

**time to change**

let's end mental health discrimination

Changing attitudes,  
challenging discrimination,  
improving wellbeing



**rethink**

Evaluation partner  
**Institute of  
Psychiatry**  
at The Maudsley  
**KING'S  
College  
LONDON**  
University of London



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# Welcome

“Discrimination is the single biggest problem for mental health policy. How can people recover and establish themselves in the community if they are constantly refused the chance to work or contribute to society?”

Mind's 'Not Just Sticks and Stones' report, 1996

**Feared, ridiculed, misunderstood and isolated.**

**That's how many people with mental health problems are affected by stigma and discrimination.**

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

## Affecting everyone

Mental health problems are a common experience in the 21st century.

Mental health problems also affect families, society as a whole and the economy.

It is estimated that mental health problems cost employers £26 billion a year.\*

Many people go to great lengths to prevent their colleagues finding out they are or have been unwell and line managers often don't recognise early signs of mental health problems.

But things are slowly starting to change.

\*Sainsbury Centre for Mental Health

## Open doors

Over a year into Time to Change's four-year campaign to end mental health discrimination in England, it feels, more than ever, that as a society we are poised for change.

Instead of having to fight hard to get discrimination and mental health on the agenda, the doors are starting to open.

That's great news, but we want to fling the doors wide open.

To do this, we need to get everyone talking about mental health in a new way.

## The time is right

We're working to change attitudes and to empower people to take action: to reduce stigma and discrimination around mental health and to make the issue of wellbeing relevant and important to everyone.

We will do this by raising awareness nationally and supporting community activities locally.

Partnerships across the voluntary, public and private sector will be needed to make this change happen.

So, whether you are a local or national organisation, an NHS trust, a local group, or someone with the individual passion to change the way people respond to mental health, the time to add your voice and take action is now.

In this booklet you can learn more about the work Time to Change is doing to combat stigma and discrimination and improve wellbeing - and, most importantly, how you can get involved.

The Time for Change is now.

Sue Baker, Director, Time to Change





# About Time to Change

## Who we are

Time to Change is England's most ambitious programme to end the discrimination faced by people with mental health problems, and to improve the nation's wellbeing.

The programme of 35 projects is led by Mental Health Media, Mind, and Rethink. It is funded with £16 million from the Big Lottery Fund and £2 million from Comic Relief, and will be evaluated by the Institute of Psychiatry at King's College, London.

Time to Change is backed by international evidence on what works, and has people with direct experience of mental health problems at its heart.

## What we do

We work in partnership with all sectors and communities to tackle one of the greatest social injustices - stigma and discrimination around mental health. We also work to promote the importance of wellbeing to everyone.

Other anti-discrimination programmes have measured their ability to change public attitudes around mental health, but we are the first to aim to change behaviour.

We will measure our success by finding out whether people experience less discrimination.

## Our aims

- Create a 5% improvement in public attitudes towards mental health problems.
- Reduce discrimination by 5% by 2012.
- Empower 100,000 people with mental health problems to address discrimination.
- Engage over 250,000 people in physical activity.
- Produce a powerful evidence base of what works.

**"The stigma of mental illness, like racism, has no place in a civilised society. More than six out of 10 employers freely admit they would not recruit someone with a mental health problem. It is high time that society caught up and realised that it is not okay to be prejudiced against people with mental health problems. If we could break down the shame and prejudice surrounding mental illness, we could encourage people to seek help, and save lives."**

**Professor Louis Appleby**, NHS national director for mental health in England

**"I've stayed away from many parties and other social situations because of a lack of confidence/fear of stigma. It has also stopped me applying for some jobs and joining sports clubs. I have often hesitated to disclose my history."**

From Time to Change's *Stigma Shout* report

## How we do it

Our work to combat discrimination and raise awareness of mental health issues is backed up with local community activities, training and legal challenges. The Time to Change programme is made up of:

- England-wide anti-stigma campaign
- 28 community-based projects
- Open Up - supporting people to challenge discrimination themselves
- Education Not Discrimination (END) - training for trainee teachers and doctors.
- Get Moving - a week of events in October bringing people together to get active, promote wellbeing and challenge stigma and discrimination.
- Time to Challenge - taking individual test cases of discrimination through the courts.

Now is the time to end the stigma and discrimination that too often act as barriers to social inclusion and recovery for people with mental health problems.

**Our vision** is to make life better for everyone by ending mental health discrimination.

**Our mission** is to inspire people to work together to end the discrimination surrounding mental health.

- One in four people will experience mental health problems at some point in their lives.
- Half of people with mental health problems have been harassed or attacked.
- One third of people with mental health problems have been dismissed or forced to resign from their job.
- More than one third of psychiatric patients say they have no one to turn to for help.

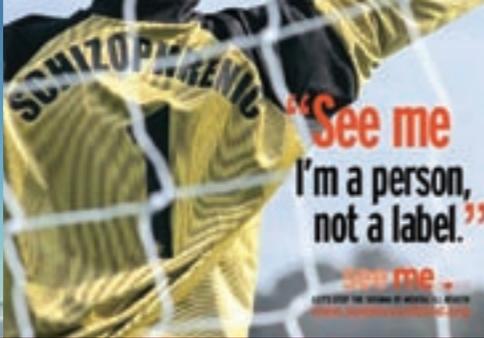
"Challenging discrimination effectively is a highly complex task. The most promising strategy is to combine enforcement of legal rights - the iron fist - with work to challenge powerful beliefs in public and policy debate, coupled with practical, grassroots initiatives that change the nature of interaction between people with - and without - mental health problems."

**Liz Sayce**, chief executive of disability network RADAR

\*In Working for Inclusion, published by the Sainsbury Centre for Mental Health

**"Mental health problems are just part of life. So I think it's time that attitudes came into the 21st century - so that everyone is treated equally."**

**Fearne Cotton**, TV presenter



# Building on what works

## Our approach to tackling stigma and discrimination is based on evidence of what works.

Anti-stigma programmes in New Zealand and Scotland have had a positive impact on attitudes towards mental health.

We're also working closely with SHIFT, the government's mental health anti-stigma programme, which works with employers and the media.

Evidence from these programmes, and from international research, show that the best way to tackle discrimination is to use a range of different approaches.

**That's why our programmes combine national awareness-raising with legal challenges, local community action and targeted training, whilst building the capacity of people with mental health problems to address discrimination for themselves.**

## Setting a precedent: The anti-stigma campaigns in New Zealand and Scotland

### New Zealand - Like Minds, Like Mine

- Two thirds of people discussed the campaign at least once with someone else.
- Eight out of 10 people with direct experience of stigma and discrimination said the campaign helped reduce the impact of both.
- 73% of the public - up from 64% before the campaign - said that people with mental health problems could lead a full life.

Find out about the work in New Zealand at [www.likeminds.org.nz](http://www.likeminds.org.nz)

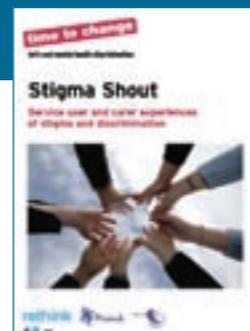
### Scotland - See Me

- Over half of young people in Scotland now believe that mental health should be no barrier to having friends, compared to just a third before the campaign.
- Saw a 57% decrease in derogatory terms used in the media.
- Generally, awareness of promotional activity relating to mental illness increased by more than 40%.

Find out about the work in Scotland at [www.seemescotland.org](http://www.seemescotland.org)

# Stigma Shout

Before planning our campaign, we wanted to make sure we listened to and understood people's experiences of stigma and discrimination.



That's why Time to Change conducted a pioneering stigma and discrimination survey with almost 4,000 people with direct experience of mental health problems and carers, and in-depth workshops involving 100 people.

The Stigma Shout survey and workshops provided a comprehensive picture of people's experiences of stigma and discrimination. This has helped us to develop our campaign effectively.

### Key findings were:

- Nearly nine out of 10 people with mental health problems have been affected by stigma and discrimination.
- Two thirds of people with mental health problems said they have stopped doing things because of the stigma they face.
- A third of people with mental health problems have experienced discrimination from immediate family members.
- Just under half of carers of people with mental health problems want the anti-stigma campaign to target their local community.

**"Often the biggest problem people face isn't actually the mental health problem - it's the stigma and discrimination that goes with it; being turned down for jobs, not being taken seriously, being cut off by friends. That needs to change and that's why the Time to Change campaign is so important."**

Stephen Mangan, British actor



# Empowering people

## Having mental health problems, being physically unfit and experiencing stigma and discrimination can be isolating.

Many people can find themselves cut off from society.

People can lose contact with friends and family, stop working and lose self-esteem.

This delays recovery - and can mean that our society misses out on the contribution of many talented people.

All Time to Change work aims to empower people with mental health problems to be part of society and play an active role in their community.

## Case study: Leading a full life

**Leigh Bailey, above right, took part in our award-winning boxercise project in Croydon. He's gone from not being able to leave his house due to severe depression, to teaching boxercise in schools.**

"These days I wake up in the morning and want to get out of bed. I'm much more open about my mental health problems. I have the confidence not to hide it away. I'm passionate about challenging the stigma around mental health and I hope I can do that by telling people about my depression.

"Life didn't used to be like this.

"I have tried to take my own life several times. Severe depression started in my teens. I had my last episode in 2007.

"In the space of 18 months I was rejected from about 50 job applications - none of the jobs I applied for were beyond my ability. My relationship with my wife and kids fell apart; I lost a lot of weight, had trouble sleeping and could barely leave the house. It was a real low point - I had just given up on life.

"Then, through Mind in Croydon, I heard about the Time to Change boxercise programme.

"At first, doing exercise was a real struggle. But being in a group with the others on the programme was a real comfort. We were all coming from a similar place. We helped each other out and shared advice. Building relationships through the group was a massive confidence boost.

"It was as though the exercise helped to regulate my body and mind. I started going out more, felt more comfortable interacting with other people, and better able to cope with life.

"Now I am training to be a boxing coach. I'm reducing my medication and feel I'm leading a full life."



# Empowering people

## Our work

We have two strands to our work: actively challenging discrimination, and improving wellbeing. The following few pages illustrate how we do this.

There's one common theme which brings all of our work together - social inclusion.

We want to build a society where people with mental health problems are accepted and actively involved in their communities.

While our anti-discrimination work challenges negative public attitudes, our community projects and Get Moving events bring people together and help boost people's confidence through improved physical and mental wellbeing.

This means that people feel more empowered: to make friends, use 'mainstream' services, get actively involved in their communities - and to start applying for jobs and speaking out against discrimination themselves.

## Case study: Fit 4 Life

Getting involved in a Time to Change community project at Andover Mind, gave Adam Hatcher the confidence he needed to get back in to work.

"Until seven months ago, I hadn't left the house for 10 years, felt uncomfortable around people I didn't know, and had no real interest in my physical health or appearance. I had been diagnosed with depression and phobic anxiety disorder.

"Then my community mental health team referred me to the Time to Change Fit 4 Life project.

"Now I'm a different person.

"At first I felt like a loner when I joined the 'Ramble and Fun' and games groups. Over time, though, with the support of the staff around me, I started to come out of my shell a bit more and to interact with members of the groups. I started to feel more confident than I ever had before.

"I worked on an allotment. Getting out and doing things in the open air made me feel more 'normal'. I also started playing badminton regularly, rekindling my interest in my own physical fitness. A relaxation group and yoga group helped me learn techniques to deal with stressful situations; to not think about issues so much.

"I volunteered, helping out with some of these groups, and considered a long-buried desire of mine to get into the world of mental health support work. I applied to do some part-time work for Fit 4 Life and was accepted. This will hopefully be the first step in a new career and life for me."

"The easy way out is to not admit to friends that you have a mental health problem. This is very significant as I am sure that it delays recovery."

From *Stigma Shout*

# Combating stigma and discrimination

## Why we are taking action

Silence.

That's what many people with mental health problems live with.

It can be difficult to talk openly with friends - even family. Many people keep their personal lives secret from work colleagues. It can be difficult to be honest with health professionals about how they're feeling.

All because of stigma and discrimination.

Stigma and discrimination prevent people with mental health problems from doing everyday things like going to the pub or shops or having relationships with family and friends.

Stigma and discrimination prevent people speaking out, attempting to find jobs, joining in social situations and seeking help. This means that society as a whole misses out on the positive contribution of people with mental health problems.

Stigma and discrimination ruin lives.

We want to change that.



"1 in 5 people have dandruff. 1 in 4 people have a mental health problem. I've had both."

Ruby Wax



**“It’s odd, but people found my cancer easier to deal with than my depression.”**



“Many people, like me, have a mental health problem. Many more have a problem with that.”

Stephen Fry

## How you can get involved

### Run a campaign

Could you or your organisation help run a local campaign or event? You can download our toolkit and order free resources online at [www.time-to-change.org.uk/toolkit](http://www.time-to-change.org.uk/toolkit).

### Work in partnership with us

Is your organisation committed to ending mental health discrimination? Get your organisation to pledge to take action against discrimination. Find out about working in partnership with Time to Change and signing our organisational pledge. Contact us at [info@time-to-change.org.uk](mailto:info@time-to-change.org.uk).

### Share your story

Tell your story of stigma and discrimination as part of our campaign or on our website, or become a media volunteer. Contact us on [info@time-to-change.org.uk](mailto:info@time-to-change.org.uk) or **020 8215 2356**.

### Join the Open Up network

Link up with others who have experienced mental health problems, for support, advice and inspiration to take action against discrimination. Call **020 7700 8171** or join the online network at [www.open-up.org.uk](http://www.open-up.org.uk).

### Stand up for change in court

If you've experienced discrimination, contact our legal team who may be able to work with you to take your case through the courts. Email [legalunit@mind.org.uk](mailto:legalunit@mind.org.uk).

**Myth:** Mental health problems are very rare.  
**Fact:** Mental health problems affect 1 in 4 people.

# Combating stigma and discrimination

## What we are doing

### Campaigning

From January 2009, we will launch a national campaign to break down the myths surrounding mental health problems. We'll run adverts on TV, radio, public transport and in the national press. We will distribute postcards, leaflets and posters, and work in partnership to organise local community events.

### Bringing people together

Local projects and Get Moving events aim to bring people with different experiences of mental health problems together in a fun way, through physical activity. Research shows that bringing people together in this way is one of the most effective ways of breaking down stigma.

### Building an army of activists

Open Up brings people who have experienced mental health problems together to speak out against discrimination. Through the Open Up network, they can share ideas and resources and access support, challenging mental health-based prejudice on their own terms.

### Training

We are providing training for professionals who have a significant impact on the lives of people with mental health problems. This includes medical students, trainee teachers and headteachers, and school social inclusion officers. This work aims to make a positive

difference to the knowledge, attitudes and behaviour of these groups of people around mental health.

### Fighting discrimination through the law

Our legal team will take cases through the courts that concern points of law that have a public importance and relevance to all people with mental health problems. For example, this could be a case where an employee has lost their job because of potential discrimination on mental health grounds. This will help to provide a greater level of legal protection against unfair discrimination.



## Working in partnership with the NHS: a case study

**In October 2008 Time to Change worked with Cambridgeshire & Peterborough NHS Foundation Trust to run a local pilot of our national campaign.**

We provided advertising materials such as posters, radio advertisements, bus shelter adverts, beer mats and posters - all based on our extensive research. The Trust in Cambridge organised a month of activity in the city, making links with local employers and groups of people with mental health problems, and arranged a five-a-side football tournament at Cambridge City Football Club.

“Time to Change has been a great opportunity for us to pursue one of our key objectives to challenge the stigma and discrimination around mental illness. Working closely with our stakeholders, we have achieved fantastic publicity and created many interesting opportunities that we can now follow up.

“One of our priorities is our Recovery and Social Inclusion Strategy which will help us to work with partners and other agencies to promote recovery; challenging stigma is one of three key strands to this work. Our involvement in this programme has brought market research, resources and evaluation to us in a way that would not have otherwise been possible. With the help of Time To Change we have really succeeded in creating awareness and discussion about mental health discrimination.”

**Karen Bell**, Chief Executive, Cambridgeshire & Peterborough NHS Foundation Trust.

**“Exercise is a brilliant way of managing stress and improving one’s mood. Time to Change encourages people to get more active and I hope it will help improve public attitudes towards mental health issues. Whether it’s a weekly swim or a fortnightly dance class, everyone can Get Moving!”**

Cassie Patten, British Olympic medallist

**“The fear of stigma and discrimination caused me to retreat from life and so exercise became nonexistent. Forcing myself to start walking for 10 minutes a day helped not only with my fitness but it helped me to regain some much needed structure in my life.”**

Time to Change participant

# Improving wellbeing

## Why we are taking action

No one feels good all the time.

We all need to look after our wellbeing - our physical health and our mental health.

This includes everyone, not only the one in four people who experience mental health problems.

One way to do this is to get up, get active and get moving.

There’s lots of research which shows that physical activity has a positive effect on our mental wellbeing.

Physically active people, says the research, feel happier and more satisfied with life.

Physical activity can give you energy, boost your mood, reduce feelings of depression and combat stress.

Once people start exercising, they often develop a more positive self-image. Achieving goals (even minor ones) and learning new skills can help develop a sense of achievement that makes you feel great.

Exercise is also a great way of bringing people together, whatever their experience of mental health might be.

There’s lots of evidence to show that informal social contact, like getting people together for a walk or in a dancing class, can help to reduce stigma and discrimination. Doing so, we all learn more about each other - no matter what our background.

### Physical activity improves wellbeing

- Four recent research studies have indicated that physical activity is at least as effective for treating depression as psychotherapy.
- Two recent research studies have shown that physical activity can be as successful at treating depression as medication.
- People with severe mental health problems are more likely than others to develop illnesses such as strokes or coronary heart disease before the age of 55.
- Among people with severe mental health problems, there are higher rates of: obesity, smoking, heart disease, high blood pressure, respiratory disease, diabetes, stroke and breast cancer.

## What we are doing

### Local events

Our 28 England-wide local community physical activity projects bring people with and without mental health problems together to take part in activities, ranging from boxing and football to country walks.

Run by local Mind associations and out of local Rethink services, they help people with mental health problems move from isolation to increased physical activity, increasing their confidence and allowing them to play a more active part in their communities.

### Get Moving

Walkers, footballers, joggers, dancers, canoeists and gardeners.

From Carlisle to Cornwall, all those who take part in Time to Change’s Get Moving week of action in October feel the benefits of physical exercise for improved mental wellbeing.

During the first week of October every year, we organise events around the country to bring people together to increase social contact, break down stigma and raise awareness of the impact of physical activity on mental health.

**“Our project gets people out and stops them being socially isolated. It gets people talking to each other and forming friendships. They’re doing something meaningful, and exercise really gets the endorphins going and gives you a natural high. You can see our participants recovering their lives again.”**

Project Manager at our Rethink Green Schools project in Derbyshire

### Get Moving 2008

- Nearly 400 Get Moving events took place across England.
- 12,000 people took part in events ranging from ballroom dancing to yoga to gardening and conservation work.
- Organisations such as the Eden Project, Natural England, BTCV and NHS Trusts (to name just a few) participated in the week of action.



# Improving wellbeing

## How you can get involved

### Run or attend a Get Moving event

Get Moving events happen up and down the country. Whether you're an individual or part of an organisation such as an NHS Trust, you can get involved by running your own event, or taking part in one near you. Find out how at [www.getmovingweek.org.uk](http://www.getmovingweek.org.uk)

### Get involved in a local project

For a full list of our 28 local community projects and to find out what's happening in your area, go to [www.time-to-change.org.uk/what-were-doing/projects](http://www.time-to-change.org.uk/what-were-doing/projects)

### Volunteer

Volunteering your time to help run a Time to Change project could be really fulfilling and a great way to meet new people. Visit the Time to Change website for regular updates on volunteering opportunities at [www.time-to-change.org.uk/get-involved/jobs-volunteering-opportunities](http://www.time-to-change.org.uk/get-involved/jobs-volunteering-opportunities)

### Make a pledge

Hundreds of people have already pledged to increase their own physical activity. Pledge to get more active for your own wellbeing on the Get Moving website. You won't have to do it alone, we'll send you tips and help to stay motivated when you sign up at [www.getmovingweek.org.uk](http://www.getmovingweek.org.uk)

"We now have nine regular participants at our weekly jogging group, we do a 30-minute circular route starting and finishing in a pub car park. Some of the group meet up in the pub afterwards for a pint and a chat and now consider some of the members of the group as friends, when they previously thought they had none. This increased social interaction is definitely 50% of the reason why they come back and jog twice a week, each week."

Project Manager at our Solent Mind Community Wellbeing project

"I'm a great believer in the positive effects of exercise on mood and mental wellbeing. Time to Change is a fantastic way to raise awareness of the proven links between exercise and good mental health and to bring people together all over the country through a range of fun physical activities."

Mel C, Spice Girl

## Organisations involved in Get Moving

In 2008, Get Moving worked in partnership with a wide range of organisations to run local events. Here's a flavour of the organisations that got involved:

- Local Mind associations
- Local Rethink services and groups
- BCTV
- Natural England
- The Eden Project
- The Ramblers Association
- Primary Care Trusts
- Mental Health Trusts
- Foundation Trusts
- Local councils and authorities
- SHIFT
- Universities, including (in 2008) Birmingham and East Anglia
- HMP Forest Bank Prison
- The Forestry Commission
- Local leisure centres and fitness classes
- Schools and youth groups

# Evaluating our work

### We need to know that what we are doing is working.

That way we'll contribute to worldwide evidence on the best ways to reduce discrimination, tackle stigma and improve wellbeing.

Our expert evaluation team at the Institute of Psychiatry, King's College London is headed by Professor Graham Thornicroft. The team is measuring all of our work to assess the impact of each project on knowledge, attitudes and behaviour around mental health.

We'll publish our evaluation results so that others can learn from them.

### Our impact on knowledge

We will carry out surveys of the general public and specific target groups over the lifetime of Time to Change, to track changes in knowledge about mental health issues.

### Our impact on attitudes

We will work with the Department of Health to conduct the annual National Public Attitudes to Mental Illness survey until 2011. The survey, of 1,700 representative members of the population in England, will allow us to accurately assess changes in knowledge and attitudes over time.

### Our impact on behaviour

As well as our impact on attitudes, it's really important that we assess whether we have improved behaviour towards people with mental health problems.

#### We will:

- Conduct an annual survey, with 1,000 people in contact with mental health services across England, looking at their experiences of discrimination and stigma.
- Carry out surveys into how people think they would act towards those with mental health problems compared to how they actually do act.
- Analyse press coverage of mental health issues.

### Our impact on wellbeing

Everyone who takes part in Time to Change local projects is asked to fill out a questionnaire that asks various questions about how the activity or project has affected their wellbeing and ability to live an active life, free of discrimination. We do this so we can evaluate what works.

To find out more about how we evaluate our work, call **020 8215 2356**.

# time to change

let's end mental health discrimination

Whoever you are, there is something you can do to get involved in Time to Change and help fight stigma and discrimination.

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

Email: [info@time-to-change.org.uk](mailto:info@time-to-change.org.uk)

Call: 020 8215 2356

Write to: Time to Change, 15-19 Broadway, London, E15 4BQ.



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