

**time to change**

let's end mental health discrimination

## Time to Change – a summary

**Time to Change (formerly called Moving People) is England's most ambitious programme to end the discrimination faced by people who experience mental health problems, as well as improve the nation's wellbeing.**

Mental Health Media, Mind, and Rethink are leading this programme of 35 projects, funded with £16m from the Big Lottery Fund and £2m from Comic Relief and evaluated by the Institute of Psychiatry at King's College, London.

The programme is founded on an international evidence base, and has people with direct experience of mental health problems at its heart. Local community projects work alongside a national high-profile campaign, a mass-participation physical activity week, legal test cases, training for student doctors and teachers, and a network of grassroots activists combating discrimination.

We aim to work in partnership with all sectors and communities in order to tackle a long lingering taboo and one of the greatest social injustices.

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### Background to the programme

People with mental health problems are one of the most excluded groups in society. Yet until now, England has lacked a long-term campaign to raise public awareness about good mental health, counter pervasive negative stereotypes, and challenge discrimination.

Our recent Stigma Shout survey of almost 4000 people affected by mental health problems showed that

- **nearly nine out of 10 people with mental health problems have been affected by stigma and discrimination**
- **with two thirds saying they have stopped doing things because of the stigma they face.**

Other research has shown that

- 84% of people with mental health problems experience problems in getting jobs, mortgages, healthcare, friendships, relationships<sup>1</sup>
- 55% of young people<sup>2</sup> wouldn't want anyone else to know they had mental health problems.
- 49% of people with mental health problems have been harassed or attacked<sup>3</sup>
- 33% of this group report having been dismissed or forced to resign from jobs<sup>4</sup>

Yet **1 in 4 of us will experience a mental health problem**. Recent research<sup>5</sup> shows that attitudes in England towards mental health have worsened further, contrasting with Scotland, where a strong anti-stigma campaign has changed attitudes.

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### **The Time to Change programme**

The programme is evidence-based from best international practice, placing the expertise of people with mental health problems at the centre of all activity. It includes:

#### **A nation-wide anti-stigma social marketing campaign**

- Launching nationally in January 2009, with a pilot in Cambridge in October 2008
- Including TV advertising, backed by detailed information resources
- Will challenge attitudes and change behaviour with groups of people we know are discriminating
- By 2012 we want to have reached 30 million people

#### **28 England-wide local community physical activity projects**

- Backing the national campaign by bringing together people with and without mental health experience, from boxing and football to country walks
- Help people with mental health problems move from isolation to increased physical activity, confidence, and social inclusion
- Run by local Mind associations and Rethink groups

#### **Get Moving - Mass participation events**

- The first Get Moving Week is October 4 – 10 2008
- Will raise awareness of the impact of physical activity on mental health
- Brings people with and without mental health problems together, reducing stigma through social contact

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<sup>1</sup> Mind survey, 2004

<sup>2</sup> NUS and Rethink, 2001

<sup>3</sup> Mind, Not Just Sticks & Stones, 1996

<sup>4</sup> Read & Baker, 1996

<sup>5</sup> Attitudes to Mental Illness in England 2007, CSIP/SHiFT July 2007

## Open Up

- A locally delivered programme to empower people with mental health problems to challenge the daily discrimination that they face
- Offers packages of support, training and help with expenses to individuals and groups with innovative ideas for challenging discrimination locally
- A national network of people with experience of mental health problems who want to challenge discrimination

## Education Not Discrimination

- This targeted project of training and education will reach almost 10,000 people who have the capacity to directly influence the welfare, well-being and social inclusion of people with mental health problems
- Is working with trainee teachers and doctors, with a third group to be identified

## Time to Challenge

- Will help to enforce the legal rights of people with mental health problems and change discriminatory legislation and policy
  - Is currently looking for test cases to take through the courts.
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## Time to Change outcomes:

- Significantly increased public awareness of mental health, reaching 30 million adults in England
- Achieve a 5 % positive shift in attitudes towards mental health problems by 2012 and a 5 % reduction in reported discrimination by 2012
- Increase the ability of 100,000 people with mental health problems to challenge discrimination
- Engage ¼ million people in mass participation physical activity events
- Improve the mental and physical wellbeing of over 24,500 people with mental health problems through local community projects

## For further information

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