

## LEICESTER CITY HEALTH AND WELLBEING BOARD

19<sup>th</sup> June 2017

<b>Subject:</b>	Time to Change Leicester: Campaign 2017/18
<b>Presented to the Health and Wellbeing Board by:</b>	Catherine Crook - Project Officer, Public Health
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### EXECUTIVE SUMMARY:

Time to Change is a national charity that works to combat the stigma and discrimination faced by those who speak about their experience of mental health problems. Leicester has been working in conjunction with Time to Change to develop a programme to curtail their national messages specifically to Leicester, providing us with resources and support from their national body to do so.

We have developed this into a campaign proposal to last until August 2018. This includes a communications campaign that will target several groups throughout the year, including children and young people, mothers and students in higher education. It will begin with a focus on men's mental health, launching in July 2017. Other outputs include a community grants scheme, to fund projects led by not-for-profit organisations that combat stigma and discrimination around mental health problems in Leicester's communities. £50,000 of funding will be available, with applicants able to apply for up to £5,000.

Time to Change Leicester will be governed by a series of organisations in a steering group who meet for regular meetings. This steering group will include representatives from health and social care, the voluntary sector, local businesses and universities. We propose that the Health and Wellbeing Board will have oversight of the Hub, appraising the work of the Steering Group and advising on building a strong and effective partnership.

The Health and Wellbeing Board will receive a presentation on the proposed aspects of the Time to Change campaign for the next year in conjunction with this paper.

### RECOMMENDATIONS:

The Health and Wellbeing Board is requested to:

**Consider** the opportunity to develop 'Time to Change Leicester'

**Advise on** the campaign proposals for 2017/18.

## **Useful information**

- Ward(s) affected: All
- Report author: Catherine Crook
- Report version number: 1.0

### **1. Introduction**

Mental illness is common. With one in four people experiencing a mental health problem at some point in their lives, around 75,000 Leicester residents will be affected. People living with mental health problems say social stigma and discrimination linked to mental illness can make difficulties worse and make it harder to recover.

Time to Change is a national charity, created by Rethink Mental Illness and Mind, to challenge stigma and discrimination linked to mental illness. Time to Change Leicester is a local hub, co-ordinated by Leicester City Council, to distribute key messages so that they resonate better with the needs of Leicester communities.

Time to Change Leicester will promote positive attitudes towards mental health problems so that a constructive discourse about mental health and wellbeing will start in our homes, communities, schools and workplaces. We are looking to the Health and Wellbeing Board for guidance in building a strong and effective partnership which will lead to better outcomes for people with mental health and wellbeing problems.

### **2. Summary**

Time to Change Leicester will be the focus of our public mental health campaigns for the next year. It will aim to:

- Change the behaviour and attitudes of the local population towards people with mental health problems;
- Reduce the levels of reported mental health stigma and discrimination in the local area;
- Empower people with experience of mental health problems to be at the heart of all agreed local activity.

These activities will be supported by a number of initiatives, including:

- A Time to Change Leicester community grants scheme, to support projects which combat stigma and discrimination linked to mental health in Leicester's communities;
- A Time to Change Leicester public mental health campaign aimed at promoting mental health and wellbeing in Leicester's homes, schools and workplaces;
- Initiatives in Leicester workplaces supportive of people with mental health problems and maximising the mental wellbeing of employees;

- Work with Leicester schools to help children and young people to grow up to be confident and resilient.

### **3. Stop the Stigma campaign**

One of the major outputs of Time to Change Leicester will be our ‘Stop the Stigma’ public mental health campaign, with key messages targeted towards different groups throughout the year. We will create tailored campaign materials such as posters, leaflets and information packs for the following groups during 2017/18:

- Men, who are less likely to talk about mental health (with a campaign launch in July);
- Children and young people (July-August, focusing on the Summer Reading Challenge);
- Schools and places of education, including mothers as well as children (the September back-to-school period);
- Working age adults, focusing particularly on workplace stress (ongoing);
- Higher education and student mental health (February, coinciding with other university mental health awareness dates.)

These groups reflect Time to Change’s national campaign targets, and the materials will include testimonials of Time to Change volunteers.

We will launch our series of posters encouraging men to speak about their mental health at a media launch in early July. Press and partners from the voluntary sector and healthcare will be invited as well as the general public. The launch will be held in a pub venue, to present key messages about the relationship between men with mental health problems and lifestyle choices such as poor diet, lack of social engagement and alcohol dependence.

### **4. Employer support**

Leicester already has organisations that have signed the Time to Change Pledge, a demonstrable commitment to being an employer that will not tolerate discrimination towards employees with mental health problems. The Pledge process requires writing an action plan that demonstrates how organisations will enforce this, and as a result is something we would encourage other businesses in Leicester to sign.

We would develop a forum for all signatories of the Pledge to meet and discuss best practice on combatting mental health stigma and discrimination in the workplace, encouraging other organisations to follow suit.

### **5. Governance**

The proposed role of the Health and Wellbeing Board will be to oversee the work of the Time to Change Leicester campaign, appraising the work of the Steering Group and its partners (see **Appendix A** for proposed governance structure.)

The Steering Group is made up of stakeholders and mental health partners, including Champions’ representatives to have those with lived experience of mental illness on the board. It will also have representatives from headteachers networks, local

employers who are signatories of the Time to Change pledge, and the Student Mental Health Forum.

## **6. Community Grants fund**

Our proposed Community Grants fund will be announced at the July media launch. This will be an initiative that financially supports organisations with project proposals that are best placed to share anti-stigma messages in their respective communities.

£50,000 will be put aside in the public mental health budget for the Community Grants scheme. Applicants must either be a not-for-profit constituted group or single organisation, or be working in conjunction with one. They can apply to funding up to £5,000. There is not one specific type of project we are looking to fund, but they must demonstrably be able to work towards combatting stigma and discrimination around speaking about mental health in their areas or communities.

Our guidance document and application forms have been shaped by successful guidance from the Adult Social Care Prevention Fund.

## **7. Conclusion**

Time to Change Leicester is a public mental health campaign that will prioritise the voices of those with lived experience of mental illness, and promote the importance of combatting the stigma around mental illness throughout the city. Our approach will influence the general public, including specific target groups throughout the year, whilst simultaneously providing more tailored support through funding effective community projects.

It will incorporate the voices of people with lived experience of mental health problems at all levels of delivery. Their stories will be invaluable in shaping the campaign and shaping mental health problems as an issue far more commonplace than it is often thought of.

Time to Change Leicester will share messages encompassing the city's employers, schools and communities, and with the right strategic support will act as a catalyst to enable institutional change.

## Appendix A: Proposed governance structure for Leicester Hub

