

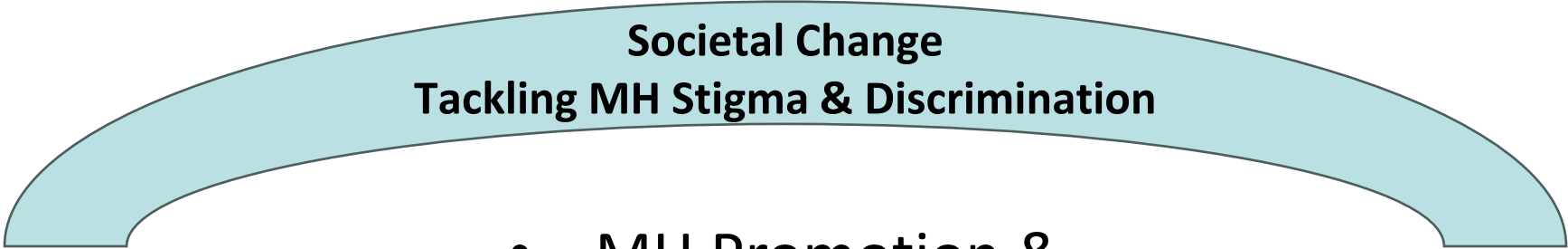
# Changing Minds on Mental Health



**Sue Baker OBE**

**12 03 24**

# Tackling Stigma Complements Wider Mental Health Transformation



**Societal Change  
Tackling MH Stigma & Discrimination**

- MH Promotion & Prevention
- Early Intervention & Sustained Recovery
- Service Transformation
- Policy & Legal Reforms

# Time to Change Phase 3 (2016-2021)

## Social Marketing

7,000 trained & supported  
**Champions** (Adults & CYP) sharing stories  
at **Social Contact  
Events & Online**

**Community Leadership**  
60 local TTC Hubs



Targeted work with **children and young people** (2,000 Schools, Head Teacher Network, Parents).  
Whole School Approach



Targeted work with 3,000 pledged **employers** (all sectors including every central Gov. Dept and all main political parties)



# Audience Insight-led Campaign

## Primary Audience: Subconscious stigmatisers (2007)

25-44 year olds, B,C1,C2, men and women, England only

I wouldn't  
want anyone  
to know if it  
was me

It's like  
walking on  
egg shells

It's sad but  
it's not me

It's more  
common than I  
thought

What's  
discrimination  
got to do with  
mental health?

It's frightening, I  
don't know  
enough to help

# Campaign Evolution 2009-2018

- 2009 Myth and Facts, Famous Faces and everyday people
- 2010 'Introducing you to your prejudice' 'Schizo the Movie' & the 'Social Experiment'
- 2011 CYP campaign inc. 'Stand Up Kid'
- 2012 Time to Talk – don't be afraid to talk about MH
- Feb 2014 1<sup>st</sup> 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)

**Myth:** Mental health problems are very rare.

**Fact:** Mental health problems affect 1 in 4 people.

"1 in 4 people, like me, have a mental health problem. Many more people have a problem with that."

time to change

"Bruno Vs Stigma. My biggest fight yet."

time to change

**SCHIZO**

HE'S AMONGST US...

SOME CONVERSATIONS ARE SCARY!

"I'm sorry, I'm not listening."

SOME AREN'T.

"I'm sorry, I'm not listening."

time to change

"She looks at me and she listens" ...and the conversation begins



# In Your Corner Advert (first male-focused advert) – 2017





# **'In Your Corner' CYP campaign (14-18yrs)**



# Evaluation of the Time to Change programme (England 2007-2021)

**12.7%** Improvement in public attitudes since the start of TTC (2008-2021)

**15%** Decrease in the average level of discrimination (2008-2014)

**61%** Trained Champions 2018 feeling more confident to challenge stigma and discrimination (2018)

Significant improved in local & national print media coverage of MH between 2008–2016. Significant increase of anti-stigmatising articles (31%–50%) and a significant decrease in stigmatising articles (46%-35%) .

# The Generation for Change (1)

- Celebrities & Sports Stars start to open up
- More disclosure from us 'everyday people'
- 2012 Four MPs open up Parliament
- 2013 Confident new social movement (eg ASDA Halloween costumes) and powerful use of social media
- 2013 MH (Discrimination) Bill passed – MPs, School Governors, Co. Directors now protected
- 2012/13 New policy driver 'Parity of Esteem'
- First ever waiting times (for some MH services)
- 2013 Chief Medical Officer Annual Report - 1<sup>st</sup> CMO report ever focused on MH since 1892
- 2013 Evidence print media reporting improved with equal ratio of anti-stigmatising and stigmatising articles. Big increase in personal stories

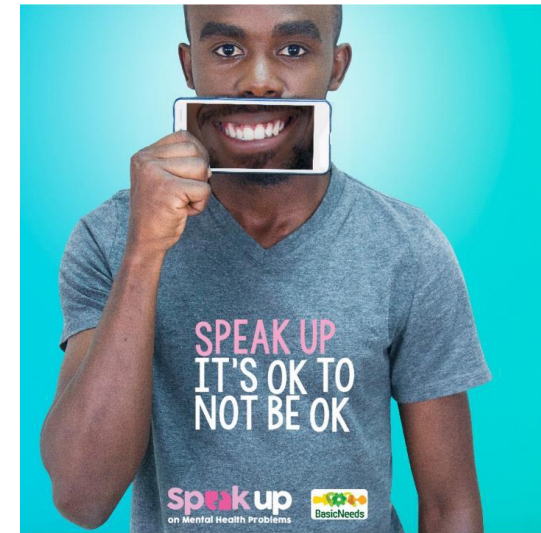


# The Generation for Change (2)



- 2014/15 Increased Focus on CYP MH inc. stigma
- 2015 Gen Election– 1<sup>st</sup> time all major parties had MH in manifestos
- 2015 First high profile event with the Duke and Duchess of Cambridge on WMHDAY meeting TTC champions
- 2016/17 Royal Family helping break down stigma (April 2017 Prince Harry talks about having counselling)
- Jan 2017 Prime Minister makes first domestic health speech about need to challenge “despicable stigma”
- Gen Election May 2017 - more mentions of MH than other health issue in all major party manifestos
- Oct 2018 – first Global MH Summit and first MH side meeting at the UN General Assembly.

# International Adaptions with Local Partners & People with Lived Experience



British Virgin Islands, Ghana, Kenya, S India, Lithuania, Ukraine









# **Cecilia, Ghana 2018-2020**

# Ghana 2018-2020

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# Reflections

-  Lived experience leadership should be central
-  Locally driven & specific to local context/culture/policy&legal frameworks
-  Partnerships vital
-  Research-led (us with lived experience & audiences)
-  Regular evaluation a central aspect
-  Long term endeavours: the work of a generation
-  Sustainability key from outset
-  Peer learning

# GMHAN Stigma and Discrimination Working Group

*(launched March 2024)*

## NEW: Stigma and Discrimination Working Group



Global Mental Health  
Action Network



Judy Kariuki  
BasicNeeds BasicRights Kenya



Sue Baker  
Changing Minds Globally



Taha Sabri  
Taskeen Health Initiative

Meet the Co-Chairs!



<https://gmhan.org/stigma-discrimination-working-group>



**Thank you**

**@suebakerTTC**

**[www.changingmindsglobally.com](http://www.changingmindsglobally.com)**