

## ShowCase

### Time to Change

**Topic:** Mental health

**Organisation:** Time to Change (a partnership between Mind and Rethink)

**Location:** England

**Dates:** 2009 to 2012

**Budget:** £20.5 million over 4 years (£7.5 million for social marketing campaign)

**Website:** [www.time-to-change.org.uk](http://www.time-to-change.org.uk)

**Contact:** Katherine Crawshaw

**Email:** [katherine.crawshaw@rethink.org](mailto:katherine.crawshaw@rethink.org)

**Telephone:** 020 7840 3141

**time to change**

**let's end mental health discrimination**

### Overview

Time to Change is England's most ambitious programme to end discrimination faced by people who experience mental health problems. It is run by Mind and Rethink, and is funded by the Big Lottery Fund and Comic Relief. It is being evaluated by the Institute of Psychiatry at King's College, London.

The programme of 35 projects involves: local community projects; a national high-profile campaign; a mass-participation physical activity week; legal test cases; and training for student doctors and teachers.

The nationwide anti-stigma campaign, which this case study focuses on, includes national advertising, PR, social media, community engagement and information resources. The campaign focuses on changing behaviours towards people with mental health problems, rather than just raising awareness of mental health issues.

### Key results:

- 4 per cent decrease during 2009 to 2010 in the overall level of discrimination reported by people who experience a mental health problem
- 6 per cent reduction during 2009 to 2010 in the number of people who reported losing a job due to a mental health problem
- Over 117 organisations have run activities to support Time to Change

## 1. BEHAVIOUR

- 5 per cent positive shift in attitudes towards mental health problems
- 5 per cent reduction in reported discrimination
- Increase public awareness of mental health, reaching 30 million adults in England
- Increase ability of 100,000 people with mental health problems to challenge discrimination
- Engage 250,000 people in mass participation physical activity events

## 2. CUSTOMER ORIENTATION

- Desk research to consolidate all the existing data, learning and evidence on what works
- Stigma Shout consultation (survey and workshops) with service users and carers on stigma and discrimination
- Focus groups and in-depth interviews with the target audience (i.e. people who could potentially be causing stigma and discrimination)
- Lived Experience Advisory Panel (LEAP), made up of 12 people affected by mental health issues, helps shape overall programme

## 3. THEORY

- **Social Contact Theory:** Discriminatory attitudes and behaviours can be challenged by bringing people in direct contact with each other

## 4. INSIGHT

- Stigmatising behaviour often subconscious
- Unaware that people face discrimination because of mental health problems
- Fear of mental health problems
- Mental health lacks visibility
- Lack of understanding and knowledge about mental illness
- Unsure of what to say or do around someone with a mental health problem
- Support of friends is crucial
- Friends can feel drained and withdraw from a relationship with someone with a mental health problem
- Personal connection is key to engagement

## 5. EXCHANGE

### Barriers:

- Misperception that mental illness is uncommon
- Fear of those with mental health problems
- Apathy and lack of personal relevance
- Belief that people with mental health problems are not productive members of society or in the workplace

### Solutions:

- Awareness-raising campaign, with celebrity-endorsement
- Website with online forum, blog, personal stories, videos
- Opportunities for social contact
- Training programmes for professionals

## 6. COMPETITION

- Negative stereotypes about people with mental illness
- Negative, sensationalised news coverage
- Other anti-discrimination and social issue campaigns

## 7. SEGMENTATION

### Target audience:

- Men and women in their mid-20s to mid-40s
- From middle to lower socioeconomic groups
- Have some proximity to people with mental health problems (but not close family members) – friends, colleagues, wider family
- ‘Subconscious stigmatisers’

## 8. METHODS MIX

- 28 local community projects
- Nationwide anti-stigma campaign – mass media advertising, website, online films, PR, social media, roadshow, free resources
- Get Moving – week of physical activity events
- Time to Challenge – enforces legal rights of people with mental health problems
- Open Up – links up people with experience of mental health problems to support one another
- Education Not Discrimination (END) – training for professionals who have a significant impact on the lives of people with mental health problems