Addressing Mental Health Stigma & Discrimination Across Cultures

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ChangingMindsGlobally
Time to Change
2007-2021
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
Final Programme (2017-2021)

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

Community Leadership – 60 Local TTC Hubs

Take action in your community

Social Marketing

"When I’m not feeling as sparkly as I usually do he just brings me a cup of tea"

"If you’re feeling down, sometimes all you need is that kind word"
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)
Proportion of Champions in 2018 feeling more confident to challenge stigma and discrimination

- 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)
Global Anti-stigma Alliance (est 2012)

A Global Movement Against Stigma
Working to eliminate mental health stigma and discrimination around the world

Campaigns listed in order of initiation:
- New Zealand: Like Minds Like Mine (mentalhealth.org.nz)
- 2006: Australia: Beyond Blue (beyondblue.org.au)
- 2007: Scotland: See Me (seemescotland.org)
- 2009: USA: BringChange2Mind (bringchange2mind.org)
- 2009: Sweden: Hjärnkoll (hjarnkoll.se)
- 2010: Canada: Opening Minds (mentalhealthcommission.ca)
- 2010: Catalonia, Spain: Programa de Salud Mental (decada4en)
- 2010: Ireland: See Change (seechange.ie)
- 2012: The Netherlands: Samen Sterk tegen Stigma (samenstertegenstigma.nl)
- 2012: Denmark: One of Us (one-of-us.nu)
- 2013: Wales: Time to Change Wales (timetochangewales.org.uk)

www.time-to-change.org.uk
Where we worked (five pilots 2018-2020)
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.
Social marketing campaigns in Ghana, Nigeria, Kenya and Uganda used the storytelling 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.
Evaluation of anti-stigma social marketing campaigns in Ghana and Kenya: Time to Change Global

Laura C. Potts and Claire Henderson

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 (MAK), mental health-related attitudes (MAC), and desire for social distance (RSSD), 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 (β = 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 (β = 0.21, 95% CI = 0.10–0.32, p < 0.001).
Introducing the global anti-stigma toolkit

LINK TO TOOLKIT:
https://time-to-change.turtl.co/story/conversations-change-lives/?teaser=yes
Thank you

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