so optimistic and confident going forward. As Yazz put it, the only way is up!

Since then I've started to open up to customers. The reaction went one of two ways - people either knew a bit about mental illness, or were shocked - "I would never have guessed, you seem so normal!" In either case, the reaction was completely positive.

I honestly think in ten years we'll look back in disbelief on a time when people were stigmatised for their mental health problems."

"...after years of keeping quiet about my illness, I decided to open up."

- Over half of the people who saw and heard the TV and radio advertising said it made them more likely to talk to someone about their mental health problem.
- And half said that the campaign made it feel more comfortable talking about mental health problems.
- The campaign drove people to take action too - one in ten people who saw it said that they had asked someone how they are doing as a result. That equates to 640,000 people in our target audience who have asked someone how they are.
- Another 44% said the campaign has made them think about asking someone how they are doing - that's an estimated 2.8 million members of the target audience.
- We wanted to make sure the campaign reached people from Black and Minority Ethnic communities, who may be at increased risk of stigma and discrimination. Our research found that the campaign was even more widely recognised among Black and Minority Ethnic audiences than the overall population, and that people were more likely to say they felt comfortable talking about mental health as a result.



Photography by Dan Le Brun

The talk of the village

On 31 March 2012 the first Time to Change Village popped up on London's South Bank and we have since run events in Leicester, Liverpool, Birmingham, Norwich and Totnes. The pop-up Villages, complete with tea shop, cinema, village green, surgery and post office, get the public talking about mental health with volunteers who have experienced mental health problems themselves. By telling their stories, the volunteers challenge prejudices and stereotypes which often lead to discrimination.

- The Village popped up in six locations, with 300 volunteers taking part.
- Lots of you have been getting people talking too, with 940 events registered by local organisations and groups, all spreading the word.
- In total, we made over 47,000 conversations happen between volunteers with mental health problems and members of the public.

AJ Stratton volunteered at the first Time to Change Village on London's South Bank.

"The first people I told about my mental health problem, apart from my partner and doctor, were the people on the South Bank. By telling other people, I accepted that I was ill and that was OK.

It was a freezing day, and I was really nervous - for all of about three minutes. But then it flowed, and I went from talking to nobody to 48 complete strangers in four hours.

Some people looked horrified when I mentioned mental health; some people said "I don't talk about these things." But as I told my story the expressions changed to interest. One guy said: "I think my friend's depressed, we haven't seen him in ages, I haven't wanted to talk to him because I haven't known how to deal with it, but I'm going to go and see him tonight now."

I wrote a blog afterwards and that's how I told people I know. My mum then apologised for not dealing with it when I was younger. She looked round the website and it gave her the little push she needed: she had known in the back of her mind but not wanted to talk about it.

Since then I have volunteered at every other event I've been able to! I feel a lot better after I have done them, there is camaraderie like a little family. I talk about mental health a lot on Facebook now which I never would have done before. I even came out at work as being ill - I poster bombed the office with Time to Change posters.

Now if somebody rejects me, I don't feel it's my fault. Before I would have gone back into my shell. Time to Change has changed my attitude towards myself."

"Time to Change has changed my attitude towards myself".

Communities doing it for themselves

2012-13 saw the launch of the Time to Change grants fund, which awards funding to projects led by people with experience of mental health problems which tackle stigma and discrimination by engaging local communities. In 2012-13 we awarded £1,059,458 funding to 29 projects, which are all about getting people in local communities talking about mental health.

These are just some of the many diverse projects which, with funding from the grants fund, have started conversations in all kinds of unexpected places across England:

- The I Choir in Liverpool runs songwriting workshops for the local community - all based on the theme of talking about mental health openly.
- Service users from the 'Hear Us' group in Croydon talk to staff in local organisations including the police, job centre and council to encourage them to change the way they think about mental health.
- The COPE Black Mental Health Foundation in the West Midlands worked with young people to record a CD based around mental health. They took the CD into schools and youth groups to start conversations.
- In Leeds, volunteers from the New View project are leading discussions in Black Majority churches.
- The Manchester-based Lesbian & Gay Foundation held an interactive exhibition based around kitchens to raise awareness of the stigma that lesbian and bisexual women with mental health problems experience.
- Growing Voices in Cumbria gives people with experience of mental health problems a voice in their own community. A team of volunteers take their 'talking tree' to fairs and festivals, starting conversations about mental health with people from rural communities.

Start your conversation today: www.time-to-change.org.uk/talk



Matias Leite is part of the Resilience Panel, a group of refugees and asylum seekers from East Sussex who, with a Time to Change grant, worked with Refugee Radio to overcome stigma in the refugee community.

"I lost my family in Angola, and this contributed to my mental health issues. When I tried to come to this country I was arrested. I stayed in prison for two months and I tried to kill myself, but I had no treatment.

When I was released I found myself isolated with a lack of information about services in this country. I saw a doctor who said I suffered from depression. But after years and years taking the medication nothing was changing. I saw another doctor and a clinical psychologist, and she diagnosed me with PTSD, and then I received counselling.

Many people in the African refugee community do not know about mental health. There is a big taboo - people see someone who suffers from mental health problems as a mad person, a stranger, dangerous. If you

have a symptom of nightmares they would think you were a witch. It is because they need training. Some people did not want to socialise with me, they were scared I would react aggressively towards them, because of my mental health problem.

I identified that there is stigma in the refugee community and a lack of communication skills in individual refugees to tackle these issues. I decided to join the Resilience project because I wanted to contribute to the community. I ran workshops, interviewed people, and visited refugees and their friends who are UK citizens to discuss the issues.

Sometimes people were not very comfortable when I was discussing it with them. But one of them came to me, and I told him to see the doctor. We are still friends and he is much better now.

We met local health officers and councils to address the problems and raise awareness. Most of them reacted positively. It is very hard sometimes to use your personal story, but I had training about how to approach and engage people. I developed workshop skills, leadership skills and communications skills through the project. Also I used my talents that I brought from the university into my project. I feel that Refugee Radio has influenced the views of non-refugee and asylum seeker residents in Brighton and the local authority."

To find out about other grant-funded projects, visit www.time-to-change.org.uk/grants

Local champions

Our 3,252 Champions are the real change-makers. Supported by eight Regional Coordinators and six Equalities Coordinators, who organise events, offer training and give advice, Champions are using their own experiences of mental health problems to tackle stigma all over England. Organising events, giving presentations, making films and writing blogs, the Champions are making sure mental health is talked about in a whole range of ways.

Lucy Heard and Liz Andrews are Champions in Bristol who helped to organise the Time to Change Village at the Bristol Harbour Festival with our South West Regional Coordinator, James Wooldridge.

"I think attitudes have been changing and I wanted to be part of that. If I'm going to have this thing hanging over me then I want people to understand it.

As a Champion I'm helping organise the Village at the Harbour Festival, and I'm coordinating volunteers on the day. I have done some courses with James to get a better skills base, and networking.

I have met a lot of good people, and on a personal level it has built some friendships for me. I'm more confident in just talking about my experiences and that my experience is just as valid as anyone else's. It's given me confidence and stability.

It's kind of a cyclical thing, I was unemployed which was one of the reasons I got involved, but now I'm back working and doing much more of the stuff that I want to do, the Harbour festival and working on a graphic novel project. I was having trouble when I was unemployed seeing further than seven days ahead but now I have appointments next year. I've got those plans and something to look forward to."

Lucy Heard

"This is something that I feel extra passionate about and while it's improved tremendously I still feel we've got a long way to go. I lived abroad in Spain and it's talked about there - it's so different.

At the Harbour Festival there was such a good mix of people to approach. I thought it would be good to have the presence of the Mayor so I contacted the council. I was so excited as I had a call saying that if he couldn't attend then someone else would. I've also asked for a meeting about the council signing the pledge and they have said they would do this. I'd like to do a lot more now I have started. The council are holding a forum soon and there are ideas that I'd like to move forward with.

Nationally I am pleased there is so much awareness now and the number of organisations coming forward to sign the pledge. From that point of view we are making progress. In the beginning of Time to Change people didn't quite know who we were but now it's becoming more evident that people are aware."

Liz Andrews

- 1,113 new Champions joined our network in 2012-2013.
- Of those, over 600 attended networking events.
- 153 took part in training including Organising Events and Speaking Out.
- 375 Champions had mentoring from one of our Regional Coordinators to help them develop skills and confidence to tackle stigma and discrimination.

"I'm more confident in just talking about my experiences and that my experience is just as valid as anyone else's."

Photography by Dan Le Brun

“My daughter is 11 years old and suffers anxiety and panic attacks and feels so alone. After reading your real life story we had a talk and she has agreed to talk to the psychologist; she now realises (even though she’s been told but didn’t believe it until your article) she is not alone. I’m hoping this has been the breakthrough we have needed.”

Feedback to SHOUT! Magazine following an article featuring one of our young media volunteers

Stand up kid

2012 saw the launch of our first regional pilot campaign to change attitudes and behaviour among young people, in the West Midlands. The campaign was based around a hard hitting new film, Stand Up Kid, and also included work in schools and communities, and train the trainer sessions to help professionals working with young people address stigma and discrimination. Young people have been at the heart of the campaign through our Young People’s Panel, helping shape the campaign as well as telling their stories online, in the media and in person, and attending our social leadership training.

Dominique DeLeon volunteered at our Village for children and young people in Birmingham, and has since become an Involvement Worker.

“When I was in hospital after attempting suicide I told people I’d had a migraine. Later on, when I got postnatal depression, I didn’t know what was wrong with me. I felt like a weight on my family.

Before I did the Village I felt I was the only person with a mental illness. But I found that people were able to open up to me because I opened up to them. It was really nice to feel that one person might be able to change their life because I had spoken to them.

I’m now an Involvement Worker for Time to Change: I have had training and I talk to youth professionals, tomorrow I’m going into a school. I can present in front of people now which I struggled to do before because of my anxiety - I have always been the one shaking.

I’m going to go back to uni to do midwifery later this year. I started the course before but left because they couldn’t support my illness. Now I feel able to say “I need this support.” I will do some training sessions at my uni to

educate my teachers and I want to finish my three years and specialise in mental health in midwifery.

If somebody had asked me what was going on when I was unwell, I wouldn’t have got as bad as I did. Now I’ve got a voice and the opportunity to speak and tell people what was wrong with me. I don’t feel ashamed of having a mental illness any more.”

“This year I have learnt to empathise with myself. When I saw myself on the film and telling my own story it’s the weirdest and most heartbreaking thing I ever saw. I had been blaming myself but seeing myself from someone else’s point of view, I could see I had been through a lot and I’m still here and that makes me feel really proud and positive.”

- **Marketing and PR** - the Stand Up Kid film has been viewed by 48,591 teenagers aged 13-17 - and won a British Arrows advertising award! We have also supported young people to tell their stories in magazines like Shout!, Bliss, More and Top of the Pops.
- **Social leadership** - more than 1,500 young people like Dominique (pictured) have become actively involved in the campaign.
- **Training the trainer** - 17 young people and parents have been trained as co-educators and have delivered training to more than 600 professionals, who will now be able to run anti-stigma sessions with the young people they work with.
- **Community engagement** - 39 volunteers had nearly 900 conversations about mental health with other young people at a Young People’s Village event in Birmingham, complete with a specially designed PlayStation game, and Big Brother style diary room. We have since taken the pop up Village directly into schools.
- **Education** - working with National Schools Partnership, we ran a competition for pupils to design their own anti-stigma campaigns and get talking about mental health in the process. And nearly 30,000 people accessed anti-stigma resources for schools that we developed with Comic Relief as part of Red Nose Day.



“My highlight has been having a mental health issue but it not being a bar to progression. I felt coming out would mean my career stopped, and that no one would have faith in me any more, but there’s been none of that. This year I have just got a masters and just got promoted, and I get some healing off the back of that as well, it keeps me up and buoyant.”

- 59 organisations signed the pledge - bringing the total number of organisations up to 115. You can see a full list of the organisations who pledged in 2012-2013 on page 30.
- The Department of Health and the Ministry of Justice became the first government departments to pledge. The Minister of State for Care and Support, Norman Lamb, has committed to encouraging all departments to follow suit.
- 569 employees across a range of organisations, from Tesco & Accenture to Kent Fire and Rescue Service, attended workshops helping staff and managers in organisations to talk more openly about mental health, look after their own mental health, and run anti-stigma activity.
- Our Healthcheck consultants, all of whom have direct experience of mental health problems, ran our first Healthchecks. The consultants audit organisations' policies, conduct staff surveys and talk to employees, and produce recommendations as a result.

More open workplaces

This year has seen a surge in interest in challenging stigma and discrimination from employers in a whole range of sectors. The Labour and Green Parties became the first political parties to pledge as employers, and more and more private sector companies, from Pepsico to Legal & General, have joined universities, NHS trusts and charities in making a commitment to improving the way their organisations talk about and deal with mental health. To support this, we launched our new Healthcheck to help employers review their approach to mental health, and have run workshops with employees and line managers on a range of topics from running an anti-stigma campaign to managing stress.

Inspector Wayne Goodwin has championed mental health within Kent Police, and was the driving force behind Kent Police and Kent Fire & Rescue Service jointly signing the Time to Change pledge in February 2013:

“Throughout my own mental health problems, I built up a belief that I could not speak to anyone about it - I thought it would be career defining. I was in the military before the police - two stereotypically masculine organisations where to show any chink in your armour is perceived as bad. I succumbed to the stereotype and kept it inside.

When I “came out”, the organisation was nothing but supportive. But I began to think that we could do more for people in similar situations. I joined the staff disability support group and we put together a workshop for supervisors and managers - we gave them the tools and the confidence to have that first conversation. The Time to Change campaign gave me some structure to build my work around, as well as the support, materials, advice and all

those things I needed to drive things forward on a much larger scale.

We have the Chief Constable’s backing, and we didn’t want signing the pledge to be just lip service, we wanted to keep it on the force agenda. We have drop-in sessions where people can come along and talk. We use our intranet, notice boards and magazine to raise the profile of mental health. We deliver training covering reasonable adjustments to work, as well as returning to work. A number of reps have got depression and have been doing campaigns at their own police stations talking about their experience.

It’s created ripples in the water. There have been some people with cases of post-traumatic stress, now feeling open enough to come and talk to me. One officer who has depression has come to me as a mentor, and

my view to him is it’s not a negative thing and shouldn’t affect your career. We’ve been able to have a really candid discussion, in a relaxed environment with someone who understands what they’re going through.

I’ve been invited to speak regionally at our Kent Police meetings and there’s scope to spread this further. Other forces have had contact with Time to Change with regards to signing the pledge, and now Kent is being used as a beacon for good practice.

I’ve just been through a promotion board where I spoke about it at length. They asked me if it would affect me but there was no bar to my promotion at all by openly talking.”

Meet the media

To help the media get better at portraying mental health problems, we set up a new media advisory service in 2011. Since then we have produced a training film for journalists, run events for media professionals, helped shape scripts for programmes as diverse as Emmerdale and Silk, and advised Channel 4 on their 2012 mental health season, 4 Goes Mad. Most importantly, we have linked up scriptwriters, researchers and journalists with people who have direct experience of mental health problems, to make sure that when mental health appears on our screens or in the headlines, it's the real story that gets told.

Kevin Shepherd is a media volunteer who advised EastEnders on a storyline about Ian Beale's mental health problem:

"I'm passionate about getting the word out there that it's OK to talk about this. When I was unwell I couldn't talk about it - being a bloke in my mid 40s, it wasn't something you talk to your friends about, there's not that peer support there in men of my age.

After signing up as a Time to Change media volunteer, I was asked to speak to EastEnders about Ian Beale's storyline. I used my experiences to give them some idea of what his symptoms and actions would be, and how he would be feeling in certain situations.

It was exciting and empowering to be telling a story that was going to be watched by millions. I think it's important for anyone portraying mental health issues on TV to speak to people who have actually got lived

experience. The difficult part is that mental health is such a massive umbrella term and what rings true for some people might not for all.

The reaction has been positive - people say this has made them understand a lot more and feel able to help if someone else was going through it. I have been on BBC Breakfast and Newsnight talking about my story, met new people and found myself in situations I never thought I would. I still keep in touch with Adam Woodyatt, who plays Ian Beale. Three years ago I was standing on top of a car park looking down - and now I'm working with the biggest soap, and on the main TV channels."

- We advised on eight soap and drama storylines, including EastEnders, Emmerdale, Silk, Holby City and Doctors.
- Over 190 journalists, editors, scriptwriters, researchers and other media professionals attended our 'Meet the Media' seminars which covered women's magazines, broadcast news reporting, soap and drama, and print journalism.
- More than 4,650 used our online resources, including our training films (presented by Alastair Stewart).
- The Channel 4 programmes that we advised on gained viewing figures of between 1.1 and 2.9 million; and nearly three quarters of those who saw the season (74%) said "it made me realise how common mental health conditions are". Over half said that the season made them think more positively about people with mental health problems.
- Of the media professionals who attended our seminars, eight out of 10 said they were more confident to report on mental health problems as a result and over seven out of 10 said they would be more likely to cover the issue in future.



"The highlight for me on a personal level would be seeing the EastEnders storyline unfold on the TV after all the planning and advance work. It was quite surreal to see Adam portray things that happened in real life to me - but satisfying."

“Life is tough at the moment, workload is increasing, the complexity of what we, as GPs, are expected to do has changed beyond all recognition...This Time to Change training has been designed to acknowledge the little time and resource we have available. By providing short bursts of information it will also help us to consider mental health as well as physical health problems when caring for patients - bringing us closer to that crucial parity of esteem between the two.”

Professor Claire Gerada, Chair of Council in 2012-13,
Royal College of GPs

GP

appointments

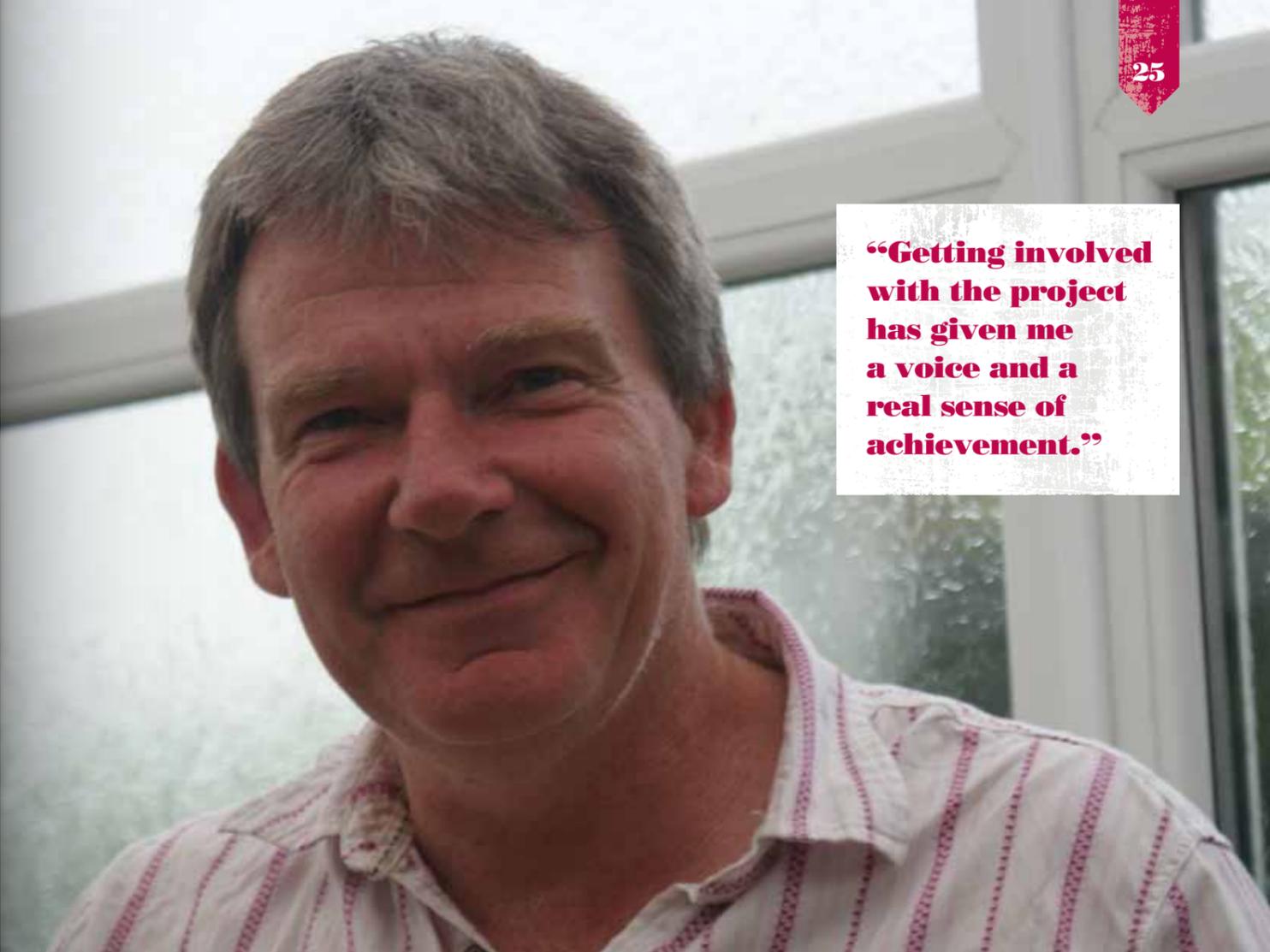
with a difference

Primary care is the point at which most people with mental health problems access services and support. In 2012-13, with funding from the Big Lottery Fund, we developed a pilot training project to help staff in GP surgeries (including GPs themselves) make their practices more mental health friendly and reduce stigma and discrimination at this vital point of contact. The project was developed with and delivered by people with direct experience of using primary care for mental health problems, and the training was based around 10 minute sessions to fit within a single appointment slot, as well as bite-sized online training. Evaluation of the pilot showed a significant improvement in knowledge and attitudes following the training.

- 546 primary care professionals took part in the training in the pilot sites (Lewisham, North Staffordshire and at a special event for GPs arranged by the Royal College of GPs).
- 54% of those trained were clinical professionals (GPs and practice nurses); the others included receptionists, practice managers, secretaries, administrators and other surgery staff.
- After the training, there was a 35% increase in confidence about working to promote mental health among participants; a 25% increase in understanding about the need for adjustments; and a 23% increase in confidence about supporting people with mental health problems.
- Reception, administration and nursing staff showed a reduction in the belief that people with mental health problems are too time-consuming.
- GPs showed a positive change in their belief about patients' ability to be involved in planning and determining their own care.

Find out more and register your interest for future training at www.ttcprimarycare.org.uk

“Getting involved with the project has given me a voice and a real sense of achievement.”



Andy Hollinghurst first heard about Time to Change after reading an article by Alastair Campbell five years ago. He used his experience to deliver training to GPs as part of the pilot.

“I suffered in silence with undiagnosed severe stress, anxiety and depression, and it took me a while to realise that I needed support. I was doing a very rewarding job as a head teacher at a primary school, in an area of great social deprivation. Yet it was very stressful and at times overwhelming. I thought I needed a change of pace, and after making the decision to take a role as an art teacher, I suffered a breakdown after three days in my new role. I never spoke about my anxieties with my colleagues and subsequently had to leave my profession and take early retirement. After finally seeking help and getting counselling I became more and more aware of the challenges faced by services and wanted to do something to address this.

Using a single appointment slot is a really unique way of getting our message across. At first we weren't sure how we would deliver our presentation, carry out an evaluation

and deliver our story in just 10 minutes, as once we get talking it's hard to get us off our 'hobby horse'! But we achieved it and it was a great opportunity to be so involved and to get my story across to so many doctors, nurses and administrators.

Getting involved right from the start and setting up the project made me feel needed and getting up to talk in front of the Royal College of GPs was an exciting moment for me.

The positive impact we have experienced goes beyond statistics. I became more confident the more I talked. Seeing other people open up about their concerns was really positive for me and giving people the chance to hear our stories has helped others to have a more positive experience when they visit their GP. ”

“It seems like mental health is becoming less of a taboo and people are becoming more able to talk about the challenges they are facing. We need to keep the momentum going and get our voices out there.”

Find out more and register your interest for future training at www.ttcprimarycare.org.uk

Changing the hype

Work with African and Caribbean communities

It's vital that when public attitudes change across society, all communities benefit. To help ensure that this happens, we are specifically addressing, and monitoring, stigma and discrimination within Black and Minority Ethnic groups.

We have been focusing particularly on African and Caribbean communities, with activity ranging from advertising on radio stations and in newspapers, to community-based and led events such as the Stereo-Hype festival which we ran in partnership with East London service user group Mellow. We are also funding a range of projects working with a wide range of Black and Minority Ethnic communities through our grants fund, 25% of which was ring-fenced for work with and by these groups (see p14-15 for more information).

With new funding from the Big Lottery Fund, we are now developing more work with African and Caribbean audiences, including targeted social marketing, more events in partnership with local communities, and

“StereoHype...really did challenge perceptions and brought home that there are many faces of mental health issues in our community.”

a new pilot project working with young African and Caribbean men to develop interventions to reduce the discrimination they experience when accessing services.

We're also monitoring stigma and discrimination and the impact of our campaign on Black and Minority Ethnic groups. We have commissioned new surveys looking at discrimination reported by people from different Black and Minority Ethnic communities, and public attitudes among these groups.



Sandra Griffiths is one of Time to Change's Equalities Coordinators working with Black and Minority Ethnic communities. She also organised the Stereo-Hype festival.

Specific work with African and Caribbean communities

- During our January advertising campaign, as well as advertising on community radio stations we ran a partnership with The Voice focusing on stigma and discrimination within African & Caribbean communities.
- We also worked with The Voice to host a round table event for Black Majority churches to consider the role they can play in addressing stigma.
- In February 2013, we worked with Mellow to host the Stereo-Hype festival, an event based around film, music, drama, comedy and wellbeing in February 2013 which encouraged African & Caribbean communities in East London to get talking about mental health. More than 600 people came along and spoke to our 52 festival volunteers.

“I see my role as a facilitator between the communities that make up “BME” and Time to Change. I try to link Time to Change with the aspirations that are being expressed within the communities - ultimately so the campaign reflects the kind of conversations that the communities think need to be had around tackling stigma and discrimination.

For some people it can be more painful when stigma comes from their own community, like it can be more painful when stigma and discrimination emanates from family or friends than from a stranger. People with lived experience talking about what it's like within the community is a powerful way of getting it across, and not saying it's more than what they experience from other communities but saying it's there.

The Stereo-Hype festival in January was a highlight. It created an opportunity for healthy conversations to take place. It enabled people with lived experience to feel valued, either as a volunteer or a contributor or performer. And it enabled Time to Change to reflect on how it engages with the African and Caribbean community.

For a number of people it really did challenge their perceptions of people with lived experience, and brought home that it could happen to anyone and there are many faces of mental health issues in our community, and what they held in their heads is just one. Some of those who came along wouldn't necessarily have said they had a mental health problem, and it opened their eyes about what it means to have mental health

and mental ill health and about how they had discriminated themselves, as employers and in their relationships. It stimulated a real desire to talk.

In the next year I hope to bring the Stereo-Hype festival nationally, and explore with other BME communities whether this model or other models could work for them. I'm keen to support other African and Caribbean networks to skill them up to deliver events. I think that's important - there are lots of different ways we can do it and lots of people with lots of amazing ideas in their communities, and I'm keen to look at ways I can support them with other Time to Change colleagues.”

Working with all communities

Our Equalities Coordinators help to ensure that Time to Change is working with a wide variety of communities and networks who may face multiple layers of discrimination. Here, two of the Coordinators look back on their work.

Oz Osborne – Equalities Coordinator for rural communities

“Encouraging people from rural communities to know about and to be involved in the Time to Change social movement is, ostensibly, the purpose of my role within the campaign.

Much of this work involves mentoring individuals to take our message into rural communities, getting people talking about mental health and removing any sense of shame and stigma associated with doing that.

Reaching out to people in rural communities is hard by its nature: the things that make it difficult (such as isolation, lack of services, reduced opportunities and aspirations) can cause or exacerbate mental health challenges, as well as making it harder to talk about them. Therefore, every person we can reach out to takes us a step closer to our objectives.

Highlights of this year include some great work with partner organisations such as ACRE (Action with Communities in Rural England), working closely with other members of the Social

Leadership team to run events and training addressing people experiencing prejudice in multiple areas of their lives and seeing the development of some of our Champions.

One particular high point was when I was asked to run some Time to Change Village activity at a World Mental Health Week event at Jimmy’s Farm in Ipswich. The activity was run by our Champions and volunteers. They handled every aspect, including talking to local media. The way they added to the capacity of what we were able to do on that day enhanced my faith in Time to Change as the social movement we need it to be.”

Meena Patel, former Equalities Coordinator for older people

“My role involves ensuring that Time to Change addresses the needs and aspirations of older people with lived experience of mental health problems. Some older people grow old with mental health problems, and some develop mental health problems in later life, but often they are invisible.

One thing I’m working on is a partnership programme between Time to Change, the National Development Team for Inclusion and SubCo

– an organisation that supports older people from the South Asian community in Newham. It’s to develop the confidence, skills and capacity of older Asian people, so that they feel able to speak up about their mental health, which we hope results in increased voice, visibility and influence – in families, communities and wider services. Already people have been saying they have been able to have conversations and have been surprised at the response they have got.”

Angela Slater, Equalities Coordinator for disabilities

“I see my role as being to make this campaign as inclusive as possible to people with a range of disabilities – that could be physical, learning or sensory.

I do this in two ways: working within Time to Change, and working externally with Champions who have disabilities. Working within Time to Change, for example, I have helped design an accessible Champions leaflet and helped make the website and events more accessible. Externally, I have worked with Champions who are autistic,

and ran an event which was about giving people with disabilities the chance to tell their stories through blogs – written, spoken and video. It was about finding different ways for people to tell their stories. People with disabilities have different layers of discrimination that need to be heard. Having worked in disabilities for a long time I see how often when people have a disability and they have something else like a mental health problem, one or another gets missed out or dismissed and it’s important that the whole experience gets listened to. The event was

the start of a bigger project to work with groups of people with disabilities around the country.

I’m also working on a Village event in the North East, and I’m working with a couple of disabled people to make it as accessible as possible, for example training volunteers to have disability awareness skills, and looking at signers for the films we show. Throughout the process we’ll be writing down what we’ve learnt and transferring it to other events.”



Time to Change's Equalities Coordinators

Our Equalities Coordinators work with the following groups of people:

- Black and Minority Ethnic communities – Sandra Griffiths (see p27) and Audrey Carmichael.
- Lesbian, Gay, Bisexual and Transgender people – Darren Bee
- Older people – Meena Patel
- People with disabilities – Angela Slater
- Rural communities – Oz Osborne

To find out more about your coordinators visit www.time-to-change.org.uk/champions/regional-coordinators

Pledged organisations



Find out how your organisation can sign the pledge:
<http://www.time-to-change.org.uk/organisational-pledge>



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time to change

let's end mental health discrimination

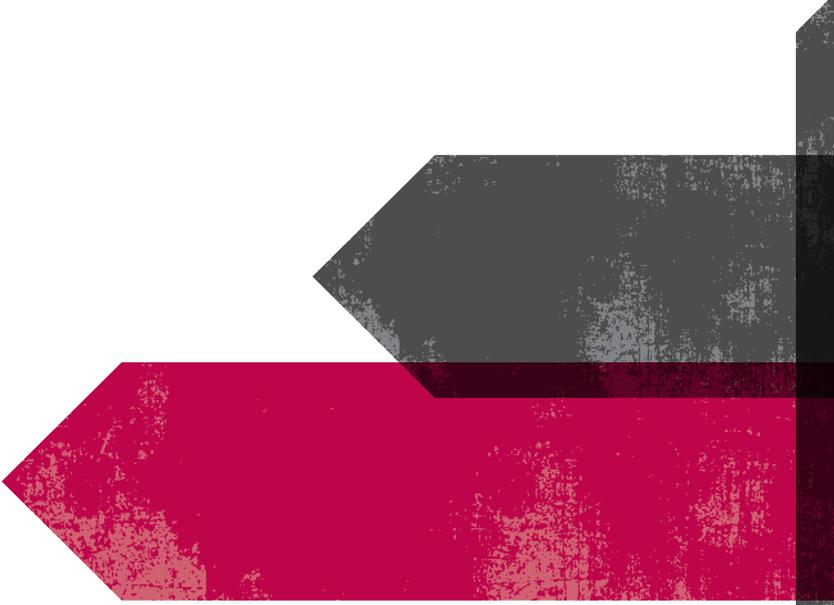
Time to Change is England's biggest programme to end the stigma and discrimination faced by people with mental health problems.

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