

Time to Change Hubs

Induction Handbook

time to change

let's end mental health discrimination

Foreword by Jo Loughran

Director of Operations, Time to Change

I want to take this opportunity to congratulate you on becoming a Time to Change Hub. It's such an exciting time to be welcoming you to the social movement, to support you in harnessing your local expertise, lived experience leadership, knowledge and passion to ensure that we all change the way we think and act about mental health.

There is a growing interest in the impact that mental health stigma and discrimination has on individuals, in communities, workplaces, schools and amongst friends and family. It is just not acceptable that people continue to feel isolated, ashamed and fearful because of their mental health problems.

We hope that, by working together, we can continue to change the status quo, using this great opportunity to knit together the outstanding work already happening locally with the largest national evidence based programme of work in this area.

It feels important to contextualise the work you're doing locally in the national and international space. Time to Change is the first campaign *in the world* to evidence that it is possible to change people's behaviour towards those with mental health problems. Since we began in 2007 there has been a 9.6% national improvement in public attitudes and, since 2009, an 11% improvement in intended behaviour¹, with Time to Change campaign awareness positively and significantly associated with these higher scores in most years. We have also seen a 40% reduction in discrimination reported by people using secondary mental health services in England since 2008. Together, we're making it easier for people with mental health problems to speak out, seek help, and live their lives to the full.

So, welcome to the growing social movement and thank you for showing your commitment to ensuring that no-one feels like giving up on life because of the negative reactions of others to their experience of mental health problems.



¹ Willingness of the public to live with, work with, continue a relationship with and live next door to someone with a mental health problem

Contents

1. Introduction to Time to Change	Page 4
a. The campaign	4
b. The journey so far	4
c. Current aims and objectives	5
d. Stephen's story	7
2. Meet the teams	10
a. Community Leadership	10
b. Employers	13
c. Blue Light	16
d. Children and Young People	17
e. Social Marketing	19
f. Communications and Media	21
g. Digital	22
h. Evaluation	23
3. Running your Hub	24
a. Hub agreements	24
b. Establishing the partnership	25
c. Engaging local Champions	26
d. Action Plan and objectives	26
e. Champions Fund	27
f. Community engagement	27
g. Hubs network	28
4. Time to Change training	29
5. Time to Change contacts	32
6. Key dates	36
7. Wider mental health support links	36

1. Introduction to Time to Change

The campaign

We are Time to Change, a growing movement of people changing how we all think and act about mental health problems.

Our campaign is run by **Mind** and **Rethink Mental Illness**, and thousands more organisations have joined us to make the change happen. Our voice is stronger and louder thanks to the funding from **Department of Health, Comic Relief** and the **Big Lottery Fund using National Lottery funding**. Too many people with mental health problems are made to feel isolated, ashamed and worthless. But with the right support around them, people can recover and have equal opportunities in all areas of life.

Time to Change is a social movement made up of hundreds of thousands of individuals and organisations across England, who are all doing their bit to change the way the nation thinks and acts when it comes to mental health.

Since we began in 2007, **more than 4.1 million people have improved attitudes**, and more people than ever are able to be open about their mental health problems. But there's still more to be done until no one has to face discrimination on the grounds of a mental health problem, and until talking about having a mental health problem becomes unremarkable and every day.

Everyone's attitude makes a difference; your attitude makes a difference.

Working with both adults and young people, we aim to empower people to challenge stigma and speak openly about their own mental health experiences, as well as **changing the attitudes and behaviour of the public** towards those of us with mental health problems.

We know it can be difficult to talk about mental health. That's why we support **communities, schools** and **workplaces** to open up to mental health problems, to talk and to listen.

The journey so far

Getting the nation talking

Setting real-life stories at the heart of every campaign, Time to Change has inspired adults and young people to start their conversations about mental health. An annual Time to Talk Day, on the first Thursday in February, has also given individuals, organisations and schools a focal event for getting the nation talking. Latest results from the National Attitudes to Mental Illness Survey show people's willingness to work, live and continue a relationship with someone with a mental health problem

have improved by 11% since 2009. This suggests greater levels of openness about mental health among the population as a whole.

Leading a successful movement

According to research by the Institute of Psychiatry, Psychology and Neuroscience, King's College London, there has been a clear and consistent link between awareness of Time to Change and improved knowledge, attitudes and behaviour towards people with mental health problems. There has also been a positive impact on individuals' confidence to tackle negative attitudes and behaviour in others. There is now a powerful, confident, social movement, with thousands of active Time to Change champions and hundreds of thousands of supporters.



Current aims and objectives

Thousands of people have joined our movement, and thousands more have changed how they think and act about mental health. But we know that many people still don't consider mental health relevant to them. They don't believe mental health problems are likely to affect them or people they know. They also don't see how their attitudes and behaviours can influence others' experiences of mental health problems. Across the population as a whole, men's attitudes have shifted significantly slower than women's. Social and cultural barriers prevent men in particular from opening up to the topic of mental health. Compared to women, men are;

- Less knowledgeable about mental health, with more negative attitudes.
- Far less likely to report their own experiences of mental health problems and less likely to discuss mental health problems with a professional.
- More likely to say that mental illness is the result of a 'lack of self-discipline and willpower'.
- Three times more likely to take their own lives.

2016 - 2021

In 2016 we secured £20 million funding from the Department of Health, Big Lottery Fund using National Lottery funding and Comic Relief to run five more years of the campaign. Over this period, Time to Change will deliver harder hitting campaigns to reach those audiences who have not yet engaged to improve their attitudes and encourage them to be open to mental health. Work to target young people and their parents will also continue, as well as activity in schools. We will support hundreds more organisations to implement plans to transform their policies and practices where mental health is concerned and conversations are encouraged.

We are increasingly looking to embed anti-stigma work within local communities and ensure Champions can use their skills and talents to campaign on their doorstep with the unity and support of a local collective movement. This will be achieved by yourselves, our local Time to Change hubs, established with Health and Wellbeing Boards, Local Authorities and voluntary sector organisations across the country to develop local-led anti-stigma campaigns.

Our Aims

- Improve public attitudes and behaviour towards people with mental health problems
- Reduce the amount of discrimination that people with mental health problems report in their personal relationships, their social lives and at work
- Make sure even more people with mental health problems can take action to challenge stigma and discrimination in their communities, in workplaces, in schools and on-line
- Create a sustainable campaign that will continue in communities and workplaces long into the future



Our Scope

We exist because the attitudes of others stop people with mental health problems getting the help and support they need. We exist because too many people with mental health problems are made to feel isolated, ashamed and worthless. We exist because we want everyone with a mental health problem to be free of fear and to have equal opportunities in all areas of life.

Our scope is changing how we all think and act about mental health problems. Although we have found that this can go hand in hand with improving wellbeing and raising mental health awareness, our key focus is to change the public's attitude and behaviour. It is important that all of our programmes and local activity reflect this.

Our partner organisations, Mind and Rethink Mental Illness are the two leading mental health charities in the UK, providing support and services to individuals and their families who experience mental health problems. Running anti-stigma work can naturally lead to your colleagues, families or members of your community taking steps to seek support or advice for their own wellbeing. For more information about where people can go to seek help, please see the 'wider mental health support links' section on p.36

Stephen's Story

Stephen joined the Champions Campaign Group supporting the pilot Time to Change Hub in Liverpool in 2016. Here he shares his experience of being part of the Hub as a local Champion and some ideas for future Hubs.

How did you get involved in the Hub?

I was searching online for more information when I came across Time to Change, a growing movement of people changing how we all think and act about mental health. I signed up as a Champion to support the campaign and subsequently got involved with a mental health network at work to support colleagues who, like me, had experienced stigma and discrimination as a result of having a mental health condition and didn't really feel the medical model met their needs.

However, I also wanted to do more in my own community, so I jumped at the chance to join a local pilot Hub bringing Champions together to organise activities to raise awareness and tackle the stigma and discrimination around mental health issues.

What was it like?

Time to Change provided training – such as “social contact” – so we could build on existing skills and develop new ones to enable us to organise activities and run successful events. Champions who work with health services gave us the benefit of their experience and we could always raise any other requirements with the local Steering Group, which includes local mental health professionals and experts from the voluntary and community sectors.

Bringing local Champions together allowed us to exchange experiences and consider what opportunities there were to run events to reach people in our area. Some Champions are health professionals or mental health advocates, this provided us with opportunities to build connections and work with other groups and organisations and support the work they do.

Joining the Hub is one of the best decisions I've ever made and one of the things I'm most proud of. I've been really humbled to share a platform with some of the bravest people I've met; people who've had the courage to open up and share sometimes personal and painful experiences because they want to help other people. While we aren't a support group, I count the people in the Hub as a really important part of my support network and it has helped me maintain my recovery and improve my understanding of mental health issues and understand what support is available.

How did it help you to develop as a campaigner?

It's seeing and hearing ordinary people tell it like it is and realising that having a mental health condition doesn't have to define you and you can still lead a full and rewarding life. Ultimately, that's what empowers you and gives you the courage and confidence to talk about your own experiences. It's all about "social contact" and having those meaningful conversations about mental health to get the conversation started so that everyone realises it's not something to feel embarrassed or ashamed about and it's something that could happen to anyone.

That's why the campaign recognises the importance of placing Champions at the heart of everything we do. You receive the training and support you need to give you the courage and confidence to tell your story and encourage other people to seek the help and support they need to manage their own mental health more effectively. Becoming a Time to Change Champion and getting actively involved in my local Hub helped me find my voice and gave me the confidence to talk openly and honestly about my own experiences and challenge mental health misconceptions and stereotypes.

Challenges

Raw enthusiasm and passion on their own are simply not enough to enable you to sustain a Hub over the longer term. It's important to think about the practicalities of running a Champion's Campaign Group.

It is, crucial that you establish early on what the Hub is all about (and equally important, not about) and manage expectations about what can realistically be achieved. It's worth agreeing 'Terms of Reference' setting out the expected behaviours and how you intend to run the Hub so you have something to refer to if required.

Even with the best-laid plans, things will occasionally go wrong and people do tend to come and go given other life commitments. It is, therefore, crucial to remain resilient and support each other through times when things don't go to plan. Learn from your mistakes and be prepared to do things differently if that's what it takes. What we're all trying to achieve is a change in attitudes, and that doesn't happen overnight.

Steering Group

Clarify, at an early stage, what links you may already have to other mental health professionals or voluntary and community groups already on the ground, for e.g. do any of the Champions already work in any of these areas? You should network and build as many connections as possible with mental health professionals and groups who are already working to support people in your area to avoid duplication and establish how best you can build on and complement what is already happening.

Our Hub coordinator was also the Chair of the Steering Group comprising of the Council, the Health & Wellbeing Board, Clinical Care Commissioning Group and other mental health professionals and representatives from local community groups and the voluntary sector. We tried to ensure that at least one other Champion attended their monthly meetings. This gave us the opportunity to share our Action Plan and any upcoming events and activities so that they could offer any observations based on their previous experience and consider what they could do to support what we were intending to do. We also shared the minutes from our Hub meeting with the Steering Group and vice versa to ensure that everyone was kept fully informed of developments and clearly understood and actions needing to be taken forward.

Time to Change

Don't forget there are numerous Hubs all over the country and the number of Champions is steadily increasing all the time. Think about how you can build connections with other Hubs and share your experiences with other Champions about what worked and lessons learned. Time to Change are developing a Champions portal specifically for the Hubs with additional resources to support you and do try to take advantage of all the excellent resource that is already available via their website.

All that remains is to wish anyone starting a Hub the very best of luck! I hope you find it as richly rewarding, empowering and fulfilling as I have. We all have a valuable role to play in raising awareness about mental health problems and challenging negative attitudes to try and ensure that everyone with a mental health problem feels supported.

2. Meet the teams

Your regional contacts

Contact details for all the Time to Change teams can be found on page 32.

Support available to Funded and Organic hubs

Please note: Unfortunately, simply due to our own capacity, specialist Time to Change project teams cannot guarantee that they will be able to continue directly supporting organic Hubs after the initial induction and training programme. To help us respond as quickly as possible, Hubs should contact their regional Communities Equalities Coordinator in the first instance for all enquiries, or our [Network Support Team](#).

However, all the physical and e-resources and training listed below will be available to all hubs. All Hubs will also be able to access our online Hubs forum, webpages and attend the regional network meetings, where you will be able to share learning, ideas and materials with your peers.

Community Leadership Team

What we do

The role of the Community Leadership team is to support and equip people with lived experience of mental health problems to be effective champions, leaders and custodians of the Time to Change social movement. We also work with partner organisations to embed the mission, approach and mechanisms for change at a local level. The Community Leadership Team has one Community Equalities Coordinator (CEC) based in each region who work closely with local organisations and Champions Campaign Groups across their area. For funded Hubs, the CEC in your region will generally be your first point of contact. The CEC will also be able to support organic Hubs in some core areas but, due to their limited capacity and the number of Hubs in some regions, a lot of the day-to-day contact and enquiries will be picked up by the Network Support team.

The core of local activity delivered by Time to Change Champions has traditionally focused on social contact activities and events. Event ideas include **SoMe**, a concept that brings people together to talk about a specific topic to facilitate conversations aimed at challenging mental health stigma. The concept is straightforward: it uses elements from social media that work well in connecting people but in face-to-face interactions at public events. You can find out more about SoMe at <http://www.time-to-change.org.uk/get-involved/time-change-champions/SoMe>

In addition to our existing tools and materials, we are developing a range of new resources including a Time to Change **Champions Podcast**. This online programme aims to empower Time to Change Champions to use digital campaigning tools to deliver social contact activity and increase their ability to campaign independently. You can listen to the latest episode at <https://www.time-to-change.org.uk/time-to-change-podcast>

How we support Hubs

CEC's will help you to set-up and train your core Champion's Group, a vital resource at the heart of all successful Hubs. They can also provide advice and support around the events and activities in your action plan. Wherever possible, CEC's will try and attend your partnership meetings.

For Funded Hubs, your CEC will be your main, day-to-day contact and can help to support local activities facilitated and organised by the Hubs member organisations.

Due to the number of Hubs in some regions we cannot guarantee the CEC's availability to the same extent for organic Hubs.

The table below provides an overview of what support you can expect from Time to Change and who to contact for both funded and organic Hubs perspectives;

	Support provided	Funded Hubs	Organic Hubs
General	Day-day Time to Change contact	CEC	CEC* / Network Support Team
	Supporting the set-up of core Champions Group	CEC	CEC*
	Support the development of your action plan	CEC	CEC*
	TTC Hub partnership meeting representative	CEC	CEC*
	Attend and support Hub campaigns and events	CEC	CEC*
Work areas	Communities support	CEC	Network Support Team
	Children and Young People support	Children and Young People's Team	Children and Young People's Team

	Employers support	Employer's Team	Employer's Team
	Communications support	Communications or Social Marketing Team	Communications or Social Marketing Team

*** Subject to CEC's capacity**

Working with Champions

Lived experience leadership and social contact are at the heart of the Community Leadership work and we work closely with the Time to Change Champions network, our movement of people with mental health problems campaigning against stigma and discrimination. In relation to Hubs the CEC's main role is to support the establishment of a core, local Champion's Group/s (CG's). We will provide them with training and support where required. Once established, core Champion's Groups are an essential and valuable resource for any Hub, providing the partnership with energy, passion and insight.

Social Contact

At Time to Change, we define Social Contact as "conversations that take place between people who have lived experience of mental health problems and those who may not". This definition is a proven model which is at the core of all of our stigma and discrimination activities as we know that conversations change attitudes and behaviour. We can provide you with tools, guidance, materials and training on how to deliver effective social contact events.

This short animation helps to explain the basic premise of social contact:

<https://www.time-to-change.org.uk/get-involved/time-change-champions/social-contact>

Champions Fund

In funded Hubs, the [Community Leadership Senior Officer](#) will support the Hub Coordinator in the delivery of their Champions Fund: a small awards programme enabling local Champions to deliver their own stigma and discrimination social contact activities.

Training

Core;

- Workshop for Hub Partners: Good Practice in Working with Champions
- Introduction to Challenging MH Stigma and Discrimination
- Social Contact
- Workshop for Champions in Hubs: How to Influence and Participate

- Introduction to Champions Fund (funded Hubs)

On request;

- How to run a successful local mental health campaign
- Introduction to organising an event
- A range of e-learning courses are also available for individual Champions

Resources

Information about social contact;

<https://www.time-to-change.org.uk/get-involved/time-change-champions/social-contact>

Social contact resources, including a social contact event toolkit and case studies;

<http://www.time-to-change.org.uk/resources>

Champions can find everything they might need, from how to plan and run an activity to how to speak out in their everyday life, on the **Champions Campaign Portal**;

<https://www.time-to-change.org.uk/champions/portal>

Champions Podcast;

<https://www.time-to-change.org.uk/time-to-change-podcast>

Employers Team

What we do

The Employers Team works with organisations who want to make a commitment to change the way their employees think and act about mental health in the workplace. There is significant evidence which shows that looking after the mental health of employees makes business sense and increases productivity. We also know that encouraging employees to talk about their mental health can make a real difference to sickness absence rates, presenteeism levels and staff wellbeing. Our aim is to ensure that employees who are facing mental health problems feel supported at work and that their employer continues to work to remove the stigma and discrimination around mental health that is often felt or perceived by employees in the workplace.

With our support, employers develop an action plan designed to get employees talking about mental health, as well as putting in place or reviewing appropriate policies which further help to embed good practice around mental health and reduce potential discrimination.

We then help organisations recruit internal Time to Change Employee Champions to support and promote the delivery of the action plan.

Finally, we also ask organisations to publicly sign an Employer Pledge board to show their commitment to delivering their action plan and making their workplace more supportive for people with mental health problems.

The Time to Change Employer's Pledge

Signing the pledge represents an employer's public commitment to delivering their mental health anti-stigma action plan. The action plan itself is based on seven key principles;

- Demonstrate senior level buy-in
- Demonstrate accountability and recruit Employee Champions
- Raise awareness about mental health
- Update and implement policies to address mental health problems in the workplace
- Encourage your employees to share their personal experiences of mental health problems
- Equip line managers to have conversations about mental health
- Provide information about mental health and signpost to support services

Actions themselves could range from one-off events throughout the year, such as running events for World Mental Health Day, to larger ones which run continuously, such as training line managers to be comfortable dealing with mental health issues with their line reports.

One of the key principles of the action plan is to recruit employee champions to support and drive forward the work; it should not rely solely on an employer's HR or occupational health team. Employee Champions are people who are passionate about challenging stigma and discrimination in the workplace. The Time to Change Employers team have a dedicated Employee Champions Officer who works with and supports our network of Employee Champions across England.

Once the action plan action has been finalised, the employer is sent their pledge board by Time to Change for a senior member of staff to publicly sign in front of their employees.

Employer accelerator programme

Having signed the pledge an employer will be automatically enrolled on to our 'Accelerator Programme'; a one year, free support package from Time to Change to support the implementation of the action plan. Pledged employers will receive;

- Coaching on their action plan from a dedicated member of their expert team
- Connections to employers who have implemented initiatives similar to those they are planning
- Invitations to a series of master classes where they can learn from leading employers on how they have achieved success
- Invitations to workshops on how to effectively raise awareness about mental health within their organisation
- Online resources to help the employer deliver activity in their workplace

How we support Hubs

The Employers team can help you;

- Support local organisations to sign the Time to Change Employer Pledge
- Connect your Hub to existing local, pledged employers who are interested in supporting wider community activity around mental health
- Refer new employer pledges to the Hub to learn from and / or contribute to existing networks and activity
- Help you use the Time to Change Employer Pledge as a way of developing links with local employers by offering our free support and coaching package.

Additionally, some employers may also be able to support Hubs by providing;

- Meeting room space
- Advice and support around communications and marketing
- Printing of materials
- Joint workshops
- Joint events, activities and awareness campaigns around key dates
- Links to employee champions

Hubs and employers can also access a wide range of tailorable Time to Change resources and activities on our website.

Where you have not had direct contact with a local employer who is already engaged with the Time to Change, we just ask that you speak to the Employers Team in the first instance who will be happy to make the initial approach to the employer on your behalf, where appropriate.

Training

Core;

- Supporting organisations to complete the Time to Change Employers Pledge

Resources

All the Time to Change Employers Team resources can be accessed on-line at; <https://www.time-to-change.org.uk/resources/create-download-materials/#/~embed/resources/collection/15>.

Blue Light Team

What we do

The Blue Light Programme is a programme of mental health support for emergency services staff and volunteers from police, fire, ambulance and search and rescue services across England. In June 2017, the programme was awarded a further £1.5 million, which extend the programme to deliver in 2018/19.

The Programme has been successfully delivering activity across England, including;

- **Anti-Stigma Work** - based on the Time to Change Organisational Engagement project which tackles stigma and discrimination at an organisational level;
- **Workplace Wellbeing** - a bespoke mental health training programme for delivery with partners;
- **Resilience** - a pilot approach to building the mental health resilience of blue light staff;
- **Information & Support** – delivery of a bespoke mental health information service for blue light personnel, including a confidential Information line;
- **Support Pathways** – development and delivery of activity to improve the pathways to mental health support for Blue Light personnel.

In 2016/17, an investment from the Programme was made to four pilot Blue Light Mental Health networks to bring together the learning over the 4 key Blue Light Programme strands; workplace wellbeing, resilience, information & anti-stigma. The main aim was to enable Blue Light organisations within each selected locality to collaborate and work together on applying Mind's 3 pronged approach to workplace wellbeing across their organisations.

How we support Hubs

The Blue Light Programme team will be able to link hubs with key contacts within local services (Blue Light Time to Change pledge leads). The team can also work with any services within Hub areas that have not yet signed the Blue Light Time to Change pledge to encourage them to sign and support them through that process. (After March 2018 this will be facilitated by the Time to Change Employers Team).

Children and Young People's Team

What we do

The Time to Change Children and Young People's programme began in 2011. Since then we have developed a comprehensive evidenced based programme which aims to change the way young people and parents think and act when it comes to mental health.

We work with secondary schools, colleges and youth sector organisations to support them to run Time to Change activities with the young people they work with. Our work falls into four main categories;

Whole school approach: school leaders networks

Our work encourages groups of head teachers or school leaders from local secondary schools and colleges to ensure that mental health stigma and discrimination and appropriate pastoral care are on the agenda for their schools. They facilitate shared knowledge, information and best practice, create opportunities for joint events (e.g. training) and discuss risk management, policy and procedure development. The schools represented are encouraged to run joint Time to Change activities.

Education programme

We have a wide variety of resources, assemblies, lesson plans, videos, and sign-posting information for teachers and youth workers to run activities. One of the key elements of this work is the delivery of our 'train the trainer' training: a session delivered to teachers and youth professionals enabling them to go on to deliver it to young people in their own settings. This training covers information on mental health awareness, the impact of stigma and, most importantly, how to run a Time to Change campaign in their school or youth club.

We also deliver leadership training for young people who are passionate about running campaigns in their school and provide all of these resources free, online.

Social Marketing

We run social marketing campaigns aimed at young people aged 11-18 and their parents. These campaigns compliment the wider work we do and helps us reach a larger audience.

Specific social marketing materials and activities have been created targeting 11-18 year olds and parents. These activities occur throughout the year, with particular emphasis around key dates such as Time to Talk Day in February.

Youth Involvement

Young people's voices and experiences are at the heart of our programme. Including them in training, resources and project planning has been vital. We train and equip young champions to co-deliver our education sessions, convey our message to their peers and campaign locally themselves, telling their own story of experiencing of mental health problems.

What we can offer Hubs

Your local secondary schools and colleges

We support local secondary schools, colleges and youth sector organisations to engage with Time to Change and help them to build on the work that they already do in supporting the mental health, wellbeing and attainment of the young people in their area. We recognise that each area of the country is unique and so our approach and resources have been designed to support the great work that you already do in a flexible and adaptable way.

Create a head teachers' network

We support local areas to tap into existing networks or create their own mental health networks. Whether you think about working directly with your local association of head teachers via an existing teaching school alliance, or are keen to set up your own network, the team will be happy to support you. We want schools and youth sector organisations to work together to share information, support and knowledge on what works and what is available locally.

Further information on setting up your own head teacher's network can be found at; www.time-to-change.org.uk/school-leaders

Training

On request;

- Teacher / Youth professionals train the trainer
- Leadership and campaign training for young people

Resources

All our resources are free to download at www.time-to-change.org.uk/teachers including;

- Toolkits for running campaigns and working with young leaders groups
- Short activities
- Assemblies
- Videos and blogs

You can also sign up to the CYP mailing list to receive the latest information and initiatives from the team at <https://www.time-to-change.org.uk/email-signup>

Social Marketing Team

What we do

Changing attitudes and behaviours

Our main goal is to change the way the public thinks and acts about mental health and mental health problems. We do this primarily through bursts of paid-for advertising during the course of the year, by setting up partnerships with organisations and the media, and events like Time to Talk Day in February.

All our campaign work is based on extensive insights research, with significant input and collaboration from people who have experienced mental health problems.

In Your Corner

In February 2017, we launched an ambitious five-year campaign designed to engage people who don't yet consider mental health as relevant. Targeting men and young people in particular, the focus is on encouraging people to be 'in your mate's corner' when it comes to mental health, as a way of starting to engage them with the subject.

We know that having someone in your corner can make the world of difference when going through a mental health problem. And it can be as simple as asking how they are, checking in with them, listening and not judging.

What we can offer Hubs

We're very grateful to the thousands of partners, workplaces, schools and champions who have joined us to create a growing movement and make change happen. As an England-wide programme, we can:

- Share with you our insight, research and evaluation on mental health and social marketing
- Share details of upcoming Time to Change advertising campaigns, including campaign assets from films to advertising artwork, so you can gain the benefits of the national movement in your region
- Provide marketing and advertising materials
- Chat to you about how In Your Corner campaigns, Time to Talk Day and other social marketing initiatives could work in your region, for your communities

There are three distinct campaigns across the year that can help to engage people and drive behaviour change in your area:

- In Your Corner campaign for adults (October/World Mental Health Day)
- In Your Corner campaign for young people and parents (November)

- Time to Talk Day (February)

Training

On request;

- Effective social marketing

Resources

All Time to Change **campaign materials**, from adverts and films to posters and tip cards, can be accessed at; <https://www.time-to-change.org.uk/resources/create-download-materials#/~/embed/collections>

There's also a live edit facility that allows you to customise some of these materials, including adding your own content or logo.

Films from some of our previous campaigns;

- Be in your mate's corner | Adults (2017)
<https://www.youtube.com/watch?v=3l8LpDitZvY>
- Be in your mate's corner | Young people (2017)
<https://www.youtube.com/watch?v=X6YHW7sQ2wM>
- Mental health – Staffordshire | School (2016)
https://www.youtube.com/watch?v=8F_8umLWQUE&t=5s
- No judgement | Young people (2015)
<https://www.youtube.com/watch?v=irADsjrhIjI>
- Small things can make a big difference | Adult (2015)
<https://www.youtube.com/watch?v=BFPvtthKmic>
- Workplace – Becky & Jo | Blue light (2015)
<https://www.youtube.com/watch?v=rzjbS-Nw8nc>
- It's the little things – Matt and Tim | Adult (2014)
<https://www.youtube.com/watch?v=6-5Pv1Unj0w>
- Stand up kid | Young people (2012)
https://www.youtube.com/watch?v=SE5lp60_HJk&t=2s

Communications and PR

What we do

We look after all the communications and PR activity undertaken by Time to Change to ensure we build the profile and influence of our campaign and protect its reputation. We're also the brand guardians responsible for ensuring Time to Change is recognised, trusted and respected. Our work covers three main strands;

Brand

We are responsible for ensuring the Time to Change brand is used consistently and appropriately by everybody associated with our campaign. We need to make sure that whenever Time to Change is talked about or represented in anyway in documents, on websites or in the media that we're all speaking with one voice and that it all feels like it's coming from the same organisation. So we have clear guidelines that explain how to use our name, logo, other visual assets and tone of voice. We're also responsible for producing a lot of the branded materials that Time to Change teams and champions use to promote what we do.

Communications

We manage internal communications across our campaign as well as external communications to our supporters, schools and employers networks and other stakeholders. Most of this is done digitally through e-newsletters.

Media work

We manage all proactive and reactive media enquiries to do with Time to Change, using PR to promote our messages and campaigns. We monitor media coverage and work with print, online and broadcast media outlets to improve the way that mental health is portrayed in the news and non-factual work like soaps. We will often challenge the media when their work has been stigmatising.

We're also responsible for managing any issues that may threaten the reputation of Time to Change.

How we support Hubs

- Support and guidance around using the Time to Change brand properly
- Adaptable Time to Change branded materials and templates for your own use through the brand platform on our website.
- Circulation and promotion of your news and information across our own networks where appropriate
- Advice on managing your Hub communication networks
- Media handling protocols to ensure that Hubs can work effectively with the central Time to Change media team in dealing with enquiries

Training

On request:

- Media training for case studies and volunteers

Resources

- Time to Change Hub branding and tone of voice guidance
- Template press releases
- Hubs media handling protocols
- Time to Change brand platform, enabling you to create your own localised materials; <https://www.time-to-change.org.uk/resources/create-download-materials#/~/embed/collections>

Digital

What we do

Digital plays a vital role in changing attitudes and behaviour towards mental health. With more people using the web and social media every day, digital channels are a crucial means of inspiring our existing audiences to take action and challenging new audiences to change the way they think and act about mental health.

We look after all the online activity across the programme, managing key digital communications channels like the website and social media and supporting project teams to use digital means to achieve their objectives. Our work covers three major strands;

Website

We maintain and develop the Time to Change website, making sure that content is up to date, accessible, clear and impactful. We undertake development of key new website projects from time to time to encourage and celebrate action and behaviour change; the 'share your activity' wall and Time to Change quiz, for example.

Social Media

The Digital Team also manages Time to Change's social media profiles, including Facebook, Twitter, Instagram and YouTube. We source content for these channels on a daily basis, including blogs, videos and illustration series, as well as amplifying user-generated content created by champions and supporters. Our aim is to inspire our audience to get involved in the movement and to share the content, encouraging further behaviour change amongst their own social networks.

Digital training and empowerment

We provide digital expertise, training and resources to staff and supporters to help boost the impact of their activities and campaigns. We also run an annual StoryCamp event, where we invite people with lived experience to learn about effective storytelling online through blogs, vlogs and social media.

How we support Hubs

We can help you to deliver effective digital activity to support behaviour change in your area by;

- Helping you to develop a plan for effective social media content
- Sharing best practice about how to moderate social media activity around mental health
- Helping you to develop website content and assets to inspire action and change attitudes, based on our experience of what works
- Supporting you to deliver training and resources to local champions to campaign online, using material and expertise from our StoryCamp events

Training

On request;

- Using digital to engage, inspire and challenge:

Evaluation Team

What we do

The Time to Change evaluation team works closely alongside all aspects of the campaign in order to;

- Evidence the impact of our activity and achievement against our programme outcomes
- Assess the level of ownership of the Time to Change programme in local communities and organisations
- Effectively capture and share learning on an ongoing basis to enable more effective future delivery

How we support Hubs

We actively work with each funded hub to evaluate the effectiveness and sustainability of the programme. The main elements that Time to Change will provide are;

- An attitude survey with a sample of the general population in each hub area, pre and 24 months post the beginning of activity

- An annual state of the nation survey (including questions focusing on discrimination) containing a sample of people with personal experience of mental health problems from each hub area
- Qualitative interviews with key stakeholders across the hub area

Although we contract an independent evaluator for the programme evaluation, for both funded and organic hubs there will be lots of ways in which existing local data collection can add value. Please attend the training or arrange a call with the Evaluation Manager if you would like to find out more.

Training

In place of training, Time to Change offers bespoke evaluation support for all funded hubs. This will allow all hubs to be confident that their evaluation and monitoring activities are a great use of capacity, and could include advice on;

- Collecting data at events and activities, including basic online follow-up
- Maximising existing monitoring and evaluation to incorporate Time to Change outcomes, including attitude and behaviour measurements used by Time to Change that could be implemented in your local data collection
- Understanding different data collection and analysis methods and their advantages

Resources

All Time to Change evaluation tools, resources and methodologies are available for all hub areas to access and use. To do so, please contact our [Time to Change Evaluation Manager](#).

3. Running your Hub

Hub agreements

All Hubs are asked to sign a light-touch memorandum of understanding (MoU) with Time to Change. The MoU is **not** legally binding, but aims to set out the core principles that we ask Hubs to put in place, namely;

- All **'core' partners are actively engaged** (Hub Host, Coordinator and Local Authority)
- All **core partners commit to signing the Time to Change pledge**
- **Lived experience leadership** is central to Hub delivery, including representation on the partnership group

- The hub partnership is as **representative of the local community** as possible
- A campaign **activity plan** is produced and shared with Time to Change
- **World Mental Health Day** and **Time to Talk Day** remain focal points of activity
- **Social contact** remains a core ingredient of public facing events
- **Activity is evaluated and reported** to Time to Change to a proportional level

If you have not already received your copy of the MoU agreement, or have any questions relating to it, please contact your respective [Community Leadership Manager](#).

Coordinator organisations in funded Hub areas will also be sent a separate funding contract for the £15k Hub support costs contribution and the £19k Champion's Fund. Time to Change will transfer 50% of each pot of money upon receipt of the signed contract, with the remaining 50% transferred following receipt of the November report.

Establishing local partnerships

It is a good idea to try and identify any potential wider Hub partners as early as possible. Hubs work best where multiple sectors are engaged, helping you to reach all areas of the community via a range of different methods and routes to really reinforce your message.

Additional partners don't have to be formal members of your steering group: you might well have decided that in order to function effectively you need to limit the number of people and organisations represented at that level. However, they can still play a valuable role in supporting and delivering local activity if they can be effectively engaged. A surprisingly large range of organisations from various different sectors have previously demonstrated an interest in addressing mental health stigma and the ability to bring something different to a partnership, so don't rule anything out!

The following list shows the most common types of organisation that you might want to consider trying to engage with if you haven't done so already;

- **Health / mental health service providers**
- Organisations working in the **youth space**, such as local secondary schools, colleges, universities and youth clubs
- Major local **employers** can reach a large number of people internally / externally, help to influence wider workplace practices locally and can potentially even contribute valuable resources to Hubs such as funding or access to facilities, etc.
- **Emergency services**

- **Professional sports clubs** have a high profile in their local community and can engage large numbers of people, often including target groups such as men
- **Community organisations or networks** that might help you engage with marginalised people in your communities or those facing multiple forms of discrimination
- **Local influencers** such as politicians or prominent community leaders can often play a key role in accessing otherwise marginalised communities or helping to influence local strategies, etc.

Time to Change already works with a range of public, private and third sector organisations across England which we can help to put you in touch with. Due to data protection rules we are unable to forward their details without their permission. However, our [Network Support Team](#) will be able to contact any of our existing pledged employers to introduce you if you speak to them regarding the type of organisation / sector you are looking to engage with.

Engaging local champions

Time to Change Champions are people with Lived Experience of mental health problems who campaign to end mental health stigma and discrimination in their communities. Champions come from a diverse range of backgrounds and have varying levels of previous experiences and skills. It is therefore important that Hubs develop a range of opportunities to ensure that Champions are able to participate in and influence the Hubs at all levels. These opportunities should try to take into account Champions' interests, skills and availability.

Whilst Time to Change will put you in contact with any existing Champions in your area, it is the Hubs role to engage and recruit sufficient Champions to support the ambitions of your Hub.

Once identified, Time to Change will provide training to support and enable Champions to be an integral part of your Hub. Hubs should ensure that they identify potential barriers to involving a diverse range of Champions at the start of the process and work to resolve issues with practical and creative solutions. It must always be remembered that Champions are volunteers with links to local communities and represent a key asset to Hubs with the knowledge, connections and passion that they bring. All Hub partners should remember, recognise and respect Champions' ability to influence Hubs as equal partners and ensure their participation is valued and rewarded accordingly.

Action plan and objectives

All funded Hubs are asked to commit to the delivering the following activity as an absolute minimum;

- 3 large scale events, each intended to reach a minimum of 500 people

- Dedicated activity around the campaigns two primary focal points;
 - Time to Talk Day (first Thursday in February)
 - World Mental Health Day (10 October)

Once developed, all Hubs are asked to provide Time to Change with an action plan for their local campaigns via the [Network Support team](#).

To help get you started, in addition to our training and resources, Time to Change can provide;

- An action plan template to help you frame your ideas
- Case studies of previous Hub events
- Examples of good practice in recruiting Champions supporting Lived Experience Leadership
- The ability to contact all the other Time to Change Hubs via our online forum for suggestions, tips and ideas
- Support and advice from your Time to Change Regional Coordinator (funded Hubs) or the Network Support Team (organic Hubs)

Champions Fund

Training on the Champions Fund will be delivered to all funded Hubs by the [Network Support Team](#). Previously, a number of organic Hubs have been able to find some money to provide their own Champions Fund too.

If you are an Organic Hub and are interested in finding out more about the Champions Fund or attending the training would help you if you think you might be able to provide your own funding, please contact the Network Support Team.

Community engagement

Hubs will need to work collaboratively with existing community links and build on current relationships. Developing good working relationships with people, including Champions who already have links into certain communities, is an important aspect of the developing a successful Hub. Hub partners should share their knowledge of local demographics and remember that difference may not always be apparent. They should check for barriers that may prevent participation and work to resolve these effectively.

When planning activities, consider which communities you can draw in and aim to develop a range of activities to ensure as many people as possible have opportunities to be involved. It is also important, in the early stages, to develop mechanisms to feedback to communities what difference their involvement has made. This, in turn, will make them more likely to continue engaging with the Hub.

Effectively engaging different groups will also benefit the Hub itself by developing and understanding a rich diversity of experience.

Hub networks

Hubs are essentially individual areas, but we are keen to help you link up with other areas both within your region and nationally to help you access peer-peer support and best practice from across the country. We can help to bring Hubs together by;

- Supporting you to **build relationships with your direct counterparts** from other Hubs at the regional induction and training sessions
- Facilitating **regional Hub network meetings in June and December** ahead of World Mental Health Day and Time to Talk Day to share ideas, best practice and build supportive relationships across the wider Hubs network.
- Providing information about Hubs on the [Time to Change website](#), including;
 - An [interactive map](#) of England, which allows you to;
 - **Locate and contact all existing Hubs** and Time to Change Champion's Groups
 - **Promote events** and **recruit Champions** to support them
 - Put questions to the entire Hubs network via the **Online Hubs forum**² for peer-peer support and the sharing of best practice

Network support team

For general queries and sign-posting, please contact a member of our [Network Support Team](#). Contact details for the team can be found on page 32.

² You will need to register for log-in details in order to access the forum. To register, please contact the [Network Support Team](#).

4. Time to Change Training

The following training is available to **all** Time to Change Hubs.

By default, all core training will be delivered in the funded Hubs area with organic hubs invited to attend. Non-core training is generally more bespoke and can often be delivered more flexibly, direct to the hub/s requesting it. To avoid overloading individuals and in order to share knowledge around your Hub partnership, we suggest a range of people from each partnership attend the courses, depending on their area of interest / lead role within your Hub, etc.

Region	Core training								All other training*
	Induction	Champions Introduction Meetings	Workshop for Hub Partners: Good Practice in Working with Champions	Introduction to Challenging MH Stigma and Discrimination	Social Contact	Workshop for Champions in Hubs: How to Influence and Participate	Introduction to Champions Fund	Supporting organisations to complete the TTC Employers pledge	
Nottingham / East Midlands	13 March	w/c 16 April or earlier	24 April	10 May	22 May	7 June	12 June	4 July	On demand
Worcestershire / West Midlands	20 March	w/c 16 April or earlier	26 April	8 May	24 May	5 June	13 June	5 July	On demand
Waltham Forest / London	22 March	w/c 16 April or earlier	25 April	3 May	15 May	22 May	7 June	20 June	On demand
Bristol / South West	27 March	w/c 9 April or earlier	19 April	1 May	17 May	24 May	6 June	27 June	On demand

Training course	Time to Change delivery team	Primary format	Alternative format	Audience							Capacity	Duration (hrs)
				Host	Coordinator	Champions	VCS	All Hub partners	Schools	Employers		
Workshop for Hub Partners: Good Practice in Working with Champions	Community Leadership	Face-to-face	n/a	X	X	X	X	X	X	X	30	6.0
Introduction to Challenging MH Stigma and Discrimination	Community Leadership	Face-to-face	n/a	X	X	X	X	X			20	3.5
Social Contact	Community Leadership	Face-to-face	n/a	X	X	X	X	X			20	3.5
Workshop for Champions in Hubs: How to Influence and Participate	Community Leadership	Face-to-face	n/a		X	X	X	X			20	3.5
Introduction to Champions Fund (funded Hubs)	Community Leadership	Face-to-face	Video / telephone conference		X	X	X				20	3.5
Supporting organisations to complete the TTC Employers pledge	Employers	Face-to-face	Video / telephone conference	X	X	X	X	X			20	3.0
Train the trainer (CYP)	CYP	Face-to-face	Video / telephone conference						X		25	3.0

Training course	Time to Change delivery team	Primary format	Alternative format	Audience							Capacity	Duration (hrs)
				Host	Coordinator	Champions	VCS	All Hub partners	Schools	Employers		
Evaluation briefing / consultation workshop for partners	Evaluation	Face-to-face	n/a	X	X			X			20	2.5
How to run a successful local mental health campaign	Community Leadership	E-learning	n/a			X					20	3.5
Introduction to organising an event	Community Leadership	E-learning	n/a		X	X	X				20	3.5
Brand guidelines	Communications	Briefing document	Bespoke support on demand									n/a
Media protocols	Communications	Briefing document	Bespoke support on demand									n/a
Digital media guidance	Communications	Briefing document	Bespoke support on demand									n/a
Social marketing	Communications	Briefing document	Bespoke support on demand									n/a

5. Time to Change Contacts

Organic Hub contacts	
Network Support	<p>Other than queries relating to Employers or Children and Young People work, organic Hubs should contact the Network Support Team in the first instance.</p> <p>The Network Support team will provide you with light touch support and sign-posting to all our projects resources and regional / national Hub networks. They can also put you in touch with the most appropriate Time to Change team if you need support in a specific area.</p> <p><u>General enquiries and support</u></p> <p>Hubs information inbox E: localhubs@time-to-change.org</p> <hr/> <p>Nicola Lucey Community Leadership Officer E: n.lucey@mind.org.uk T: 0208 215 2368</p> <p>Louise Palmer Senior Community Leadership Officer E: l.palmer@mind.org.uk T: 0208 215 2363</p> <p>Keith Winestein Community Leadership Manager E: k.winestein@mind.org.uk T: 0208 215 2349</p>
Children and Young People	<p>Ione Acceto-Hill Children and Young People Administrator E: ione.acceto-hill@rethink.org T: 020 7840 3025</p>
Employers	<p>E: employers@time-to-change.org.uk T: 0208 215 2436</p>

Funded Hub contacts	
Community Leadership	<p>The Community Leadership Team supports and equips people with lived experience to be effective champions, leaders and custodians of the Time to Change social movement as well as working with partner organisations to embed Time to Change’s mission, approaches and mechanisms for change at a local level.</p> <p><u>Champion’s Fund queries</u></p> <p>Louise Palmer Senior Community Leadership Officer E: l.palmer@mind.org.uk T: 0208 215 2363</p> <p><u>North East Region</u></p> <p>Community Equalities Coordinator: Angela Slater E: a.slater@time-to-change.org.uk T: 07825 754745</p> <p>Community & Leadership Manager: Beba Parker E: b.parker@mind.org.uk T: 0208 215 2224</p> <p><u>North West Region</u></p> <p>Community Equalities Coordinator: Darren Bee E: d.bee@time-to-change.org.uk T: 07876 424842</p> <p>Community & Leadership Manager: Elizabeth Ladimeji E: e.ladimeji@mind.org.uk T: 0208 215 2210</p> <p><u>West Midlands Region</u></p> <p>Community Equalities Coordinator: Emma Marks E: e.marks@time-to-change.org.uk T: 07796 938670</p> <p>Community & Leadership Manager: Beba Parker E: b.parker@mind.org.uk T: 0208 215 2224</p> <p><u>East Midlands Region</u></p>

Funded Hub contacts

Community Equalities Coordinator: Anita Kumari

E: a.kumari@time-to-change.org.uk

T: 07796 691901

Community & Leadership Manager: Elizabeth Ladimeji

E: e.ladimeji@mind.org.uk

T: 0208 215 2210

East of England Region

Community Equalities Coordinator: Yvonne Edge

E: y.edge@time-to-change.org.uk

T: 07796 709933

Community & Leadership Manager: Elizabeth Ladimeji

E: e.ladimeji@mind.org.uk

T: 0208 215 2210

London

Community Equalities Coordinator: Chrystalla Karvella

E: c.karvella@time-to-change.org.uk

T: 07796 938425

Community & Leadership Manager: Elizabeth Ladimeji

E: e.ladimeji@mind.org.uk

T: 0208 215 2210

South East

Community Equalities Coordinator: Angela Etherington

E: a.etherington@time-to-change.org.uk

T: 07796 937758

Community & Leadership Manager: Beba Parker

E: b.parker@mind.org.uk

T: 0208 215 2224

South West

Community Equalities Coordinator: Lisa Benham

E: l.benham@time-to-change.org.uk

T: 07771 335535

Community & Leadership Manager: Beba Parker

E: b.parker@mind.org.uk

T: 020 215 2224

Funded Hub contacts	
Employers	<p>Karen Shaw Employers Programme Manager E: k.shaw@time-to-change.org.uk T: 0208 215 2436</p> <p>We support organisations in signing the Time to Change Employer Pledge, offering dedicated support throughout the process including a year of free coaching, training and networking. We support a Champions programme which includes learning, training, sharing and networking events for Champions.</p>
Children and Young People	<p>Jennifer Taylor Head of Children and Young People E: jennifer.taylor@rethink.org T: 020 7840 3080</p> <p>Ione Acceto-Hill Children and Young People Administrator E: ione.acceto-hill@rethink.org T: 020 7840 3025</p> <p>The Children and Young People's Team works to improve the knowledge, attitudes and behaviour of young people aged 11-18 and their families around mental health. We work with schools and organisations, supporting them to run their own Time to Change campaigns and develop a whole-school approach to mental health. We also involve young people who have lived experience of mental health problems in our training so that school staff and students get to hear people's real life stories.</p>
Comms	<p><i>Communications / Media / Branding</i></p> <p>Louse Penman Communications Officer E: l.penman@time-to-change.org.uk T: 020 8215 2354 E: j.kowalski@time-to-change.org.uk T: 020 8215 2352</p>
Social Marketing	<p>Chris Kilvington E: Chris.Kilvington@rethink.org T: 020 7840 3142</p>

Funded Hub contacts	
	<p>The Social Marketing team is responsible for Time to Change's paid-for campaigns, including advertising bursts, media partnerships, and creating promotional films and print materials.</p> <p>Contact us The best way to contact us is by email, at chris.kilvington@rethink.org and carl.burkitt@rethink.org.uk.</p>
Evaluation	<p>George Hoare Evaluation and Research Manager E: george.hoare@rethink.org T: 020 7840 3011</p> <p>The evaluation team works closely alongside all aspects of the campaign to evidence achievement against our programme outcomes and the embedding and local ownership of Time to Change in communities and organisations. We also work to capture learning on an ongoing basis to enable more effective delivery, inform strategic decision making about the programme, and share lessons with our international peers.</p>

6. Key Dates

Time to Change uses two main dates each year as the major focus points for our campaigns;

- Time to Talk Day (first Thursday in February)
- World Mental Health Day (10th October)

7. Wider mental health support

At Time to Change, we focus on challenging stigma and discrimination in society, so we're not able to provide individual or emergency support for people in crisis. But there are lots of people who can. They are listed here:

ChildLine

Telephone: 0800 1111 (free to call)

Website: www.childline.org.uk

ChildLine is a private and confidential service for children and young people up to the age of nineteen. You can contact a ChildLine counsellor for free about anything - no problem is too big or too small.

Elefriends

Website: <http://elefriends.org.uk/>

Elefriends is a supportive online community where you can be yourself, run by [Mind](#). If you're a carer needing support you can contact all of the above as well as [Carers Direct](#) and the [Princess Royal Trust](#) for Carers, both of whom are able to provide support and advice on any issues affecting you.

Mind Infoline

Telephone: 0300 123 3393 or text 86463 (9am-6pm Monday to Friday)

Email: info@mind.org.uk

Web site: www.mind.org.uk/information-support/helplines/

Mind provides confidential mental health information services. With support and understanding, Mind enables people to make informed choices. The Infoline gives information on types of mental distress, where to get help, drug treatments, alternative therapies and advocacy. Mind has around 135 local Minds providing local mental health services.

Rethink Mental Illness Advice & Information Service

Telephone: 0300 5000 927 (9.30am-4pm Monday to Friday)

Email: [contact form](#)

Website: <http://www.rethink.org/about-us/our-mental-health-advice>

Provides expert advice and information to people with mental health problems and those who care for them, as well as giving help to health professionals, employers and staff. Rethink also runs [Rethink services and groups](#) across England

Samaritans

Telephone: 116 123 (24 hours a day, free to call)

Email: jo@samaritans.org

Website: www.samaritans.org

Provides confidential, non-judgmental emotional support for people experiencing feelings of distress or despair, including those that could lead to suicide. You can phone, email, write a letter or in most cases talk to someone face to face.

SANEline

Telephone: 0300 304 7000 (4.30pm-10.30pm every day of the year)

Website: www.sane.org.uk/what_we_do/support/helpline

Saneline is a national mental health helpline providing information and emotional support to people with mental health problems and those who support them.

The Mix

Telephone: 0808 808 4994 (11am-11pm, free to call)

Email: [Helpline email form](#)

Website: www.themix.org.uk/get-support

The Mix provides judgement-free information and support to young people aged 13-25 on a range of issues including mental health problems. Young people can access The Mix's support via phone, email, peer to peer and counselling services.

You should encourage anybody who has concerns about their mental health to make an appointment with their GP.

Thank you