

Ideas for challenging stigma

- Make a **public commitment** by signing the organisational pledge - preferably at a high profile event.
- Identify a TTCW **champion** within the organisation, someone with seniority who can make things happen.
- Create an environment where people can talk about mental health openly. Get senior or high profile employees with experience of mental health problems to **speak out and lead by example**.
- Look at **policies and culture** to make sure the workplace is supportive of people with mental health problems.
- Identify high footfall locations in your venues and use different media (e.g. LCD screens, noticeboards, posters in receptions) to **promote the campaign**.
- Run an event or campaign in your organisation using our information and promotional materials, **get people talking about mental health**.
- Utilise all your existing internal and external communications channels (intranet, website, newsletters, community radio etc) to promote the campaign key messages, **tips on talking** about mental health, mythbusting, case studies and upcoming activities. Use our email banners and 'we are supporting' logos, encourage staff to sign our **pledge for individuals**.
- Invest in a high profile social marketing campaign - we can work with you to **co-brand/regionalise** our materials i.e. bus stop posters, billboards, radio adverts, press adverts, toilet door posters. NHS trusts and PCTs in England have successfully run regional campaigns, there are case studies on the Time to Change website. (<http://www.time-to-change.org.uk/case-studies/nhs-trusts-and-pcts>)
- Invite our educators in to deliver **training workshops**.

