

# time to change

let's end mental health discrimination



# Social Contact Event Toolkit

Funded by



# Contents

<b>About this toolkit</b>	<b>3</b>
<b>Introducing Time to Change</b>	<b>4</b>
<b>Your Time to Change event</b>	<b>9</b>
<b>How they did it</b>	<b>18</b>
<b>Working with volunteers</b>	<b>26</b>
<b>Help &amp; support</b>	<b>43</b>

# About this toolkit

This toolkit will help you to plan and run a social contact event that helps to change the way that people in your community think about, and behave towards, people with mental health problems.

**The following pages will help you:**

- Decide what event you would like to run
- Plan and run your event
- Recruit, train and support your volunteers

**The toolkit is divided into five sections:**

- The **first section** introduces Time to Change and looks at how your community-run event can make a difference
- The **second section** offers advice and support with the planning and evaluation of your event
- The **third section** has inspiring case studies from people who have already run Time to Change events - to give you ideas
- The **fourth section** looks at involving volunteers who have experience of mental health problems
- The **fifth section** lists places you can go to find more information and help with organising your event, and includes some templates for you to use. It also includes a glossary, which explains some of the key terms used in this toolkit

Some of the information in this toolkit may not apply to your event. This is a guide to get you started.

If you have downloaded this toolkit, you can access the training films online on the Time to Change website at [www.time-to-change.org.uk](http://www.time-to-change.org.uk).

If your organisation or group is planning a large-scale event (aiming to engage over 500 people per day) and after reading this toolkit you would like additional support or advice, please email the Time to Change community engagement team on [volunteer@time-to-change.org.uk](mailto:volunteer@time-to-change.org.uk).

# Introducing Time to Change

## What is Time to Change?

Time to Change is England's biggest ever programme to end the discrimination faced by people with mental health problems. It is led by a partnership between two national mental health charities, Mind and Rethink Mental Illness.

We have been running since 2007, and since we started we have seen a real change in the way that people with mental health problems are perceived by and treated in society. In recent years there has been a growing movement of people willing to speak out about their mental health and let others know what it really means to live with a mental health problem.

There is still a long way to go though. We have much more to do to reduce discrimination against people with mental health problems in this country. Through running a Time to Change social contact event, you can play a big part in this.

Time to Change is funded by the Department of Health, Comic Relief and the Big Lottery Fund.

## How does Time to Change work?

First and foremost, Time to Change is about talking. It aims to change attitudes and behaviour by encouraging people to open up and have honest conversations about mental health, in a variety of ways.

To find out more about how Time to Change works, visit [www.time-to-change.org.uk/about](http://www.time-to-change.org.uk/about).

## Time to Change social contact community events

Time to Change runs and supports events in communities across England that raise awareness about mental health and challenge the discrimination faced by people with mental health problems.

In 2009 and 2011 we ran a series of roadshows, in which volunteers with experience of mental health problems went out to town centres and festivals across the country to talk to the public about mental health. We have built on the success of these events and continued to run more social contact events and activities.

We've also seen hundreds of groups and organisations put on their own social contact events using Time to Change materials - and we want to encourage many more people to do this.

From NHS Trusts to universities and colleges, local authorities to charities and voluntary/community groups, a whole range of organisations and individuals have run Time to Change events including local advertising campaigns, roadshows and 'Human Library' events.

**"The best moments for me personally were when the people that I was speaking with actually began to speak about either their own personal experiences of mental health challenges or about their friends/family who had experienced this. The fact that they felt comfortable with me and were able to have an open and frank conversation, it was an honour.**

**There was nothing negative about anything on the day and I enjoyed it so much that I didn't want to leave. Everyone made us feel welcome and supported and truly valued. Well done again to all the team for all their hard work and for bringing everyone together, an amazing event!"**

Linda, volunteer, Cambridge Roadshow 2011



**"The atmosphere was very friendly and supportive. It was good to speak to so many people about mental health issues and hear about different experiences. It also made me think about how much stigma there still is around mental health. Thank you for giving me the opportunity to volunteer - I really enjoyed it!"**

Layla, volunteer, Durham roadshow 2011

"I'm not a mental health expert at all, but at the same time, as a friend, there's nothing to stop me saying 'Hey, how are you doing?'"

Time to Change supporter



## Talking about mental health

Your Time to Change social contact event will need to bring people with and without mental health problems together, so that they can have meaningful conversations. We are looking for people to run events that can create real change, by creating situations where people who don't have experience of mental health problems can learn about the issues from those who do.

There's a growing body of international evidence that this is one of the most powerful ways of breaking down the stigma that surrounds mental illness. We call it social contact.

## Why is talking about mental health important?

Talking about mental health helps to reduce stigma and discrimination. Hearing what it's like to have a mental health problem from people who have experienced the issues first hand can help break down the negative stereotypes that exist around mental illness. When people with mental health problems feel more able to be open and honest about their experiences, it becomes easier for them to seek help when they are feeling unwell.



"My depression was like a distant relative...my family knew about it but rarely spoke about it. Through this campaign, I've now had the courage to speak to them openly and make them aware that depression is part of me and my life.

Knowing that they now appreciate this is such a weight lifted from my shoulders. I feel like I can manage things better now and I'm unashamed to admit when I have a bad day. Brilliant campaign!"

Facebook supporter

## How your event can make a difference

To make sure that your event helps to start conversations that will change attitudes and behaviour, it will need to:

- Bring people with and without mental health problems together on an equal footing
- Make sure that these people can get to know each other, so those without mental health problems can find out more about the people behind the mental health problems
- Provide information to the people without experience of mental health problems which challenges negative stereotypes they might hold
- Encourage people to work together to achieve a common goal. This could be through a joint activity that is fun and engaging, such as putting on a music performance, producing a piece of art or crafts, or an outdoor activity such as gardening

The most important part of your event will be your volunteers. They will know how it feels to have personal experience of mental health problems, and if you give them the right support, they can use this experience to help end mental health discrimination.

**Go to → Section 4 Working with volunteers to find out more about recruiting and managing a volunteer team.**



# Your Time to Change event

## Planning your Time to Change event

1. PLAN THE ESSENTIALS

2. FIND PEOPLE TO WORK WITH

3. PLAN YOUR BUDGET

4. CHOOSE YOUR LOCATION AND VENUE

5. RECRUIT YOUR VOLUNTEERS

6. PROMOTE YOUR EVENT

7. KNOW YOUR HEALTH AND SAFETY REQUIREMENTS

8. REGISTER YOUR EVENT

9. ORDER YOUR TIME TO CHANGE RESOURCES

10. EVALUATE YOUR EVENT

11. CELEBRATE AND SAY 'THANK YOU!'

## Planning your Time to Change social contact event

Putting on an event can be time consuming and can seem daunting, so we've put together a nine-step guide to get you started. The following steps cover some of the key things you'll need to think about when you're planning your event.

### 1 Plan the essentials

Before you start, you will need to decide:

- **Event activity** - what are you going to do? **Go to → Section 3: How they did it** for some ideas
- **Date and time** - find out about what is happening locally and plan the best day, working around other local events, cultural/religious days, school holidays and so on
- **Venue** - there is a lot to consider when choosing your venue, and more details will be given in the following pages
- **Materials** - what you'll need, where to have them delivered and whether someone will need to be there to receive any deliveries
- **Your audience** - how many people you are expecting to attend or aim to reach
- **Volunteers** - **Go to → Section 4** for advice on how to calculate how many volunteers you'll need for your event and how you might recruit and support them

### 2 Find people to work with

Planning and delivering an event on your own can be overwhelming. You might want to look for like-minded people to run the event with you. This could be a friend, colleague or a local organisation. As part of a group you can share resources and facilities, pool together budget and help each other to come up with ideas.

You should involve people with personal experience of mental health problems from the beginning in planning and participating in the event.

#### TOP TIP:

\* Find out about other events in your area and see if you can join with them - if you already work in an organisation, partnering with others could help you reach more people or access more resources

You can find all upcoming Time to Change events on our website - [www.time-to-change.org.uk/take-action/events-search](http://www.time-to-change.org.uk/take-action/events-search)

You could also see if you could team up with your local NHS trust, or other voluntary sector organisations or community groups.

### 3 Plan your budget

Whether you are planning an event to speak to 20 people or aiming to reach hundreds, it's a good idea to plan your budget before you start. You'll need to work out in advance:

- How much is available
- What you can afford with the amount that you have
- Whether you can get any support in kind (people donating time or materials rather than money)

You might also want to think about how you make decisions about spending. For example, you could set up a planning group and make sure that people with experience of mental health problems are central to the planning process.

#### TOP TIPS:

- \* Try asking local businesses for sponsorship. They are often keen to support good causes to improve their image in the local area
- \* Remember that you don't always need money to get hold of resources. Think about what you can access for free and include this in your plan. Giving out freebies and refreshments on the day helps to attract people!
- \* You can order a limited amount of Time to Change materials when you register your event on our website (see step 7 of this section)



### 4 Choose your location and venue

The location of your event is key to getting people's attention. Sometimes the best way to engage people in a conversation about mental health is when they are least expecting it - think about where and how you could make this happen.

The venue you choose will have a big impact on your event's success.

**Outdoor public spaces** are great for attracting new audiences and raising the profile of your activity, but you might need to think about facilities and what you'll do if the weather is bad. Outdoor venues will need agreement from the person who owns the land. Getting permission can sometimes take several months, for example some local authority events planning committees only meet quarterly. If possible, ask someone from the local authority to join your planning group.

**Indoor venues** are weather safe and have built-in facilities (and event manager support sometimes) but might cost more and need more marketing to get people to come.

**Wherever you choose, your venue should be wheelchair accessible, easy to get to and suitable for your event.**

If you are hiring a venue yourself, when you make your booking, it's important to ask for confirmation detailing:

- The times of the event and the area available to you
- Hire costs and potential costs (e.g. if you overrun, if damage is caused)

- Access to the venue (both on the day and for deliveries beforehand)
- 'Closing up' of the venue
- Site plan of the event layout
- Facilities (toilets, accessibility)
- Venue contacts (who will be available on the day).
- Full terms and conditions
- Security overnight if needed

**You should get all this information in writing wherever possible. Keep a copy of any signed agreement.**

**Bear in mind that you may have to pay a deposit for a venue well in advance of the event itself.**

#### TOP TIPS:

- \* Local organisations may have a venue you could use so it is worth asking early on
- \* Look for venues that attract a high number of local people who would not normally come to a 'mental health event', e.g. shopping centres, gyms/leisure centres, or community festivals

### 5 Recruit your volunteers

Volunteers who can talk about their mental health experiences will be vital. For advice about how to recruit and train a team of volunteers to help you on the day, **Go to → Section 4 Working with volunteers.**

## 6 Promote your event

There are lots of ways to tell people about your event and what you are up to. Here are just a few ideas:

- **Social media** (e.g. setting up a page, or promoting through existing pages on Facebook, Twitter)
- **Online listings**, e.g. local employers' websites, or event listing sites. For example, you could send your event information to <http://www.gumtree.com> for inclusion in the community section and the free event listing site <http://www.wherewecango.com> which gets lots of hits!
- Posting on **public notice boards**
- **Flyers and posters** - putting them up in shops, libraries or GP surgeries (and everywhere else you are allowed!)
- Ask your **local media** to list or feature the event - they might be able to send a reporter and photographer along on the day. Local and regional newspapers like running "personal interest" stories. You could ask one or two volunteers to share their story with the paper and explain why events like yours are important
- Ask **community organisations** to include your event in their **communications**

### Go to → Section 5 Useful Templates

for template press releases

To try to reach as diverse an audience as possible, think about how and where you promote your event including faith organisations, community venues and local shops.

Remember that not everyone has access to computers or the internet, so try to find a range of different ways of getting information about your event out there.

You can download the Time to Change event logo, to use when you are creating your poster or emailing people about your event, from our website:

[www.time-to-change.org.uk/shop/branding-and-logos](http://www.time-to-change.org.uk/shop/branding-and-logos)



When you register your event on our website we will also help with promotion by showing the event on our 'upcoming events' page.

#### TOP TIPS:

- \* If you do not have internet access, perhaps you could visit a local library, college or internet cafe
- \* You could work with other organisations in your area who can bring a wider audience so that both people with and without experience of mental health problems are involved

## 7 Make sure you are clear about health and safety

Our health and safety checklist will help make sure your event is safe and inclusive:

### Legal responsibilities

Make sure you are aware of your responsibilities as an organisation. All private and public organisations are legally responsible for the welfare and safety of their participants, and voluntary organisations have a 'duty of care' not to harm or endanger anyone as a result of their activities. The term 'duty of care' is used to describe the legal obligations of a service provider (e.g. a club) towards its customers (e.g. club members).

### Method statement

A method statement is a sequence of steps taken to complete a work task in a safe manner. The method statement should outline the hazards involved and include a step by step guide to explain in detail the actions that must be taken to make sure the task is carried out safely. Include all relevant details in the order that you expect them to be carried out e.g. unloading your van, putting up marquees, arranging tables, chairs etc.

### Go to → Section 5 Useful templates

for a general risk assessment template.

### Risk assessment

Writing a risk assessment in advance of your event can help you to identify potential risks and think about how to minimise them, making it safer for everyone involved. The risk assessment looks at the risk associated with each area of your event including equipment, participants, emergency points and safety information.

### Go to → Section 5 Useful templates

for a general risk assessment template.

### Insurance

It is likely that your organisation or the venue where you are holding your event already holds public liability insurance, however you should check this early on and make sure that the insurance policy fully covers the activities that will take place at your event.



## Accessibility

When you plan your event you should make sure you are being as inclusive as possible for people with disabilities. It is good practice to make sure around 10% of your budget goes towards making your event accessible.

Remember, accessibility is not just about making sure people with disabilities can come to your event. You might also want to consider things like dietary needs (if you are serving food), providing support for people with mental health problems or with learning difficulties, and language. Some Time to Change materials are translated into different languages - see step nine of this section for more information.

You can use our accessibility checklist below to make sure your event is meeting accessibility needs as much as possible.

### Accessibility Checklist

There may be occasions when it is not possible to tick all of the boxes on this list, or they might not all be relevant to your type of event, but this list will help you think about whether these things are possible. On the occasions when it isn't possible to achieve points 1 and 2 we recommend you make this clear on your event promotion information to avoid disappointment or distress.

- 1 Does the event have full wheelchair access to all areas?
- 2 Does the location have fully accessible toilets?
- 3 Are there planned spaces for people who use wheelchairs/power chairs during any presentation or performance?
- 4 Is the event area large enough and has it been arranged to allow people to move around easily?
- 5 Have people with disabilities been considered in case of a fire emergency and has this been made clear to staff and volunteers as well as when doing 'housekeeping'?
- 6 Is there good lighting (bright without glare)?
- 7 Do you have paper copies of any presentations available in an accessible format for people to read during any presentations? See the top tips box below for advice on making your written materials accessible. Are all other handouts and materials available in an accessible format?
- 8 Do you have signs for your event? Are they clear?
- 9 Do you have a hearing loop and is it working and switched on? Is there someone available who can use this?
- 10 Will your event include speeches or performance? If so, will there be signing for people with hearing difficulties? Do all speakers know they need to speak clearly, not too quickly and face the audience?
- 11 Where possible have you eliminated or reduced background noise during the event?
- 12 Is there a quiet area for people needing 'time out'?
- 13 If you have produced flyers, have you asked about specific requirements on any booking forms and actively welcomed any queries about access? Do they include a map and /or public transport information?
- 14 If people need assistance, will they be able to find staff easily?
- 15 Does the schedule for the day allow for breaks?

#### TOP TIPS:

- \* When you are putting together written materials for your event, use white/off white/cream paper, a font size of Arial 14 or more, with the text aligned to the left, and avoid writing things in bold. Avoid printing text over photographs and using background washes etc
- \* To be truly accessible, invite people to contact you with their access needs so you can make sure you meet these needs on the day

## Health and first aid

It is important that you have qualified first aiders at your event. The main event organiser or venue owner should have their details, but make sure you confirm this before your event. To find the nearest medical emergency service go to [www.nhs.uk/servicedirectories](http://www.nhs.uk/servicedirectories). If you do want to hire medical support, you can contact the St John's Ambulance - visit [www.sja.org.uk](http://www.sja.org.uk) or call **07000 633 427**.

## Mental health

How will your event support people with mental health problems? Here are some things you could consider:

- Having a **quiet area** where people can go if they're feeling overwhelmed
- Your volunteers could carry a **crisis card** at the event
- Encourage your volunteers to take breaks and discuss any concerns around their own mental wellbeing with the group. You should have a designated co-ordinator that they can talk to on the day
- In the unlikely event of someone in distress, have the contact details of your local mental health crisis team available at your event

**Go to → Section 4 Working with volunteers** for more information about how to work with people with experience of mental health problems, and for details of how to make a **crisis card**.

**Go to → Help & Support Information** for contact details of organisations that support people in crisis.

#### TOP TIPS:

- \* Make sure there is plenty of drinking water available - try asking a local shop or supermarket to donate water
- \* Find out if your venue has a water supply

## Child protection

All adults who have direct contact with children or vulnerable adults (who are not being accompanied by a parent/carer) will need a valid DBS (disclosure and Barring Service) check. For more information go to [customerservices@dbs.gsi.gov.uk](mailto:customerservices@dbs.gsi.gov.uk) or call **0300 0200 190**.





## 8 Register your event

Now that you have finished the planning stage of your event, you are ready to register the event with Time to Change. When you have registered, your event will appear on the listings page of the Time to Change website, and we'll send you materials for you to use on the day.

First, you will need to create an account on the website:

[www.time-to-change.org.uk/user](http://www.time-to-change.org.uk/user)

Then you can complete the online registration form: [www.time-to-change.org.uk/take-action/run-an-event](http://www.time-to-change.org.uk/take-action/run-an-event)

### TOP TIP:

\* If you do not have internet access, you could ask a volunteer to help, or perhaps any friends or family who do have access to the internet. You could source local access points such as libraries or community centres for example



## 9 Order your Time to Change resources

When you register your event with Time to Change, you can order free campaign materials including postcards, posters and leaflets.

Make good use of the resources Time to Change has available. Running a brightly coloured event using our campaign materials is a good way of attracting people and creating a talking point to kick-start conversations.

We also have some other resources available, including materials translated into languages such as Urdu and Gujarati. You can download them here: <http://www.time-to-change.org.uk/shop/translated-materials>

Other materials you could order include:

- Pledge postcards
- Myth/Fact information about mental health
- Celebrity postcards and posters
- "It's Time to Talk" postcards

You can email the team at [campaign@time-to-change.org.uk](mailto:campaign@time-to-change.org.uk) or call us on 0300 5000 927 to find out more.

**Go to → Section 5: Useful Templates** for further resources

## Evaluating your social contact event

**A good evaluation will help you measure the impact of your event and build on your success, making future events even more successful. It can help you raise the profile of your organisation and your work after the event and may help you get support for future events.**

It's also important for us to know about the impact of your work so that we can promote what you're doing and improve the support we can give you.

There are two ways in which you can help us measure the impact of your event:

1. Complete a feedback form that we will email to you after your event. On this we will ask you to tell us how many conversations took place, how useful the 'Event in a Box' was, what took place on the day and (if possible) for your volunteers' email addresses.
2. Prior to your event day we may send you materials to enable you to perform a more detailed evaluation on the day, by asking attendees for their feedback. We will then be able to share these results with you once we've processed them.

### Counting meaningful conversations

A meaningful conversation is when someone with experience of mental health problems shares their experiences with a visitor to your event and feels they have had an impact on them, however small.

Every conversation is different and a meaningful one might be long or short, intense or light-hearted. However, for a conversation to have a real impact, it must involve a genuine exchange of information. For example, handing out a leaflet about mental health to a member of the public does not count as a meaningful conversation, but giving that same leaflet and talking to the person about mental health does count as meaningful.

We recommend that based on this information, your volunteers judge for themselves when they feel a meaningful conversation has taken place.

To record numbers of conversations at our events, we print off and place simple tally sheets in the event area. We then ask volunteers to mark on the sheet every time they've had a meaningful conversation, counting how many people they spoke to.

**Go to →** the back of the toolkit to the **Template Index** and see **'Conversation record tally sheet'**

You will be contacted by email after your event to complete a feedback form (on the usefulness of the box, this toolkit and feedback on what took place, including how many conversations took place on the day).

We also want to see any photos you have taken at your event - please share them with us by uploading them to our flickr group: <http://www.flickr.com/groups/timetochangeevents/> (you'll need to create an account first if you don't already have one - please contact us at [volunteer@time-to-change.org.uk](mailto:volunteer@time-to-change.org.uk) if you need any help getting started).

### Next steps

We may contact you to discuss a more in depth evaluation to measure the impact and effectiveness of your event. If we contact you, we will arrange for all the data to be processed and will share the resulting evaluation report.

# Section three: How they did it



## Examples of Time to Change events

Feeling stuck for ideas about what to do at your Time to Change event? Read on to find out how three very different groups of people made a difference in their communities.



## Café Project – Join our conversation

### Maddi

The Café Project originated from an idea to develop a small-scale project working with Champions from the transgender community and was called 'Join our Conversation'. Three Champions were recruited to participate in the project and from them came the idea to hold conversations about mental health and stigma in local cafés.

Poppy, an experienced Champion who came up with the idea of speaking in a café, along with Ashley and Jaison, new Champions, were the soul of the Café Project. Poppy, Jaison and Ashley were proactively involved in every aspect of the Café Project from beginning to end.

### What did you do - and why did you do it?

#### Poppy

We engaged in a large number of conversations with people during all the events and were able to make many useful contacts through networking.

#### Ashley

This was an important milestone for me. My Samaritans work has largely been over the phone - to be able to participate in a related activity face-to-face was a heartening demonstration that I can be just as engaging in person.

### Maddi

Champions were bought a hot drink at each event as we did not want to exclude those on a limited income. This was because some of the venues required that each participant bought a drink so that we did not have to pay a fee to use the space. Apart from the event packs, these were the only expenses outside travel.

### What other resources did you need?

#### Maddi

"Resources that we used were mainly cafés in various venues such as The University of East Anglia Student Union Café, Caley's Café, Playhouse Bar, and Marzano's Café Bar.

A budget was provided to pay for teas and coffees that were used as starting points for conversations with members of the public around mental health".

Champions used cards and leaflets from the event pack, but found the paper game the most useful for starting conversations.

#### Poppy

I found that 'Join our Conversation' and meeting people over coffee was an extremely good way of getting people to open up and talk about mental health issues in an informal environment.

### What happened on the day?

#### Maddi

A small but perfectly formed team of two Champions who identified as trans, with a third LGBT champion and myself, went to various cafes around Norwich during the week of Time to Talk day. We spent a couple of hours in each café.

The Champions were able to discuss general mental health stigma, and talk about trans issues only if it came up in conversation.

#### Poppy

Although we engaged in many conversations with people during all the events and made many contacts as far as networking goes, I have to say that there was one lady in particular at the Playhouse to whose life and situation I feel we really made a difference, simply by talking to her. I do not think that it would be too much of a claim to say we may well have saved her from having a break down over the issues she was facing.

#### Ashley

I thoroughly enjoyed the café... I was delighted that two transgender women were clearly able to engage members of the public in conversations about the barriers that those with mental health issues have to contend with.



### How were people with experience of mental health problems involved?

#### Maddi

As the regional coordinator, I wanted to develop a small-scale project working with Champions from the transgender community. I met with Poppy, a Champion who had worked with local Time to Change grant-funded projects and other events. Once Poppy had come up with the plan, she recruited two further new Champions from the local trans community.

The small team of Champions that has grown out of these events now plan to organise more events, including working in partnership with one of the venues that is particularly interested in supporting the campaign.

## The Amesbury roadshow

After volunteering on a Time to Change roadshow, Ruth liked the idea so much, she decided to run her own version with two of her friends. Here's how she did it.

### What did you do - and why did you do it?

I volunteered at a Time to Change roadshow with two friends and I was very struck by the décor, I liked the funky sofa and cushions. I kept saying I'd really like to be able to do this where I live, but the schedule for the Time to Change roadshows was already set.

I knew Time to Change did an event in a box and Time to Change staff told me I could do my own event with those materials. So, together with the two people I went to the Time to Change roadshow with, I decided to put on a roadshow in my town. It was inspired by the Time to Change roadshow and we did our own cheap and cheerful version!

### How long did it take to plan your event?

We planned at the beginning of August and we did the volunteer training at the beginning of September, just before the event itself. We planned most of the event over six weeks.

### Did you work with any other teams, groups, or organisations?

We made links with local branches of different support groups. I also made a partnership with Avon and Wiltshire Mental Health Partnership NHS Trust, which covers a big area. The membership manager came with a collection of literature on depression and anxiety, with information about local facilities and the self-referral therapies project they were setting up. Wiltshire Mind also came with materials.



The town Mayor and councillors were particularly supportive - I invited the Mayor and he came along and we photographed him in a Time to Change t-shirt.

A couple of local businesses gave us things to give out - local bakers gave us some cakes, and the owner of the site where we held the roadshow gave us biscuits.

### How did you use Time to Change materials?

We put loads of goodie bags together so we could give away nice things. We decorated the site with Time to Change balloons and bright materials and it made a big splash. We put up posters of Ruby Wax and Stephen Fry, which looked very impressive.

The materials helped to get conversations going - when I was putting them up a woman came up to me and asked if I had had mental health difficulties myself, and she started to open up.



### What other resources did you need?

I booked our local church hall for the training evening, and we showed the video and gave them the t-shirts.

On the day itself, I got hold of some trestle tables and we took some garden chairs so people could sit down. Because it was a hot day, we got bottled water and plastic cups and there was a covered area where people could sit down.

### What happened on the day?

The event went on all day and we had about a dozen volunteers. We talked to lots of people and had a really positive reception. Professionals came along, people from the Community Mental Health Trust, a psychologist - they all seemed to just walk past by coincidence!

We also promoted the roadshow by going round local shops and giving out leaflets. My friend went to the bus station where there was a captive audience because people were waiting for buses.



### How were people with experience of mental health problems involved?

Some of the volunteers had their own experience, some had been carers. They were all people who had a sympathetic disposition and were interested in making a contribution. The person who trained the volunteers had experience of mental health problems. I've had my own experience of depression and anxiety so it was important to me to put on the event.



## Flexible Films at the Irish Travellers' annual conference

You don't have to run your own event to make use of Time to Change materials - you can take them along to an existing conference or festival. When film-maker Sybil Ah-Mane was invited to the Irish Travellers' Movement in Britain's annual conference, she used the opportunity to run a stall with Time to Change materials.

### What did you do - and why did you do it?

We went to the Irish Travellers' Movement in Britain's (ITMB) annual conference in London. They give people the opportunities to run stalls on the day. Lots of travellers went there to talk about their books and poems, but we decided we wanted to talk about mental health. We're about to start a filmmaking project on mental health with the Irish traveller's movement, and we went to the conference to introduce ourselves.

We realised from talking to ITMB that there's quite a lot of stigma, and we wanted to introduce the subject gently and find out if anyone is interested in joining the project.

### How long did it take to plan your event?

It did take a little while to plan what I wanted on the stall - I used Time to Change materials and we brought Mind booklets as well. I knew suicide and self-harm were real issues in the traveller community and we needed something to give out. It was really important for me to be able to give them something substantial that they could go away with.

### Did you work with any other teams, groups, or organisations?

We'd had a meeting with the ITMB Director and we'd identified four key issues for the community that we decided we'd focus on for the DVD project. This helped us to plan the stall content.

### How did you use Time to Change materials?

We used the bunting - it was a really useful prop, because you can fit it to the dimensions of the stall. The pens were really useful because people like free things. We had various things we gave to people for free which are great conversation starters. Everyone said that our stall was the best looking stall! Some people would come up not knowing what the stall was about but they were drawn to the colours.



### What other resources did you need?

We had Mind publications and a DVD player showing a couple of our films (Sybil runs a community filmmaking company called Flexible Films - [www.flexiblefilms.co.uk](http://www.flexiblefilms.co.uk)). We showed a film which includes all sorts of colourful different images. People were curious and didn't know what the films were about - it's a conversation starter and it looked nice as well. If something isn't static, it draws people in - it's about starting conversations in a light-hearted way.

### What happened on the day?

We had some really useful conversations. With different audiences you have to think about what language you use. It's important to do a little bit of research to find out who your audience is, finding out key words to use and repeating them. Using some of their terms - for example Irish travellers say nerves rather than mental illness - helped people to connect more easily with me and to open up about their own experiences.

### How were people with experience of mental health problems involved?

It really helped when I was able to tell people that I had personal experience of mental health problems. It was a good conversation starter, because it meant that they opened up as well.

## Section four:

# Working with volunteers

Your team of volunteers will play a key role in making your Time to Change social contact event a success. Through being open about their mental health and sharing their experiences, they can help change how the general public think about and behave towards people with mental health problems - just one short conversation can make a real difference. By taking part in your event, they might find that they become more confident to talk about their experiences in future.

This section of the toolkit looks at how to recruit, train and work with volunteers on the day, in five short steps.



## Step 1 - Before you start

Before you recruit your volunteers, you will need to consider:

**Numbers.** How many people are going to be at the event? How many volunteers will you require to be able to speak to as many of them as possible?

Set yourself a target for the number of volunteers you plan to recruit and the date you plan to achieve this by.

You may want to draw up a timeline that incorporates achievable targets for recruitment and coordination of the event (See example timeline at the end of Step 3).

### How to work out how many volunteers you'll need

On average, we have found volunteers have around six conversations per hour.

So for example, if you are expecting 300 people to attend the event, and it is on for five hours, to find out how many volunteers you will ideally need to speak to all of those attending you will need to do this calculation:

Number of people expected to attend (e.g. 300)  
divided by  
Number of hours your event will last for (e.g. 5)  
divided by  
How many conversations a volunteer can realistically have an hour (6)

$$300 / 5 / 6 = 10$$

So for an event that is expecting 300 people to attend, which is on for 5 hours, you might want to recruit about 10 volunteers.

**Roles.** What roles will your volunteers be undertaking on the day?

Establish the role and purpose of volunteers. Writing a 'Volunteer information sheet' that sets out the expectations of the volunteer can help. This can also be used at a later date for anyone who asks about the opportunity. This should cover elements such as:

- What the role will be
- Why they should volunteer - what is the aim of the event, give some of the background information about the Time to Change campaign as listed in section 1 of the toolkit
- Who can volunteer
- How long will they be expected to volunteer for.
- How they will be identified on the day - for example, will they wear badges, or t-shirts?
- Whether it will cost anything and whether expenses are reimbursed. It's good practice to pay volunteers' travel expenses to your event, so include this in your planning
- Whether any training/support is offered

Go to → **Section 5: Help and Support** for a template volunteer information sheet.



Even after training, you may find that some volunteers don't feel confident enough to speak to the public about their mental health problems. Other possible roles you might consider for your volunteers to help ease them into the event are:

- Putting up signs and banners
- Coordinating refreshments
- Setting up/clearing away
- Handing out campaign materials

### Timings and resources

How will you look after volunteers on the day? You will need to think about:

- **Timings** - think about the length of time you are asking people to volunteer for and whether this is realistic. Build breaks into your plans and don't make your shifts too long - three hours is a good boundary to use as a maximum. You'll also need to think about what time of day you need people to arrive. Sometimes medication can make it more difficult for people to arrive at events very early in the morning
- **Providing food and water** - if you are expecting volunteers to attend over or near meal times, make sure you let the volunteers know if you will be providing food
- Whether you will need to provide a **quiet space**



## Step 2 - Spread the word!

Promoting your event as a volunteering opportunity is key to its success, and separate to promoting the actual event itself to the public. It is important to advertise for volunteers through a variety of channels and to a diverse audience.

### Where can I advertise for volunteers?

Here are a few ideas.

- **Partnerships** - make use of partnerships and relationships you have already built to recruit volunteers, for example, local user, community or social groups you may be involved with. Draw on networks and links through employment and colleagues at work, colleges and universities, friends or family
- **Local groups** - approach your local Mind, local Rethink Mental Illness and local volunteering centre. You can find your local volunteer centre on the Do-It website: [www.do-it.org.uk/wanttovolunteer/aboutvolunteering/vcfinder](http://www.do-it.org.uk/wanttovolunteer/aboutvolunteering/vcfinder)  
They may be able to promote your event or even suggest volunteers who are already established with them
- **Volunteering organisations** (also good for advice) - use other volunteering websites to recruit volunteers online, such as:
  - v-Inspired - <http://vinspired.com/>
  - Volunteering England - <http://www.volunteering.org.uk/>
  - I-Volunteer - <http://ivo.org/>
- **Social media** - make use of social media websites such as Facebook, Twitter and your personal blog, if you have one, to promote your opportunity. This can also be used after the event to follow up with feedback and photos. **When you register your event on the Time to Change website we will ask you if you need our help to recruit volunteers.**

**If you tick this box then we will display your event on our website as a volunteering opportunity. Our Champions will see this opportunity and will contact you directly about the nature of your event and how they might get involved**

- **Remember, not everyone has internet access!** Make sure you make use of all available channels - don't just promote online. Displaying posters and flyers is just as important
- **Word of mouth** - tell everyone you know you are running an event and ask them to spread the word

### How do I do it?

- Design posters to post and email to volunteer centres and display at work, in Mind charity shops, in your local community centre etc. Remember you can use the Time to Change event logo on your publicity. This logo is available on the website: [www.time-to-change.org.uk/shop/branding-and-logos](http://www.time-to-change.org.uk/shop/branding-and-logos)
- Use your volunteer information sheet to attach to emails or send in the post so people know what is expected

#### TOP TIPS:

- \* An easy way to boost your volunteer numbers: Add a 'Plus 1' option at the end of your form to encourage volunteers to bring along a friend/colleague/family member and ask for their contact details

## Step 3 - Volunteer registration

You will need to consider how you plan to register volunteers to keep track of numbers and people's contact details.

### Registration form

Depending on the size of the event and the number of volunteers you plan to recruit, you will need to record all relevant information which will also need to remain confidential.

It's a good idea to prepare a registration form to do this. This should include essential basic information such as:

- Full name
- Contact telephone number. Having a mobile number for the volunteer is useful if available
- Emergency contact and telephone number
- Email address
- Postal address
- Age - please note, if the volunteer is under 18 you will need them to complete an age consent form signed by their parent/guardian
- Accessibility requirements or any other specific needs
- Dietary requirements (only needed if providing food)
- Any medical conditions such as allergies, or anything else you think it would be helpful to know about

There is no need to ask for a lot of personal details that aren't necessary for the event. The form should ask for only what is relevant.

You may want to consider including the following:

- Please indicate your availability and preference of shift by ticking the boxes below:  
Morning                       Afternoon                       No preference
- T-shirt size (only needed if you want one):  
Small                       Medium                       Large   
Extra large                       XXL

### CRISIS CARDS

\* In addition to the registration form, consider asking volunteers to create their own 'crisis cards' to carry with them at the event. This might contain details of any current medications, name of GP, details of any mental health professionals, brief crisis plan for example. This could be helpful to you as the organiser and it could also be reassuring for volunteers. It is of course completely optional and voluntary, and you'll need to make sure it is kept confidential

### Asking volunteers about their mental health needs

Remember, you are aiming to recruit volunteers who have their own experience of mental health problems, who are comfortable talking to members of the public about them. It is important to approach this with sensitivity and make sure questions are not invasive.

Some good examples of questions are:

- Please briefly explain your experience or understanding of mental health
- Would you be happy to discuss your mental health experience with the general public?

### Recording volunteer information

- Create a table, database or chart to record the registration of volunteers and to document all information given in the forms
- It is important that volunteers receive information in good time before the event. Make sure you track your communication with volunteers to avoid duplicating or giving information at short notice

### Confidentiality

It's important to respect confidentiality when handling people's personal details. Be mindful of how you are recording and protecting the data you collect. Think about protecting your system of recording volunteers with a password and don't leave forms containing personal information lying around.

### Responding to enquiries

In order to respond efficiently to enquiries you might want to draft some template responses to common questions, for example volunteers who would like more information about the event before fully committing or a response to volunteers subsequent to registration. This will save you time and make sure you are consistent when you get back to people.





## Planning and management of volunteering

Consider writing a brief plan about the timescales for managing your volunteering recruitment process. Below is an example of how you might plot things out on a timeline, to plan for when you need to do each activity to get your volunteers in place for the event.

EVENT: 23RD MAY	APRIL				MAY				
	4	11	18	25	2	9	16	23	30
Confirm date/location of event	X								
Decide on volunteer numbers and write Volunteer information sheet	X								
Write generic text and design/order posters and flyers for promotion		X							
Get in touch with partners/local Mind/local Rethink Mental Illness group or service/Volunteer Centre + distribute recruitment materials			X						
Use social media + blogging to promote volunteer opportunity			X						
Write volunteer registration form		X	X						
Reply to enquiries				X	X	X	X		
Register volunteers				X	X	X	X		
Send out volunteer confirmation and venue and time information							X	X	
Event								X	
Follow up and thank volunteers									X
Feedback event successes to Time to Change									X

## Step 4 - Preparing & supporting your volunteers

Once you have recruited your volunteer team, it's a good idea to run a training session to prepare them for what will happen on the day.

### Volunteer coordinators

You will need volunteer coordinators present at your training session and on the day. As a general guide, at Time to Change events we recommend there are at least two volunteer coordinators at every event no matter how many volunteers there are. This is to ensure there is cover for breaks and emergencies. We also recommend one volunteer coordinator for every five or six volunteers.

The volunteer coordinators are the main point of contact for volunteers on the day. They need to be on hand during the event to provide volunteers with support and advice. They need to have access to all relevant contact numbers, including volunteer emergency contact details. Volunteers should have a volunteer coordinator's contact details before the event in case of any problems. The coordinators should brief and debrief volunteers at the beginning and end of their shifts. This has worked well for Time to Change in the past.



## Volunteer training session

This training outline will assist you when delivering face-to-face training to volunteers in advance of a social contact event.

### Aims of the training

By the end of the training session volunteers should:

- Feel supported as part of a team
- Be able to use aspects of the event to start conversations with the public
- Be able to challenge any stereotypes and stigma that they might encounter at the event
- Understand the value of volunteering, both for themselves and for the campaign
- Know how to end conversations and how to ask for help if necessary

### Before the training starts

Please ensure you have access to:

- A laptop with a DVD player, speakers, a projector (including cable), a table for the projector and an extension lead
- A DVD containing the training films OR reliable internet access so you can play the films directly from the Time to Change website
- The PowerPoint presentation which accompanies this training, and the materials provided in the Useful Templates section of this toolkit
- A volunteer register, a sheet to record volunteers' emergency contact information, a sheet of labels for name badges and some spare pens
- Tea, coffee and water, and a quiet space separate to the training room

Please ensure that volunteers sign in on arrival so you know who has attended the training.

### Training films

Time to Change has created short videos to accompany this toolkit. These can be found at [www.time-to-change.org.uk/training-volunteers](http://www.time-to-change.org.uk/training-volunteers).

The films all take place within a Village setting, but can still be very useful if you are not holding a Village event.

There are five films altogether and each accompanies a different training topic. We have made suggestions as to where to include each film during the course of the training in the agenda below:

### Suggested training session agenda

This agenda is for a training session that lasts about 4 hours. It is designed to give you an idea of how you might want to plan and structure your session with your volunteers. The agenda divides the session into eight parts:

#### Part A - Introduction - 30 minutes

- Trainer and group introductions
- How to ensure wellbeing throughout the session
- Ice-breaker

#### Part B - The event and your role within it - 45 minutes

- Time to Change
- The purpose and format of your event
- The role of volunteers at your event

#### Part C - Engagement techniques - 30 minutes

- Starting conversations
- Engagement techniques

#### Break - 10 minutes

#### Part D - Revealing your own lived experience - 30 minutes

- The importance of your story
- Comfortable levels of disclosure

#### Part E - Challenging stigma - 30 minutes

- Encountering stigma and stereotypes
- Methods of challenging stigma and stereotypes
- Stereotype busting

#### Break - 15 minutes

#### Part F - Ending conversations - 30 minutes

- Tried and tested techniques
- Asking for help

#### Part G - Evaluation - 15 minutes

- Counting conversations
- Gathering feedback
- Evaluating the event

#### Part H - Closing and questions

## A. Introduction - 15 minutes

### Introductions

It's best to start by welcoming volunteers, passing around sheet of labels and asking them to make name badges.

Tell the volunteers how you are feeling and ask them how they are, explaining it is essential to be open with each other regarding feelings in order to support each other, and that one of the goals of the Time to Change campaign is to encourage people to be honest about how they feel.

Even if no-one admits to being nervous, confirm that it is normal to be nervous, particularly if it is their first time volunteering. Point out that the scariest part is over now that they are getting to know each other and becoming part of a team who will support each other.

Explain how everyone can keep themselves safe during the session, including:

- The location of the quiet space
- When the breaks will be - be sure to ask volunteers if the planned breaks will be sufficient and to tell them they are free to leave at any time in order to use the quiet space if they need an extra break. Ensure that volunteers know that they do not have to ask before doing this, and that they are welcome to return afterwards if they would like to
- Remind volunteers that they are still strangers at this point, and need to take responsibility for sharing only what they are comfortable with
- It is important to be mindful of triggers - explain briefly what the training will involve e.g. pair work and feeding back to the group, and check whether anyone will find any part of it triggering. Remind everyone that they are free to have a break if this happens
- Emphasise how important it is to be part of a team and to look out for each other
- Request that everyone respect what is said in the room and ensure that it remains confidential
- If there is any part of the training that anyone is uncomfortable with let them know they can say "pass" at any time without having to explain why

**Exercise (5 mins): in pairs, volunteers introduce themselves and explain why they are there.**

**It is not necessary to ask people to feedback to the group as this may make them uncomfortable so early in the session.**

## B. Time to Change, the Event and the Value of the Volunteer - 45 minutes

Explain the purpose of Time to Change

Explain the event, including:

- Why it is taking place
- What will be at the event e.g. celebrities, special activities
- What makes this event different to other similar events

Explain the importance of volunteers to the success of the event:

- The aim of the event is to engineer social contact, to have meaningful conversations with members of the public. The volunteers, as the people having these conversations, are the most important part of the event
- Bringing their invaluable lived experience will provide the basis to help break down stereotypes about people with mental health problems
- Explain that the volunteers' local knowledge of the area in which the event is taking place can help them to make connections with people, and therefore make a significant difference to the community in which they live
- Explain that the volunteers are the people who will continue this work. The purpose of Time to Change is to equip people to champion the cause themselves
- In taking part in the event, the volunteers will be helping to create a society where mental health problems are not hidden in shame or secrecy. They are helping to ensure that their friends, their relatives and they themselves are not afraid to speak out about their problems or are unsure of where to turn for help
- Reinforce how brave they are to speak about their experiences, and that we are privileged to be working with them. Explain also that the members of the public who will attend your event will be privileged to have conversations with them

**Personal testimony (optional):** A Champion speaks for a maximum of 5 minutes about what they have gained from volunteering

**Alternative:** slides with quotes from Champions who have volunteered at past events

### Time to Change Village/your event format

 **Film: What's in a Village?**

**Alternative:** At this point, if you are not running a Village event, you may wish to show pictures from past events that are similar to yours

**Exercise:** Invite comment from the room about why people may engage with us and be interested in the components of this event

### Volunteers' role

Explain that the volunteers' role will be to hold conversations with members of the public who attend your event. This will involve:

- Starting a conversation
- Talking about everyday topics
- Bringing in their own experiences of mental health if they feel comfortable to do so
- Ending the conversation

The idea is for members of the public to get to know the volunteers, see that they are first and foremost people like everyone else, and then hear about their experience of mental health problems. This should challenge public attitudes about what a person with a mental health problem is like.

**Example conversation to be acted out by trainers - please make clear that this is very simplified:**

**Trainer1** walks out of the cinema marquee at a Village event

**Trainer2:** Hi. What's going on in there? Is it worth a look?

**T1:** Oh, er yes, I think they're showing some films.

**T2:** Any good ones?

**T1:** Hmm a couple, yes. There was one about a man returning to work after he had depression. Really good message.

**T2:** That does sound good. What did you like about it?

**T1:** I thought it was nice that it showed that people with mental health problems were just like everyone else. Made it really clear.

**T2:** That's really nice to hear. I've had depression myself and I know that a lot of my colleagues didn't know what to say to me.

**T1:** Have you? I wouldn't have guessed - you seem so happy.

**T2:** But you know, people with depression can feel happy. I find that some days are better than others and...

**Cut forward to end of conversation**

**T2:** Anyway, it was lovely meeting you today. I'm going to have to go and speak to some more people, but please do have a look around the rest of the village.


**T1:** OK, cheers. Was nice to talk to you too.

Ask the group what they thought of the example conversation. Point out that the conversation involved the volunteer finding a way to start speaking to a member of the public, and then bringing in their own experience of mental health problems.

Emphasise that their role is not to be an expert on mental health, but to talk about their own experience.

Often, members of the public will happen upon the village/your event and immediately engage with certain activities that have drawn them in. Explain, therefore, that the role of the volunteers can be quite free in that they are able to choose where they would like to position themselves at the event. Ensure that you ask whether everyone will be comfortable with this, as there is the option to be given a specific role if they would prefer. If anyone would prefer to have a designated role on the day, make a note of their name and be sure to pass it on to the event organiser.

## C. Opening conversations - 30 mins

 **Film: Opening Conversations**

This can be one of the most difficult things, but there are tricks to make it easier.

**Exercise (10 mins):**

Each pair is given:

- 1) A card bearing the name of a marquee or an activity which will be at your event
  - 2) A leaflet or giveaway item
- They are then asked to think about how they can start a conversation using each of these.

The volunteers can decide to either discuss this in their pairs or do a role play, whichever they are most comfortable with.

To get people started give an example yourself, and remind your volunteers that, at this stage, you are only practising how to start a conversation, so there is no need to continue to the end of the process.

Include information on the card about the nature of the activity. Ask the volunteers to feedback by first reading the name and description of the activity, and then explaining how they would use it to start a conversation.

**Other ways of starting conversations include:**

- Asking open ended questions
- Asking people how their day is going
- Asking people how they are
- Asking people if they've heard of Time to Change
- Telling people, "We're not looking for donations, we'd just like to talk to you"
- Asking people if they would like a free tea/coffee?
- Asking people if they would like to send a postcard to a friend/write a Time to Change pledge
- Handing people a goodie bag
- Simply saying "hello" and being friendly

Advise volunteers to try out these methods and they will discover what works best for them. It is also a good idea to acknowledge that some members of the public may not wish to talk to the volunteers. Ask the group how they might deal with any feelings of rejection.

#### **BREAK (15 minutes)**

Ask the group how they are feeling and remind them that they are welcome to use the quiet space if they need additional breaks.

### **D. Revealing your own lived experience (30 minutes)**

Ask whether any members of the group have disclosed their own experience of mental health problems to other people in the past, and how this has gone.

Emphasise again that the volunteers are there to talk about their own experience, and that they are not required to be experts on mental health. Their experience is a resource which will help to change people's attitudes towards mental health, so you would like them to talk about it, but only in a way in which they feel comfortable.



#### **Film: Personal Experience**

Ask the volunteers to think about what level of disclosure they would be comfortable with. Let them know that:

- All levels are absolutely fine
- If they are having difficulty deciding, ask them to think about how they would feel if someone reacted badly to an aspect of what they shared. If they would find it difficult to deal with, advise them that it might be best not to share that particular part of their story. Advise them that this doesn't mean that they won't be ready to do so in the future.

**Exercise (10 mins):** In pairs, volunteers tell their own story to each other, thinking about:

- What elements they would feel comfortable revealing
- What elements might make them feel uncomfortable

### **E. Challenging stigma - 30 minutes)**

Begin by explaining that Time to Change events are designed specifically to challenge stigma and discrimination associated with mental health problems.

It is not always possible to know who has stigmatised ideas of mental health. Most of the time people don't share these opinions, so volunteers may not know that someone feels that way when they speak to them. Occasionally, however, volunteers will be confronted with opinions they may find cruel or difficult to hear.

Remind the group that these opinions may come from people who are not aware that what they are saying is hurtful. Sometimes people are simply repeating ideas that they have been taught, or things they consider to be social norms.



#### **Film: Challenging Stigma**

The ways in which volunteers can combat this kind of stigma are:

- By being who they are and showing that people with a mental health problem are just like everyone else. This will help in breaking down hidden stigma
- Challenging stigma where it is expressed openly

When people express stigma openly it can actually be a good thing. This is because it enables volunteers to find out what stereotypes or misconceptions that person has, and to openly challenge them.

Talk to the group about how to manage conversations that aren't going well. It is important to stress that any rejection is not personal, and also that their conversation may sow seeds - having spoken to a volunteer people may then connect to the message later when they see a Time to Change advert or read a leaflet.

Spend some time dealing with how volunteers will manage after the event. Advise them that using their new support network, as well as their existing personal support network can be very useful. Advise the group of additional follow up or support that might be available should they need it, but stress that almost everyone who has participated in a Time to Change event has found it to be a positive experience.

#### **Exercise (10 mins): STEREOTYPE BUSTING!**

Trainers give two examples of how to respond to stereotyping. Ask the volunteers what they thought and if they would respond in the same way.

Volunteers look through the list of stereotypes provided then work in pairs to decide: Which of the following they would find most difficult to answer? What would they say if someone said things to them? Ask volunteers to discuss how they would answer, rather than how they would feel about answering. Finally, ask the volunteers to feed back on the particular stereotype they have discussed. It is not necessary for them to answer if they would prefer not to.

#### **BREAK (15 mins)**

### **F. Ending conversations - 30 minutes)**

Ask the group for their ideas about how to end a conversation. If people have not included the following, you could highlight these:

- Say "It's been lovely talking to you but I should go and speak to some other people now"
- Ask them "Why don't you have a look around the rest of the village and see what else is going on?"
- Make an excuse e.g. "I have to take a break now"
- Get support from a volunteer coordinator



#### **Film: Ending conversations**

Ensure that the group know how to get support from a volunteer coordinator. Introduce them to the idea of a code word/phrase to use with the Coordinator, e.g. "Do you know what time I'm supposed to go on my break?" that will prompt the coordinator to help them with conversation that they are having. Advise them that these code words/phrases will be agreed on the day of the event and that all volunteers will be informed. Making eye contact with a coordinator is also a good way to ask for support.

If you are holding a Village event you may have a 'surgery', hosting health care professionals. Advise volunteers which organisations will be represented on the day and how they can refer members of the public to professionals in the surgery.

## G. Evaluation

At Time to Change we evaluate our events in order to measure their impact, and to ensure that we can build on successes and make improvements for the future.

Two ways in which volunteers can help us with this are:

- Counting the conversations they have with members of the public and keeping a tally
- Asking members of the public to complete feedback forms

Counting conversations:

- Ask volunteers to count meaningful conversations. These are conversations in which they have shared their experiences with a member of the public and feel they have made an impact, no matter how small
- Every conversation is different, and a meaningful conversation could be long or short, intense or light-hearted
- Ask that they record numbers of conversations on the provided tally sheets. Use the slide provided to show volunteers an example of a tally sheet and explain how to use it

**Asking members of the public to complete evaluation forms:**

- Volunteers can collect the email addresses of people who are happy to fill out a form electronically
- Volunteers can ask people to complete paper copies of the evaluation form

Advise volunteers to choose the method that they feel most comfortable with. If they feel comfortable in doing so at the end of their conversation, they can ask the person if they would like to provide us with their email address in order for Time to Change to send them a survey. Volunteers should also mention that paper forms are available if they would prefer.

Email address collection sheets, as well as evaluation forms, will be available in the volunteer registration area. Once a person has completed the form or provided their email address, ask volunteers to give them a sticker to ensure that they won't be asked again.

## H. Finally

Ask the group how they felt about the training and take any questions they may have.

### Optional units (15 mins each)

Depending on the group and the event, the trainer may wish to include optional units such as:

- Supporting members of the public with disabilities
- Practical information about the event and venue
- Listening skills

## Step 5 - On the day

Here are a few tips which will help your event run on time and work smoothly with your volunteers:

- Bring a detailed event schedule with tasks and timings from your arrival to when you leave. Make sure a named volunteer has been allocated to each task on the schedule, with a named person in reserve
- Have all the details of your volunteers to hand and keep them safe, so you know who to expect and when, know if anyone didn't make it, and so you can thank them later!
- Consider using a 'buddy' system where each volunteer is paired with another person as their main supporter on the day. This will take the pressure off the organiser and free you up for other important tasks, whilst making sure people feel supported. Consider pairing people who have experience of running or being involved in events or similar activities with those who haven't done anything like this before
- Make sure you stick to the breaks you have planned throughout the day
- Make sure your volunteers know who to talk to if there is a problem or concern

### Briefing and debriefing

You will need to brief and debrief your volunteers at the beginning and end of their shifts. The following guide tells you how you should structure your briefing and debriefing, and some of the things you might want to say.

#### When your volunteers arrive

The volunteer coordinator (VC) should sign in the volunteers, and make sure their emergency contact number is correct before putting this information away securely. The VC gathers volunteers away from event area to avoid having too many people in the event area at one time and gives out any t-shirts and/or name badges. Wait about 10 minutes after the arrival time before you start, but don't wait for everyone to arrive. This means you may then have to brief volunteers as they turn up but otherwise you could be waiting a long time.

#### Volunteer Briefing (about five minutes)

During the briefing you will need to:

- Welcome your volunteers and thank them for giving up their valuable time
- Ask the group to introduce themselves
- Talk about ways to engage people - quick tips on what works and how. This can be a reminder

of what you covered in your volunteer training session

- Show the volunteers around your event area
- Remind volunteers to record all conversations, and show them how to do this
- Talk about how to take care of yourselves and each other. You might want to:
  - a) Decide on signals to help volunteers get out of difficult situations e.g. volunteer coordinator to volunteer: "you have a phone call, do you want to take it now?"
  - b) Remind volunteers that it's their valuable time that the public are privileged to hear their stories. They control what they feel comfortable speaking about and they end conversations when they want. If they get into difficulty a VC will be on hand, but this rarely happens
  - c) Tell volunteers to take breaks whenever they need to and let a VC know if they are going to be going away from the event area.
  - d) Reassure them that it may take a while to get started and that they shouldn't worry about this. The more people they approach, the more chance there is of having a worthwhile conversation

# Help & support

## Volunteer debriefing (about 20 minutes)

As their shift comes to an end, let the volunteers know that in two minutes they will be leaving the event area for their debrief. Gather the volunteers away from the event area, where it is not so crowded.

Your debrief should cover:

- **A HUGE THANK YOU!** - thank the volunteers again for giving up their valuable time, tell them they have done a great job, and had a lot of conversations
- Asking the volunteers what worked well - what surprised them, how they feel about it
- Asking them what didn't work as well as they hoped, what could have been different
- Travel Expense forms - if you are covering volunteer expenses then hand out travel expenses forms

**Now you are ready to run your event. Good luck! Don't forget to let Time to Change know how it goes.**



In this section we've put together a list of national mental health support organisations across the UK. It's a good idea to take these numbers with you to your event and make them available for volunteers to give to members of the public should they require them. Perhaps you could prepare a half page hand-out of useful numbers to give out to people who are helping out at your event?

Information about local services will be even more relevant for those you will be talking to in your area, so do contact your local Mind, Rethink Mental Illness or NHS and ask for a list of any other contact details. Again, supply them for people who may ask for them at your event.

For details of your local Mind and local Rethink Mental Illness services in England, please go to the website or contact the number below. You may also wish to contact any of these organisations locally, and any other charities you may know, to see if they can assist you in any way with your event, at the least they may be able to advertise your volunteer opportunities.

## Mind

Mind's 'Infoline' is able to provide information on a range of topics including types of mental distress, where to get help, drug and alternative treatments and advocacy. They are able to provide details of help and support for people in their own area.

[www.mind.org.uk](http://www.mind.org.uk)

[info@mind.org.uk](mailto:info@mind.org.uk)

**Mind Infoline tel: 0300 123 3393**

## Rethink Mental Illness

Rethink Mental Illness' advice and information line can give practical advice & information about issues such as; different types of therapy and medication, benefit, debt, money issues, rights under the Mental Health Act.

[www.rethink.org](http://www.rethink.org)

**Tel: 0300 5000 927**

## NHS Direct

The NHS Direct website has useful pages containing information about all aspects of health. They operate 24 hours a day, 365 days a year and should be able to provide details of local crisis support services or advice on accessing local A&E

[www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)

**Tel: 0845 4647**

The NHS direct website and number can give you information of your local NHS services. You should compile a list of local NHS resources to have on hand for the day of your event. For example, you could find out a local on-call GP service, and the number of your local mental health crisis team. Some areas have an out of hours mental health support telephone helpline number.

If someone is in crisis and you cannot access support from mental health services, you can direct the person to the A&E department at your local hospital. You can ask A&E for an emergency mental health referral.

You can also request assistance by telephoning your local A&E, or of course via 999 in an emergency situation.

## Emergency Social Services

Find out the number for your local social services 'duty' team. Your local council will be able to tell you this information.

## Samaritans

Samaritans provides confidential, non-judgemental emotional support, 24 hours a day for people who are experiencing feelings of distress or despair, including those which could lead to suicide.

**www.samaritans.org**

**Tel: 08457 909090**

There may also be a Samaritans branch in your local area. Call them to find out, visit the website or call directory enquires.

## Papyrus (Prevention of Young Suicide)

Committed to the prevention of young suicide

**Helpline: 08000 68 41 41**

**www.papyrus-uk.org**

## SANE

SANE exists to provide emotional support and information to anyone affected by mental illness.

**www.sane.org.uk**

SANELINE is their national, out-of-hours telephone helpline, offering practical information, crisis care and emotional support to anybody affected by mental health problems.

**Tel: 0845 767 8000**

**Opening hours: 12 noon until 2am everyday**

## Support Line

Support Line provides a confidential telephone helpline offering emotional support to any individual on any issue.

**Helpline number 01708 765200**

**E-mail [info@supportline.org.uk](mailto:info@supportline.org.uk)**

## Depression Alliance

Information, support and self-help groups.

**Telephone 0845 123 2320**

**www.depressionalliance.org**

## No Panic

Support for people who experience panic attacks and OCD.

**Helpline: 0808 808 0545**

**www.nopanic.org.uk**

## Bristol Crisis Service for Women

Bristol Crisis Service for Women is a national organisation that supports girls and women in distress. They particularly help women who harm themselves (often called self-injury).

**Helpline: 0117 925 1119**

**Opening hours: Friday and Saturdays - 9pm - 12.30am, Sundays 6pm - 9pm**

**www.selfinjurysupport.org.uk**

## St. John's Ambulance

St John's Ambulance may be able to provide first aid cover at your event. Call 08700 10 49 50

**www.sja.org.uk/sja/what-we-do/event-first-aid-cover.aspx**

## British Red Cross

The British Red Cross provides a wide range of first aid throughout the country.

**Call 0845 054 7015**

**www.redcross.org.uk/What-we-do/First-aid/Event-first-aid**

## First Aid Cover Ltd

**Call 07759 086 816**

**www.firstaidcover.co.uk**

## Mental Health First Aid

**Call 020 7250 8062/3**

**www.mhfaengland.org**

**Remember - 999 is always an option if there is an urgent or imminent risk.**

**Most areas now have the local non-emergency number for police services as dialling 101 from any phone. This will transfer you to the police in the area you are in, anywhere in the country.**

## Useful Templates

Template 1 Press release

Template 2 Tell us about your event

Template 3 Safe System of work, or method statement

Template 4 Sequencing and method of work

Template 5 Risk Assessment

Template 6 Tips for starting conversations

Template 7 Conversation record tally sheet

Template 8 Stereotype busting

Template 9 Volunteer information sheet

# Template 1

## Press release

For immediate publication [insert date]

### [insert organisation] and Time to Change event hits (town)

In a bid to get [enter town] talking about mental health, residents are being invited to come along to [place] and help break down the stigma and discrimination that surrounds people with a mental illness.

[Insert organisation] is joining forces with Time to Change, England's biggest anti-stigma campaign, led by charities Mind and Rethink Mental Illness, to offer a series of fun and colourful events that address the fear and awkwardness people feel when talking about mental health problems.

The event is one of hundreds taking place across the country where [insert information about the event e.g location, times, what's happening].

[Include details of anything else taking place on the day. For example, workshops or market stalls.]

[Name of spokesperson], from [name of organisation] said: "The Time to Change event gives the people of [town/city] a chance to find out more about mental health by talking to someone with personal experience.

"Just a few small words can make a big difference to someone with a mental health problem and talking about mental health can help to break down stigma and discrimination."

"This fantastic event will bring together people and encourage those all-important conversations to take place. We want to use this as an effective way of breaking down stigma and promoting an inclusive community." [NB - your own quote can be added here, this quote is just for guidance.]

[Name], from [town], e.g who has experience of bipolar disorder, said: NB - if possible please get a quote from a volunteer present on the day.

Sue Baker, Director of Time to Change, said: "We know that face-to-face contact with someone who has experienced a mental health problem - who can talk openly and confidently about it - is key to transforming our understanding and attitudes and we want to start conversations all over the country.

"Often just asking someone how they are and reminding them that you care can have a massive impact for someone with a mental health problem. If you see the event in your town, be sure to go up and say hello and start your own conversation about mental health."

For more information and updates visit [www.time-to-change.org.uk](http://www.time-to-change.org.uk).

## Notes to editors

Contact: [insert organisation press contact details]

\*\* For access to a range of free images to accompany mental health news stories please visit: <http://www.time-to-change.org.uk/getthepicture>. These images have been developed by the anti-stigma campaign Time to Change, run by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.

### Time to Change

Time to Change is England's most ambitious programme to end the stigma and discrimination faced by people with mental health problems. The programme is run by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.

For more information go to [www.time-to-change.org.uk](http://www.time-to-change.org.uk)

### Department of Health

On 2 February 2011 the Department of Health launched No health without mental health, a cross-government mental health outcomes strategy for people of all ages which has the twin aims of keeping people well and improving their mental health and, when people are not well, improving their outcomes through high-quality services.

The strategy is based on six shared objectives, developed with partners from across the mental health sector, and focuses on recovery and the reduction of stigma and discrimination as overarching themes.

To reduce the stigma faced by people with mental health problems, the Department has been supporting Time to Change, the anti-stigma campaign run by the charities Mind and Rethink Mental Illness, since 2011.

### Comic Relief

Comic Relief is committed to supporting people living with mental health problems. The projects Comic Relief funds ensure people with mental health problems get their voices heard in the decisions that affect their lives and get the help they need to recover. Comic Relief also helps people to promote their rights and reduce the stigma and discrimination they face so that they feel more included in society. The funding of Time to Change represents Comic Relief's largest UK grant and is part of the organisation's long standing commitment to this issue. For more information go to [www.comicrelief.com](http://www.comicrelief.com).

### Big Lottery Fund

Big Lottery Fund supported the first phase of Time to Change with funding of over £20million, and in 2013 awarded the programme a further £3.6m from its Well-being programme to build on its success and work with targeted communities. Big Lottery Fund also supported the campaign's roll out across Wales. They will be providing a further £1.1m to support the Time to Change campaign in 2015-16.

The Big Lottery Fund supports the aspirations of people who want to make life better for their communities across the UK. We are responsible for giving out 40% of the money raised by the National Lottery and invest over £650 million a year in projects big and small in health, education, environment and charitable purposes.

Since June 2004 we have awarded over £6.5billion to projects that make a difference to people and communities in need, from early years intervention to commemorative travel funding for World War Two veterans.

Since the National Lottery began in 1994, £33 billion has been raised and more than 450,000 grants awarded.



## Template 2

### Tell us about your event

You can use the questions below to write a case study about how you planned your event and how it went on the day. We'll use your answers to help inspire others who are thinking about running similar activity.

Name of organisation:

---

---

Type of organisation (NHS mental health trust, local council etc):

---

---

What were the reasons for your organisation running a Time to Change activity?

---

---

Give a brief summary of the activity you ran:

---

---

How many people did you reach with this activity (numbers attending events/reached by advertising etc)?

---

---

How did you ensure your activity involved anti-stigma message and conversations between people with and without mental health problems?

---

---

What have been the main outcomes of this activity for your organisation?

---

---

What were the main benefits of working with Time to Change?

---

---

What lessons did you learn that you would pass on to other organisations?

---

---

What plans do you have to run a Time to Change activity in the future?

---

---

## Template 3

### Safe System of Work, or Method Statement

**1. Description of works in full** (To include time, duration, sequence, location)

---

---

**2. Risk assessment of all operations**

(Please fill out the risk assessment form found on page 51 of the Community Event Toolkit)

---

---

**3. Resources required** (Personnel, supervision, equipment, materials)

---

---

**4. Control measures to be used** (Permits, security, special training)

---

---

**5. Personal protective equipment requirements** (Gloves/safety goggles/first aid equipment)

---

---

**6. Emergency arrangements** (Rescue/special first aid, if necessary)

---

---

**7. Temporary amended systems** (Fire/security systems/access)

---

---

**8. To whom the information has been/will be submitted**

(Checking and reviewing of provisions and requirements. Confirmation of operatives briefing)

---

---

**9. Sequence and method of work** (Please see attached example and complete as appropriate)

---

---

Signed

Date

---

---

## Template 4 Sequencing and method of work

	Operation	Equipment	Name	Date
1	7.00am Arrival of van, preparation sign in and site inspection.	Van/ID		
2	7.10am Guide van into location via entry route adjacent to construction area	Van		
3	7.20am Mark out the footprint of 6 x 3 Marquee structures	Marking tape		
4	7.30am - 8.00 am Unload all elements from the van sequentially as required	Gloves and lifting equipment where required		
5	8.00am -10.00am Erect Marquee structures, water fill and locate weighted base plates - max wind load 96 kmh	Gloves		
6	10.15am Place power distribution cabling as required			
7	10.15am Position free standing furniture on Village Green and in Gazebos			
8	10.15am Position freestanding graphic barriers banner system			
9	10.30am Position, secure and connect all AV equipment to power supply	Power source		
10	10.45am Position, secure laptops and connect all to power supply	Power source		
11	11.00am Cable to be inspected then plugged in for power test	Power source		
12	11.15am Cleaning and final check			
13	De-rig; steps 2 to 13 in reverse order after power down and disconnection from the power supply	As in steps 2 to 13		

## Template 5

### Risk Assessment

Name and location of event: \_\_\_\_\_ Approved by: \_\_\_\_\_

Date and times of event: \_\_\_\_\_ Position: \_\_\_\_\_

Name and position of assessor: \_\_\_\_\_ Date: \_\_\_\_\_

Date of assessment: \_\_\_\_\_

What are the hazards?	Who might be harmed and how?	Risk rating High / Medium Low	What are you doing already?	What further action is needed?	By whom	By when	Done

## Template 6

### Tips for starting conversations

#### Starting conversations

Often the fact that it's difficult to talk about mental health problems can be one of the hardest parts of having a mental illness. It can lead to the loss of friendships, feeling isolated, not seeking help and slower recovery. It doesn't have to be this way!

Whether it's fear or awkwardness about talking to someone we know about their mental health problem - or talking about our own mental health problem, reluctance to talk about mental health doesn't help anyone. We want to get people talking about mental health. So use the tips here to start your conversation and help end mental health prejudice.

#### Be prepared:

Think about the different reactions, positive and negative, that the person might have so you're prepared. The person will be thinking about their perception of mental illness, you as a person and how the two fit together.

#### An initial reaction might not last:

The person might initially react in a way that's not helpful - maybe changing the subject, using clichés rather than listening, but give them time.

#### Keep it light:

We know that sometimes people are afraid to talk about mental health because they feel they don't know what to say or how to help. So keeping the conversation light will help make you both feel relaxed.

#### Be ready for lots of questions, or none:

The person you are talking to may have lots of questions or need further formation to help them understand. Or they may feel uncomfortable and try to move the conversation on - if this happens it's still helpful that the first step has been taken.

#### Courage is contagious:

Often once mental health is out in the open, people want to talk. Don't be surprised if your honesty encourages other people to talk about their own experiences.

#### Body language:

Try to be relaxed and open - a gaping mouth, regular clock watching or looking uncomfortable won't go unnoticed.

#### What you might say

If you're in a busy public space, and unsure of how to approach people, the following conversation openers can help get you started.

#### General conversation starters

- "Hi, how are you today? My name is ....., can you spare me just a minute of your time to have a chat with me?"
- "Excuse me, sorry to bother you, but I was wondering if you could help me"...by chatting to me etc
- "Hi, we are not after your money! Just a few minutes of your time..."

#### Questions about Time to Change

- "What have you heard about Time to Change?"
- "What did you think of our recent TV advert?"
- "Let me tell you more about it..."
- "What can I explain about it to you?"
- "Have you any questions? What would you like to know?"

#### Questions about mental health and stigma/discrimination:

- "Do you think it is difficult to talk about mental health? Why?"
- 'What does the word 'depression' mean to you?' - this could allow for a discussion about the realities of this illness compared to many people's perceptions

#### And remember, the main message to get across is:

Mental health problems are common. One in four of us will be affected at some point in our lives. So being able to talk about mental health is something that is important for us all. Often the fact that it's difficult to talk about mental health problems can be one of the hardest parts of having a mental illness. A few small words can make a big difference.

## Template 7

### Conversation record tally sheet

**Event Title:**

**Event Organiser:**

**Date:**

Please record each conversation you have throughout your shift in a simple tally chart form as shown below. Please put an 'X' or '1' in a box to record each conversation.


Note: Volunteer coordinators should collect these in at the end of each shift and replenish the tally charts for the next shift. At the end of the event the organiser should count up all the conversations and report this back to Time to Change when we send you a feedback form.

## Template 8 Stereotype busting

Most of the conversations you have at events will be positive. However, the most important conversations that we can have are those where we bust stereotypes. Which of the following do you think you would find most difficult to answer? Why? What would you say if someone said these things to you?

1. "Why aren't you at work today? If you can do this, surely you could do a proper job"

---

---

---

2. "People with mental health problems are just lazy. I'm not talking about you of course..."

---

---

---

3. "I don't think mental health is a real thing. It's just an excuse for people to mope around and feel sorry for themselves"

---

---

---

4. "So, is it a bit weird volunteering with all these people with mental health problems? Aren't you afraid someone will kick off any moment?"

---

---

---

5. "I think people live in the past too much. Just get over it and get on with your life"

---

---

---

6. "You've got a mental health problem. So are you on benefits then?"

---

---

---

7. "Oh so you've got depression. Can you not just cheer up?"

---

---

---

8. "Oh so you've got anxiety? Can you not just stop being stressed?"

---

---

---

9. "There are a lot of mental health problems around, it's good that you're here"

---

---

---

10. "Young people today... we always just used to get on with it"

---

---

---

## Template 9 Volunteer information sheet

Please delete or add information which is relevant to your event

### Why volunteer?

- To be a part of a national campaign to help make mental health stigma and discrimination a thing of the past
- This event is taking the campaign to the people, creating opportunities for people with and without knowledge of mental health to have conversations about it - proven to be one of the best ways to tackle stigma and discrimination

### Who can volunteer?

- Anyone - no previous volunteering experience is required, we just ask that you:
  - a) have experience of mental health issues
  - b) are passionate about reducing stigma and discrimination around mental health
  - c) are willing to talk to members of the public about mental health

### What will you be doing?

- Spending just [insert timings for event and training session] hours of your time as part of a team talking to members of the public about mental health

### How much will it cost you?

- Absolutely nothing! We will pay you up to £[insert figure that you are able to pay] for your travel expenses and will provide light refreshments on the day

### Will there be training & support?

- We'll fully support you; a training film will help prepare you and a short but in-depth training session in your local area in the week before the event will give you the confidence to speak to the public as well as meet the other volunteers and ask us any questions
- There will also be a short briefing right before your shift starts on the day so you know where everything and everyone is
- No one is under any obligation to talk about their own mental health problems unless they want to. Should you decide to do so you will be fully supported by volunteer coordinators and information to make sure it is as safe as possible for you to talk openly

If you're interested in volunteering at our event then please get in touch, and we'll get back to you with more information:

Email: [insert your email address] or call or text [insert your phone number]

## Glossary of key terms used in this toolkit

**Discrimination** - when someone dislikes, or is prejudiced against, a certain group of people and treats people from this group unfairly. People can face discrimination because of their race, gender, sexual orientation, or because they have a mental health problem.

**Stigma** - when a person, group or condition has very negative or bad associations attached to it. There is a powerful stigma attached to mental illness, which causes people to discriminate against (see above) or stereotype (see below) people with mental health problems.

**Stereotype** - when someone has an idea about what people from a particular group are like that is too simple or general, which leads them to believe that people from this group are all the same. Saying that all African Caribbean people are good at singing and that all gay men like going clubbing are examples of stereotyping. More often than not, stereotypes are negative. So when someone says all people with mental health problems are violent, this is an example of negative stereotyping.

**Accessible** - when we use “accessible” in this toolkit, we mean making sure your event is open to as many different people as possible. This means that if someone has a mental health problem, a learning disability or a physical disability, it should not stop them from coming along to and enjoying your event.

**Evaluation** - when you ask people who come to your event what they thought about the day. You could ask them to write their comments on a piece of paper, or fill in a questionnaire where they give the day a mark out of five. You can then use these comments to help you make your event more successful next time.

**Symptoms** - these are the signs that tell us when we, or when someone else is unwell. When someone has a cold, the symptoms could be sneezing or having a runny nose. When someone has depression, symptoms could include feeling tired all the time, not wanting to be around other people, and feeling much more sad than usual.

**Roadshow** - when we put on the same event in different areas of the country over a few months. Time to Change ran events in towns and festivals across England in summer 2011. The events used the same materials, and had the same set-up each time, so we called them the Time to Change roadshow.

**Social Contact** - Social contact occurs when someone with experience of a mental health problem comes together with someone who doesn't have, or isn't aware that they have, this experience. Information is exchanged, experiences shared, and people get to know each other. In this context, disclosure around mental health can lead to an increase in knowledge, a shift in perception, or even a complete change in beliefs, as this person reassesses their attitude towards people with mental health problems.

## Appendix

### Some useful contact information for organisations that support people with disabilities:

[www.actiononhearingloss.org.uk](http://www.actiononhearingloss.org.uk) - for more information on working with people who are deaf or have hearing loss.

[www.royaldeaf.org.uk](http://www.royaldeaf.org.uk) - for general information as well as interpreting services.

[www.rnib.org.uk](http://www.rnib.org.uk) - for advice and support around visual impairments.

[www.scope.org.uk](http://www.scope.org.uk) - for information on disabilities, including Cerebral Palsy.

[www.autism.org.uk](http://www.autism.org.uk) - for information, support and awareness of people with Autism.





**time to change**

let's end mental health discrimination