

Our impact

time to change

let's end mental health discrimination

2019/2020



Funded by



Run by





A message from our Director

Jo Loughran



Since Time to Change began in 2007 we have made some incredible progress in the fight against mental health stigma and discrimination. We've reached millions of people and have seen public attitudes towards mental health improve by 12.7%.

As our current phase of funding comes to an end on 31 March 2021, we're looking ahead to our future. Despite the progress we've made, we know we still have a long way to go.

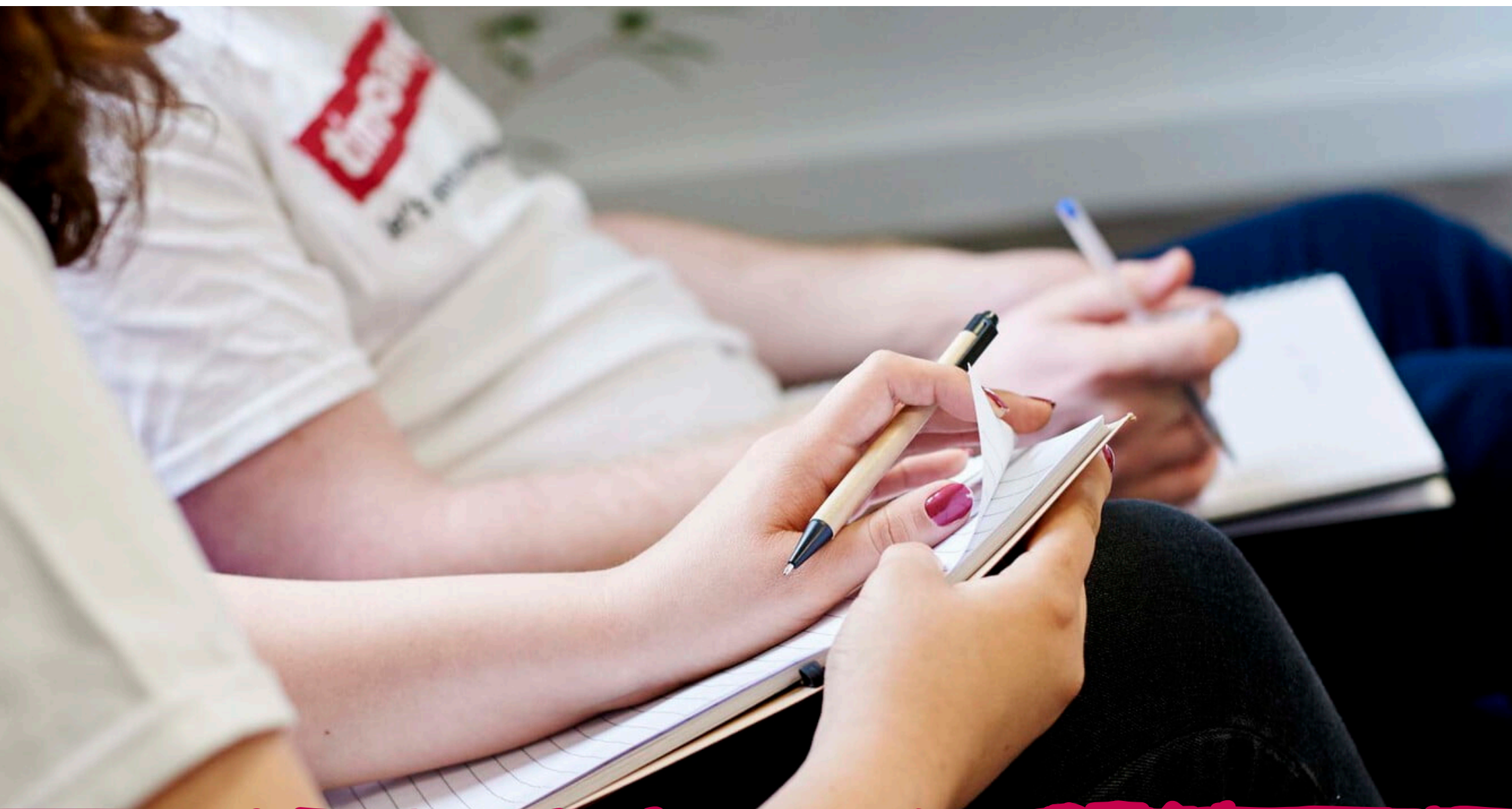
Throughout 2019/20 we spent time talking to people with lived experience to shape our future work and we know that mental health stigma and discrimination still has a devastating impact on too many lives. It prevents people from accessing support, finding employment and having open conversations with their friends, family and colleagues. Ultimately, it can exacerbate mental health problems and has the potential to be life-threatening.

As we deal with the impact of the global coronavirus pandemic, mental health has never been more important. And ending mental health stigma and discrimination is fundamental to ensuring that people are able to get the support they need.

That's why the work of Time to Change is still so important. With the right support from those around them, people can recover or manage their condition and have equal opportunities in all areas of life. Encouraging people to open up to mental health – to talk and to listen – is the first step.

As a social movement our voice gets stronger and louder as we grow in numbers. We have thousands of Champions across the country who are campaigning in their communities, our network of Hubs brings together local organisations to change attitudes in their area, while our pledged employers and schools create spaces where people can open up about mental health. Together they are sharing their stories and showing people that it's good to talk about mental health – in fact it's healthy.

Jo Loughran
Director of Time to Change



**Time to Change is run by
Mind and Rethink Mental Illness**

Time to Change is England's most ambitious campaign to end the stigma and discrimination faced by people who experience mental health problems.

Stigma and discrimination ruins lives. It denies people with mental health problems the opportunity to live their lives to the full. It denies people relationships, work, education, hope and the chance to live an ordinary life that others take for granted.

**Paul Farmer,
Chief Executive of Mind**



It's hard enough to experience mental health problems, without having to face the judgement, shame and isolation that often surrounds them.

Stigma and discrimination has such a big impact on the lives of our supporters and members and that's why we want to end it.

**Mark Winstanley,
Chief Executive of Rethink Mental Illness**



Our vision

Time to Change is a growing movement of people changing how we all think and act about mental health problems.

As the national anti-stigma campaign for England, our voice is stronger and louder thanks to funding from the Department of Health and Social Care, Comic Relief and The National Lottery Community Fund.

Our campaign is run by Mind and Rethink Mental Illness, and thousands more organisations have joined us to make change happen.

We exist because the attitudes of others stop people with mental health problems getting the help and support they need. Too many people with mental health problems are made to feel isolated, ashamed and worthless.

We want everyone with a mental health problem to be free of fear and to have equal opportunities in all areas of life. We believe that this generation can be more open about mental health problems than any generation before.

Our vision is an inclusive society where people's lives are not limited by mental health stigma and discrimination. We aim to bring this about by achieving our mission: challenging stigma and discrimination at societal, institutional, community and individual levels with people with lived experience leading change.

**60% SAID
MENTAL HEALTH
STIGMA AND
DISCRIMINATION
IS AS BAD OR
WORSE THAN THE
PROBLEM ITSELF.¹**

**1 IN 4
EXPERIENCE A
MENTAL HEALTH
PROBLEM IN ANY
GIVEN YEAR.**

1. From a Time to Change 2015 survey of 6,000 people with lived experience of mental health problems.



Our aims

We want to end mental health stigma and discrimination by:

- Improving public attitudes and behaviour towards people with mental health problems.
- Reducing the discrimination that people with mental health problems report in their personal relationships, their social lives, and at work.
- Making sure even more people with mental health problems are empowered to take action to challenge stigma and discrimination in their communities, in workplaces, in schools and online.
- Creating a sustainable campaign that will continue long into the future.





Our model

In order to change attitudes, reduce discrimination, and empower people with lived experience at a national level we work across an interlocking set of core projects.

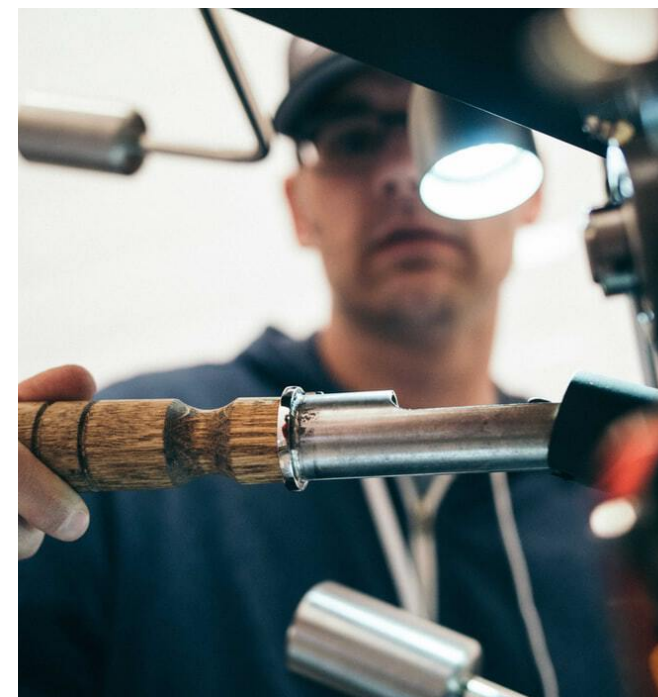


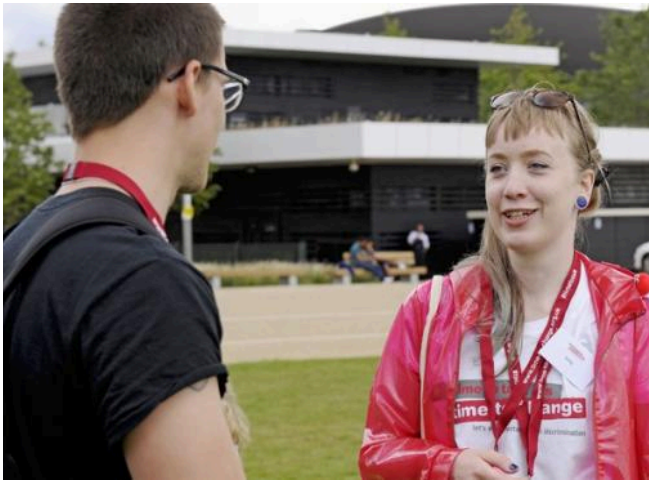
Schools

Helping young people, teachers and parents to improve knowledge, attitudes and behaviour via senior leader networks, a variety of classroom and assembly plans, and by supporting Young Champions to lead activity within their schools.

Workplaces

Helping employers to create more open workplaces where staff are encouraged to talk and listen through our Employer Pledge.





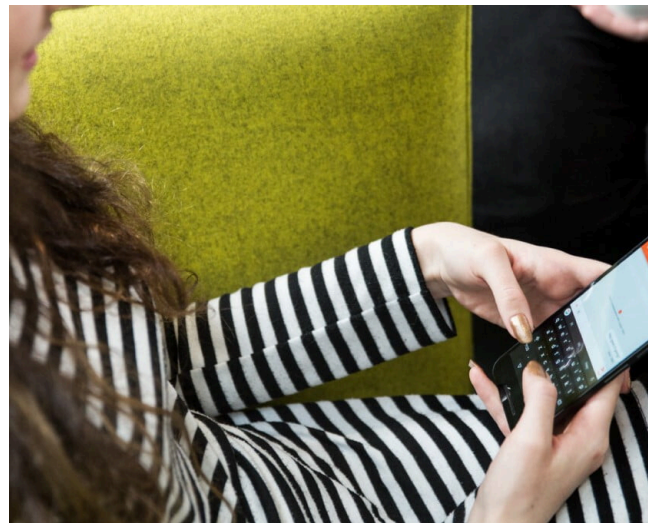
Communications

Using audience insight we run national social marketing campaigns that change attitudes; our annual Time to Talk Day event aims to get the nation talking about mental health; and we use social media and media to challenge stereotypes and keep the conversation flowing.



Communities

Supporting organisations and individual Champions to make positive change happen locally through our network of Hubs. Hubs are partnerships between Champions, representatives from health and wellbeing boards, local authorities, and mental health and voluntary sector organisations, who use local knowledge to embed and sustain anti-stigma work in their local area.



Research and evaluation

Alongside our core projects, our research and evaluation team work to provide high-quality and usable evidence of our impact, as well as collaborating internationally with the Global Anti-Stigma Alliance and the United Kingdom and Ireland Alliance of anti-stigma charities to share expertise.



Lived experience leadership

Lived experience leadership is central to our model. Time to Change was set up because people with lived experience of mental health problems told us that the effect of stigma and discrimination on a range of life areas was worse than their mental health problem itself.

We began our journey by asking people with lived experience and carers what they considered to be the most pressing issues that our campaign should help them to address.³

People with their own experience of mental health problems are at the forefront of Time to Change, working at every level of the organisation, including as part of our governance structure (our Senior Management Group), within project management and delivery, and as Champions – a network of thousands of people across England with their own lived experience who we support to challenge mental health stigma and discrimination when they see it, hear it or experience it.

People with lived experience help lead Time to Change:

- In our governance structure, we have Lived Experience Advisors who are members of our Senior Management Group and help us set our strategy, scrutinise our progress and support our leadership team to deliver against our aims.
- Regional Coordinators are employed in all regions across England to support local activity and to train and support champions to challenge stigma and discrimination.
- Champions campaign in their communities, workplaces, schools and everyday lives, and play an integral role in leading each of our local hubs, including being part of steering groups and delivering training.
- Our network of media volunteers tell their stories in the media, and we support people to talk about their experiences online.
- Acting in an advisory capacity by helping us evaluate different areas of our programme.
- By running thousands of events on Time to Talk Day and across the whole year to change attitudes and behaviours towards mental health problems.

3. Our 2008 'Stigma Shout' survey received 3,038 responses from people with lived experience of mental health problems and 661 carers in order to understand people's experience and priorities. See: Corry, P. Stigma Shout: service user and carer experiences of stigma and discrimination (Time to Change, 2008) <https://www.time-to-change.org.uk/sites/default/files/Stigma%20Shout.pdf>



Case study - Time to Talk Day

Time to Talk Day is the one day of the year when we all come together to get the nation talking about mental health.

Started in 2014, it's been held annually on the first Thursday of February ever since. Today, it's established in the calendar for the mental health sector, employers, schools, supporters of Time to Change and other mental health charities, as well as the media and politicians.

Time to Talk Day 2020 was our biggest event yet. Over 40,000 workplaces, schools, sports clubs and supporters downloaded our Conversation Packs to get involved and we sent out over 6,600 Chatterbox resource packs full of ways to get people talking.

Thousands of events and activities took place across the country, while #TimeToTalk was the number one trending topic on Twitter for much of the day. Mind shops across England invited shoppers in for a cuppa and a chat, while a pop up choir in County Durham brought together singers of all abilities to talk about mental health, raise awareness and challenge stigma.

In total, 2.26 million people talked about mental health more than they usually would on the day and in the run up. Of those who took part, 87% said they were more likely to talk about mental health as a result.



Our achievements 2007-2020

Since Time to Change began in 2007, we have reached millions of people across England to improve attitudes and behaviour towards those of us with mental health problems.

Our latest data from 2018/19 shows a 3.1% improvement in attitudes amongst the adult population compared to our baseline data from 2016/17. This equates to an overall 12.7% change since we started collecting data in 2008 – that’s 5.4 million people with improved attitudes since the campaign began.

We have also seen people’s willingness to live, work and continue a relationship with someone with mental health problems improve by 12% (comparing our 2018/19 results with our 2009 behaviour baseline).⁴

People aren’t only thinking differently, they’re acting differently too. Between 2008-2016, people with mental health problems were less likely to report having experienced discrimination in the past 12 months because of their mental health, and those who had experienced discrimination reported experiencing less.⁵

In the media, things are getting better too. In 2016, we found for the first time that newspaper coverage of mental health was more likely to be positive than negative.⁶



4. Attitudes to Mental Illness 2017 (data from December 2016) – research carried out by the Institute of Psychiatry, Psychology and Neuroscience, King’s College London. Report available on request.

5. From 2008 to 2014 there was a 6% increase in the proportion of secondary service users reporting no discrimination in the past 12 months, while the average amount of discrimination fell from 42% to 28% of the life areas (such as workplace or social contexts) surveyed. Corker E, Hamilton S, Robinson EJ, Cotney J, Pinfold V, Rose D, Thornicroft G, and Henderson C, ‘Viewpoint survey of mental health service users’ experiences of discrimination in England 2008–2014’, *Acta Psychiatr Scand* 2016; 134 (Suppl. 446): 6–13.

6. Anderson C, Robinson EJ, Krooupa AM, Henderson C, ‘Changes in newspaper coverage of mental illness from 2008 to 2016 in England’, *Epidemiology and Psychiatric Sciences* 2018; 4: 1-8.

In workplaces, schools, communities and online, Time to Change is leading the challenge to mental health stigma across England. People who are passionate about changing the way we all think and act about mental health are at the core of our social movement.

That includes thousands of people who have their own experience of mental health problems.



A snapshot of our achievements

**2,000 SCHOOLS
DELIVERED
ASSEMBLIES
AND LESSONS**

**1,160 CHAMPIONS
CHALLENGING
STIGMA**

**800,000
FOLLOWERS
ON SOCIAL MEDIA**

**1,500 EMPLOYERS
SIGNED THE
PLEDGE**



Our goals 2016-2021

Despite the progress we have 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. They also don't see how their attitudes and behaviours can influence others' experiences of mental health problems.

That's why in our third phase, from 2016 to 2021, we're working to reach these people. We are making an extra effort to reach men. From our national research, we know that men are more likely to have negative attitudes towards mental health, and are less likely to talk about it.

We are also prioritising reaching young people, to equip this generation to be more open about mental health problems than any generation before. We want young people to understand that mental health problems can affect everyone, and being there for a friend can make a huge difference.

We have set ourselves ambitious goals for 2016 to 2021. We want to achieve:

- a further 5% improvement in attitudes amongst the adult population
- a further 5% reduction in discrimination reported in personal relationships, social life, and workplaces
- 75% of our champions with lived experience reporting increased empowerment when engaging in time to change activities.



Our progress

We are well on our way to achieving these goals, with our latest data (2018/19) showing a 3.1% improvement in attitudes amongst the adult population compared to our baseline from 2016/17.

This equates to 12.7% (5.4 million people) with improved attitudes since the campaign began.



Our activities 2019-2020



Through our activities in workplaces, schools, and communities across England, and using our national campaigns and online presence, we ensure our reach is maximised to meet our goals.

Our activities in 2019/20 have included the following:

Workplaces

Through our Employer Pledge programme, we help employers improve their workplace culture and practices to support staff and open up conversations about mental health. In 2019-20:

- 1,306 people signed up as Employee Champions.
- 380 new employers signed our Employer Pledge, reaching 1,006,181 employees.
- 87% of new Employee Champions took action in their workplace.

Of our new pledged employers:

- 93% delivered training to line managers/staff.
- 80% reported changing their HR policy.
- Having taken part in Time to Talk Day 2020, 97% of Employee Champions think their organisation is more likely to talk about mental health.

Case study - Good Energy, pledged employer

Good Energy signed up to the Time to Change Employer Pledge in May 2019, after 11 employees undertook mental health first aid training and were inspired to do more to tackle mental health stigma in their workplace.

This enthusiastic team of mental health first aiders have been key to Good Energy's success and, crucially, they've had the support of senior management from the start.

One of their main goals has been to make employees aware of the services that Good Energy provides to support their mental health. This includes free counselling but also discounted gym memberships and access to the mindfulness app 'Headspace'.

To help increase mental health awareness, the team organised events to coincide with Time to Talk Day, including a breakfast talk session, badge making and a company walk. Building on this, Good Energy has planned a programme of activities based around the mental health calendar, including events for World Mental Health Day, World Suicide Prevention Day and Anti-Bullying Week among many others.

To help open up conversations about mental health, Good Energy have created a space on their intranet specifically for sharing experiences of mental health as well as advice and tips. Good Energy are still working on breaking down the barriers surrounding mental health but they've made a great start in raising awareness and forging an open and safe company culture.

Communities

Our network of local Time To Change Hubs – partnerships between Champions, statutory bodies and third sector organisations – are leading the way in changing how people think and act about mental health in their communities.

In 2019/20, we:

- Supported our 38 Hubs across the country.
- Trained 1,377 adult Champions to build their campaigning skills and confidence.
- Welcomed 2,688 new adult Champions.



Schools

We work with young people, schools, parents and teachers, as we believe that this generation can be more open about mental health problems than any before.

In 2019/20 we supported:

- 710 schools to create action plans, reaching approximately 426,000 young people aged 11-18.
- 838 schools to deliver our 'Ask Twice' educational campaign.
- 10 new senior leader peer support networks, who will make sure that mental health stigma and discrimination are priorities on the school agenda.
- 65 Young Champions to campaign in schools, online, and in their communities (they delivered 1,183 social contact conversations this year).

Case study - World Mental Health Day 2019

For World Mental Health Day on 10 October 2019, Young Champions in the North East organised and delivered a bespoke training session for pupils and teachers from the North and South West Durham Learning Federation, a federation of special schools.

The Young Champions focused the session on active listening skills, to demonstrate one way that people can be in their mate's corner. Together they created an hour long session that explained stigma and discrimination and introduced Time to Change's campaigns, alongside an activity around active listening. One of the Young Champions who is autistic suggested ways to ensure it was accessible to our audience; for example highlighting that active listening doesn't have to mean eye contact, it can be facing someone instead.

The group delivered the session to 25 pupils and 5 staff. Students were engaged and interested in our campaigns and were making plans to have 'wellbeing warriors' at the schools – pupils who would look out for others who might be having a hard time.

The school had already signed the Time to Change Employer Pledge and were committed to creating a school environment where mental health was spoken about openly.

As one teacher said, a child can't learn if they're anxious, so supporting young people's mental health must come first.

Social marketing

All too often, people say they're fine when they're not. In 2019/20 our social marketing campaign centred on the second stage of 'Ask Twice'.

Using a mix of digital, radio and out of home advertising, along with media partnerships, the campaign encouraged people to ask a form of 'how are you?' a second time if they felt their friend was acting differently.

In total we reached 28.6 million adults – that's 63.6% of all adults in England.

Case study - Charlie3000 on Facebook Messenger

We worked with creative agency, Ogilvy, in collaboration with Facebook Messenger to create a Chatbot aimed at giving men tips on how to chat to their mate experiencing a mental health problem.

The tips 'Chatbot Charlie3000' offered up were created with extensive input from people with lived experience of mental health problems and the look, feel, tone, gifs, memes and videos were selected from target audience feedback.

Launching on World Mental Health Awareness Week 2019, Charlie3000 helped encourage just under 68,000 conversations about mental health around the country and nearly 50% of people who used it said they found talking to Charlie easier than searching for tips online.



Communications

We use our communications to challenge stigma and discrimination and open up conversations about mental health.

In 2019/20 we achieved:

- 2,585 pieces of media coverage
- 2 million visitors to our website
- 97,000 new social media followers
- 296 people sharing their story with our support online and in the media



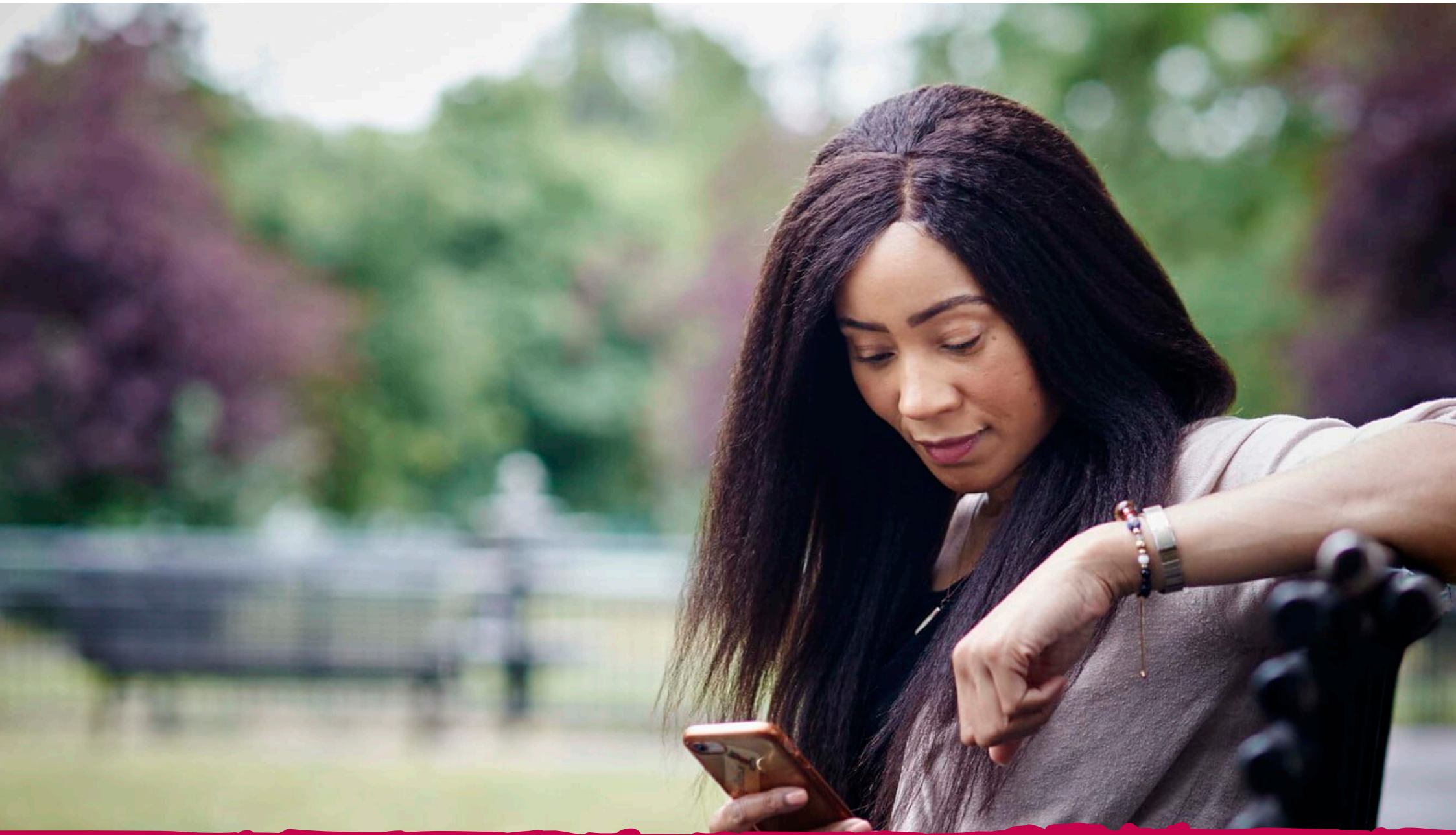
Time to Talk Day

Time to Talk Day 2020 took place on 6 February, and we provided a range of resources with the aim of getting the nation talking about mental health.

For Time to Talk Day, there were:

- 74,200 uses of #TimeToTalk
- 13,600 downloads of editable posters
- 6,600 resource packs distributed





Our evidence and impact

Time to Change is a sector-leading, evidence-driven campaign. That means we use our research and evaluation both to understand mental health stigma and discrimination and to help us make strategic decisions about the direction and focus of the campaign.

To help us collect robust impact data, we use experienced independent evaluators for all of our projects. The Centre for Mental Health also act as expert Evaluation Advisors and provide oversight of our project evaluations and our evaluation strategy.

Time to Change is not the only campaign looking to improve attitudes and behaviour towards people with mental health problems.

We do not claim that changes in attitudes or indicators of discrimination are due to our work alone – we believe we are a part of a society-wide shift away from a place where mental health stigma and discrimination are seen as acceptable. Given the time-specific nature of our ambitious goals, we will only be able fully to judge our impact in 2021.

As the programme has progressed since 2016, though, we have collected evaluation data on our individual projects, as well as baseline data for our core outcomes – namely **attitudes, discrimination, and empowerment.**





Attitudes

In 2018/19 we collected data on changes in national attitudes towards mental illness. By repeating the same methodology every year, we are able to track changes over time in a valid and reliable way. Comparing our 2018/19 data to our 2016/17 baseline, we saw a further 3.1% improvement in attitudes amongst the adult population (9.6% to 12.7%). Since we spoke to a nationally representative sample, we can say that this corresponds to an additional 1.3 million people with improved attitudes since our 2016/17 baseline (5.4 million since Time to Change began).

Our target is a 5% change by 2021, so based on data collected so far we might even hope to exceed our target. We measure changes in attitudes through the Attitudes to Mental Illness (AMI) Survey, which uses a 27-item tool based on the Community Attitudes to Mental Illness (CAMI) scale. The AMI survey is carried out by Kantar TNS and overseen by the research team at the Institute of Psychiatry, Psychology and Neuroscience at King's College London.



Discrimination

To measure the reduction in discrimination we use Mind's Big Mental Health Survey (BMHS) to ask people with lived experience if they have been treated unfairly because of their mental health problem in a range of life areas, including family life, their role as a parent, their relationships, education, employment, and when getting help for their mental and physical health. The BMHS is a large national mental health survey, carried out by the Picker Institute and overseen by the Mind research team.

We use the BMHS to report progress against our discrimination outcome every other year. The BMHS 2017 had 5,034 respondents from England and gave us useful baseline data by establishing levels of discrimination experienced by respondents. The BMHS 2019 had 7,204 respondents from England and showed changes in discrimination reported by respondents in their friendships and relationships (a decrease of 5%), from their families (a decrease of 3%), and in their social life (a decrease of 5%). However, discrimination experienced in employment increased by 4% (although that reported in education and training decreased by 10%). In three of our four prioritised areas we are therefore in line to meet our target of a 5% decrease in all these areas by 2021.



Empowerment

We measure empowerment directly through a survey of our Champions. Our independent evaluators BDRC administer an online survey, which asks Champions if their confidence has increased as a result of working with Time to Change.

This survey reached 796 Champions in 2019/20. In 2019/20, 72% of our Champions with lived experience reported feeling more confident to challenge stigma and discrimination (compared to 61% in 2018/19).

By 2021, we hope this figure will grow even more to 75%. Our qualitative research found that Champions feel empowered by four aspects of working with Time to Change: the community, signposting, resources, and credibility that association with Time to Change offers.



Time to Change Global

Mental health problems know no boundaries; nor does discrimination. They affect people of all ages, all income groups and all cultures. In 2018, the Time to Change Global programme launched to challenge mental health stigma and discrimination in Ghana, Nigeria, Kenya, Uganda and India. 2019/20 was an exciting year for the programme, with activity starting in all five countries.

While mental health stigma may be present in almost every community around the world, the realities of stigma and the related discrimination look very different for each individual – based on who they are, their experiences and on the community and context in which they are living. Training, capacity building and ongoing support was developed and delivered to reflect the needs, skills and experiences of the different programme partners, Project Coordinators and Champions.

In each location, Champions have engaged the public through social contact activities. A total of 111 Champions shared their personal experiences of mental health problems through more than 11,000 conversations with people in their local communities.



“

Speaking up about mental health is the surest way to end the stigma and create more safe spaces for anyone going through a hard time.”

Christine, Champion, Uganda



Between October 2019 and February 2020, social marketing campaigns were launched in Ghana, Nigeria, Kenya and Uganda. These campaigns have used the story-telling core of social contact activities to reach a wider audience through paid media channels. In-depth evaluation work in Ghana and Kenya revealed that the Ghana campaign led to a statistically significant increase in positive attributes relating to intended behaviour. In Kenya, the campaign delivered a statistically significant increase in the levels of knowledge among the target audience.

“

“What is encouraging is the knowledge that in other countries the same thing is happening... This common drive to end mental health stigma has bound us together as Champions and friends. We are moving forwards together to change the world.”

Edward, Champion, Kenya



Corporate partnerships

Key partnerships help us to amplify our message and strengthen our voice. Our partnerships in 2019/20 have included:



PG Tips

Unilever's Time to Change Pledge is to provide the best possible employee wellbeing support. To do this, Unilever have implemented a comprehensive action plan to raise awareness around mental health and wellbeing in the workplace.

PG tips have supported our Time to Talk Day for the last two years. They have kindly supplied free teabags and, this year, free boxes of tea for participating people and businesses. Their support has also resulted in above the line co-branding and advertising, helping Time to Change expand our reach.

Sussed

Sussed, the conversation card game, partnered with us in 2019 to help get more people talking about mental health.

Sussed included branding and information about Time to Change in their conversation card packs, and created four special edition cards to help start conversations about mental health on Time to Talk Day.

These cards were sent out to 6,600 individuals, employers and schools to get people talking across the country.



Lived Experience Advisors

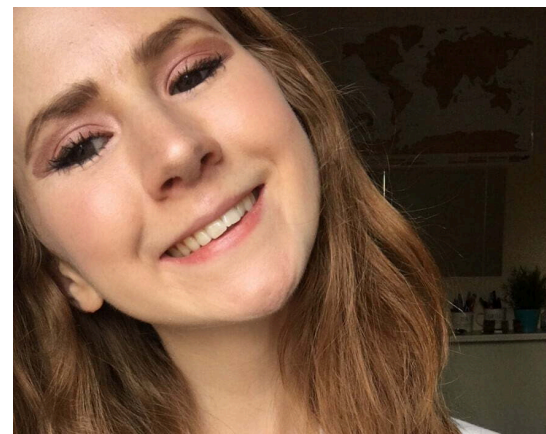
Our Lived Experience Advisors are part of the Senior Management Group. They help set our strategic direction, scrutinise our progress and support teams to deliver our aims, ensuring that lived experience has a voice at the top level of the campaign.



Chris

During my years of being involved with the campaign, the most inspiring thing I've seen is the people who, because of Time to Change, now have a voice.

People who have faced constant stigma and discrimination now feel that they can speak out and share what they've been through and offer hope and the opportunity to do the same for so many others.



Megan

Time to Change provides people with a safe place to discuss their own experience with mental health knowing that work is being done to break down the stigma that is so often associated with it.

The first step to being able to access mental health support is feeling able to talk – and no other campaign has so consistently been at the forefront of breaking down those barriers like Time to Change.



Neelam

Time to Change is so important because I'm not aware of any other charity, organisation or movement that is tackling mental health stigma and discrimination on such a large scale with sustainability in mind, and a long term plan in maintaining the progress in improving attitudes to mental health.

Whilst being rigorous in ensuring gathering and recording data to influence the next steps of the work, Time to Change's work is well thought-out and effective. For example, in the Ask Twice campaign, you can really see the expertise, research, and work invested into the campaign.



Jason

I wanted to get involved with Time to Change to support the difference the campaign makes on a national scale.

There is a long history of mental health problems within my family, so I know all too well the effect that mental health stigma and discrimination can have on people's lives. By normalising talking about mental health, people are able to feel less marginalised, isolated and ashamed, and are more likely to seek the support that they need.



Acknowledgements

Our voice is stronger and louder thanks to funding from the Department of Health and Social Care, Comic Relief and The National Lottery Community Fund.

We would also like to thank the following people and organisations, for their generous donations and support of Time to Change: Andrew Clarke, Barclays Life Skills, Bauer Media, Central England Co-op, Doug Sanham, Emma Stowers, Enterprise, Ford of Britain, Gemma Shiel, James Martin, Jerry O'Sullivan, Joanne Baldock, Johnny Pitt, Jonny Jacobs, Launch Group, Lazy Oaf, McVitie's, Mischief PR, Natalie Alexopoulos, Nido X, Ogilvy, PG tips, Pilot Light, Pladis, Revolution Beauty, Sarah Hand, Sarah Khan, Soho House, Steuart Padwick, Sussed, The Marketing Society, Thinking of You, Three, and Xplore Lifestyle. We are always looking to partner with organisations and businesses that can help us amplify our messages and/or raise and donate funds. If you are interested in helping us continue to combat the stigma and discrimination around mental health, please contact us on info@time-to-change.org.uk.

Finally, a huge thank you to all of our Champions, volunteers, Peer Leaders, Hub partners, pledged employers, evaluators, staff, advisory groups, and supporters, and of course to Mind and Rethink Mental Illness. Our work would not have been possible without your support and leadership.

"BEING INVOLVED WITH TIME TO CHANGE HAS BEEN A HUGEY INFLUENTIAL TOOL IN SHARING MY STORY, MEETING OTHER PEOPLE WITH SIMILAR EXPERIENCES, AND CHANNELLING SOMETHING NEGATIVE INTO A POSITIVE."

ADAM

Thank you for reading
**Impact report 2019/
2020**

