

**Case Study:  
targeted work to address  
mental health stigma and  
discrimination**

**time to change**

**let's end mental health discrimination**

**The Public Health  
Campaigns Conference**

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## Phase 3 (2016-2021) overview

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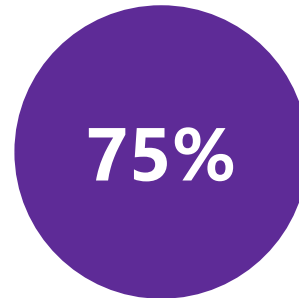
- **Our vision:** *an inclusive society in which people's lives are not limited by mental health stigma and discrimination*
- **Our mission:** *challenging stigma and discrimination at societal, institutional, community, and individual levels*
- **Our aims (2016-2021):**



Improvement in attitudes



Decrease in discrimination



Empowerment of TTC Champions



Create a sustainable campaign

## Our model - multi-faceted and targeted



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- **Children and young people** (schools, head teacher network, social media, parents)
- **Employers** (action plan, public commitment, employee champions, resources)
- **Communities** (network of TTC champions, localising the campaign)
- **Communications and PR** (targeting “cooler” audiences - Ask Twice campaign and “warmer” audiences - Time to Talk Day)
- **Partnerships** (Ford, PGTips, McVities)
- **Insights research and evaluation** (against core outcomes, impact of projects, social context)

## Our model - schools

- Educating young people to be there for their friends and supporting them and their parents and carers to have open conversations about mental health.
- Empowering young people with lived experience of mental health problems to challenge stigma and discrimination, through sharing their stories and campaigning.

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- Working with networks of schools and colleges to ensure that improving attitudes and behaviours towards mental health is part of their mental health and wellbeing agenda.
- Supporting schools, colleges and youth sector organisations to run anti-stigma activities.

## Our model - top tips - young people

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- Involve and empower young people
- Social contact is key
- You don't have to be an expert
- Find gatekeepers
- Take a whole school approach
- Don't let budget be a barrier

## Our model - employers

- Encouraging organisations to make a public commitment – we want organisations to shout about the positive changes they're making as a result of signing the Time to Change Employer Pledge, and inspire other organisations to make that same commitment.

- Working with employers to create robust action plans – we ensure that organisations are creating clear, deliverable strategies to improve the way they approach mental health.

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- Empowering Employee Champions – we support colleagues at all levels of the organisation to work collaboratively to drive forward their organisation's Action Plan and embed change.

- Providing the tools to deliver lasting change – we provide pledged employers with a comprehensive package of support including training, events, resources and consultancy.

## Our model - top tips - employers

- Tailor you approach
- Provide the tools
- Embed lasting change
- Build a network of Champions

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## Our model - communications and PR

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- Using behaviour change models to understand our audiences, how they change over time and how best to design campaigns to achieve behaviour change.

- Focusing our social marketing campaign on those who are 'cooler' to mental health.

- Engaging and empowering our 'warm' audience to take an active role in our social movement and act as a channel to our cooler audience.



## Our model - top tips - Comms & PR



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- Know your audiences
- Evaluate and measure your impact
- Tell a compelling story
- Harness the voice of your supporters
- Develop partnerships
- Campaigning with limited budget

## For more information



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Read our Impact Series:

- **Key themes** in delivering behaviour change
- Behaviour change through **communications**
- Delivering behaviour change in the **workplace**
- Delivering behaviour change in **communities**
- Changing attitudes and behaviour in **young people**
- **Researching and evaluating** behaviour change

<https://www.time-to-change.org.uk/about-us/our-impact>

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**Thank you**

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