

Title:	Time to Change Mental Health Anti-stigma Project
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1. Purpose of this report

This report provides an update on the local Time to Change Buckinghamshire Hub which was launched in July 2018. It reports on progress to date, challenges experienced, and actions which the Health and Wellbeing Board can support.

2. What is Time to Change?

Time to Change is a national movement changing how we think and act about mental health. It is led by Mind and Rethink Mental Illness and started in 2007. Thousands of organisations now support it. The goals are to:

- Improve public attitudes and behaviour towards people with mental health problems.
- Reduce the amount of discrimination that people with mental health problems report in their personal relationships, their social lives and at work.
- Make sure even more people with mental health problems can take action to challenge stigma and discrimination in their communities, in workplaces, in schools and online.

3. Background

In November 2017 the Health and Wellbeing Board agreed to support an application for Buckinghamshire to become a Time to Change Organic Hub. An application was submitted and in March 2018 we had confirmation that the bid had been successful.

The Buckinghamshire Hub was officially launched in July 2018. It is a partnership of local organisations and individuals committed to challenging mental health stigma and discrimination. The key partners in the Hub are: people with personal experience of mental health problems; Buckinghamshire County Council; Buckinghamshire Mind; the District Councils; Oxford Health; Buckinghamshire Clinical Commissioning Group; Wycombe Mind; The Recovery College; Bucks Business First; and Leap (the County Sports Partnership).

Time to Change Hubs are asked to encourage conversations about mental health between people with and without personal experience of mental health problems. Time to Change call this ‘social contact methodology’. Hubs are therefore asked to recruit volunteer ‘Time to Change Champions’, people with lived experience who are happy to talk openly about their experiences.

The application identified specific population groups to explore targeted work with. These are men, children and young people, employers and pregnant women/women who have recently given birth. An action plan to reach these groups is in development. This plan involves local people with lived experience as core to planning and delivery, therefore ensuring Time to Change's social contact methodology is followed. The main sections of the action plan are:

- Recruitment and support of Champions
- Activities on key days in the year such as World Mental Health Day (October) and Time to Talk Day (February)
- Communications and social media activity
- Attendance at events organised by others called 'piggy back events' such as the Buckinghamshire County Show
- Large scale events/activities to reach the identified target groups
- Influencing Buckinghamshire's employers to take the Time to Change Employer Pledge which is a demonstration of commitment to how we think and act about mental health in the workplace and make sure that employees who are facing these problems feel supported.

4. Progress to date

This update on progress covers: the initial set up of the project; wider partnership working; recruiting Time to Change Champions; piggy back event; larger scale events; and the Employer Pledge.

4.1 Set up

The set up phase of the project took place from April to July 2018. Achievements in this phase were:

- Formation of the Time to Change Partnership Group, co-chaired by a Champion.
- Recruitment of a Hub Coordinator by Buckinghamshire Mind.
- A formal launch of the Hub at the 'Busk for Bucks Mind' event in July. This was a live music event held in Aylesbury attended by over 100 people.
- Development of Communications Plan including print material, website, press and social media
- Establishment of the 'Champions Fund'. This is funding available for Champions to claim up to £500 to run their own anti-stigma events and activities. Buckinghamshire Mind manages this for the Buckinghamshire Hub.

4.2 Wider partnership working

The Buckinghamshire Time to Change Hub Partnership Group, has worked with a wide range of partners to bring the Time to Change movement to Buckinghamshire. The following has taken place since the Hub launch in July:

- Close working relationships have been developed with the national Time to Change team
- A number of partnership Groups have been engaged in the work of the Hub including the: Children and Young People's Emotional Wellbeing Group; Mental Health Partnership Board; Five Year Forward View Partnership Group; Suicide Prevention Group; Perinatal Mental Health Network.
- Community groups and charities are being engaged with as well as all Buckinghamshire libraries.

4.3 Recruiting Time to Change Champions

Recruiting volunteer Time to Change Champions is core to the success of the Hub. Champions sign up via the national Time to Change website www.time-to-change.org.uk. In May 2018 the national Time to Change website had nearly 80 Time to Change Champions registered from Buckinghamshire. However after the introduction of the General Data Protection Regulations, explicit consent was required for Time to Change to hold their data. A lack of response on the consent has resulted in a significant drop in the number which dropped to single figures. As a result since the launch, significant effort has been focused on recruiting local Time to Change Champions, and this needs a continued partnership effort. The following has been completed since the launch.

- Two information drop-in sessions for interested people to learn more about the Champion role. 25 people attended.
- Social media advertising including general advertising on Facebook and twitter and targeted (paid for) advertising on Facebook
- Production of a comprehensive toolkit for partner organisations to use to help raise awareness of Time to Change and specifically to recruit Champions. This includes a template press release, posters for internal and external use, and social media resources. This can be accessed from www.timetochangebucks.org

The number of Time to Change Champions is steadily increasing and currently there are 37 registered in Buckinghamshire.

4.4 Piggy back events

The ability to have an effective presence at piggy back events relies on having a high number of people in the pool of local Champions. This is because Champions are needed at these events to informally talk about their experiences. As more Champions are recruited, more events can be attended. Events attended so far are:

- Buckinghamshire County Show, Wycombe Festival of Wellbeing, and the Bucks New University Welcome and Freshers' events
- Buckinghamshire Mind stall in the Market Place in Aylesbury for World Mental Health Day
- High Wycombe library's 'Libraries Week' event on mental health and Time to Change for World Mental Health Day

4.5 Larger events

Work has started to explore delivering larger scale events for each of the four identified target groups

- Men: Discussions are taking place with Wycombe Wanderers Football Club about a programme of anti-stigma activity including a match day event and shared opportunities with LEAP the county sports partnership
- Children and young people: Discussions have taken place with CAMHS, and the Youth Service; and Time to Change Young Leader and Professionals training is being explored for schools and other settings.
- Employers: Discussions have taken place with Bucks Business First about how to encourage local employers to take the Employer Pledge
- Pregnant women/women who have recently given birth: possible links are being explored to perinatal wellbeing groups to work with women with lived experience of mental health problems to develop activities to address stigma.

4.6 Employer pledge

For World Mental Health Day 2018, Buckinghamshire County Council signed the Time to Change Employer Pledge at an event open to all staff, encouraging them to have conversations about mental health. The event was very successful with good attendance and opportunities to talk about how the employer pledge can really make a difference in an organisation.

5. Next steps

A meeting is taking place in Aylesbury on 26th October to bring together local individuals, groups and organisations who have an interest in tackling stigma in our communities. This will involve a wider group than the Partnership Group and the hope is to recruit more Champions and plan future activity across Bucks. The Hub intends to establish better connections with local Champions and provide support to groups and individuals to increase engagement and activity.

Work continues on planning larger events to address the target audiences together with increased promotion of the Champions Fund.

The Hub is working proactively with the National Time To Change Team to overcome barriers in relation to sharing information on Champions who sign up on the national website and better publicity for the local champions fund through the national website. Baseline research from funded Hub's has been made available from the national team and is being utilised locally and further support is awaited on evaluation tools, resources and methodologies.

This 18 month project provides the opportunity to stimulate a longer term change in attitudes towards mental health. Actions to support the ongoing sustainability of the work includes: embedding the activity undertaken by Champions into their local communities and local organisations adopting the employer pledge. Time to Change

has opened applications for the third tranche of funding (from March 2019 to August 2020) and the Buckinghamshire Hub will be submitting a bid.

6. Support requested from the Health and Wellbeing Board

The Buckinghamshire Time to Change Hub requests that the constituent members of the Health and Wellbeing Board:

- Commit to signing the Time to Change Employer Pledge, if they have not already. Support for this is provided by Time to Change national.
- Influence wider partner organisations and local businesses to consider signing the Time to Change Employer Pledge.
- Actively promote Time to Change and the recruitment of Champions using the Communications toolkit.
- Make suggestions for additional events across Buckinghamshire that the Hub could have a 'piggy back' presence at.