

# Research Report of the Evaluation with Community Champions, Employee Champions and Pledged Employers

March 2023



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**Cymru**

rhown ddiwedd ar wahaniaethu ar sail iechyd meddwl

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Image source: Time to Change Wales website and marketing materials



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# 1. 60 Second Summary

## Introduction

**General overview** This report covers the key findings from the research evaluation with Community Champions, Employee Champions and Pledged Employers, carried out between December 2022 and February 2023 by Strategic Research and Insight (SRI). In this section, we summarise the main takeaway points.

**Methodology** A mixed approach was adopted using online and telephone booster surveys. Pre-notification of the survey was initially sent by Time to Change Wales and two reminders were sent by email to non-responders. The telephone booster was conducted to encourage participation either online or over the phone with our bilingual interviewers.

## Community Champions

**Campaign supports  
Community  
Champions well** The results have provided valuable insights into the Community Champions view of the Time to Change Wales campaign and its impact on mental health stigma. The campaign has been successful in engaging and motivating participants, reducing stigma, and increasing confidence among Community Champions, which has also highlighted the importance of using social media to engage with target audiences.

The research found that most Community Champions have been involved with the campaign for at least three years, indicating a high level of commitment to the Time to Change Wales campaign.

**Promising results  
in reducing  
mental health  
stigma** Meeting and engaging with others, training and anti-stigma talk activities were seen as particularly helpful in achieving the campaign's goal of reducing stigma around mental health issues. The results provided promising evidence that Community Champion activities are effective in helping to reduce mental health stigma.

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**Most popular strategies and future implications**

The survey revealed that social media is the most popular approach for Community Champion activities. Having easily accessible information about the campaign would encourage most Community Champions to engage with the campaign again in the future.

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## Employee Champions

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**Employee Champions lead the way in Wales**

The survey revealed that the Time to Change Wales campaign has made a positive impact on Employee Champions' confidence and their ability to promote mental wellbeing in the workplace.

Employee Champions are individuals who have been trained to raise awareness of mental health and promote positive conversations in their workplace, with 80% of participants being Employee Champions, indicating their involvement in implementing Time to Change Wales activities and the action plan in their workplace. The remaining 20% (4 participants) were of those that claimed to never have been an Employee Champion or they are no longer an Employee Champion).

Employee Champions have been involved for more than three years and are mostly from the public sector. The majority have told friends and family about their mental health problems and talked to/supported others with their mental health.

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**Many Employee Champions have a boost in confidence when promoting mental health at work**

Employee Champions reported increased confidence in various areas such as speaking up about mental health through workplace social media, seeking help for themselves or others with mental health issues, and finding/maintaining volunteering roles.

The most common activities carried out by Employee Champions in the workplace over the past 12 months were running social contact activities and using workplace social media to promote the campaign. Other activities included helping with a workplace activity run by the campaign, giving a presentation, writing a blog, and using campaign resources.

33% (5) of participants reported becoming a little more confident and 7% (1) reported becoming a lot more confident in promoting mental health in the workplace. As a result of their involvement in the Time to Change Wales campaign, two out of six participants reported a great change in confidence, while the other four reported only a small change.

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**Employee Champions report positive impact, but fear of judgement and repercussions still exist**

Employee Champions reported that their involvement in the campaign had positive effects on line managers feeling more equipped to support staff with mental health difficulties, staff having increased awareness of mental health and how to access support within the workplace. However, fewer participants felt that employees feel safe in sharing their mental health difficulties without fear of judgement or repercussions.

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**Pledged Employer**

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**Progress but some room for improvement in workplace mental health support**

The survey results highlight the progress made by Time to Change Wales Pledged Employers in promoting mental health awareness and support in the workplace, but also identify areas for further action.

Based on the survey results, it is encouraging to see that the majority of Pledged Employers provide clear guidance to employees on what they should do if they are struggling with their mental health, and proactively encourage staff to disclose their mental health problems.

However, as a significant proportion of employers do not provide clear guidance to their employees or recognise the stigma and discrimination faced by those with mental health problems in the workplace, changes to policies should be encouraged.

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**Pledging makes a difference**

Those surveyed revealed that most (40%) Pledged Employers who took part in the survey work in public sector, and SME businesses being the most common organisation type. Most Pledged Employer contacts were in middle management positions or higher, and 53% had been pledged for over 3 years. Signing the pledge made a difference in supporting mental health in the workplace, with 56% of participants reporting that it made some difference and 29% reported that it made a significant difference. In comparison, this is slightly less than the previous survey which was around 92%.

The majority of organisations had introduced mental health awareness among employees, supported open conversations, and empowered employees to champion mental health in the workplace.

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## 2. Background and Methodology

### Why has this research been conducted?

#### Background

Mental health problems affect a quarter of people, with Covid-19 exacerbating the issue. Mental health charities and campaigns, like Time to Change Wales, are critical in supporting those struggling and addressing prejudice in society. Despite increased conversation around mental health the stigma remains.

Time to Change Wales is an important social movement working to address these challenges and is delivered in partnership by Adferiad Recovery and Mind Cymru. An evaluation of its progress will provide valuable insights into future development. Strategic Research and Insight Ltd (SRI) was commissioned to conduct research to support the evaluation.

The Welsh Government has extended support for Time to Change Wales to address stigma amongst two specific target audiences, those from Black, Asian and Minority Ethnic communities and those experiencing poverty and deprivation. Evaluating the progress of

the campaign's work with Champions and Pledged Employers could help inform the lived experience of those involved and the future of the campaign.

#### Key objectives

The main aim of the research is to gather information and insights on the impact of the campaign by:

- obtaining a profile of participants,
- understanding the level and meaning of empowerment in different settings,
- establishing the level of confidence and how it may grow for Champions,
- determining the level of involvement in anti-stigma activities, and
- identifying changes in attitudes and behaviours amongst managers and employees, as well as workplace practices, for Pledged Employers.

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## How was the research conducted?

### Methodology

We ran three online surveys with telephone follow-up surveys to boost responses for the Community Champions and Pledged Employers surveys. A total of 164 completed surveys were conducted across all audiences combining both online and telephone approaches. Some online responses were partially completed and, where appropriate, the data has been included in the results. Profiling information may not be available for partial responses.

The survey results have been broken down into the three audiences – Community Champions, Employee Champions, and Pledged Employers.

### Sampling approach

78 interviews were completed with current **Community Champions**, and in addition to this 12 Champions who are no longer involved. Most of the partial interviews were converted to a completed interview. As a result, a **34% response rate** was achieved from the data supplied (previously 21%).

With the **Employee Champions**, 16 interviews were completed with current

Champions, and an additional 4 were no longer Champions. Similarly, most partials were converted to completed interviews. For the **Pledged Employers**, 67 interviews were completed, and again, most partials were converted to completed interviews. The overall response rate for this audience was **46%** (previously 34%).

Overall, the survey results have provided valuable insights into the impact of the Time to Change Wales campaign with each of the audiences. The high response rate and their feedback suggests that these audiences are highly engaged in the campaign.

### Survey reliability

For this survey a final sample size of 164 completed responses was achieved from a total population of 410<sup>1</sup>, there is a confidence interval of  $\pm 5.9\%$  at a 95% confidence level. This means the response is high enough to conclude that any figures quoted in this report are accurate to within  $\pm 5.9\%$ , meaning the data are sound and replicable, and the results are accurate. This response is a good result that had a 40% response rate overall.

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<sup>1</sup> Based on supplied databases

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## What does this report cover?

In keeping this report a readable length, we cover the following:

- A 60 second pull-out summary
- Background and methodology
- Community Champions / Audience profile and summary of main findings
- Employee Champions / Audience profile and summary of main findings
- Pledged Employers / Audience profile and summary of main findings

As well as this report, we have also provided the following supporting information:

- Cross-tabulations by each audience
- Anonymised raw data in Excel format
- Marked up questionnaires for each audience

### Qualitative comments – anonymised answers

We have also gathered open comments made during the interviews to support the quantitative findings; these are provided in full in the raw data but also to add further context to the narrative in the main findings for each audience.

### I'm looking at a percentage – where does this come from?

All numbers and percentages cited in this report are from the combined surveys – online and telephone.

It is also important to take care when considering the results for sub-groups where the sample size is small. Not all questions received a full response rate, so some base sizes are smaller than the total sample.

Where a very small base is involved, we refer to the number of participants as well as the percentage. This is due to the low base as having only percentages could be misleading.

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## 3. Community Champions

### Profile of Community Champions

The following table provides an overview of the 90 participants who took part in the survey.

Characteristics		Count	%
<b>Age</b>	18-24 years	6	7%
	25-34 years	13	14%
	35-44 years	23	26%
	45-54 years	20	22%
	55-64 years	23	26%
	65-74 years	4	4%
	Prefer not to say	1	1%
<b>Gender</b>	Female	56	62%
	Male	32	36%
	Prefer not to say	2	2%
<b>Local Authority</b>	Bridgend	2	2%
	Caerphilly	3	3%
	Cardiff	25	28%
	Carmarthenshire	5	6%
	Conwy	2	2%
	Denbighshire	2	2%
	Flintshire	1	1%
	Gwynedd	2	2%
	Merthyr Tydfil	2	2%
	Monmouthshire	4	4%
	Neath Port Talbot	3	3%
	Newport	2	2%
	Pembrokeshire	5	6%
	Powys	1	1%
	Rhondda Cynon Taf	5	6%
	Swansea	9	10%
	Torfaen	4	4%
	Vale of Glamorgan	7	8%
	Wrexham	6	7%

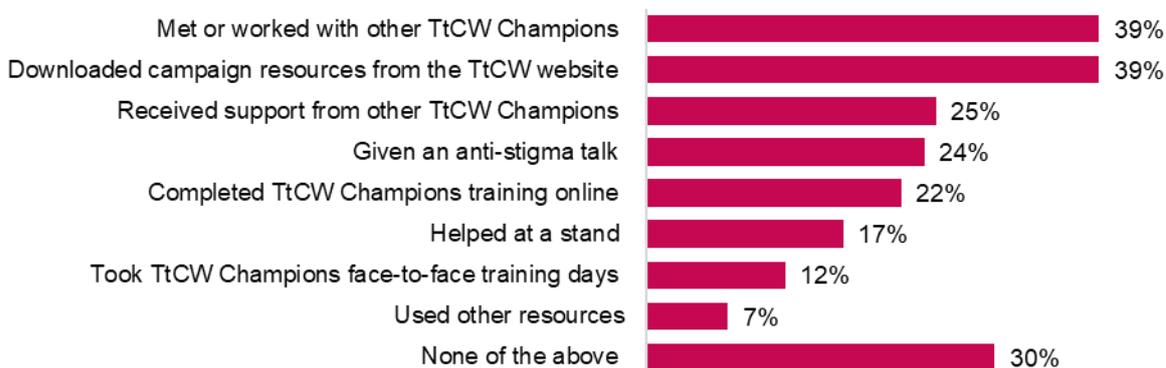
Characteristics		Count	%
<b>Ethnicity</b>	White	71	79%
	Asian or Asian British	3	3%
	Black / African / Caribbean / Black British	3	3%
	Mixed / multiple ethnic background	7	8%
	Prefer not to say	6	7%
<b>Socio Economic Grade</b>	A	9	10%
	B	25	28%
	C1	25	28%
	C2	10	11%
	D	7	8%
	E	6	7%
	Refused	8	9%

## Key findings from Community Champions

The research has found that most (61%) Community Champions have been involved with Time to Change Wales for at least three years, indicating a high level of commitment to the campaign. However, some Community Champions are no longer able to participate due to time constraints and other reasons.

Interestingly, the research also revealed that almost half (46%) of the Community Champions currently work or volunteer in the mental health sector, and 9% have done so in the past. The remainder, around half (45%), do not currently work or volunteer in the sector, suggesting that the campaign has been successful in attracting a diverse range of participants.

### Which of the following ways have you engaged with Time to Change Wales?



Base: 76 Community Champions (those answering this question)

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## Downloading campaign materials and meeting other Champions are most popular

The most popular Community Champions activities were to download campaign materials (39%) and attend meetings with other Community Champions (39%).

The results also show that one to five different types of activities or support sessions took place in the past year, indicating a high level of engagement among Champions.

*"I went to a Champion's meetup soon after I started in June and there was a large community of Champions there, three of which gave talks about their experience. It was really helpful both personally to hear about their experiences but also to see how the organisation works and how the events run. I also got to meet fellow Champions which could relate to struggles that I've had."*

*"Being interviewed for ITV news was an outstanding experience and it has since generated much more contacts and interest for Time to Change Wales as the interview is also online."*

*"The feedback I get from attendees saying that my presentation gets the message across."*

The results of this audience provides insight into the perceived impact of Community Champion activities on mental health stigma. Of the various activities offered, a quarter (25%) of Community Champions identified meeting and engaging with others as the activity which has made the greatest impact or been most useful to them.

Anti-stigma talks and sharing their own story were also identified as activities having a significant impact on reducing stigma, with 22% of participants choosing each of these. Training and hearing other people's experiences were identified by 20% and 16% of participants, respectively, as the activities that were most useful in reducing mental health stigma.

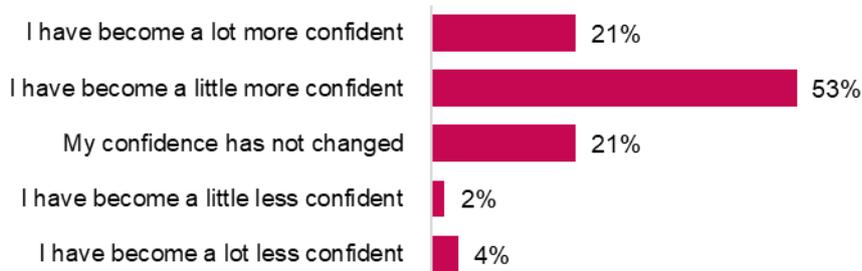
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10% felt supporting others was the most impactful activity and 8% were not sure. The remaining 2% of participants identified other reasons for the most impactful activity. These findings suggest that Community Champion felt that activities, particularly those involving meeting and engaging with others, anti-stigma talks, and sharing personal stories, could be effective in reducing mental health stigma.

### Over the last 12 months, how has your confidence changed?



Base: 53 Community Champions (those answering this question)

### Confidence increased due to being part of Time to Change Wales

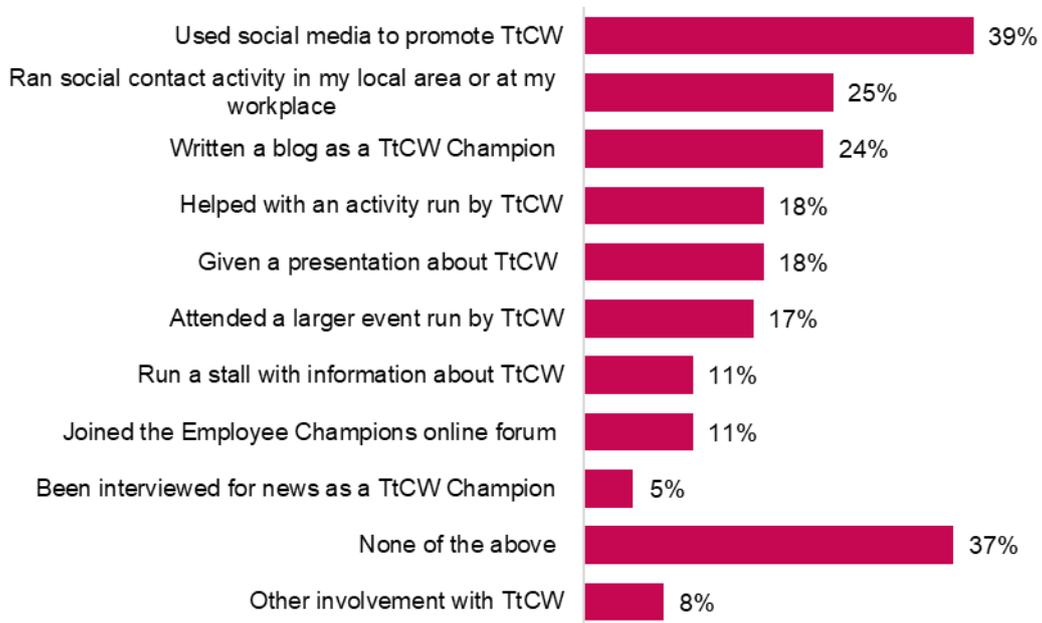
Interestingly, the survey found that the Champions' confidence increased (74% combined 'a lot' and 'a little') due to being part of the campaign, rather than as a result of personal circumstances. A similar proportion (75%) of Champions also felt this way in the 2019/20 research led by the Time to Change Wales team.

This suggests that the campaign has a positive impact on the Champions' sense of self-confidence, which is an important consideration for any mental health campaign.

The survey asked participants about the extent to which they thought this change in their confidence was due to being part of Time to Change Wales compared to other personal circumstances. Half (50%) said they attribute a great amount of that change to being part of Time to Change Wales, while 40% felt it was due to other personal circumstances, and 10% could not say.



### Which of the following activities have you done as a TtCW Champion over the past 12 months?



Base: 76 Community Champions (those answering this question)

#### Social media is the most popular activity

The survey asked Community Champions about their involvement in various activities over the past year. Results have revealed that social media is the most popular approach for Champion activities. This finding is in line with broader trends in digital communication and highlights the importance of using social media to engage with target audiences.

Using social media to promote Time to Change Wales was the most common activity, reported by 39% of Community Champions, followed by running a social contact activity (25%) and writing a blog as a Time to Change Wales Champion (24%). Other reported activities included helping with Time to Change Wales events and presentations, attending Time to Change Wales events, and joining the Employee Champions online forum. However, 37% of Community Champions said they had not participated in any of the listed activities.

Other activities included:

- Peer Champions training
- Developing support networks
- Volunteering in the office
- Attending Champion catch up online



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### Champion activities and participation frequency

The survey asked Community Champions how often they had participated in various activities over the past year. Giving presentations about Time to Change Wales and running stalls with information about Time to Change Wales were among the most common activities, with 71% and 62% of Champions participating 1-2 times, respectively. Many Community Champions also reported helping with Time to Change Wales activities, running social contact activities, and using social media to promote the campaign. The majority (92%) had attended larger Time to Change Wales events once or twice, while 40% of participants reported other involvement with the campaign.

Most Community Champions report that running activities for Time to Change Wales has given them confidence to try similar activities in the future, with 77% responding “Yes, definitely” and a further 17% saying “Yes, possibly”.

### Encouraging more involvement in campaign activities

Community Champions were asked what would encourage them to run or take part in more Time to Change Wales activities in the future. The majority (74%) responded that easy access to information on activities in their area would be encouraging. 57% said that having another Champion or a group to organise and do an event/activity with would be encouraging, while 55% expressed interest in supporting Time to Change Wales more online rather than attending events.

#### How confident do you feel in doing any of the following?



Base: 76 Community Champions (those answering this question)

### Boosted confidence for supporting mental health

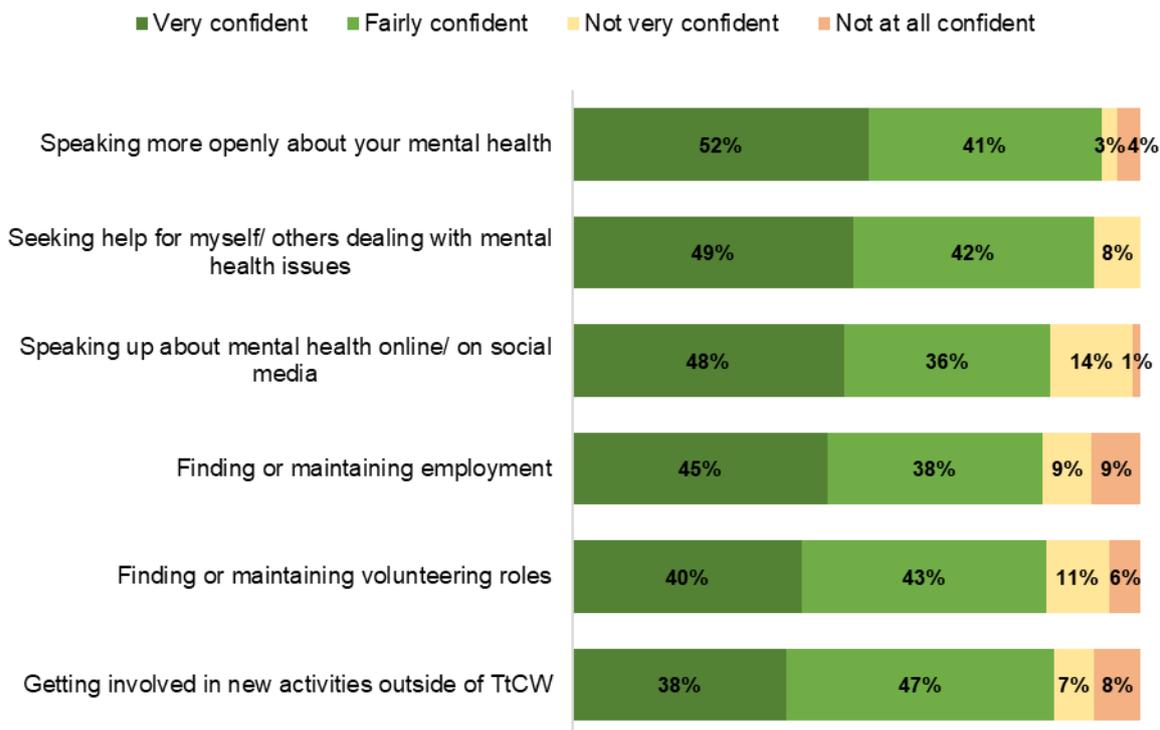
The findings indicate that most Community Champions who participate in the Time to Change Wales campaign feel confident enough to engage in similar activities in the future.



Having easily accessible information about the campaign would encourage most Community Champions to engage with the campaign again in the future.

Having a positive experience with the Community Champion activities had the greatest impact on the Champions' confidence. Being confident allows Community Champions to be more open about mental health, and most of them have shared their own mental health problems with friends and family. They have also talked to or supported others with their mental health problems.

### How confident do you feel in doing any of the following?



Base: 76 Community Champions (those answering this question)

### Confidence levels in various mental health related activities

The survey asked participants to rate their level of confidence in various activities related to mental health, including speaking up about mental health on social media, seeking help for themselves or others with mental health issues, and speaking more openly about their mental health. Overall, participants reported feeling fairly to very confident in these activities, with the highest level of confidence reported in speaking more openly about their mental health.

An open-ended question asking participants to give an example of an area where they lack confidence revealed that a significant portion of participants feel uncertain about communicating with others, being outspoken, talking about mental health, and public speaking.



However, a sizable group (28%) felt confident in all areas or did not consider the question applicable to them, while the same proportion were unsure and unable to provide an example. Here are a selection of responses given by Community champions who state in their own words where they lack confidence:

*"While giving an anti-stigma talk, treading the fine line between what I need to say, and not saying something that might be a trigger for someone in the audience - that does make me nervous."*

*"Insisting on rights being respected in the work place, as there always seems to be someone who is going to be difficult, and that I find, is always a drain on my energy and I would rather avoid such situations."*

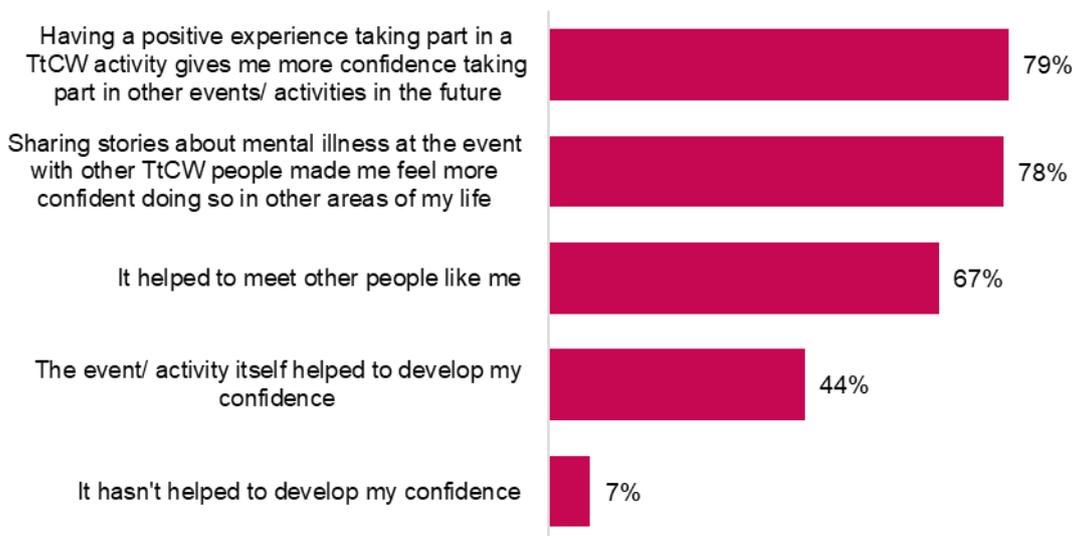
*"Actually answering the telephone and speaking is a thing, let alone leaving a message on an answering machine - I don't know why - perhaps a fear of the unknown."*

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### How has engaging with Time to Change Wales helped you to develop your confidence?



Base: 76 Community Champions (those answering this question)

#### Positive experience of activities has the greatest impact on confidence

Engaging with Time to Change Wales has helped participants develop their confidence. A positive experience increases confidence for taking part in future activities (79%) and sharing stories about mental health made them feel more confident (78%). Meeting others like them was helpful (67%) and the event/activity itself developed confidence for some (44%). Only 7% reported no change in confidence. In 2019/20, these results differ where the events/ activities appeared more (71%) impactful for Community Champions.

#### Being confident means being more open about mental health

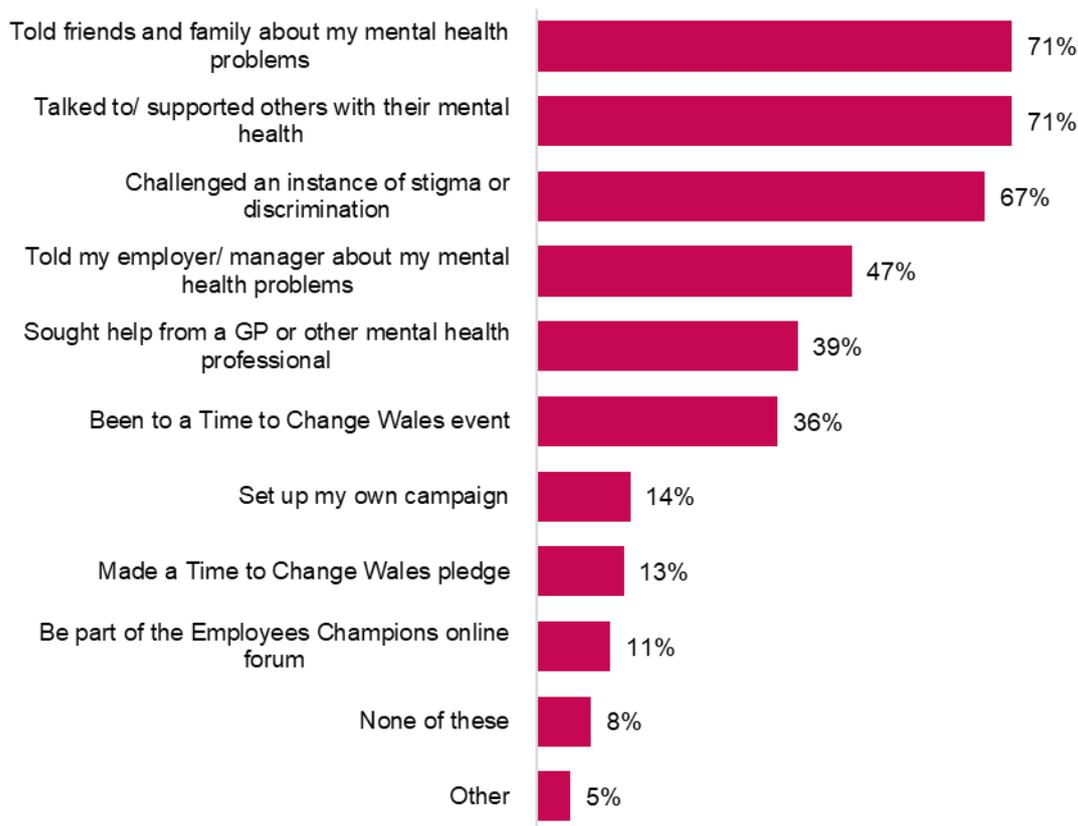
*“Being able to speak out about mental health issues without fear of stigma and discrimination. Helping others speak out for a redress of their mental issues.”*

*“[What does that level of confidence mean for you] It means to me that when I put my mind to something I truly believe I will and can do it... talking to people can make me anxious but because I believe in the campaign I have that confidence within me to speak openly and honestly about my story.”*

*“It's made me more willing to have conversations with people, I was surprised at people's reactions to real stories and made me feel I can share more with more confidence.”*



**As a result of becoming a TtCW Champion, have you done any of the following in the last 12 months?**



Base: 76 Community Champions (those answering this question)

**Champions act against mental health stigma and discrimination**

The majority (71%) of Community Champions have told friends and family about their mental health problems and talked to/support others with their mental health (52% in 2019/20), while over two-thirds (67%) have also challenged instances of stigma or discrimination.

Almost half (47%) have told their employer/manager about their mental health problems or sought help from a GP or other mental health professional (39%), and only a small percentage (14%) have set up their own campaign or made a Time to Change Wales pledge (13%).

The survey also revealed that the closest person with a mental health problem was typically the Champions themselves (42%, where in 2019/20 this was 62%). A friend was the next closest person with a mental health problem (64%). These findings highlight the importance of the Time to Change Wales campaign in providing Community Champions with the confidence and skills to support themselves and others with mental health problems.



## 4. Employee Champions

### Profile of Employee Champions

The following table provides an overview of the 11 participants who took part in the survey and provided demographic information. However, overall there were 16 current Employee Champion participants (the remainder did not complete a full survey).

Characteristics		Count	%
<b>Age</b>	25-34 years	3	19%
	35-44 years	2	13%
	45-54 years	3	19%
	55-64 years	3	19%
<b>Gender</b>	Female	7	31%
	Male	4	44%
<b>Local Authority</b>	Cardiff	2	25%
	Carmarthenshire	1	13%
	Monmouthshire	2	6%
	Neath Port Talbot	1	13%
	Vale of Glamorgan	5	6%
<b>Ethnicity</b>	White	11	31%
<b>Socio Economic Grade</b>	B	1	69%
	C1	5	6%
	C2	2	31%
	D	1	13%
	Refused	2	6%

### Key findings from Employee Champions

The Time to Change Wales campaign aims to improve mental wellbeing in the workplace by promoting awareness, reducing stigma and discrimination, and encouraging positive conversations around mental health.

This survey gathered information to help evaluate the effectiveness of the campaign, with a focus on Employee Champions who work to implement the Time to Change Wales action plan in their workplace and promote the use of campaign resources.

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Employee Champions are individuals who have been trained to raise awareness of mental health and promote positive conversations in their workplace.

80% of participants (16) are Employee Champions, indicating their involvement in implementing Time to Change Wales activities and the action plan in their workplace.

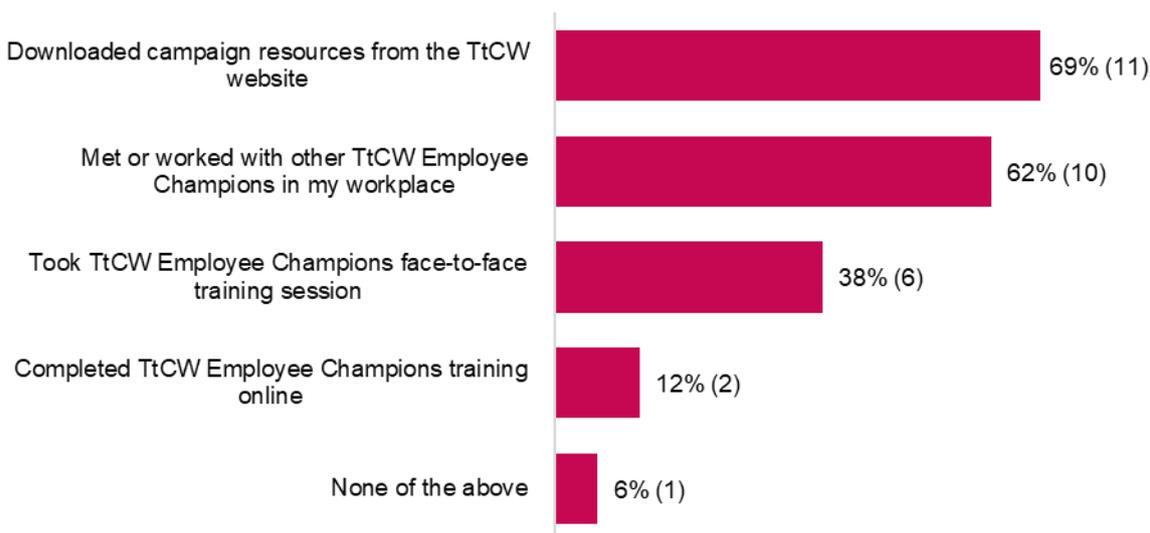
When looking at the duration of their involvement, 44% (7 participants) have been Employee Champions for over three years, and a further 25% (4) for 2-3 years, indicating a high level of engagement and commitment.

### Public sector Champions

The survey collected data from participants across various sectors, with 71% working in the public sector and 24% in the private sector. Local authorities were the most common type of organisation, making up 47% of participants. More than half (59%) of participants did not have any management responsibilities.

Employee Champions were asked if they currently volunteer or work in the mental health sector besides being a Time to Change Wales Employee Champion. A quarter (25%) of participants were currently volunteering or working in the mental health sector, suggesting that the majority of Employee Champions were not mental health professionals.

### Which of the following ways have you engaged with Time to Change Wales for your workplace?



Base: 16 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

### Employee Champions' engagement with the campaign

The most common ways that Employee Champions engaged with the campaign in the last 12 months in their workplace were by downloading campaign resources from the Time to Change Wales website (69% or 11 participants) and working with other Employee Champions (62% or 10 participants).



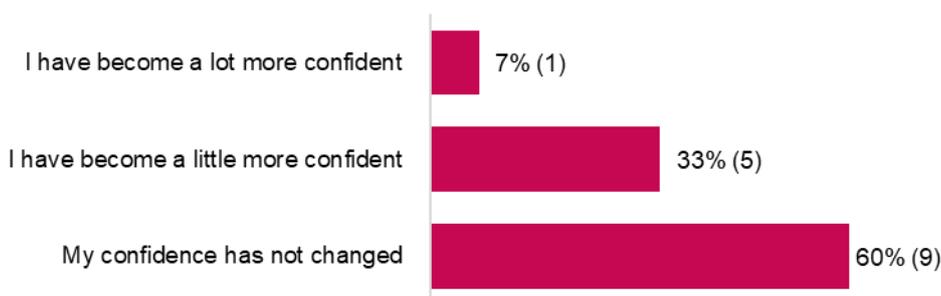
For participants who have engaged in various Time to Change Wales Champions activities in their workplace over the past 12 months, the activities include completing online training modules, attending face-to-face training sessions, working with other Employee Champions, downloading campaign resources, and using other resources.

The survey revealed that online training modules were completed by 12% (2 participants), and face to face training by 38% (6 participants).

Additionally, 60% (6) of those meeting or working with other Employee Champions in their workplace have done so 3 or more times. None of the participants reported using any other resources. Face-to-face training sessions were also a popular way for Employee Champions to engage with the campaign. The popularity of the campaign resources and training modules also suggests that they are helpful in supporting Employee Champions to promote positive conversations around mental health.

Employee Champions were asked to reflect on their experience of an activity that has made the most impact or been most useful to their workplace, and to share their thoughts in their own words. Their responses were then categorised into themes, with 21% (3 participants) mentioning “Wellbeing sessions” as being the most impactful or useful activity, while 50% (7 participants) chose “Other reasons” which were not specified, and 29% (4 participants) were unsure or did not provide a clear response.

### How has your confidence changed as a result of being an Employee Champion?



Base: 16 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

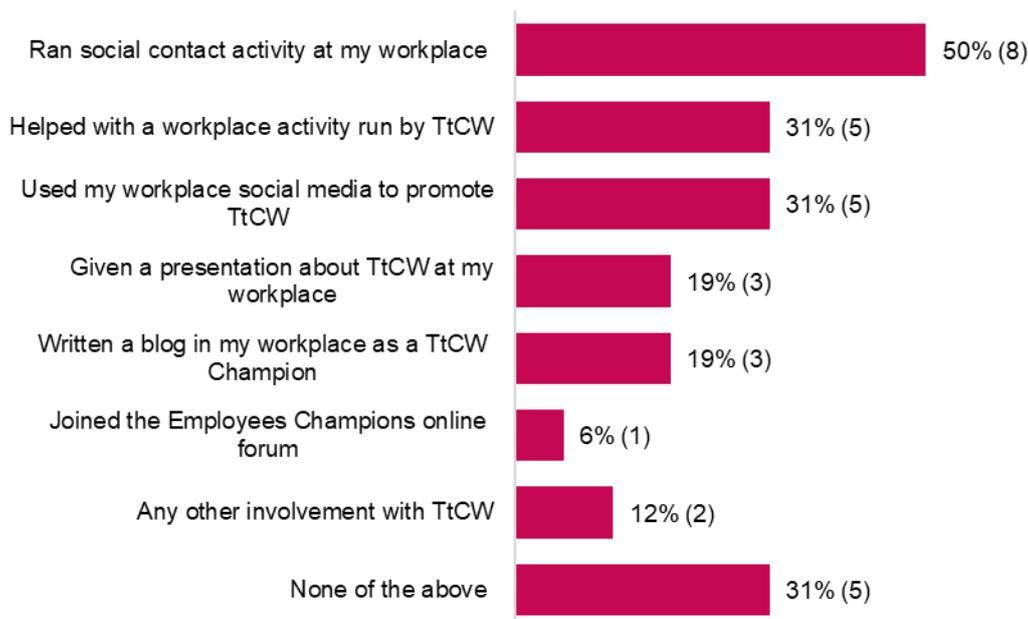
### Confidence changes among Employee Champions

Participants were then asked about the changes in their confidence over the last 12 months as a result of being an Employee Champion. Out of the participants, 33% reported becoming a little more confident and 7% reported becoming a lot more confident. 60% of participants said their confidence had not changed, and none reported becoming less confident. In 2019/20, the results showed that only 25% of Champions (Community and Employee combined) felt no change in their confidence level.

The 6 participants who observed a change in their level of confidence were asked how much their confidence had changed due to being part of the Time to Change Wales campaign versus other personal circumstances, 2 reported a great amount of change as a result of this involvement, while 4 reported a small amount of change.



### Which of the following workplace activities have you done as a TtCW Employee Champion?



Base: 16 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

#### Activities of Employee Champions

In terms of specific activities carried out by Employee Champions in the workplace over the past 12 months, 50% reported running social contact activities at their workplace. 31% reported helping with a workplace activity run by the campaign, as well as using their workplace social media to promote the campaign.

19% reported giving a presentation about Time to Change Wales at their workplace and writing a blog about it, respectively. Only 6% reported joining the Employee Champions online forum", 31% of participants reported not being involved in any of the listed activities, and 12% reported any other involvement with the campaign – this included:

*“Attended the Champion day with other Champions across Wales.”*

*“Given anti-stigma talk.”*

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## General workplace activities involved informal gatherings

When asked about their workplace activities, Employee Champions spoke about informal meetups/gatherings.

*“Quarterly mental health coffee mornings within my workplace for colleagues to meet with Champions and discuss current concerns/topics.”*

*“Wellbeing fayre, coffee morning.”*

*“Monthly Fika sessions with the team (Fika is a Swedish concept - coffee, cake connection) are taken outdoors each season/quarter and become Forest Fikas. I have also taken part in Woodland Wellbeing Sessions, regular Champion-wide meetings and conversations/support provided to the Champion lead. I’ve also organised a community-based gardening and neighbourhood clearance/litter pick in one of our housing estates alongside other colleagues and tenants. The truth is that when I do all this, I do not personally associate it with Time to Change.”*

*“I helped coordinate a self-care week that shared online resources and blogs. We all had our meetups in our forum.”*

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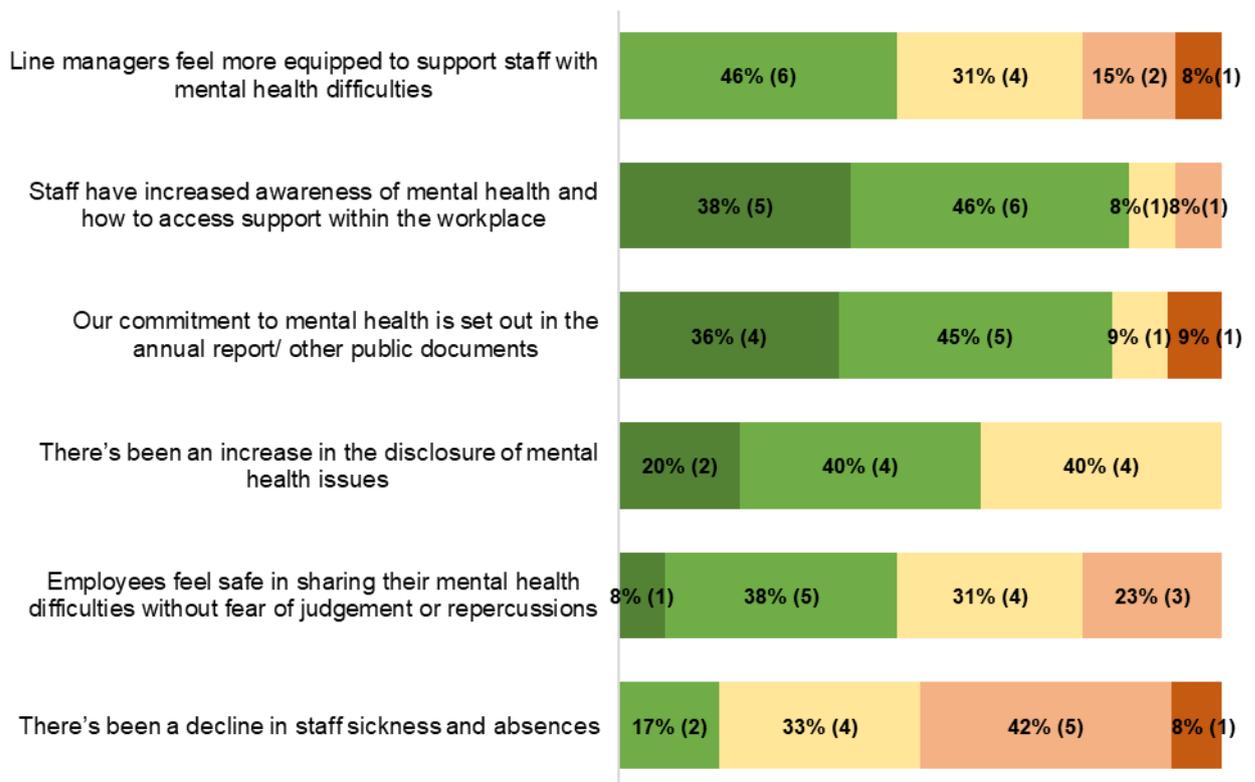
### Boosted confidence for future similar activities

Participants were asked if their experience of running workplace activities for Time to Change Wales has given them confidence for future similar activities. 50% (5) responded with a definite yes, 40% (4) with a possible yes, while 10% (1) did not know.

Participants were then asked about what would encourage them to take part in more workplace activities as part of Time to Change Wales in the future. 29% (4) said access to information on workplace activities, while another 29% said different types of workplace events. 14% (2) said if they had another Employee Champion or a group to organise events with, and 14% said they would support Time to Change Wales more online. There were also other responses, which were not specified, and 29% of participants (4) said none of the options would encourage them.

### To what extent do you agree or disagree with the following statements?

■ Strongly agree ■ Slightly agree ■ Neither agree nor disagree ■ Slightly disagree ■ Strongly disagree



Base: 13 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

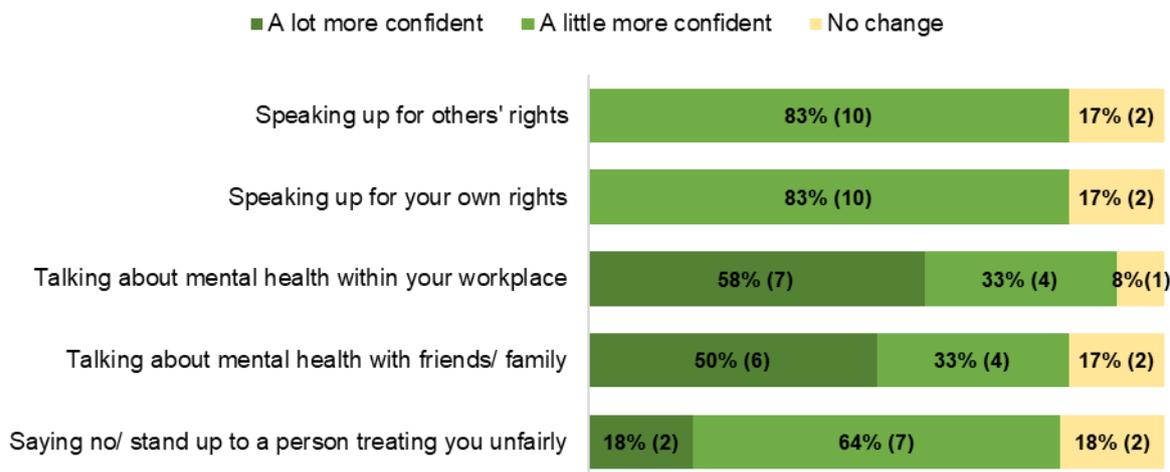
### Effects of being an Employee Champion

Participants were asked to rate their level of agreement with statements related to the effects of being a Time to Change Wales Employee Champion.



46% strongly agreed and 31% slightly agreed that line managers feel more equipped to support staff with mental health difficulties. 38% slightly agreed and 46% strongly agreed that staff have increased awareness of mental health and how to access support within the workplace. Only 8% strongly agreed, and 38% slightly agreed that employees feel safe in sharing their mental health difficulties without fear of judgement or repercussions.

**Have you experienced an increase or decrease in confidence in these areas as a result of being a Time to Change Wales Employee Champion?**



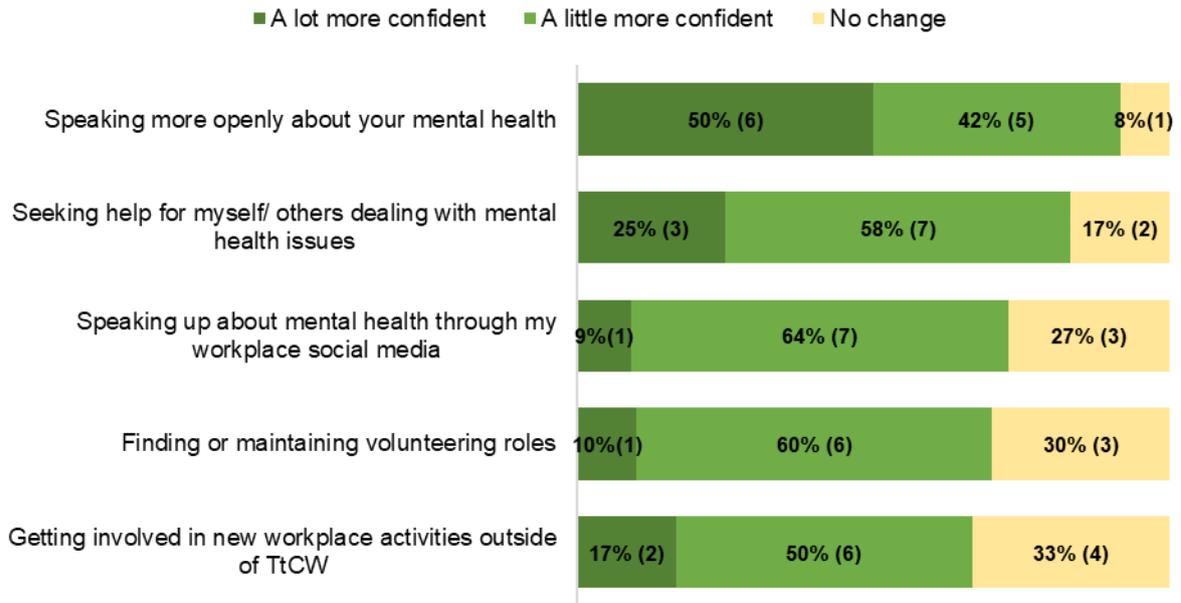
Base: 12 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

**Increased confidence of Employee Champions**

Participants were asked if they experienced an increase or decrease in confidence in various areas as a result of being a Time to Change Wales Employee Champion. 83% responded with a little more confidence or a lot more confidence in speaking up for their own and others' rights. Almost all (91%) reported more confidence in talking about mental health within their workplace to some degree and 83% said the same about talking about mental health with friends and family.



### Have you experienced an increase or decrease in confidence in these areas as a result of being a Time to Change Wales Employee Champion?



Base: 12 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

#### Confidence boosts in mental health advocacy and support

The participants were then asked about any changes in their confidence levels in different areas after becoming a Time to Change Wales Employee Champion. Almost all (92%) feel more confident about speaking more openly about their mental health. 73% reported more confidence in speaking up about mental health through their workplace social media. 83% reported more confidence in seeking help for themselves or others dealing with mental health issues. 70% reported more confidence in finding or maintaining volunteering roles.



Here are a selection of responses given by Employee Champions who state in their own words why they experience increased confidence levels due to the support they receive and the ability to provide support to others.

*"I have felt more confident due to the training and support I have received, e.g. through the network of other champions that are now found throughout the Local Authority. I am part of the Wellbeing Champions Working Group, where we share our ideas and plan our activities across the council."*

*"I've been fortunate to have an incredibly supportive Line Manager, who I know can listen to me openly and provide me with a chance to offload some concerns with work and personal."*

*"I feel more able to discuss the needs of my colleagues with our HR team and would be comfortable speaking to my line manager about any issues I am facing."*

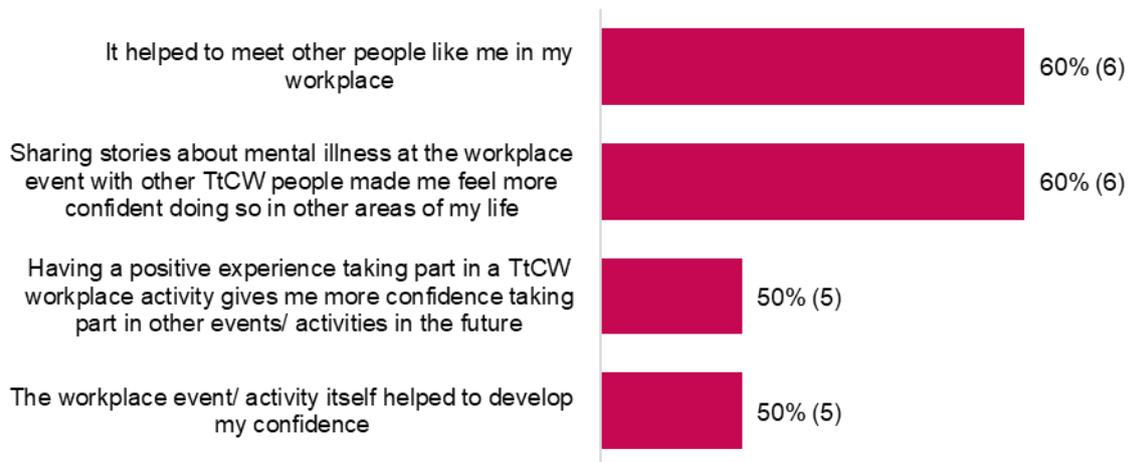
The majority (73%) of participants indicated that an increase in confidence resulting from a more open and supportive workplace culture has positive effects on their day-to-day experience in the workplace. 18% of participants did not provide a comment, and 9% provided a response that was not related to the increase in confidence.

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### How has engaging with Time to Change Wales helped you to develop your confidence?



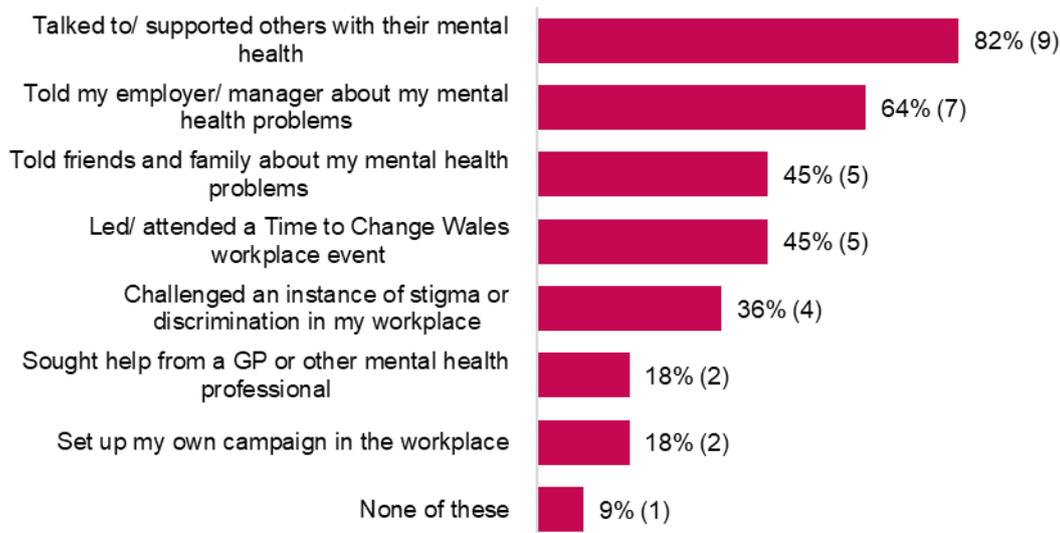
Base: 11 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

#### Development of confidence through engagement

Participants were asked how engaging with Time to Change Wales had helped develop their confidence. 60% felt meeting other Time to Change Wales Champions in their workplace helped, as did sharing mental health stories at workplace events. 50% said positive experiences in Time to Change Wales activities helped with future events. 50% felt the workplace events helped develop their confidence.



### Have you done any of the following in the last 12 months?



Base: 11 Employee Champions (those answering this question, and the number of responses in brackets are shown due to the low base)

### Supporting mental health in the workplace

Participants were then asked what they did in the last 12 months as an Employee Champion. 82% supported others with their mental health, and 64% disclosed mental health problems to their employer. 45% told friends and family about their mental health or led or attended a Time to Change Wales workplace event. 36% challenged stigma or discrimination, and 18% sought help from a professional or started a campaign. Only 9% did none of these actions.

Participants were asked about their experiences as Employee Champions. All strongly or slightly agreed that they are more aware of mental health and how to access support within the workplace. Similarly, 72% strongly or slightly agreed that they feel safe sharing their mental health difficulties at work and the same proportion have disclosed their own mental health issues at work.

82% felt that they are more aware of mental health since becoming an Employee Champion, while 64% reported open conversations about mental health at work. Additionally, 45% were offered support at work when struggling with their mental health, and 45% held regular events and conversations around mental health.

### Participants' relationships with mental health

Participants were asked about their relationships with individuals who have experienced mental health problems. 27% reported that an immediate family member had experienced mental health problems, while 18% reported that their partner or spouse living with them had experienced mental health problems. Additionally, 27% reported experiencing mental health problems themselves.

In terms of knowing others with mental health problems, 60% reported knowing a friend, 50% a work colleague, and 40% an immediate family member.

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## 5. Pledged Employers

### Profile of Pledged Employers

The following table provides an overview of the 67 participants who took part in the survey. Please note not all provided all demographic information.

Characteristics	Count	%
Age	25-34 years	8 12%
	35-54 years	40 60%
	55-64 years	14 21%
	65+ years	1 1%
	Prefer not to say/ Not answered	4 6%
Gender	Male	16 24%
	Female	49 73%
	Prefer not to say/ Not answered	2 3%
Ethnicity	White	50 75%
	Mixed / multiple ethnic background	1 1%
	Other	1 1%
	Prefer not to say	15 22%
Socioeconomic Grade	A	12 18%
	B	26 39%
	C1	13 19%
	Refused to state occupation/ Not answered	16 24%
Organisation Sector	Private sector	22 33%
	Public sector	27 40%
	Third sector	18 27%
Organisation Type	Emergency services	2 3%
	Housing and support services	3 4%
	Large private business (>250 employees)	3 4%
	Large public sector	7 10%
	Local authority	7 10%
	Local health board	3 4%
	Member organisation	2 3%
	Recruitment, training and skills provider	2 3%
	SME business (<250 employees)	20 30%
	Sport	1 1%
	Third sector	13 19%
	University/ college	4 6%

Characteristics		Count	%
<b>Number of Employees</b>	0-49	19	28%
	50-250	23	34%
	251-499	6	9%
	500-999	7	10%
	1,000-1,999	3	4%
	2,000-4,999	2	3%
	5,000-9,999	4	6%
	10,000+	3	4%
	<b>Local Authority</b>	Blaenau Gwent	1
Bridgend		2	3%
Caerphilly		4	6%
Cardiff		6	9%
Carmarthenshire		4	6%
Ceredigion		1	1%
Conwy		2	3%
Gwynedd		1	1%
Merthyr Tydfil		1	1%
Monmouthshire		1	1%
Neath Port Talbot		3	4%
Newport		8	12%
Pembrokeshire		4	6%
Rhondda Cynon Taf		6	9%
Swansea		6	9%
Vale of Glamorgan		2	3%
Wrexham		1	1%
Prefer not to say/ Not answered		14	21%

## Key findings from Pledged Employers

As part of the Time to Change Wales evaluation, SRI conducted a survey with Pledged Employers to gather data on their organisations. The survey aimed to collect information on the number of employees, sector, and organisation type.

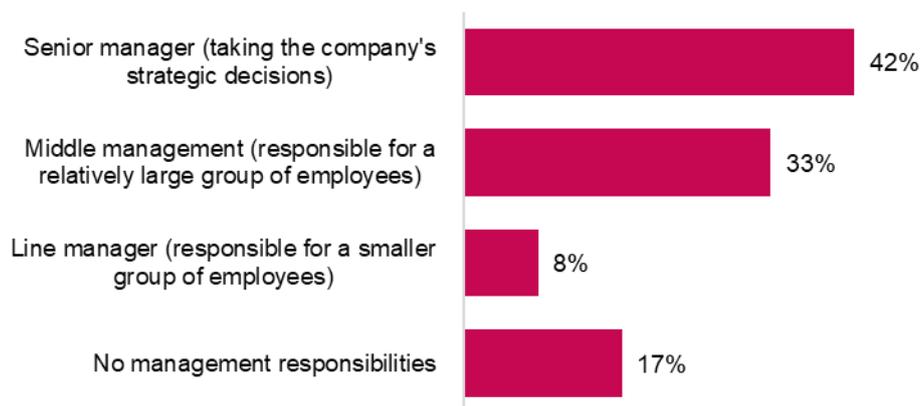
The results reveal that two fifths (40%) surveyed worked in the public sector, and SME businesses being the most common organisation type. The number of employees in the organisations varied, with the most (62%) having less than 250 employees.

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### Which of these best describes your work level and responsibilities?



Base: 66 Pledged Employers (those answering this question)

### Characteristics of Pledged Employers

Most (75%) Pledged Employers work in middle management positions or higher. 42% of the participants identified themselves as senior managers responsible for making strategic decisions. 33% were middle managers responsible for a relatively large group of employees, 8% were line managers responsible for a smaller group of employees, and 17% had no management responsibilities. This suggests that, overall, those taking responsibility for pledging support to Time to Change Wales are in positions of influence within their organisation.

The survey also asked the participants about the length of time their organisation has been a Pledged Employer with Time to Change Wales. Over half (53%) reported that their organisation has been a Pledged Employer for over 3 years, 26% for 2-3 years, and 9% for 1-2 years. Only 3% of the participants reported that their organisation has been a Pledged Employer for less than 6 months.

### Activities for Pledged Employers

The survey then asked about the participation of the organisation in Time to Change Wales activities for Pledged Employers. Most (85%) reported that their organisation had used Time to Change Wales resources, such as website resources and Time to Talk Day resources. 58% reported that their organisation had an anti-stigma talk delivered by a Time to Change Wales Champion.

52% reported that their organisation provided training for Employee Champions. 41% attended a Time to Change Wales Employer networking event, while only 6% reported that their organisation did not participate in any Time to Change Wales activities.

### Signing the Pledge

The survey asked the participants about the difference that signing the Time to Change Wales pledge made to how their organisation supports mental health in the workplace.



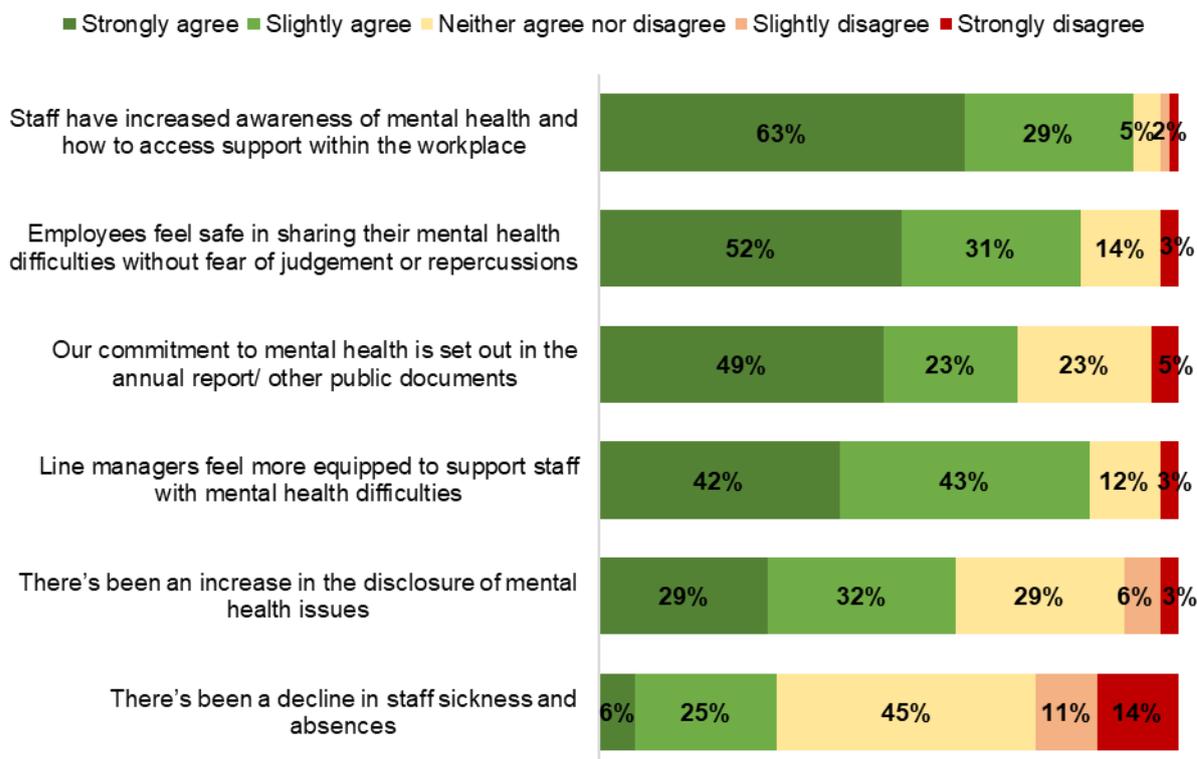
Over half (56%) reported that it made some difference, while 29% reported that it made a significant difference. Only 5% reported that it made no difference, while 11% of the participants did not know.

Participants were then asked to explain their answer, with 41% citing that it created an open and supportive culture, 31% said that it raised awareness, and 15% reported that it gave more structure or part of their work ethic such as:

*“It gave more structure to the way we were doing things. Lots of our customers have mental health challenges, and we wanted to do more internally as well because it carried through to the internal staff too. So, it gave more structure on how to do so.”*

*“We are very much focused on mental health and well-being, so this is part of our culture and ethos.”*

### Since signing the pledge, to what extent do you agree or disagree with the following statements?



Base: 65 Pledged Employers (those answering this question)

### Increased awareness of mental health

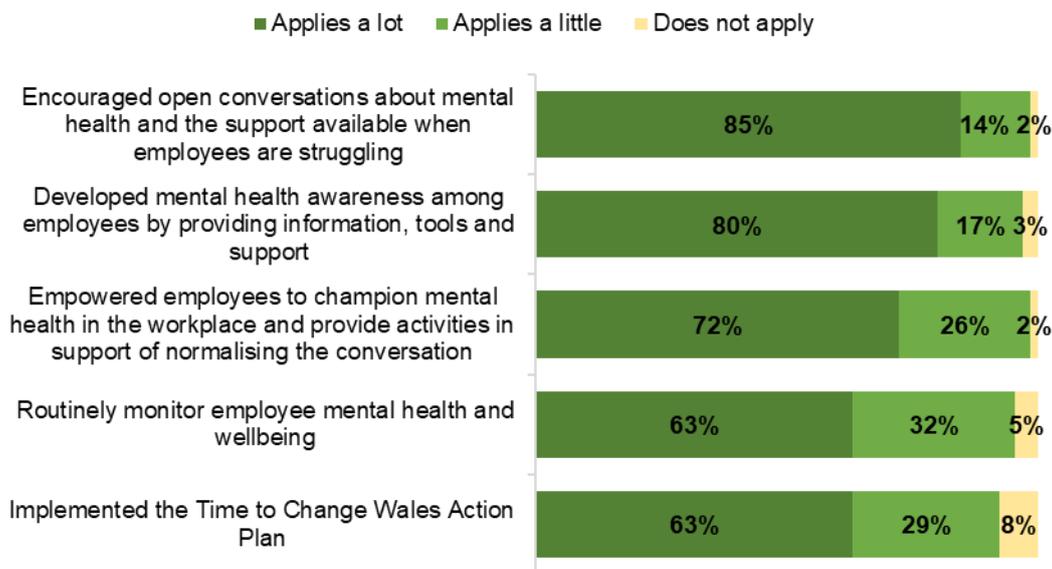
The survey also asked participants about the extent to which they agreed or disagreed with several statements relating to the impact of signing the Time to Change Wales pledge.



The majority (92%) of participants strongly or slightly agreed that, since signing the pledge, staff have increased awareness of mental health and how to access support within the workplace and 85% agreed that line managers feel more equipped to support staff with mental health difficulties. A similarly high proportion (83%) also agreed that, since signing the pledge, employees feel safe in sharing their mental health difficulties without fear of judgement or repercussions.

However, 31% strongly or slightly agreed that there had been a decline in staff sickness and absences since signing the pledge and 25% disagreed to some extent. It is notable that 61% agreed to some extent that there had been an increase in the disclosure of mental health issues suggesting a greater sense of openness.

### Since signing the Time to Change Wales pledge, which of these apply to your organisation?



Base: 65 Pledged Employers (those answering this question)

#### Encouraging open conversations

Most organisations say they are taking action since signing the pledge. The most common response was that organisations had encouraged open conversations about mental health and the support available when employees are struggling (99%), and also developed mental health awareness among employees by providing information, tools and support (97%).

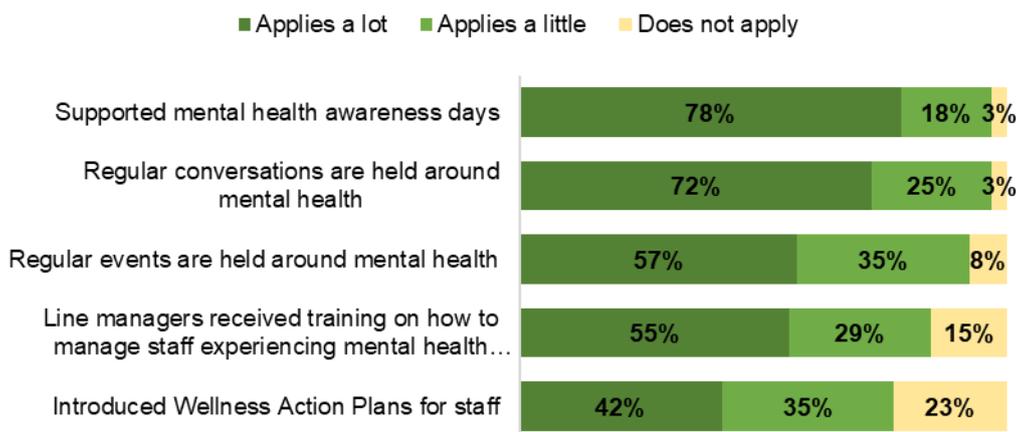
The majority (97%) of organisations said they had also empowered employees to champion mental health in the workplace and provided activities to support normalisation of the conversation.

Almost all organisations said that they routinely monitor employee mental health and wellbeing (95%) and had implemented the Time to Change Wales Action Plan (92%).



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### Since signing the Time to Change Wales pledge, which of these apply to your organisation?



Base: 65 Pledged Employers (those answering this question)

#### Normalising the conversation on mental health and wellbeing in the workplace

Regarding other activities that organisations had introduced since signing the pledge, almost all said that regular conversations are held around mental health, and that they had supported mental health awareness days. A high proportion (92%) also indicated that they have regular events around mental health.

The majority (84%) of organisations had also provided line managers with training on how to manage staff experiencing mental health difficulties. Over three-quarters have introduced Wellness Action Plans for staff (77%).

#### Increased focus on mental health policies

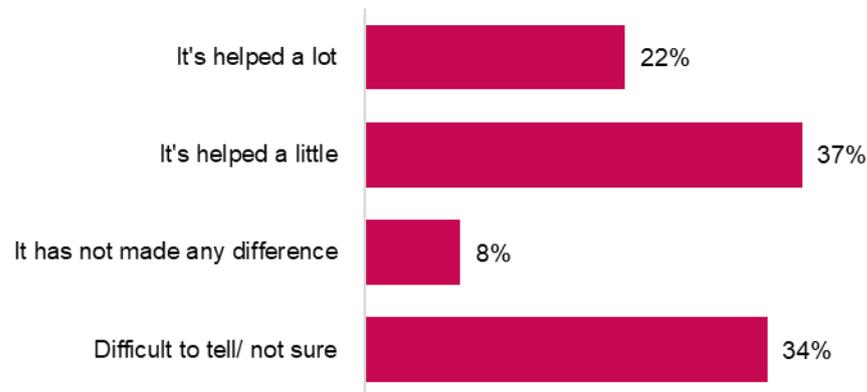
Regarding mental health policies, most have strong policies which not only provide guidance to employees but suggest that organisations are proactive in tackling stigma and discrimination. Just over one in ten (11%) do not have policies which provide clear guidance to employees:

- 2% said that their organisation's policies do not currently address mental health
- 9% said mental health is addressed in one or more policies but clear guidance is not provided to employees on what to do if they are struggling
- 22% said their policies provide clear guidance to employees on what they should do if they are struggling with their mental health
- 12% stated that their policies provide clear guidance to employees and recognise the stigma and discrimination faced by those with mental health problems in the workplace
- Over half (55%) stated that their policies provide clear guidance to employees on what to do if they are struggling with their mental health, recognise the stigma and discrimination they may face, and proactively encourage staff to disclose their mental health problems.

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**Since the beginning of the Covid-19 pandemic in early 2020, has being a Time to Change Wales Pledged Employer helped with supporting your staff with their mental health?**



Base: 65 Pledged Employers (those answering this question)

**Pledged Employer during a pandemic**

In terms of the impact of being a Time to Change Wales Pledged Employer during the Covid-19 pandemic, 22% of participants said it has helped a lot, while 37% stated it has helped a little. Only 8% said it has not made any difference, while 34% were unsure or found it difficult to tell.

When asked to provide more of an explanation, Pledged Employers referred to an open and supportive culture (36%), spoke about sharing resources (16%). Additionally, 13% mentioned the capacity to provide virtual/remote support, and 6% said they already had measures in place. Some participants, 4%, found it harder to make connections during lockdowns or spoke about the impact of Covid-19, while 45% stated they were unsure or did not know how to answer.

In terms of feedback on how Time to Change Wales could help improve the impact of the pledge, the themes that Pledged Employers spoke about were generally around the following topics:

- Talks and events (25%)
- Education and training (22%)
- More communication (16%)
- Requested more resources (12%)
- Encouraging senior staff engagement (7%)
- No suggestions for improvement (16%)
- Unsure or had no specific ideas (22%)



Here are a selection of responses given by Pledged Employers who state in their own words what help would improve the impact of the pledge.

*“Free webinars so staff can attend, e.g. bite size 30 mins sessions.”*

*“We need to get connected more with T2CW. We have organisations come and do talks with the team and we always find them very helpful. It’s great for signposting people. Emails are good, but a person visiting the site and doing an hour talk with the staff as an awareness thing always gets the conversation flowing about the subject. We haven’t had a talk like this from TtCW for over five years.”*

*“Come back to the site. It’s much more impactful when you can see the person face to face, and we are desperate for more mental health champion training too.”*

*“Have a check-in with pledged employers on an individual basis - or if this is too onerous a task, maybe connect with organisations in each local area to provide peer support etc.”*

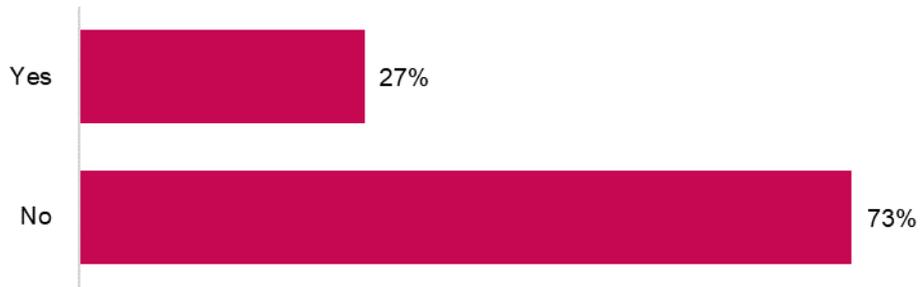
Finally, when asked about personal experience with mental health difficulties, 35% of participants reported having personal experience with mental health difficulties, and 18% reported using or having used mental health services. Over half (54%) had a family member who had experienced mental health difficulties, while 49% reported having a friend with mental health difficulties. 12% of participants reported having worked in the mental health sector, and 15% had volunteered in the sector. 8% selected “none of the above”, and 6% preferred not to say. These responses suggest a significant level of personal connection and investment in mental health issues among participants.

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### Employee Champion Training



Base: 67 Pledged Employers (those answering this question)

Of the surveyed Pledged Employers, according to the database provided 27% were reported to having had Employee Champion Training, while 73% had not had such training.



## 6. Key Recommendations

### Community Champions

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#### Continued strong commitment and engagement

Community Champions are highly committed to the Time to Change Wales campaign.

The campaign should support Community Champions in activities that involve meeting and engaging with others, giving anti-stigma talks, and sharing personal stories.

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#### Social media tops as Champion's choice

Community Champions prefer using social media for their activities.

Providing easily accessible information about the campaign can encourage more Champions to participate.

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#### Accessible information and group support boost Champion participation

Providing easy access to information on local activities and facilitating online support groups could encourage more Community Champions to participate.

The campaign should consider accommodating time constraints for some Champions to maintain diversity.

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### Employee Champions

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#### Effective support to help workplace promotion of mental wellbeing

The Time to Change Wales campaign has been useful in supporting Employee Champions to promote mental wellbeing in the workplace.

The survey has shown that the campaign resources and training modules are helpful in supporting Employee Champions to promote positive conversations around mental health. The most impactful activity mentioned by participants was "wellbeing sessions", running social contact activities and promoting the campaign on social media were common activities carried out by Employee Champions.

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**Empowering Employee Champions and non-experts**

The research suggests that Employee Champions can play an important role in promoting mental health awareness and support in the workplace, but there is room for improvement in creating a safe and supportive environment for employees to share their mental health difficulties.

The campaign should continue to promote and support Employee Champions, especially in the private sector, and offer more mental health training for individuals who are not mental health professionals.

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**Engaging Employee Champions and improving impactful activities**

The campaign should explore ways to engage Employee Champions who have not been involved in any listed activities.

The campaign should create more impactful and evidence-based activities to support all employees' wellbeing in the workplace, not just those with mental health issues.

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**Increase engagement with private sector organisations**

While the survey found that 71% of participants worked in the public sector, it's important to also engage with private sector organisations.

Time to Change Wales should explore ways to increase engagement with private sector organisations and encourage Employee Champions in those organisations.

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**Offer additional training sessions**

Online training modules were completed by 12% (2 participants), and face to face training by 38% (6 participants). There may be room to offer more training sessions to better support Employee Champions in their roles.

Increasing the availability of these sessions can provide a more interactive and engaging learning experience and can help foster a sense of community among Employee Champions.

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**Expand the range of resources available**

While 69% of participants downloaded campaign resources, none reported using any other resources. Providing a wider range of resources that cater to different learning styles and preferences can help increase participant engagement and the likelihood of them using the resources provided.

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## Pledged Employers

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### **Encourage open conversations around mental health**

To continue promoting mental health in the workplace, it is recommended that organisations continue to encourage open conversations, provide mental health resources and training, and support employee wellbeing.

By continuing to engage with employers and providing targeted support and resources, Time to Change Wales can help to create more supportive and inclusive workplaces for those with mental health problems.

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### **Encourage further training**

While the majority of Pledged Employers have participated in Time to Change Wales activities, there is still room for more engagement. Encouraging more participation in activities such as training for Employee Champions and attending employer networking events could help to create a more supportive culture around mental health in the workplace.

Training line managers can help them support employees experiencing mental health difficulties better.

Regularly monitoring employee mental health and wellbeing can identify areas for improvement and respond proactively.

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### **Increase focus on mental health policies**

While many of the Pledged Employers have mental health policies in place, there is still a significant proportion that do not provide clear guidance to employees or do not recognise the stigma and discrimination faced by those with mental health problems.

Encouraging Pledged Employers to review and improve their mental health policies could help to create a more supportive environment for employees.

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### **Emphasise the impact of signing the pledge**

Emphasising the positive impact of signing the pledge and sharing success stories could encourage more organisations to become Pledged Employers and increase their commitment to supporting mental health in the workplace.

While most participants reported that signing the Time to Change Wales pledge made a difference, some do not know or do not believe it made a difference.

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