

**time to change**

let's end mental health discrimination

# Delivering behaviour change in communities

Impact series



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# Introduction

**Time to Change is a growing social movement working to improve the way we all think and act about mental health problems. By supporting people to be more open about mental health, to talk and to listen, we aim to end the stigma and discrimination faced by those of us with mental health problems.**

To achieve a lasting impact on attitudes and behaviours towards those of us with mental health problems, we work to embed anti-stigma activity in communities across England. This is part of our wider programme of work to change attitudes and behaviours to mental health problems in settings such as schools and workplaces. Meanwhile our national marketing campaign aims to inspire behaviour change among key target audiences.

**We embed behaviour change in communities by:**

- **Empowering people with lived experience of mental health problems to campaign against stigma in their daily lives, by joining our network of Time to Change Champions.**

- **Localising our campaign through a network of Time to Change 'Hubs' - partnerships of Champions, public bodies and voluntary sector organisations, who work to tackle stigma and discrimination in their communities.**





# Social contact

At Time to Change, we define social contact as “conversations that take place between people who have lived experience of mental health problems and those who may not”.

When people talk to each other and establish common ground, we know that prejudices and assumptions are often challenged and replaced with mutual understanding and respect.

This can lead to changes in attitudes and behaviours.



Through our model of ‘social contact’, Champions use their own experience, skills and expertise to help change the way people think and act about mental health.

This adds authenticity to our campaigning and helps us reach more people with our anti-stigma message, increasing the impact of our campaign.

Our network of Time to Change Hubs enables us to maximise the impact of our Champions and to embed anti-stigma work in local mental health strategies across England.



**Empowering Champions**



We know that by empowering people with lived experience of mental health problems – our Champions – to tackle mental health stigma and discrimination in their daily lives, we can reach more people with our campaign and have a bigger impact on attitudes and behaviours towards mental health.

Through induction and training sessions, we create safe spaces where Champions can explore their own experiences, reframe long-held beliefs around shame and self-stigma and share their stories.

We use mentoring and coaching techniques and work alongside Champions to help them develop the skills and confidence needed to speak up publicly and start conversations that change the way people think and act about mental health.

We know that every Champion is different. We value each individual, appreciating the varied ways in which they get involved, and we provide support and advice on looking after their own mental health while undertaking activities as a Champion. Ultimately we want their involvement to have a positive impact on their mental health while improving the attitudes and behaviours of others.



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**"At first I was scared of opening up about my mental health, especially suicide and depression. However, with the help of Time to Change and becoming a Champion for this amazing movement, I am not ashamed to discuss how I feel."**

Elisha, Time to Change Champion

Through our network of Hubs, we also offer financial support to help Champions run anti-stigma activities. We have provided central funding to 16 of our Hubs, which includes a £10,000 fund for each Hub to support Champion-led activities. Champions can apply for up to £500 of funding to cover the costs of running an activity or event.

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**"I needed to be in a room of people that had felt the same feelings and experienced the same stigma but who didn't want to just sit back and accept it... it gave me purpose, direction and belonging."**

Micha Bradshaw, mental health campaigner, workshop facilitator and Time to Change Champion



To ensure that lived experience is at the heart of our work, we also invite Champions to help shape our campaign. We seek their views on the wider strategic direction of Time to Change as well as communication campaigns such as Time to Talk Day.

Champions are also represented on our Senior Management Group by four lived experience advisors, who help to inform our strategy, scrutinise our progress and support our leadership team to deliver against our aims. Our experience tells us that putting lived experience at the heart of what they do is vital for Hubs' success. We offer bespoke training and support, helping them to work closely with Champions and providing resources to engage local communities, employers and schools.





**Localising the campaign**



Through our network of Time to Change Hubs, we are able to maximise the impact of our Champions and our campaign. Hubs coordinate and deliver our campaign at a local level, helping to extend the reach of our messaging and further empower Champions within their area to challenge mental health stigma and discrimination.

As partnerships comprised of Champions, public bodies such as councils, public health, health and wellbeing boards and clinical commissioning groups, and voluntary sector organisations, Hubs are uniquely placed to work alongside, and understand the specific demographics and needs of, local people.

We support Hubs to use that local knowledge to help communities, workplaces and schools end negative attitudes and behaviours towards people experiencing mental health problems in their area. This enables them to make an impact where it is most needed.

While Hubs benefit from Time to Change's established brand, insight and campaigns, it's important that their work is locally recognised and trusted. We support Hubs with local branding and encourage them to develop strategies and messaging that work for their local audiences.

In addition, we facilitate opportunities for Hubs to come together and share ideas, challenges and best practice.

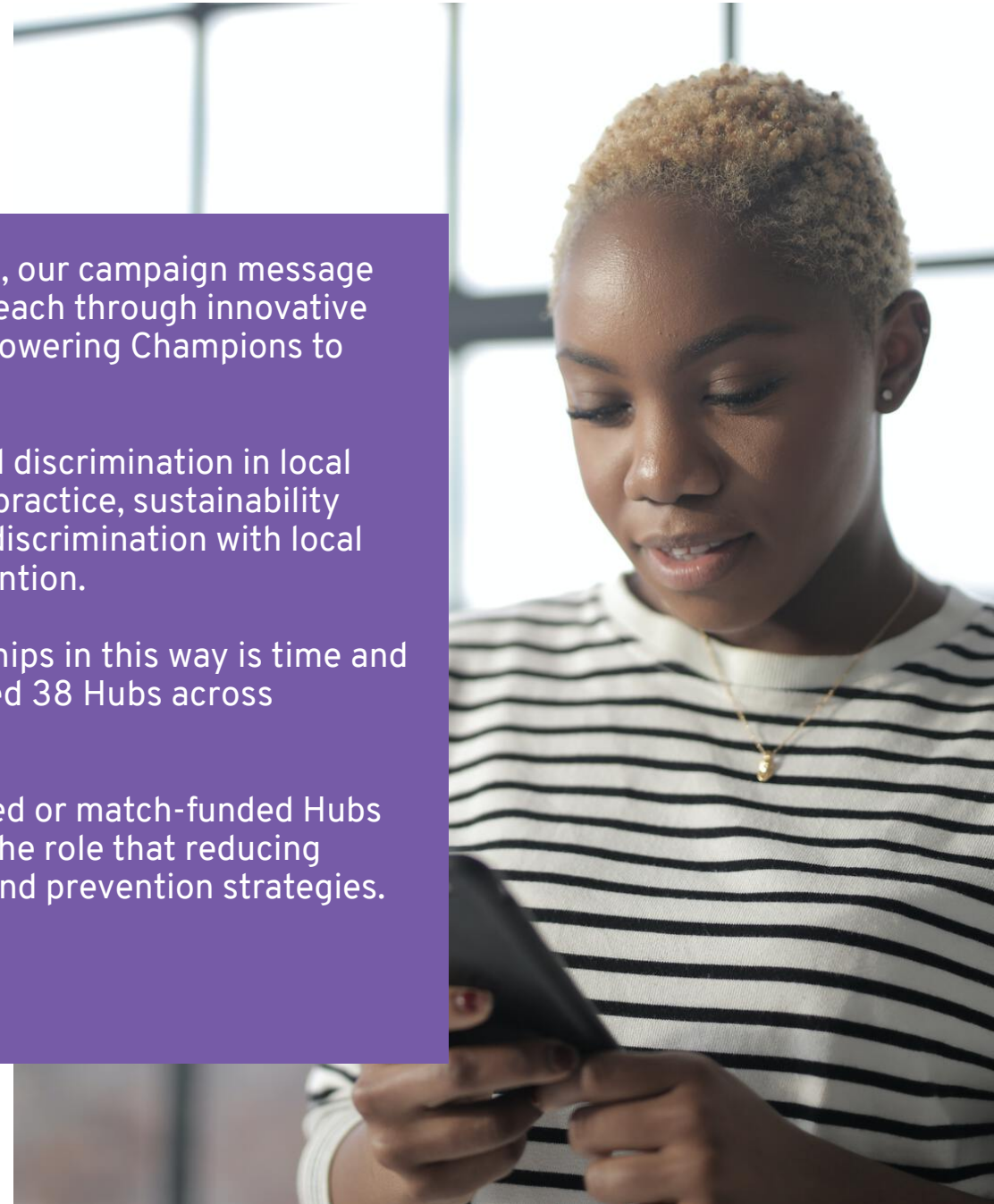


We know that when activity is designed and delivered locally, our campaign message reaches people it might otherwise not. Hubs increase their reach through innovative use of social media and other communication channels, empowering Champions to explore creative ways of reaching wider audiences.

Through our network of Hubs, we embed work on stigma and discrimination in local public and voluntary sector strategies and organisations. In practice, sustainability often means Hubs evolving to combine work on stigma and discrimination with local strategies on mental health, wellbeing, awareness and prevention.

Developing and supporting successful community partnerships in this way is time and resource intensive. However, we have successfully supported 38 Hubs across England.

A key measure of success has been the number of self-funded or match-funded Hubs that have developed over the last five years, recognition of the role that reducing stigma and discrimination plays in wider early intervention and prevention strategies.







## Case study

Sharing lived experience to change attitudes

Sharing personal experiences of mental health problems and stigma is a powerful way to challenge negative attitudes towards people with mental health problems.

Through our Champions programme, we empower people with lived experience of a mental health problem to speak about their experiences. In 2019, 72% of our Champions told us they felt more confident to challenge stigma and discrimination as a result of being involved with our campaign.



Sophie, a Champion who lives with anxiety and Schizophrenia, told us that being involved with Time to Change “gave me the opportunity to finally give something back and to do something that I would never normally do. Just being involved increased my confidence exponentially and helped me to accept my own story”.

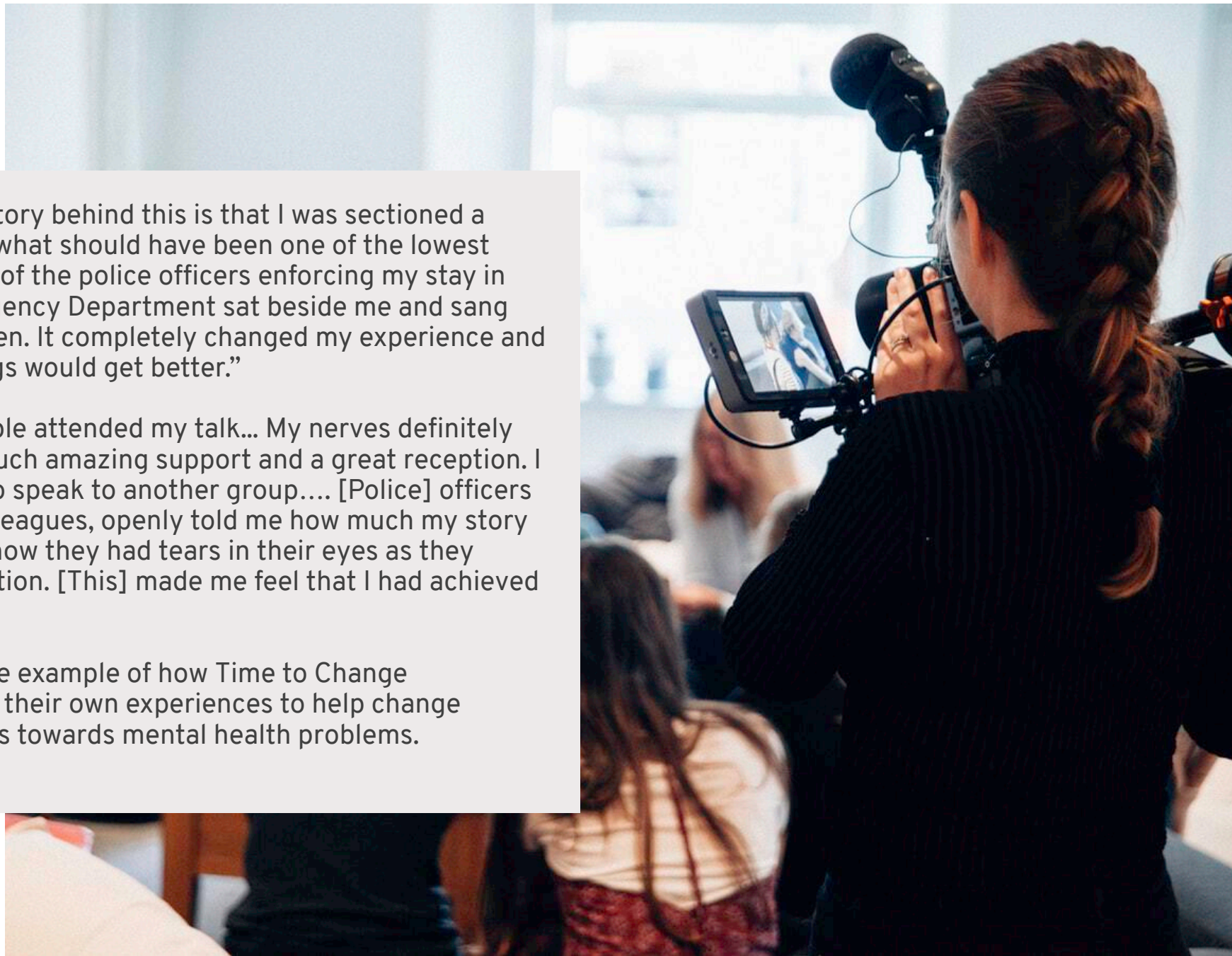
Seeing other Champions sharing their experiences inspired Sophie, and she was offered the opportunity to speak to the Metropolitan Police at New Scotland Yard.



Sophie told us: “The history behind this is that I was sectioned a couple of years ago. At what should have been one of the lowest moments of my life one of the police officers enforcing my stay in the Accident and Emergency Department sat beside me and sang me ‘Let it Go’ from Frozen. It completely changed my experience and gave me hope that things would get better.”

“Approximately 80 people attended my talk... My nerves definitely showed but I received such amazing support and a great reception. I was even invited back to speak to another group.... [Police] officers surrounded by their colleagues, openly told me how much my story had touched them and how they had tears in their eyes as they listened to my presentation. [This] made me feel that I had achieved my aim.”

Sophie’s story is just one example of how Time to Change Champions can harness their own experiences to help change attitudes and behaviours towards mental health problems.





Our top takeaways



Here are our top recommendations if you're looking to embed behaviour change in local communities:

### 1. Put lived experience at the forefront

Harness the expertise, skills and passion of people with lived experience to shape your campaign and drive it forward on the ground.

### 2. Equip your campaigners

Provide your campaigners with training and support to help them develop the skills and confidence they need to actively champion your cause. By doing this they can speak about their experiences and promote positive behaviour change amongst people they come into contact with in their daily lives.

### 3. Work with local organisations

Work with local bodies who are already active in the community. This means that you can benefit from their established community relationships and embed your campaign into existing work streams.

### 4. Be flexible

Know that your message will need to adapt to reach different audiences and communities. Share your experience and insight and support local bodies in developing effective community campaigns. Trust the people who know those communities to tailor your message to increase its effectiveness and reach.

Thank you for reading