

**time to change
medway**

let's end mental health discrimination

Medway Bright Ideas Fund

Application Guidance



**Transforming
health and social care
in Kent and Medway**

**A BETTER
MEDWAY**
Easier ways to be healthy

Time to Change campaign

Time to Change is a growing social movement working to change the way we all think and act about mental health problems. Since Time to Change began in 2009, we've already reached millions of people and improved attitudes and behaviour towards mental health.

Despite the progress 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.

But the reality is that mental health can affect anyone. Statistically, 1 in 4 of us will experience a mental health problem in any given year. That's why Time to Change is so important. No one should have to fear being treated differently because of a mental health problem.

What is Time to Change Medway

Time to Change Medway Hub was established in 2019 and is a partnership of organisations who are working together to end mental health stigma in Medway.

The Hub is supported by Medway Council and Porchlight, working in Partnership with local voluntary sector organisations such as The Sunlight Trust, North Kent Mind, MEGAN CIC, Nucleus Arts and Medway Diversity Forum. The hub is co-designed and led by those with lived experience of mental health problems. The partnership meets regularly and is implementing an action plan aimed at reducing mental health stigma in Medway. Time to Change Medway is supported by Kent and Medway Sustainability and Transformation Partnership.

Time to Change Medway has been introduced as evidence shows that mental health problems are common and that many people with a mental health problem experience stigma and discrimination. The hub has a particular focus on targeting men, as evidence indicates that men are less likely than women to seek help with their mental health, with there also being higher rates of suicide among men than women.

The following statistics are taken from Men's health forum: September 2017 data:

- Just over three out of four suicides (76%) are by men and suicide is the biggest cause of death for men under 35
- 12.5% of men in the UK are suffering from one of the common mental health disorders
- Men are nearly three times more likely than women to become alcohol dependent (8.7% of men are alcohol dependent compared to 3.3% of women - Health and Social Care Information Centre)
- Men are more likely to use (and die from) illegal drugs
- Men are less likely to access psychological therapies than women. Only 36% of referrals to IAPT (Increasing Access to Psychological Therapies) are men

Time to Change Medway aims

Modern life presents pressures and demands which can adversely impact mental wellbeing and prevent people from flourishing. Time to Change Medway aims to raise awareness of these pressures and empower people to feel better able to talk about their lived experiences with the ultimate aim of reducing the stigma and discrimination linked to mental illness present in our community.

The key aims of Medway Time to Change are:

- To increase people's understanding of the impact of stigma on men's mental health
- To improve attitudes about men's mental health
- To enable men to seek support for mental health support
- To develop understanding of interventions in challenging male mental health stigma that can be replicated and further developed across Kent & Medway

The Hub will also work towards increasing the number of Time to Change Champions there are in Medway. Time to Change Champions are people who have lived experience of mental health problems who campaign to change the way that people think and act about mental health. These are people who self identify as having or having had a mental health problem, they do not need to have a formal diagnosis.

Time to Change Medway Bright Ideas Fund

The purpose of the Bright Ideas Fund is to reduce mental health stigma in local communities by enabling more conversations about mental health to take place in Medway.

When people talk to each other and establish common ground, prejudices and assumptions are often challenged and replaced with mutual understanding and respect. This can lead to changes in attitudes and behaviours, and Time to Change has shown this is an effective way to reduce stigma and discrimination.

These conversations can happen in many ways, including: at events, through one to one conversations or online.

Projects and activities should support one or more the key aims of Time to Change Medway above, as well as increasing the number of conversations around mental health in Medway. Organisations who are awarded funding will:

- Deliver a 'bright idea' that enables conversations around mental health to take place in Medway
- Work with Time to Change champions to design and deliver social contact conversations

As part of Time to Change Medway we will be distributing £10,000 through the Bright Ideas fund to or activities that allow conversations around mental health to take place.

The focus of Time to Change Medway hub is reducing mental health stigma among adults, therefore funding will be available for ideas that aim to reach adults aged 18+.

Our 2019/2020 Bright Ideas fund timetable:

Thursday 12 December: Applications open for Bright Ideas Fund

20 January 9am: Bright Ideas fund closing. (Applications to be submitted by email or post as detailed later in this document)

24 January 2020: Champions to meet and discuss applications

30 January 2020: Successful applicants notified

February 2020 - May 2020: Bright Ideas fund activity period

06 February 2020: Time to Talk Day. Time to Change Medway hub will host an event to celebrate the Community fund awardees and to promote Time to Change in Medway

We are also running some drop in contact sessions where you can come along and get any advice and guidance on your application:

Thursday 19 December 14.30 - 16.30: Nucleus Arts Centre, High Street, Chatham

Wednesday 8 January 14.30 - 16.30: Sunlight Centre, 105 Richmond Rd, Gillingham

Eligibility for the Bright Ideas fund

Are you actively involved with Time to Change Medway as a champion, or a champion within a recognised community group? If not, are you willing to be?

This funding is available to recognised organisations or charities. We are not currently able to provide grant funding directly to individuals. If you are an individual and would like to find out more about holding a Time to Change activity in your community, please contact Medway Time to Change hub (details on the back page).

Is the application led by people with lived experience of mental health problems, or is there a strong commitment to ensuring this is developed through the award?

Lived experience leadership is a key element for the sustainability of Time to Change Medway. You do not have to have lived experience yourself to apply for the funding, but you will need to talk about how you aim to include people with lived experience in your application.

Are you dedicated to recruiting Time to Change champions?

We will be looking for all applicants to be supportive in the development of Time to Change champions to ensure the continued success of Time to Change Medway. If you are successful, we will give you a specific target around the number of champions we would like you to recruit. We will be offering face to face training sessions during the application time period. Should you wish for us to come to you and run a bespoke Time to Change Champion Training session for your group please contact us.

Do you have a creative means of engaging the wider population in the Conversation around Mental Health?

We want the Bright Ideas fund to be used as creatively as possible and to engage with people in communities who are removed from the mental health message currently.

Time to Change Champions across the country have been running activities and events for over 10 years. For examples of the creativity and diversity of these ideas, please look at the Time to Change website: <https://www.time-to-change.org.uk/champions/portal/activity-ideas>

Will people in Medway (or a specific District within Medway) be able to engage with the event or activity?

The aim of Time to Change Medway is to ensure that we get men in Medway, and people they are mostly likely to speak to, talking about mental health. However, this does not mean that we will not look at applications which include a more diverse section of the community. We would encourage all applications which aim to reduce mental health stigma and discrimination for adults across all Medway communities.

We would like to understand more about your target audience and any existing stigma; to do this we ask that you use the Recorded and Intended Behaviours Scale (RIBS) before and after your activity. We will happily have discussions with you about how this would work as part of the application process.

Items that can't be funded

- Equipment (i.e. cameras, computers etc.)
- Training courses
- Salary costs
- Activity solely based in a workplace (i.e. not public facing / community based).
- Fundraising activities
- Already existing or ongoing projects and events*

*Time to Change have often found that conversations that take place at non-mental health specific events work well and reach people who might not attend a mental health event. Therefore ideas for new activities at an existing events can be considered for funding.

If the answer is yes to all the above questions then please submit your attached application for to the following email address: TTCMedwaychampions@porchlight.org.uk

or in paper form to:

Pam Burniston/Rob Howell
Time to Change Medway Hub
c/o Porchlight
18-19 Watling street
Canterbury
CT1 2UA

Application process

Stage 1

You submit your application and will receive an e-mail confirming it has been received. People can submit applications over a period of five weeks. You won't hear anything more about your application until after the deadline for all applications has passed, so don't be concerned if you don't hear anything for a while.

Stage 2

Applications are assessed by a panel. The panel will have between three to five members. These will be individuals who are involved in the Time to Change Hub in your area as well as at least one person who has experienced mental health problems themselves. Panel members have to declare any conflicts of interest they have. If you know someone well who is on the panel, it is likely they won't score your application.

The panel will score applications using a scoring criteria. The scoring criteria is the same for each application, which helps ensure all applications are judged fairly.

It may be that we invite you in for an interview to discuss your application in more detail. We may want to clarify plans or to ask about target figures as part of the monitoring requirement as these may vary due to the intended reach of the project/activity. This may be via email, phone or in person.

Stage 3

The panel will let you know whether your application is successful or unsuccessful.

If your application has been successful

You might be asked to make some small changes to your application to get the funding. For example, you might be asked to give a bit more information about your budget. In some cases you might be able to accept your funding straight away.

Either way, you will be asked to sign an agreement that puts in writing what you are responsible for and what the organisation that is giving you the funding is responsible for. Once the agreement is signed you will be able to start using your funding!

We ask that all successful candidates:

- Participate in an event on Time to Talk day in February 2020
- Monitor the outcomes they expect to deliver
- Produce a final report (of approx. two pages in a template designed by the Time to Change hub)
- Produce at least one case study demonstrating the project's impact, including a photo
- Complete Time to Change's social contact training
- Register your event on the Time to Change website
- Sign up to the Time to Change pledge

All of these requirements will be discussed as part of the application.

If your application has been unsuccessful

Sadly, we won't be able to give funding to everyone and some of you may be unsuccessful. This can happen for lots of reasons so try not to be too disheartened. You will be given feedback as to why your application was unsuccessful.

For more information about the Application Process or Time to Change Medway, please contact:

Pam Burniston on **07921605849**
email **pamburniston@porchlight.org.uk**

For guidance on Champion training or involvement, please contact:

Rob Howell on **07920 226591**
or email **robhowell@porchlight.org.uk**