

time to change

let's end mental health discrimination



rethink



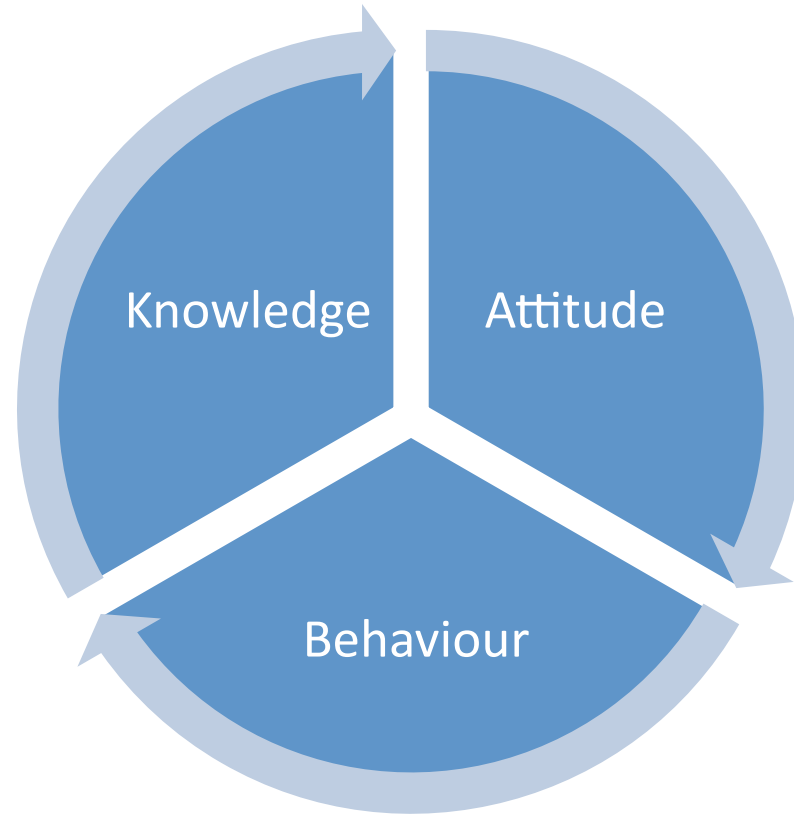
Benefitting from Partnerships

Time to Change

Matt Fossey

- Consortium of **three** voluntary sector partners – Mind, Rethink, Institute of Psychiatry
- **Four** year programme - **2007-2011** *with a ten-year vision*
- **35 projects** - 6 national, 28 local, 1 evaluation
- Based on international programmes that have evidenced population-wide attitudinal change using a model of a national agenda-setting campaign & local community activity

Making the Difference



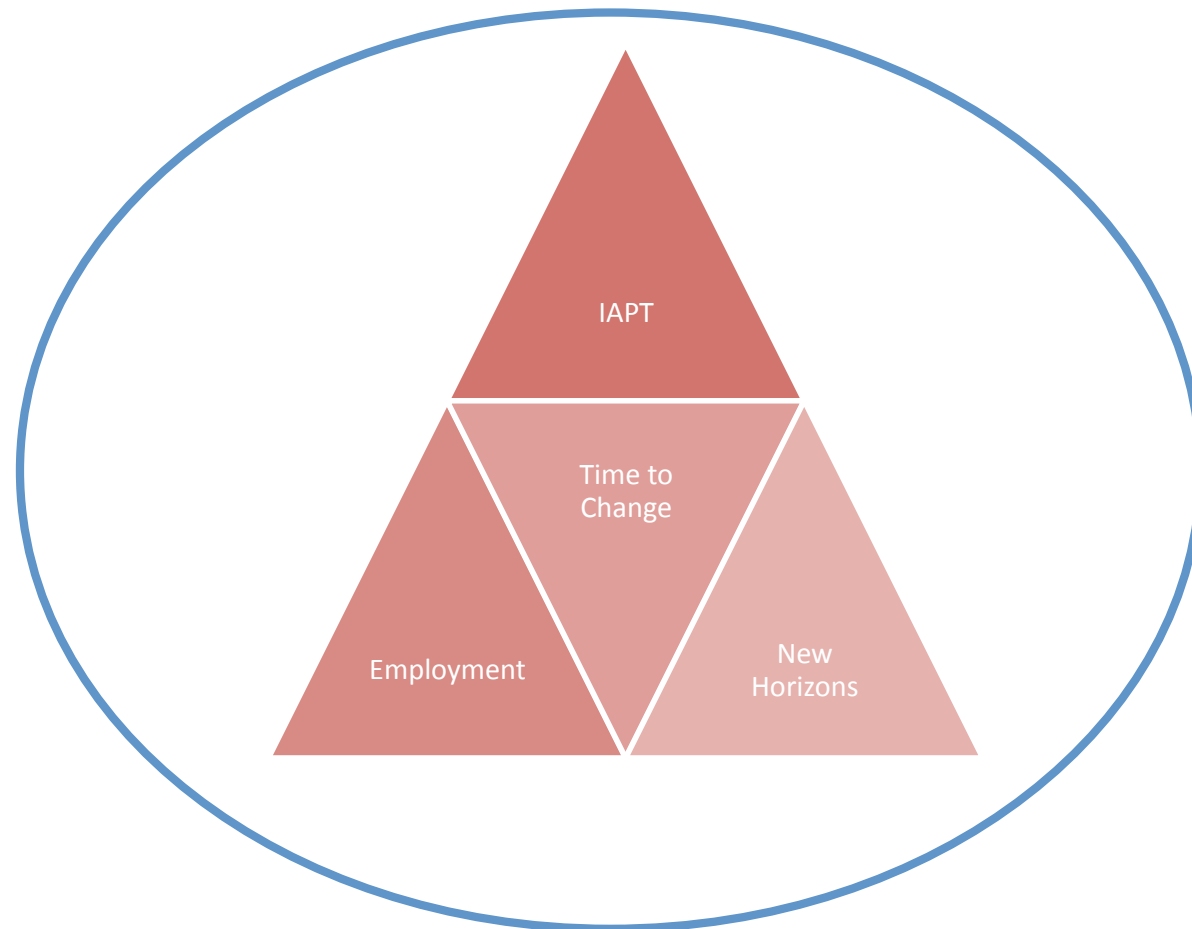
TTC Programme Composition



Key TTC links for Health and Social Care

Policy:

Perkins
DWP
Boorman
Bradley
Foresight
C&YP MH



Provision:

Service
Access
(BME
groups)
World Class
Commissioning

Example: BME Pilot Campaign 2010

Our aims

- Improve knowledge, attitudes and behaviour towards people with mental health problems within one BME group
- Get measurable results so we can learn more about what works to change knowledge, attitudes and behaviour within a specific BME population using a tailored social marketing intervention

What Time to Change brings to the partnership

- Dedicated staff and resources to oversee the development and delivery of the campaign
- High quality campaign materials
- A dedicated area on the Time to Change website for the campaign
- Expert research and social marketing methodology
- The campaign will benefit from the associated recognition and reputation of the national Time to Change anti-stigma campaign

What the Partners bring to the partnership

- Dedicated staff and resources to deliver the campaign
- Use their existing strong links with the chosen BME community, and be willing the roll out this pilot campaign working alongside any of the other partners involved
- Work alongside the other partner organisations to secure service user involvement
- Their own expertise in working with BME communities in the chosen location, and their existing network links

Benefitting from partnerships

- Open and honest from the beginning
- Listen and learn
- Roles and remit
- Evidence your decisions
- Swap secrets
- Ensure that the campaign is evaluated

time to change

let's end mental health discrimination

Matt Fossey, Stakeholder Manager
m.fossey@time-to-change.org.uk
07545 567807

Laura May, Social Marketing Officer
Laura.May@rethink.org
020 7840 3136