Time to Change – the social movement for mental health

Executive Summary

Introduction

“I will talk about my own experiences to help break down stigma”
pledge on the Time to Change website

This March the Time to Change programme will launch its 2011 activity by asking people to think about their perceptions and misunderstandings about what it is like to have a mental health problem.

We won’t be preaching or telling people what they should and shouldn’t do. Instead we’re trying to inspire the “penny drop” moments which lead to changed attitudes and changed behaviour.

We started this debate in 2009 by creating the space for issues around mental health to be aired. Two years on, we can point to a track record of success, encouraging statistics and rigorous evaluation.

But nothing speaks louder than the experience of the people whose lives we have touched. Those who have felt that because of Time to Change they are able to speak out about their mental health issues, to discuss them with friends, family and work colleagues.

Those who have felt that Time to Change has given them a “safe” space in which to reveal their problems. Those who have taken a message of solidarity from the experiences of others and those who have decided, thanks to Time to Change, to campaign against the stigma and discrimination which still persists in our society.

“Being a Time to Change media volunteer has made me feel part of a bigger campaign, which is good medicine against the feelings of isolation that mental health problems sometimes lead to.”

We have thousands of such inspirational stories of bravery, courage and determination. They are the stories of an emerging social movement bringing us ever closer to the crucial “tipping point” which will see stigma and discrimination around mental health no longer socially acceptable and the emergence of a new period of respect and social justice around mental health.

The sign that we had reached this change would be marked when the disclosure of a mental health problem is routine and unremarkable when it happens during a first date, filling out an application for college, becoming a new member of a congregation, joining a sports team, running for election, or looking for somewhere to live.
This bid document sets out why the continuation of Time to Change will be the most effective way of moving towards and perhaps achieving this “tipping point” where more people are willing to speak out about their experiences and challenge discrimination, generating more positive public attitudes and behaviour which will, in turn, make it easier for others to open up and seek help at an earlier stage.

We also set out detailed targets for Phase II, all of which will bring that “tipping point” closer and potentially move beyond it.

We have a track record of success. This bid sets out how, by harnessing the passion, expertise and commitment of the voluntary sector, people with lived experience of mental illness and by touching every part of society in the wider social movement we have started to put in place, we can together eradicate stigma and discrimination.

The story so far
Time to Change is an evidence-based England-wide social movement tackling stigma and discrimination by delivering behavioural change. The first such programme of its kind in England, it is run by the mental health charities Mind and Rethink, with rigorous evaluation provided by the Institute of Psychiatry.

The first four years of this programme has been funded by £4.5m from Comic Relief and £16m from the Big Lottery Fund, which comes to an end in September 2011. Time to Change has already started to shift social norms but this momentum needs sustaining to secure lasting change and a society that accepts mental health issues as an unremarkable part of everyday life where disclosure is more routine and commonplace.

This bid for funding is to implement a second phase of an evolved programme that will extend to all ages and build an even broader and more dynamic social movement. The coalition Government has made tackling stigma and discrimination (and building a social movement for mental health) a priority in the ‘No Health without Mental Health’ strategy and mental health remains a domestic priority for Comic Relief.

Where next?
The Government’s Mental Health strategy has a clear objective to tackle stigma and discrimination, and to create a dynamic social movement for mental health.

Our ambition is to build an even broader movement of supporters from all sectors and communities, and change the way that civil society in England thinks about mental health discrimination.
Based on a track record of effective change, we have developed a fully integrated model of activity for adults and set out plans to develop a programme for children and young people in the next phase.

Our second phase of work aims to nudge the public further forward with behaviour change and support more people with mental health problems to tackle stigma and discrimination and become more active citizens in their communities.

Over the next three and a half years a fully integrated programme will be delivered consisting of:

- **A children and young people** work stream including social marketing, social leadership, social contact, skill and knowledge training, and online activity. There will be two regional pilots undertaken with local partners and an intergenerational approach promoted.

- An audience insight driven **social marketing** programme targeting the general public and providing a banner for all other activity, incorporating social media, digital channels, advertising.

- A local grants programme and national events that generate opportunities for the public to have meaningful **social contact** with people with lived experience (in person and virtually)

- **Social leadership** that recruits and nurtures the skills and confidence of a wide range of people with mental health problems and carers to tackle discrimination and stigma at individual, local and institutional levels (as part of the social movement)

- A **social movement** that will secure high profile support for the mission to break down stigma and discrimination and institutional change at national and local level across a broad spectrum of society (e.g. companies, voluntary, NHS, statutory, sports, and other sectors) and audit the impact of this policy change. We will work with organisations that will enable us to reach children and young people, working-age adults and older people.

- A **media engagement project** that will provide an advisory service to broadcast media, pro-actively engage TV drama and news producers, scriptwriters, and commissioners and hold an annual print media conference in order to improve reporting and representation of people with mental health problems. Working with Mind, Rethink and other members of the newly formed mental health PR group this work will support efforts to secure board-level support from media companies and increase more support for Time to Change.

- **Website and online media and social media** (Facebook, Twitter, YouTube) will support all aspects of the next phase of work and act as the digital hub for co-ordinating Time to Change and be a vital platform for public engagement and support people to take action to tackle stigma and discrimination.

There will be **evaluation** of national knowledge, attitude and behaviour change, analysis of media reporting, and further research to assess the impact of social contact, social marketing, social leadership and the children and young people’s pilots.
Knowledge, attitude and behaviour change of the public (at a national level) and the impact of some activity will be measured using a range of existing tools with analysis undertaken independently by the Institute of Psychiatry and additional research companies.

**By 2015 (*)&........
- Public knowledge, attitudes and behaviour will be improved by 5%
- The number of people with mental health problems leading discrimination-free lives will be increased by 5%
- The areas of life in which people with mental health problems experience discrimination will be reduced
- The confidence and ability of people with mental health problems to take action to tackle discrimination will have improved
- The social capital of people with mental health problems will have improved by increasing their access to social resources
- A wide range of organisations across all sectors and communities will be active participants in the social movement for mental health
- We will have piloted two fully integrated approaches working with children and young people
- We will have reached 35 million people in England with clear and effective messages

(*) See detailed appendices for how we will assess and evaluate these measures.

**Why Time to Change?**
Despite the widespread nature of mental health issues, almost nine out of ten people affected by them (in England) experience discrimination from employers, families and friends, members of local communities and from health professionals.

This discrimination is costly – it prevents people from fulfilling their social and economic potential as active citizens and stops people from seeking help. The annual cost of mental ill health in England has recently been estimated to be £105.2bn.

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1 Viewpoint Survey 2009, Institute of Psychiatry, King’s College London and Rethink (April 2010 – as yet unpublished)
2 New research from the Institute of Psychiatry, King’s College London for Time to Change has established the costs of discrimination using a new tool (the Cost of Discrimination Assessment) This shows that a third of people with mental health problems had, at some time, avoided seeing a GP because of stigma and discrimination and 16% had used a GP less due to the same reason in the last six months.
3 Centre for Mental Health update report (October 2010)
Research\textsuperscript{4} shows that investment in an anti-discrimination programme can provide \textit{substantial economic benefits and save costs of public services}.

Time to Change has built a \textit{grassroots social movement} to tackle stigma and discrimination that has harnessed support from all sectors\textsuperscript{5} and inspired community leadership from people with mental health problems - millions of people have already seen our work, and tens of thousands of people with mental health problems are actively involved in leading this social change.

It has the driving force of the voluntary sector behind it. This is \textbf{Big Society in action, encouraging changes in behaviour rather than demanding it.}

Time to Change is beginning to deliver \textit{behaviour change} amongst the general population in England and tens of thousands of people with mental health problems are actively involved in leading this social change.

With \textbf{robust measurement of outcomes} by the Institute of Psychiatry at King's College London, there is evidence that public behaviour is beginning to improve:

\begin{itemize}
  \item 4\% reduction in discrimination experienced by people with mental health problems\textsuperscript{6}
  \item 2.2\% improvement in national public attitudes (since Time to Change began). \textsuperscript{7}
\end{itemize}

Whilst we don't claim that all of this change is attributable to Time to Change we do know, from evaluation data detailed in section 1.1 (b), that we are fuelling change; the public (in our target audience) who are aware of the Time to Change campaign are moving further forward in knowledge, attitude and behavioural intentions than those who are not. An example is the estimated additional 847,394 people in our target audience (who were campaign aware) who said they would be willing to work with someone with a mental health problem in the future.

\begin{quote}
  “\textit{It was interesting because it highlighted that some people might not be interested in interacting with a person with a mental health problem while making you think that you might have been prejudiced in the past too.}”
\end{quote}

Quote from a member of our campaign audience (from research)

The partners and the teams behind Time to Change have built up a large amount of expertise and shared this learning with a wider range of organisations to support other work in this field.

\textsuperscript{4} Time to Change Economic Results, Institute of Psychiatry King's College London (July 2010 - as yet unpublished)
\textsuperscript{5} Hundreds of local and national organisations have actively supported us the Premier League, the FA, BT, E-ON, the NUS, universities, local authorities, police forces, veterans' organisations, mental health trusts, primary care trusts, and voluntary sector organisations. Plus thousands of pledgers, over 35,000 Facebook supporters and around 3,500 Twitter followers.
\textsuperscript{6} Viewpoint Survey 2009, Institute of Psychiatry, King's College London (April 2010 – as yet unpublished)
\textsuperscript{7} Attitudes to Mental Illness 2010 Research Report (Office of National Statistics March 2010)
In the early years of the programme support from the mental health and social care sector, from high-profile celebrities, and the involvement and leadership of people with mental health problems was critical.

Our ambition was then to move beyond the mental heath sector and secure the active support of organisations in other sectors. There is clearly an appetite to support this work as we now have high street names from the retail sector and well known sports brands behind the movement.

**Conclusion**

There is an emerging recognition that mental health discrimination prevents people from seeking help and playing their part in society.

Over the last three years, the public have begun to think again about mental health, and people with mental health problems have started to see the difference.

There is now a chance to embed this change so that (hundreds of) thousands more people can benefit, and that this approach can be extended to children and young people.

Whilst understanding the realities of the current economic climate, from our evidence we believe that investment in Time to Change would reap economic dividends and provide the coalition Government with a unique opportunity to play a watershed role in ending one of the last and mostly costly taboos in our society.

For Comic Relief this is an opportunity to ensure that the work they have generously invested in so far reaches the widest audience possible, has a lasting legacy and drives public attitudes and behaviour beyond the tipping point that is required to really conquer the UK’s last taboo.

> “Seeing other people challenging the stigma of mental health problems has given me the confidence to be open in public about my experiences and to speak up for others.”
> Quote from Time to Change Facebook fan

> “I am always campaigning against stigma, I take Time to Change postcards with me wherever I go and have struck up so many conversations with people about it – on the bus, at Slimming World, in the shops!

> There are still hurdles to overcome but the campaigning I have been doing and the new friends I have made through Time to Change both online and in real life mean I feel a lot more confident now.”
> Quote from Claudette Lawrence, a Time to Change Champion
Programme Principles

- **People with lived experience** (ie people with mental health problems and carers) will occupy leadership roles internally to the programme and externally in delivery of the programme.

  *We need the heart and soul of our work, and that of organisation we will work in partnership with, to operate in adherence to this key principle. This is not just a guiding principle but also how we achieve our mission – empowering and nurturing leadership talents that will help drive wider social change.*

- **Evidenced based delivery.** We will continue to review and evaluate future work to ensure delivery is effective and that learning is achieved on an on-going basis and shared widely.

  *This will mean regular and timely evaluation data to assist regular learning and review processes and wide dissemination.*

- **We will work in partnership across sectors to build a broad and inclusive social movement for mental health.** We will build on the foundations of the existing Time to Change movement and secure active support from all sectors across all age ranges and a diverse range of communities and to monitor our impact within them.

- **We will provide best value by:**
  1. Working in partnership with other anti-stigma work in the sector (thereby avoiding duplication)
  2. Providing new resources and building expertise to effectively tackle stigma and discrimination in key audience groups and build leadership
  3. Making knowledge, research and tools widely available and actively promoting our learning through a range of dissemination activities – in England, the UK and internationally (as we have done in Phase One).