

time to change

let's end mental health discrimination

Challenging Stigma with Children, Young People, Schools and Parents Time to Change

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Funded by



Run by



Time to Change



We're Time to Change - the campaign to end the stigma and discrimination experienced by people with mental health problems in England.

We're run by the charities **Mind and Rethink Mental Illness**, with funding from the Department of Health, Comic Relief and the Big Lottery Fund.

Time to Change is a **social movement** made up of hundreds of thousands of individuals and organisations across England, who are all doing their bit to change the way the nation thinks and acts about mental health.

.

Our growing social movement

Our social movement



333,000



190,000

A database of

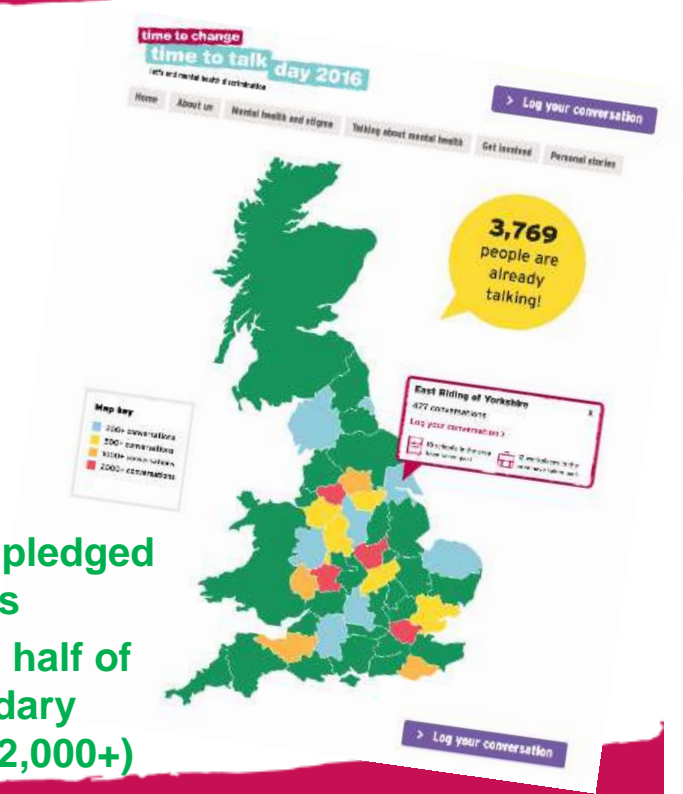
50,000



8,000 of these are active Time to Change Champions

Over 600 pledged employers

More than half of all secondary schools (2,000+)



Our impact – attitudes



Approx. 4 million people have improved attitudes

Our impact –behaviour

Thanks to you, people are facing
less mental health discrimination.

7%
less
discrimination
from family

15%
less
discrimination
from friends

10%
less
discrimination
in dating

Stigma Harming The Next Generation

- 65% friends , 50% parents, 45% boyfriends and girlfriends and 43% teachers
- 69% said that fear of stigma has prevented them from telling a friend about their mental health problem
- 50% said it had stopped them applying for a job
- 30% said that it had stopped them applying for or taking up a place at college or university
- **And most worryingly 28% said negative reactions from others had made them want to give up on life**

(Nov 2013 – survey 541 YP)

“stigma made me feel so isolated when I was ill, and it still stops me from asking for help when I’m having bad days. If I was less ashamed a few years ago, I would have asked for help before I tried to end my life. Instead it made me suffer in silence for so long.”

CYP plotted history



Pre-pilot Oct 11 to
Mar 12 – *insights
and research*

Pilot 2, Oct 13 to Mar 14 –
*consolidate and further
develop*

Pilot 1, Apr 12
to Sept 13 –
*develop and
test what
works*

Stand alone year,
Apr 15 to Mar 16 –
Snr leader networks

Our work 2016 to 2020

includes...

- Young champions
- Working with school leaders
- Working with 11-18 year olds (and parents)
 - Delivery in schools, and
 - OOS settings (social marketing campaign)
- National activities
 - Running the #MakeTime campaign
 - Time to Talk Day



Young champions

Young people are driving the Time to Change campaign forward countrywide

- 83 Young Champions trained to share their story of mental health problems and challenge stigma in their every day lives
- 8 CYP Regional Coordinators taking the campaign to local areas, tapping into the hubs and delivering activities
- Advisory panel and online virtual panel providing feedback and steering CYP's materials and messaging



Working with school leaders

School leaders are uniquely placed to shape the strategic emphasis on mental health in their school, deliver activities and drive policy and culture change.

- A whole school approach to mental health
- School leader networks
- Network toolkit
- Dedicated webpage
- Nurture plan of monthly school leader guides
- Insights research

School leaders

If you want to create a whole school approach and strategic focus on mental health in your school, we have the information, guidance and practical resources for you.

From easy tips to get started, to success plans for teachers, to a guide on sharing learning with your peers, our materials should help you build on all the brilliant work you're already doing in your school.



"You don't have to do much, it's not a question of enormous resources, it's just the change in mindset, giving children skills to manage their emotional health, and you can do that through the curriculum."

Kate Corvill, Deputy Headteacher, New Forest High School

Your work is winning that this generation can be more open about mental health problems than any generation before.

Get started Start the conversation on mental health in your school now with our resources.		What are other schools doing? Three schools talk about how they are changing the way they think, and act about mental health.	
Support networks Read our ready-to-use guide to help you set up or join a school leader mental health network.		A whole-school approach Learn more about how you can reach all parts of the school community and beyond.	
Where can I get help? Information sheets about mental health, reports, and signposting to other support.		Run sessions and campaigns Activities, presentations, and short activities that are easy and ready to deliver.	



Delivery in schools

- **‘Train the Trainer’** course for teachers to deliver themselves to pupils
- **Young leadership groups** developing their own campaigns in schools
- **‘Social contact’ opportunities** where young people share their experience of mental health problems
- CYP Regional Coordinators and Young Champions delivering together



Our resources

Focus on sustainability to ensure teachers can deliver their own sessions and young people can run their own campaigns, drawing on our resources

Signposting to new materials hub to create own content

www.time-to-change.org.uk/teachers

www.time-to-change.org.uk/school-leaders

timetochange.brandstencil.com/resources/asset-library

Resources for youth professionals

If you want to work with young people to create an open, supportive culture around mental health, we have the resources to help you do it.

In the boxes below, you will find straightforward, tried-and-tested [session plans](#), [blogs](#) and [videos](#), [signposting to mental health services](#), and a huge range of [free materials](#) to get young people talking.

Why run mental health anti-stigma sessions in your school?

Spending some time 'off timetable' on mental health has positive impact on all areas of school life. Teachers at Cannock Chase High, Staffordshire will tell you about their experiences, and the experiences of their students, in this short film:



Session plans

From assemblies and presentations to short activities, we've got all of your classroom and group activities covered.



Blogs, vlogs and videos

We have videos, stories and an online interactive tool to get young people talking about mental health.



What teachers say

Three schools talk about how they started the conversation about mental health.



Free resources

Toolkits, posters and other free downloads to help your young people end mental health stigma.



E-bulletin

To be kept up to date with the Time to Change campaign and be the first to hear about opportunities in your area, sign up to our Young People's e-bulletin.

Support and signposting

Information sheets about mental health, reports and signposting resources.



Action plans

← → ↻ 🏠 <https://www.time-to-change.org.uk/get-involved/resources-youth-professionals/free-resources/sign-activities> ☆ ☰

Choose your school's activities

We're making it as simple as possible for you to engage students and staff with the topic of mental health stigma next year.

What you need to do

Below are five easy ways to run Time to Change activities in your school; select a minimum of three (and up to five) choices, and tell us some details about yourself.

What you'll get

Based on your choices, we will email you an action plan and a range of resources ready to go. Your school will receive a place on our roll of honour, too.

Choose your activities

Which activities would you like to take part in? *

- I want to conduct an assembly or form time
- I want to conduct a lesson
- I want to take part in national Time to Change activity - e.g. Make Time in November & Time to Talk Day in February
- I want to support a group of students to lead Time to Change work in my school
- I want to engage staff or parents

Please choose a minimum of 3 options. You can choose a maximum of 5.

About you

First Name *

> Get your workplace involved

> Events

> Jobs and volunteering

> Become a Champion

> Information for parents

> Resources for youth professionals

#MakeTime for friends

Blogs, vlogs and videos

Bristol Mental Health Network

Free resources

> Sign up for activities

Resources for

Social Marketing

Time to Change has created new social marketing content including for parents and young people

- Young people aged 11-18
- Parents of young people aged 11-18
- Videos, adverts, and social media content
- #InYourCorner campaign
- Friendship and kinship, being in a mate's corner



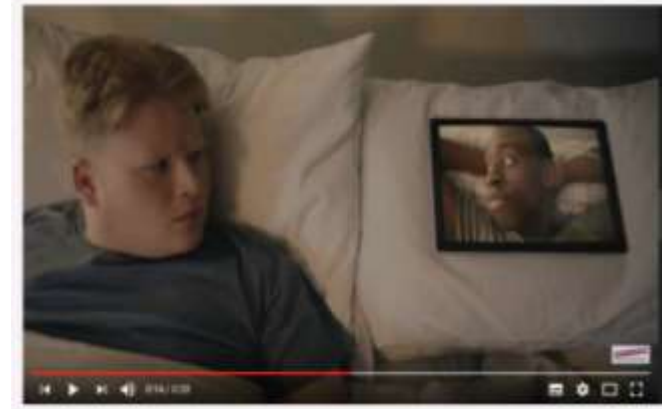
Social Marketing

Be in your mate's corner: listen, don't judge



<https://www.youtube.com/watch?v=X6YHW7sQ2wM&index=1&list=PLW8cG1kJhcvdjY37Nutu786dQ5bJPk0F8>

Be in your mate's corner: be by their side



<https://www.youtube.com/watch?v=4KOeOMvU8gU&index=3&list=PLW8cG1kJhcvdjY37Nutu786dQ5bJPk0F8>

Be in your mate's corner: do small things



<https://www.youtube.com/watch?v=mf62sra-hnQ&index=4&list=PLW8cG1kJhcvdjY37Nutu786dQ5bJPk0F8>

National campaigns

- **Time to Talk Day** schools running assemblies and activity on the day
- **#MakeTime November Campaign** schools delivering 4 assemblies over the month
- **Schools competition** with the Life Channel, video created by students shared across school channels
- **School action plans** schools committing to run stigma busting activity throughout the year



How to get involved

Sign up to our e-newsletter: www.time-to-change.org.uk/email-signup

Access all our free resources: www.time-to-change.org.uk/teachers

Follow us on Twitter [@TimetoChange](https://twitter.com/TimetoChange)

Follow us on Facebook www.facebook.com/timetochange

Visit our website www.time-to-change.org.uk

More information contact Head of Time to Change Children and Young People: jennifer.taylor@rethink.org

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Thank You

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