

Challenging mental health related stigma and discrimination experienced by Black and Minority Ethnic communities – a summary

October 2012

Time to Change is committed to ensuring that all communities benefit from a reduction in mental health discrimination, and is focusing on involving people from Black and Minority Ethnic communities throughout the programme, including strategic development and decision making as well as delivery. Time to Change recognises that stigma and discrimination vary across groups and communities, and that cultural context will affect the way that communities talk about mental health and engage with people with mental health problems. Accordingly, Time to Change is monitoring and addressing stigma and discrimination within Black and Minority Ethnic communities alongside work to change attitudes and behaviour among the whole population.

Phase 1: 2007-2011

Activity

The first phase of Time to Change involved some targeted work with Black and Minority Ethnic groups, including:

- A targeted social marketing campaign with the South Asian community in Harrow (2011), which reached over 4,000 people with 67% of those who saw the campaign reporting improved opinions of people with mental health problems.
- The Open Up project funded initiatives led by people with mental health problems to challenge stigma locally. Six of the 28 projects (21%) were Black and Minority Ethnic-focused.
- The Education Not Discrimination project, which provided training to professionals, worked with GP surgery staff with a focus on issues for people from Black and Minority Ethnic communities.
- A review of diversity across the programme (2009) and implementation of its recommendations including diversity training and resources for staff.

Impact

Evaluation by the Institute of Psychiatry, King's College London showed a 2.4% improvement in public attitudes nationally and a 3% increase in the number of people who reported no discrimination in any area of their lives, and an 11.5% reduction in the average levels of discrimination reported in 2011 compared to 2008. However, there were differences among Black and Minority Ethnic groups compared to the national sample, with lower scores on questions related to attitudes and intended behaviour among Asian, black and other non-white respondents. On the other hand, measures relating to knowledge of mental health showed that black respondents scored higher than white respondents.

Whilst the surveys monitoring discrimination reported by people with mental health problems showed reductions in discrimination, numbers of non-white respondents remained low (85% of respondents were white British in 2011, an improvement on 94% in 2008), despite measures to increase the number of non-white respondents including an information sheet in 13 languages and recruitment of participants through NHS Trusts working with Black and Minority Ethnic groups. In Phase 2, specific research is being commissioned with people from Black and Minority Ethnic groups using Black and Minority Ethnic services, to increase the sample size in order to measure national impact.

Phase 2: 2011-2015

A review of impact on Black and Minority Ethnic communities was commissioned in 2011 and recommendations are being taken forward. This included recommendations about priority Black and Minority Ethnic audiences and the chosen priority is the African Caribbean community. Time to Change is also measuring impact on Black and Minority Ethnic groups more widely. Specific activity with Black and Minority Ethnic communities, coordinated by a dedicated Black and Minority Ethnic Coordinator post, includes:

Governance, management and dedicated staff resources

- The Senior Management Group (SMG), Time to Change's strategic decision-making board, includes a Black and Minority Ethnic representative with experience of mental health problems.
- The Programme Advisory Board (PAB), which provides advice and expert opinion to Time to Change, includes Black and Minority Ethnic representation.
- The Operational Management Team, which makes recommendations about budget allocation and project planning to the SMG, includes the Black and Minority Ethnic Coordinator.
- The Black and Minority Ethnic Coordinator also works with staff to ensure there is Black and Minority Ethnic representation on all project and evaluation advisory groups.
- As well as the Black and Minority Ethnic Coordinator, two Equalities Coordinators have a focus on working with Black and Minority Ethnic communities. They are responsible for making links with Black and Minority Ethnic groups and individuals, and providing expertise and support across the whole programme.

Activity

- 25% of the £2.7m grants fund is ring-fenced for Black and Minority Ethnic groups and in the first round 48% of the fund was awarded to projects led by and working with Black and Minority Ethnic groups.
- To inform the development of the new pilot children and young people project, the Afiya Trust undertook research with young people from Black and Minority Ethnic communities. The campaign is being piloted in the West Midlands, specifically chosen as an area which has the largest non-white regional population outside of London.
- The 2012 burst of the social marketing campaign included adverts on community radio stations run by and for the black community. Evaluation showed that people from Black and Minority Ethnic communities had similar levels of campaign recognition to all respondents.
- The criteria for selecting locations for community engagement events include reaching Black and Minority Ethnic audiences. A flagship event took place at the Leicester Caribbean Carnival in August 2012 and an event for African and Caribbean audiences in East London is being planned, in partnership with community groups, for February 2013.
- Time to Change is proactively recruiting and training Champions from Black and Minority Ethnic communities. For example, an event took place in London in July 2012 that focused on engaging older people from African and Caribbean communities.
- In October 2012 Time to Change co-hosted a multi-faith event with the Archbishop of Canterbury to develop work with faith leaders and communities around mental health.

Evaluation and impact of Phase 2 to date

Research has been commissioned into public attitudes amongst Black and Minority Ethnic communities and will be conducted on an annual basis. Time to Change will also measure levels

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of discrimination experienced by people using mental health services from Black and Minority Ethnic communities.

In addition, evaluation of the 2012 campaign oversampled Black and Minority Ethnic participants to ensure there were sufficient numbers to analyse the impact of the campaign. This showed similarly high levels of recognition amongst the Black and Minority Ethnic sample as the rest of the target audience: there was 81% prompted recognition after the campaign burst. Compared to those who were not campaign-aware, Black and Minority Ethnic respondents who were aware of the campaign had higher levels of knowledge about mental health, were less likely to stereotype people with mental health problems as dangerous, and scored higher in relation to intended behaviour towards people with mental health problems.

Time to Change will continue to review its activity and targets in relation to Black and Minority Ethnic groups and will seek to gain learning and insight through project delivery, as well as specific research into the attitudes and experiences of people from Black and Minority Ethnic communities.