

Addressing Mental Health Stigma & Discrimination Across Cultures



Sue Baker OBE
ChangingMindsGlobally

time to change

let's end mental health discrimination

Time to Change

2007-2021

Funded by



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Why we existed

88% of people using mental health services experienced discrimination

60% said that stigma and discrimination are as damaging or more damaging than the symptoms of their mental health problem

27% said stigma had made them want to give up on life

The Impact of Stigma & Discrimination

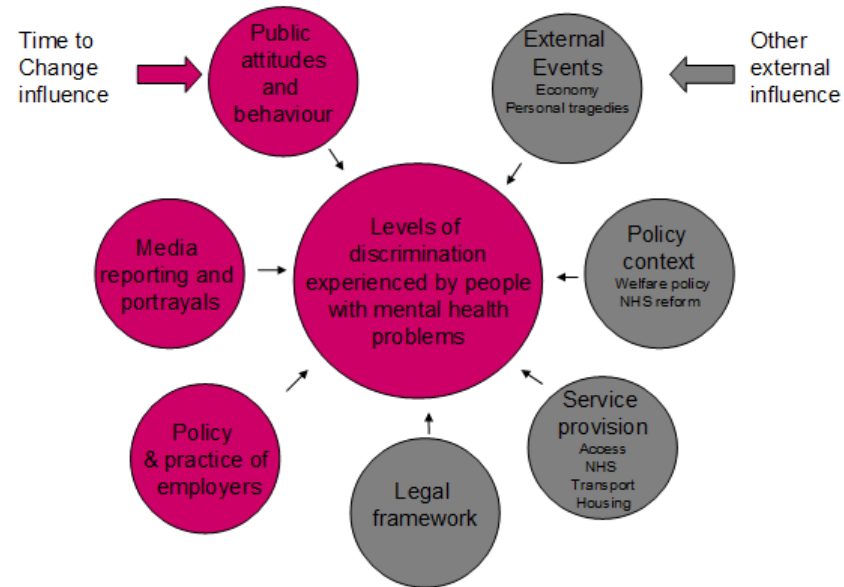
The top five life areas were:

In friendships and social life	55%
In the workplace	54%
In family life	51%
In dating and relationships	33%
In health services	32%

Source: 2011 survey of 2,700 TTC supporters

Wider Content of Stigma and Discrimination in England

Influences on mental health discrimination



Final Programme (2017-2021)

Community
Leadership – 60 Local
TTC Hubs

7,000 Champions
(Adults & CYP)
Sharing Stories at
Social Contact
Events & Online



Social Marketing



Take action in
your community

Targeted work with children and young people (Schools, Head Teacher Network, social media, Parents). Whole School Approach.



Targeted work with Employers



Campaign Evolution 2009-2018

- 2009 Myth and Facts, Famous Faces and everyday people
- 2010 'Schizo the Movie' & 'Social Experiment'
'Introducing you to your prejudice'
- 2011 CYP campaign inc. 'Stand Up Kid'
- 2012 Time to Talk – don't be afraid to talk about MH inc. Dave advert (modelling
- Feb 2014 1st national Time To Talk Day
- 2014/15 "It's the little things" (modelling behaviour change)
- 2016/17 'In Your Corner' 'cold' men and CYP focus (not about talking)
- 2018/19 Ask Twice (modelling male and CYP behaviour change)





12.7%

Improvement in attitudes since the start of TTC



15%

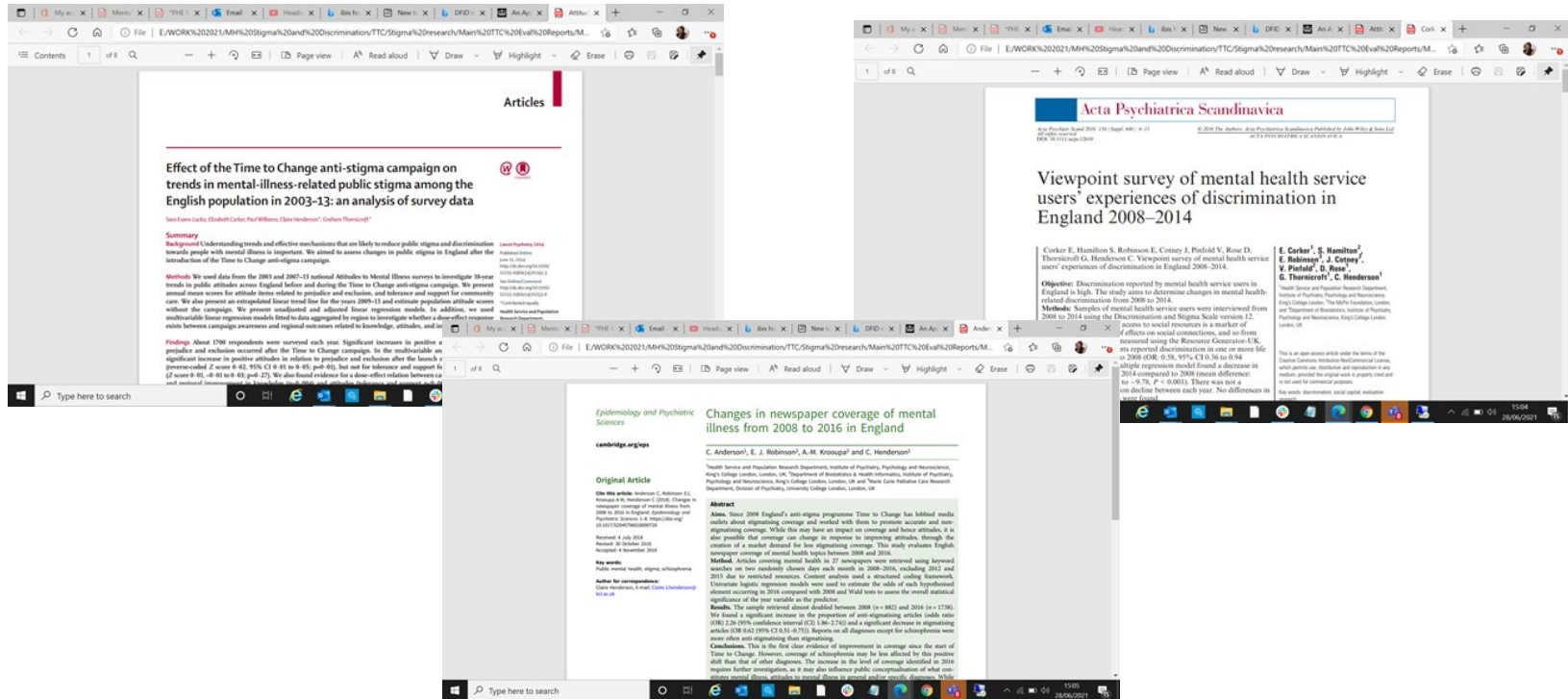
**Decrease in average level of discrimination
(2008 to 2014)**



61%

**Proportion of Champions in 2018 feeling more
confident to challenge stigma and
discrimination**

England Evaluation (published peer review papers)



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Global Anti-stigma Alliance (est 2012)

A Global Movement Against Stigma

Working to eliminate mental health stigma and discrimination around the world

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www.time-to-change.org.uk

Campaigns listed in order of initiation

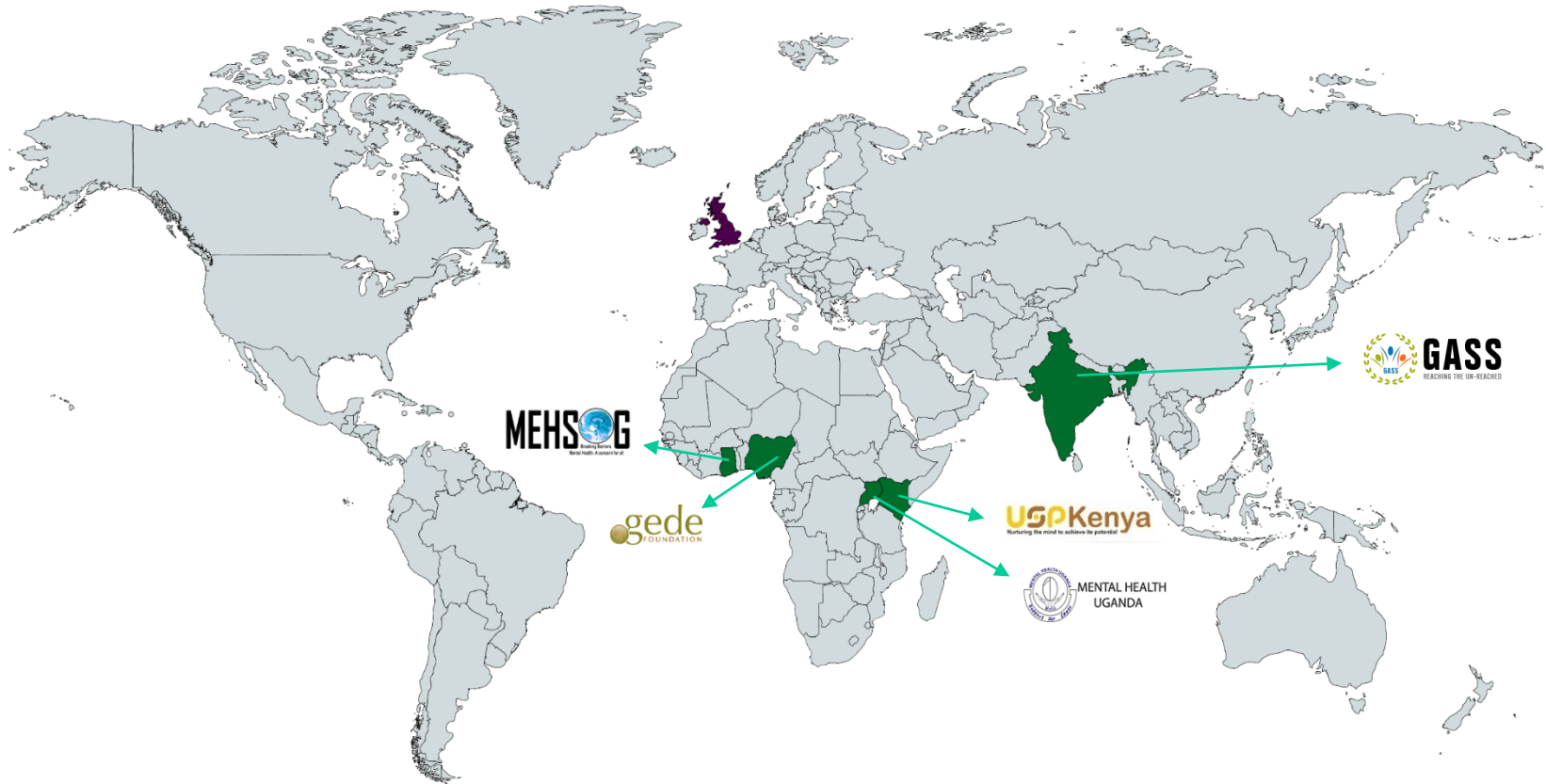
- 1997 New Zealand
Like Minds Like Mine
mentalhealth.org.nz
- 2000 Australia
Beyond Blue
beyondblue.org.au
- 2002 Scotland
See Me
seemescotland.org
- 2007 England
Time to Change England
time-to-change.org.uk
- 2009 USA
BringChange2Mind
bringchange2mind.org
- 2009 Sweden
Hjarnkoll
hjarnkoll.se
- 2009 Canada
Opening Minds
mentalhealthcommission.ca
- 2010 Catalonia, Spain
Programa de Salud Mental
decada4.es
- 2010 Ireland
See Change
seechange.ie
- 2011 The Netherlands
Samen Sterk tegen Stigma
samensterktegenstigma.nl
- 2011 Denmark
One of Us
one-of-us.nu
- 2011 Wales
Time to Change Wales
timetochangewales.org.uk



time to change global

let's end mental health discrimination

Where we worked (five pilots 2018-2020)



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Delivery partner



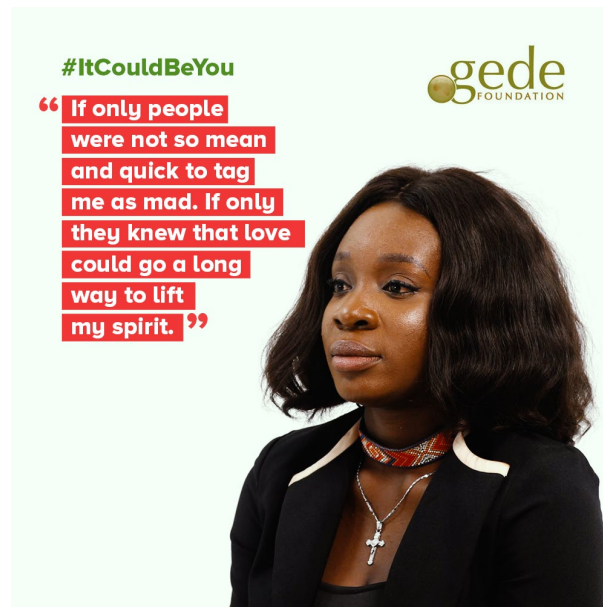
Reaching the public – social contact

This part of the programme involved the 111 Champions in Ghana, India, Nigeria, Kenya and Uganda sharing their personal experiences of mental health problems through conversations with people in their local communities. This activity mainly took place via events planned and delivered by the Champions.

Champions had had over 17,000 conversations with the public at these events by end of March 2020.



Reaching the public – social marketing



Social marketing campaigns in Ghana, Nigeria, Kenya and Uganda used the story-telling core of social contact activities to reach a wider audience through paid media channels.

16 Champions were supported to share their stories through the campaigns.

At least 2.96 million people were reached through social marketing campaigns

Speak up
on Mental Health Problems



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Potts and Henderson *BMC Public Health* (2021) 21:886
<https://doi.org/10.1186/s12889-021-10966-8>

BMC Public Health

RESEARCH Open Access

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Evaluation of anti-stigma social marketing campaigns in Ghana and Kenya: Time to Change Global

Laura C. Potts^{1*} and Claire Henderson²

Abstract

Background: Launched in 2018, Time to Change Global is a new anti-stigma programme to tackle stigma and discrimination towards people with mental health problems in low- and middle-income countries. Our aim was to evaluate pre-post changes in stigma within the target populations for the social marketing campaigns ran in Ghana and Kenya carried out as components of the wider Time to Change Global programme.

Methods: Using data collected before and after each campaign in Accra and Nairobi, we investigated pre-post differences in stigma-related outcome measures: mental health-related knowledge (MAKS), mental health-related attitudes (CAML), and desire for social distance (RIBS), with regression analyses. Other covariates were included in the models to control for differences in participant demographics.

Results: A significant positive change in a stigma related outcome was found at each site. Reported in standard deviation units, desire for social distance from people with mental health problems in Accra was lower after the launch of the campaign, measured as an increase in intended contact ($\beta = 0.29$, 95% CI = 0.14 to 0.43, $p < 0.001$). In Nairobi, the stigma related knowledge score was higher in the post campaign sample ($\beta = 0.21$, 95% CI = 0.07 to 0.34, $p = 0.003$).

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LINK TO TOOLKIT:

<https://time-to-change.turtl.co/story/conversations-change-lives/?teaser=yes>

Thank you

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