

Our journey so far...



Impact report 2018-21

time to change
Wales

let's end mental health discrimination

About us

Time to Change Wales is the first national campaign to end the stigma and discrimination experienced by people living with mental health conditions. We were established in 2012 and since then have brought about measurable change in public attitudes in Wales.

Our work is grounded in the belief that no one in Wales should have to experience mental health stigma in any aspect of life.

Our unique position as a social movement allows us to mobilise hundreds of individuals, Employers and communities across Wales to come together as a collective voice against stigma.

Time to Change Wales is perfectly positioned to lead public dialogue around mental health stigma and helps shape policy and campaigning for sustained societal change.

Time to Change Wales is funded by Welsh Government and Comic Relief and managed in partnership between Hafal and Mind Cymru.

About this report

This impact report reflects our work between 2018-2021. Together with our Champions, Employers and partners we have made considerable progress over three years and this report seeks to highlight some examples and our key achievements throughout this journey.

Acknowledgements

Time to Change Wales would like to express our most sincere gratitude to everyone who has engaged with the campaign over the last three years. Within this report, we have endeavoured to capture, celebrate and acknowledge your collective contribution in tackling mental health stigma in Wales. The tireless efforts across workplaces, communities and services has been commendable and has contributed significantly to positive change within society in Wales. Particular thanks are owed to all of our Champions, without their dedication, passion and commitment Time to Change Wales would not be able to deliver its mission.

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“One day you could be in a situation when talking to someone, as a man, can rescue you. We are not just Champions of Time to Change Wales; we are beacons of hope for men everywhere.”

Mark, Time to Change Wales Champion

Foreword

by Mark Smith, Time to Change Wales Champion

Enabling people to strike up conversations on mental health is something that Time to Change Wales has achieved so successfully.

A change in attitude towards the way people are feeling means you are less likely to face discrimination and experience stigma that might deter you from opening up. The accomplishments of Time to Change Wales have made mental health less of a taboo subject, making it easier for people to have helpful conversations and seek the support they might need. However, it's not always that simple. Someone experiencing mental ill-health can self-stigmatise too. For example, you might apply stereotypes to your own situation and accept them, which too can be damaging.

In the last three years, Time to Change Wales has focused on men's mental health. I have bipolar disorder and have always been open about my mental health but know that's not the case for many men. Some see it as a weakness that we don't want to admit to, to others or ourselves.

It was heartening to see my fellow Champions involved in the #TalkingIsALifeline campaign. They are role models for men around Wales to show that you can talk about your mental health. One day you could be in a situation when talking to someone, as a man, can rescue you. We are not just Champions of Time to Change Wales; we are beacons of hope for men everywhere.

The COVID-19 pandemic has had the most devastating impact on society, with a significant effect on people's mental health. Shortly after the virus emerged, there has been a need for campaigns and platforms including Time to Change Wales to support people to talk about the way the pandemic has affected them. Some of us will have had the virus or lost someone to it. Isolation and loneliness have been key factors, as have the huge stresses faced by people on the frontline. From work and home life to education, people from all walks of life have been under extreme pressure for different reasons.

Black Lives Matter has provided a reminder that racism can have a huge effect on someone's state of mind. As with mental health, it's another form of discrimination. Living with a mental health problem while also being a victim of racism can make things doubly difficult to deal with. Ever since Time to Change Wales was launched, it's looked at matters in people's lives that are hard to cope with in isolation, let alone dealing with poor mental health at the same time.

Enabling people to emerge from the current crises, to help with problems that have affected their mental health, needs to figure prominently in the future of Time to Change Wales.

At this time, how can we move forward in supporting people with their mental health, without a campaign that assists individuals, communities, and a nation, in talking about the subject, reducing stigma and discrimination?

As you read this report, think about how you can get involved with Time to Change Wales. I hope you will be motivated to become a Champion, sign the campaign's Employer Pledge, use its resources, or simply share its content online. By doing this you will be playing your part in helping what needs to be an ongoing effort to address mental health stigma and discrimination in Wales.

Thank you.

Mark Smith
Time to Change Wales Champion

Introduction

by Lowri Wyn Jones, Programme Manager

As well as celebrating our achievements, this report serves to highlight the significant progress we have made towards realising our vision of an inclusive Wales where people’s lives are not limited by mental health stigma and discrimination. Underpinning this vision is a set of priorities and core outcomes to bring this vision into reality:

Outcome 1

People with lived experience report reduced levels of stigma and discrimination.


Outcome 2

People with lived experience and their allies are empowered to take action, educate and tackle stigma and discrimination.

Outcome 3


Public behaviours and attitudes towards people with mental health issues improve overall (and by setting e.g. in the community, workplace, public services and education).

We do this through work across three interdependent strands:




Workplaces

Working with Employers to create more open cultures around discussing mental health at work and provide Employers with practical resources and key principles for sustained and lasting change to end stigma and discrimination.



Community and social contact

Working with our diverse pool of lived experience Champions who share their experiences in different settings.



Campaign and communications

Tailored social marketing campaigns.

We have only been able to achieve our aims by working in partnership with others. This has included working with others on campaigns and initiatives, and collaborations with our extensive Employer base, which spans the public, private and voluntary sectors. Their contribution and insight shaped Time to Change Wales programme to what is today.

The past three years has seen us consolidate our work and refine our focus on key audiences where we know stigma and self-stigma is a deep-rooted issue. Over the course of the last three years, we engaged in a series of listening exercises with individuals and communities not typically engaging with us to identify what more we can do as a campaign to bring them with us on our journey. All of this work has fed into our thinking for a future phase, which will see us refine our focus even further and deliver our work where reducing stigma is most needed. This final year of Phase 3 saw us operating amidst an unprecedented global pandemic where our work continued steadfastly. The collective effort from staff, Champions and Employers meant that we rose to the challenge ensuring that stigma work continues to remain firmly on the agenda in Wales.

Our new Employer Toolkit and training continue to build capacity within organisations and during lockdown, we have maintained momentum through online best practice events and virtual Employee Champion training. I am truly proud of what we have been able to achieve.

Being able to demonstrate the impact of our work and engender real change is important to us. Our approach to evaluation is comprehensive and appropriate for the things that we want to measure. We have invested time and resources into adopting robust and internationally recognised evaluation tools, which allow us to track and compare data on a global scale.

The continuation of stigma work is more needed than ever as COVID-19 has brought into stark relief the entrenched inequalities in which particular groups of our society in Wales continue to face. We want to ensure that stigma doesn't exacerbate the multiple issues faced by communities, which often acts as a barrier to accessing support. As well as throwing light on deep-seated societal issues, the pandemic has also brought to light the extraordinary acts of kindness and compassion which humans are capable of displaying for one another. It's important that we capture and consolidate these behaviours as we emerge from the pandemic's aftermath. Mental health has become a topic everyone is talking about and occupying global media territory like never before. Whilst this increased profile of mental health can only be a good thing, it is also a timely reminder that tackling stigma mustn't be left behind.

Finally, I would like to thank the Time to Change staff team all of whom have been instrumental to the programme's success.



Lowri Wyn Jones
Time to Change Wales Programme Manager

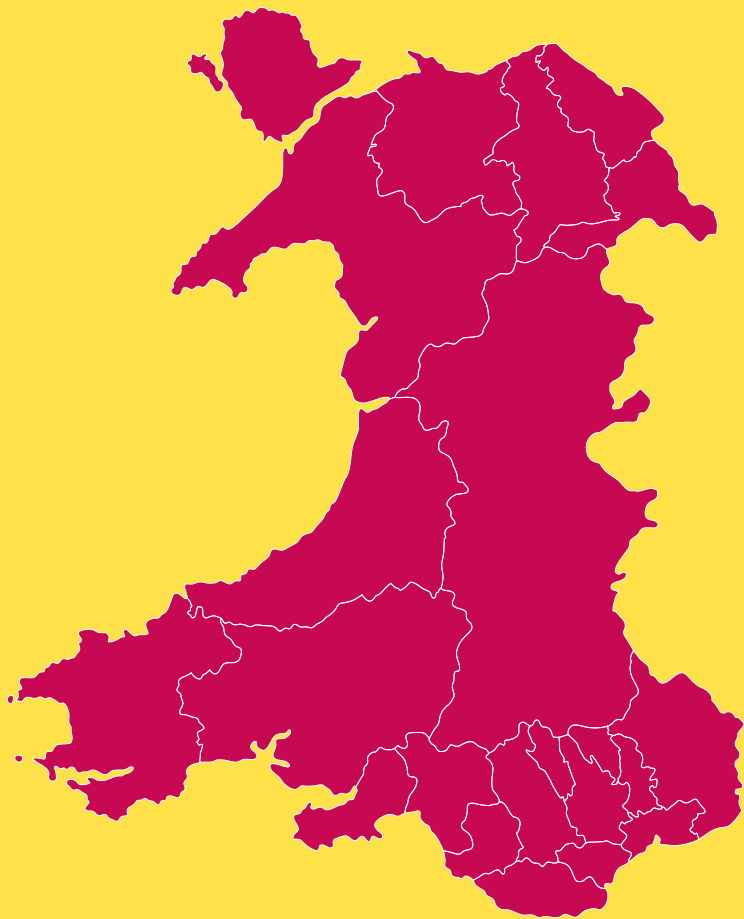
Phase 3 achievements
April 2018 to March 2021

Our reach across Wales:

106 Anti-stigma talks given by 106 individual Champions

187 Pledged organisations to date (72 in Phase 3) representing **320,000** Employees in Wales - roughly **1 in 4** of the Welsh workforce

666 Employee Champions



The difference we've made:

75%

75% of Champions report increased confidence as a result of their involvement with Time to Change Wales

92%

92% of Employers report a positive change from signing the Pledge

+300

New Employer toolkit has over 300 Employer accounts to support workplace wellbeing

+66%

Two-thirds of Employers say that since the COVID-19 government restrictions being a Time to Change Wales Pledged Employer has helped to support staff with their mental health

Social media reach:

↑ 19%

12,258 Twitter followers
19% increase

↑ 12%

15,692 Facebook fans
12% increase

↑ 347%

1,069 Instagram followers
347% increase

+1.1M

Facebook impressions

+2M

Twitter impressions

Website reach:

+79K

Website users

+280K

Website page views

Media reach:

Life stories

87 blogs written by Champions and guest contributors sharing their stories

In the news

65 media pieces of coverage

Campaign reach:

↑ 55%

Talking Is A Lifeline
Four bursts of campaign activity resulting in a significant shift of 55% male visitors to the website (previously 31% male visitors in 2018)

501

Subscribers to e-newsletters in 2020/21

32

e-newsletters published in 2020/21



Since April 2018, 106 individual Champions have delivered anti-stigma activity for us across Wales.

Our work with Champions has continued unabated during Phase 3 and saw us developing a more flexible and comprehensive offer. This included developing a brand new Employee Champion training module and resources for Champions.

We have trained 666 Employee Champions across 38 Employers during Phase 3. This includes a hybrid model of face-to-face delivery and more recently developed digital training via virtual platforms. This allowed us to grow our Employee Champion network across geographical boundaries and COVID-19 restrictions.

A survey in 2019 found that three-quarters of Champions said they felt more confident directly as a result of being involved with Time to Change Wales. They had gained confidence in speaking more openly about mental health with friends/family and in the workplace, seeking help and speaking up for their rights. However, Champions also reported that they still face mental health stigma with negative attitudes experienced in the workplace and from family members.

The outbreak of the COVID-19 pandemic brought about significant challenges, and their ripples have been felt across the third sector in Wales and beyond. Like with any challenge, it also brought with it an opportunity to think differently about how we do what we do. Our team quickly adapted to delivering a public facing campaign by flexing our approach with a suite of digital anti-stigma resources that include:

- **Champion and Employer e-newsletters**
- **Employer blogs on adapting to COVID-19 restrictions**
- **Champion podcasts**
- **Champion engagement sessions - cuppa & chat**
- **Champion refresher training**
- **Pre-recorded anti-stigma presentations with audio-embedded**
- **Virtual Employee Champion training**
- **Virtual Pledged Organisation's network events**
- **Virtual Employer Pledge signings**
- **Live anti-stigma presentation via Zoom and Teams**

Stuart (left) and Darren (top right), two of our Champions that featured in our Talking is a Lifeline campaign.

[Watch their stories](#)



We asked our Champions what they value most of being a volunteer for Time to Change Wales:



Laura

"I signed up because I didn't want anyone else to go through the mental health stigma I had. I value being able to talk to people and they disclose that they'll seek support because of speaking to me. I see the hope in their eyes, and it makes me happy thinking that I have helped that person. I value having made friends who understand me and who remind me that 'it's okay not to be okay.'"



Mark

"It's a special feeling to know that your role as a Time to Change Wales Champion, with lived experience, can directly transform people's views on mental health.

One example is a talk that I delivered to a group of men in their workplace. At first, I felt they were not fully interested in mental health but, within an hour, they started to open up to each other about the way their organisation should be addressing problems that their colleagues might be experiencing. For me, it was a powerful moment."



Hayley

"I feel privileged to be able to help people open discussions, challenge perceptions and learn how to reduce mental health stigma in the workplace. When I give a talk, I feel like it's another gate we've opened, another workplace where it's easier to talk mental health, another mind we have changed with a better understanding of what it is to live with poor mental health, and maybe, just maybe, I am inspiring people to be kinder to themselves as well as others."



Alex

"I became a Time to Change Wales Champion due to the stigma I faced when seeking help. People would ask 'What do you have to be sad about?' I felt so guilty and weak. I didn't want others to experience the same stigma I had. My anxiety made it hard to speak in front of others, but listening to other Champions made me realise that I wasn't alone in how I felt, and gave me the confidence to lead anti-stigma talks. I now love giving presentations; the bigger the crowd, the better. I feel a lot happier and less anxious as a result of being a Time to Change Wales Champion."

Employers
Our impact in the workplace

We have worked with over 300 Employers in Wales since launching the Pledge in 2015.

Phase 3 has seen us branch into working with more diverse Employers with a focus on more male-centric workplaces and industries.

A total of 187 Employers signed the Employer Pledge in Wales in 2018-21. This represents 320,000 Employees in Wales, roughly 1 in 4 of the Welsh workforce.

Earlier this year we surveyed our Employers to find out what the impact of being involved in the Time to Change Wales Employer Pledge meant for them as organisations.

92% of Employers have seen a positive change as a result of signing the Pledge.

Many Employers have introduced actions to create a more comfortable climate for open conversations around mental health and providing information, training and awareness raising. Employers say signing the Pledge has helped to drive awareness among staff of how to access mental health support (84%), and remove stigma so that staff feel safe to share their mental health difficulties (79%).

Two-thirds of Employers say that since the COVID-19 government restrictions came into force on 23 March 2020 being a Time to Change Wales Pledged Employer has helped a lot or a little with supporting their staff with their mental health.

A new Employer toolkit launched in 2019 and has led to over 300 Employer accounts being opened to support workplace wellbeing.



Above. Karen Robert, maternity cover Programme Manager with a Pledged organisation

Top right. Organisations' Pledge signing event



"Signing the Pledge has really helped cement importance for our management team to consider mental health issues and support greater dialogue within the company. When addressing our health initiatives and support processes, mental health is now given complete equality with physical health, and indeed probably now forms the vast majority of our wellbeing activities. Last month saw us deliver our first Lunch & Learn session for World Suicide Prevention Day, and subsequent sessions will also focus on areas such as stress, mindfulness and day-to-day mental wellbeing strategies."

"By signing the Pledge this has allowed us to put wellbeing and mental health at the heart of everything we do. Staff who come to work for us know that we are caring company who will look after their wellbeing. The managers have gained a greater of understanding of people's reactions to situations."

"We are a large Employer and have a wide range of different job roles so getting to everyone has been difficult. We have seen a lot of change from where we were but there is still more we can do. It has helped us to ensure that we have the correct support services in place and are able to talk more openly about how we are feeling."

"Lads with us know it is a good to talk in what can be an alpha male dominant sector."

"We were already providing a lot of support to Employees regarding mental health / mental illness but this took us to a different level and allowed us to move forward with a specific action plan. It also gave senior management an understanding of the change of culture needed, to be led by the top and the support needed for some of the actions to initiate."

"The work that the team at Time to Change Wales do is unparalleled. The resources available to Employers are absolutely huge, and we're really looking forward to continue to formalise the support we offer to Employees - and will be fully utilising the support and resource provided by TtCW."

"It has certainly highlighted the issue of the importance of mental health and how as an organisation we need to support our Employees and has given us the ability to ensure there is support for our Employees both internally and externally. We have ensured that training is available for both managers and Employees, we have a mental health policy and we have been able to strengthen our Employee counselling service."

Social marketing

As a movement centred around bringing people together through the social contact model, we provide a platform for individuals and Employers across Wales to share their experiences of mental health issues and stigma.

We have seen a steady increase in social media followers in Phase 3:

Followers	30 September 2018	04 February 2021	Difference
Twitter	10,300	12,258	19% increase
Facebook	14,065	15,692	12% increase
Instagram	239	1,069	347% increase

Our total audience reach between 2018 and 2021:

Twitter impressions	2,041,300
Facebook impressions	1,109,817
Website users	79,833
Website page views	280,555
Blogs written by Champions and guest contributors sharing their stories	87

We showcase best practice in tackling stigma and encourage the public at large, to talk, to listen and to challenge stigma. We have also actively supported awareness days and weeks on the mental health calendar which include Mental Health Awareness Week, World Mental Health Day, World Suicide Prevention Day and Volunteers Week to celebrate the work of our volunteer Champions.

Time to Talk Day

Time to Talk Day, an annual awareness day held on the first Thursday of February, has succeeded in becoming a major event to get more people in Wales talking openly about mental health with year-on-year increases in audience reach and engagement.

Year	Audience impressions
2019	77,600
2020	134,000
2021	143,000

Media

The experiences of Time to Change Wales Champions set the foundation for all areas of our work, including media and communications. It is imperative that we include the views and experiences of the very people we aim to support.

Due to the nature of what we do, our Champions' experiences are impactful and emotive. All credit must go to our Champions for sacrificing their vulnerability to raise awareness of the effects of mental health stigma and discrimination in order to tackle it here in Wales.

We achieved 65 pieces of media coverage in phase 3 with coverage on TV, radio, print, online in local and national media in Wales, and on UK media.

From Welsh dailies, and weeklies to high profile broadcast media, we ensured that the problems of stigma were heard across many communities in Wales.

‘Struggling men should never suffer in silence’



Health correspondent Mark Smith speaks to three men about their experience of mental illness, and learns that talking played a huge part in their recovery



Peter Rodda, 68, Cardiff, opens up about his depression.

"I knew something wasn't right because every day I would walk to work on the way edge of the pavement knowing if I took one step out I would fall backward."

"Nobody suspected anything was wrong. I was the confident, happy one and I was very good at putting on a brave face."

He said his illness left him feeling constantly sad, fearful and even in physical pain.

"I went to my GP and was formally diagnosed 'with depression,'" he said.

"One evening I sat my wife down and told her how I was feeling. It was



Eir Carpentier, 46, from Pen-y-bont, pictured above, explains how he has battled with poor mental health since his teenage years.

"I got married, did my degree, we had a baby and I started a great new job. I put myself under a lot of pressure to succeed," he said.



Simon Lewis, 58, from Cardiff, reveals his experiences of anxiety and depression.

"Before my mental health breakdown I had a happy relationship with my wife and three children," he said.

"However, my new ex-wife decided our relationship was over and wanted a divorce and I was completely devastated."

"I tried to focus on my children and was working in the same time but found coping with it all very difficult."

"I did eventually go to my GP and was offered counselling sessions."

"My counsellor was very understanding and reassured me that what I was feeling was normal considering what I had gone through."

"It was then that I started to realise that it was not me OK. It was important to normalise the experience, so mental health and encourage men to seek help if they need it."

The volunteers inspired by helping others

The mental health volunteer

WHEN it comes to enduring dark days and seeing your way through them, 23-year-old Laura Moulding is better-placed than most to give advice.

From childhood, she's suffered deep depression, psychotic symptoms, panic attacks and severe stress.

But Laura and the two other award-winning volunteers we're about to meet talk passionately about how giving up their time unpaid for causes close to their hearts not only helps others, but also brings personal confidence and resilience.

It's pouring down as we talk, a typical Welsh winter's day, and it's just before Blue Monday on of the year as we face not just the weather and long nights, but the prospect of post-Christmas bills too.

Laura has mixed feelings about whether the title Blue Monday is helpful or not.

"Mental health isn't just a one-day thing, it's every day of everyone's life," she says, telling me about the coping strategies she passes on to others.

Laura is in her third year at the University of South Wales and she talks excitedly about the prospect of starting a master's degree in film writing and production there in September. But three years ago, she'd have struggled to garner the confidence just to have a conversation with me on the phone.

Becoming a volunteer with mental health charity Time to Change Wales made all the difference and she now travels around the country to speak at events aimed at ending stigma and discrimination.

She also volunteers with another mental health charity, Mind Cymru. She won Young Volunteer of the Year at the Welsh Charity Awards ceremony at the end of last year.

Laura is on a path which now sees her studying in Cardiff and volunteering around Wales.

"I'll never forget his words, 'If anyone can do it Laura, you can,'" she says of the music tutor.

"He said I should do what makes me happy and that he'd do anything he could to help me with applications and everything else."

When she signed up for the training to carry out her voluntary work, she was still fearful, though.

"To be honest, I didn't think I could do it," she admits. "But I faced stigma and discrimination because of my condition and all I had in my head was, 'I'm absolutely terrified, I'm going to fail, but I don't want anyone else to go through this.'"

"It can be that voice to stop stigma for someone else, then I'm going to push myself to do it. Although I was a bit nervous, I managed to get better or to feel stronger."

And I'm really depressed, sometimes you don't realise you've got all of this in your mind, but it's there and what I do is to use that in a creative way. I'll just grab a piece of paper and I'll start writing some lyrics about how I'm feeling, or just generally writing.

"Getting it down on paper releases it from your head. I've always felt that writing how I'm feeling feels like I'm sharing a problem, I'm writing down what is affecting me and how I can approach it to get better or to feel stronger."

Laura's advice

"If you're feeling low, even if you've just got out of bed, celebrate that, because what you think when you have a mental health condition.

"Be kind to yourself. If you've just got yourself a glass of water, phoned someone or just sent them a quick text, even if that's all you can do at that moment, be proud that you managed to achieve that."

The community volunteer

Momena Ali was studying for GCSEs at Bishop Gore School in Swansea when her world collapsed.

Her father Shonahur Ali, who'd brought his

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"Getting it down on paper releases it from your head. I've always felt that writing how I'm feeling feels like I'm sharing a problem, I'm writing down what is affecting me and how I can approach it to get better or to feel stronger."

contribute and that's how I chose social.

Her degree led to Momena becoming support worker where she found the young people she's supported in Swansea faced issues.

"It wasn't just the language, it was the racism they faced, and I realised how far was that I had a very supportive family."

She went on to run a pilot project for BME boys who were at high risk of not contributing to their communities.



14 Time to Change Impact Report 2018-21

Talking is a Lifeline was Time to Change Wales' flagship campaign during its third phase. This award-winning campaign aims to encourage men to talk about their mental health struggles without fear of being judged.



An image of Time to Change Wales Champion Brian taken as part of the Talking is a Lifeline campaign.

Talking is a lifeline campaign continued

The **Talking is a Lifeline** campaign recognises the self-stigma concerns of men and their unwillingness to admit to a mental health problem. The campaign aims to be a catalyst for a positive future - where more men are talking about mental health issues to change attitudes and normalise mental health discussion.

Following in-depth testing and gathering the views of a Welsh male audience, the early concepts of Talking Is a Lifeline emerged. One of the key considerations for this campaign was the importance of its authenticity, a campaign for Welsh people presented by real experiences. Six Time to Change Wales male Champions featured in short campaign videos where each shared their own mental health journeys offering a message of hope to others facing similar challenges. Their personal stories are also shared in blogs and podcasts.

We worked with design agency Clout Branding to develop the concept and design for the campaign.

A Paid, Owned and Earned marketing approach drove people to the website for more information to empower men to open up about their mental health struggles.

The Talking Is A Lifeline campaign won a Wales Online Digital Award for Best Use of Digital Marketing and a Wales CIPR award for Best Integrated Campaign.



Above. A still of the TV commercial and outdoor print advertising from the Talking is A Lifeline campaign.

[Watch our TV commercial](#)



“The campaign is massively important to me. I never really understood my depression and anxiety hiding those feelings away until it was almost too late. For me talking really was a lifeline so being able to get a message out that normalises poor health has been further life changing for me. So many people now speak to me about how they are feeling and I use the campaign as a springboard to help them see it’s normal and they can get better.”

Lee Carpenter, Time to Change Wales Champion

Rhodri (below) and Lee (above), two of our Champions that featured in our Talking is a Lifeline campaign.

[Watch their stories](#)

Four bursts of campaign activity were delivered in 2019 and 2020 resulting in a significant shift of website visitors to 55% male visitors (previously 31% male visitors in 2018).

“With so many men taking their own lives’, I felt a huge pull to be of service to the Talking is a Lifeline campaign - having had those dark thoughts’ myself. The support provided by those running the campaign has been excellent.”

Rhodri Jones, Time to Change Wales

Public Attitudes to Mental Illness

The first Wales-wide survey using internationally recognised definitions for measuring mental health stigma was conducted on our behalf by Kantar in December 2018 - January 2019.

The survey explored attitudes to mental illness and provides a valuable insight into the prevailing attitudes and experiences.

A key finding from the survey is that despite wide acceptance of mental health, stigmatising attitudes are still held by a wide section of people.

2 in 5 people feel uncomfortable disclosing their mental illness in the workplace, and men and people in socio-economic groups C2DE are less likely to disclose their mental health problems to friends and family.

Stigma Survey

In May 2020, Time to Change Wales surveyed over 100 individuals with lived experience of mental health issues from across Wales.

The survey found that self-stigma presents a significant challenge to people experiencing a mental health problem.

54% of respondents said that self-stigma had worsened since lockdown began

22% of respondents felt stigmatised for their poor mental health in employment during the COVID-19 restrictions

2021 Public Attitudes to Mental Illness Survey

5%

of the adult population have improved attitudes to mental illness showing more understanding and tolerance representing an estimated **129,000** adults

45%

of men recall seeing Time to Change Wales campaign adverts (up from **35%** in 2019)



More people are willing to be friends and work with someone with a mental health problem

Time to Change Wales has benefitted from close collaboration with the UK Alliance - a dedicated forum made up of senior representatives from the UK and Ireland's national anti-stigma campaigns.

The UK Alliance has been active for a number of years but Wales' involvement was consolidated in early Phase 3 where the aims and objectives of the Alliance were revised and refreshed.

Prior to the outbreak of COVID-19 the Alliance met quarterly and in person usually rotating the host duties to each country. This allowed us as an Alliance to delve deeper into the work of each national campaign, understand more about each members' national mental health and policy landscape and meet wider team members.

Since the outbreak, the Alliance has met virtually on a monthly basis. These monthly check-ins provided a valuable forum and outlet for Time to Change Wales as we navigated through the challenges of a global pandemic. Ideas were shared on how to deliver a very public-facing campaign under strict and limited social mobility.

The involvement in this Alliance has been very beneficial to Time to Change Wales providing a welcome forum to discuss unique issues and challenges of delivering a national anti-stigma agenda. One-to-one collaborations and skills-sharing between team members has been afforded through the Alliance resulting in greater alignment of our work across the UK and Ireland. Time to Talk Day is one example of where we have worked together on developing content and visuals suitable for UK wide engagement.



Jo Loughran
Director
Time to Change

"The UK Alliance has collaboration at its heart - the work of our individual nations is richer for the sharing of models, insights and learning. It is a forum that has extended a support mechanism to senior leaders not easily replicable elsewhere. It enables those senior leaders to see their own work in the wider context of the UK, and where appropriate e.g. Time to Talk Day, to deliver towards a common goal."

Instead of creating four separate campaigns for Time to Talk Day, by pooling together resources and expertise we have been able to scale our reach and have one unified voice. Working collaboratively has also seen us save on costs and deliver value for money.

Our research and evaluation work has been greatly enhanced through expert input from Time to Change England's links with academic institutions.

Through sharing insight and policy work we have been able to provide our funders with an up to date UK context on stigma work providing a compelling case for the continuation of funding in Wales. By drawing on UK-wide evidence base it has provided Time to Change Wales with tried and tested models as well as examples of best practice to draw upon.

We are committed to continue this vital collaboration with UK and Ireland counterparts in earnest in the next phase of work so that mutual benefits can be reaped from each others' work.



Wendy Halliday
Director
See Me Scotland

"We benefit hugely from being part of the UK and Ireland Anti Stigma Alliance, having developed strong relationships over the years we are in a great place to support and challenge one another for the benefit of our programmes. We use our time together to share research, learning and experience of the various approaches in place. We are critical friends and combine our expertise to address some of the emerging challenges e.g. how to maintain social contact and social movement (key elements for anti-stigma work) whilst in lockdown where physical distance and digital meetings has become the norm. Economies of scale have been significant and working together around joint activity including Time to Talk Day has proven to be really effective in extending reach and engagement around the campaign across all parts of the country."

seemescotland.org



Jenna Booth
Inspire Wellbeing

"The Anti-Stigma Alliance is so valuable to Change Your Mind, as we learn from our peers across the nation and discuss how we all can further the anti-stigma agenda both individually and collectively through campaigns like Time to Talk Day. Personally I find our partnership with colleagues across the nation has helped Change Your Mind shape how we deliver our message, develop our social movement and create new innovate ideas from shared learning and honest conversations."

inspirewellbeing.org

This report marks some significant achievements at the end of an extraordinary year for everyone. As each and every one of us begins contemplating life beyond COVID-19, we know that there is a key role for Time to Change Wales and its allies to continue what we do.

In fact, it has never been more needed. Our core purpose has gained more relevance than ever before as more people have experienced challenges with their mental health during the pandemic and a greater need to be heard and supported without the fear of judgement.

At a time of great uncertainty in which we are all operating, the future of anti-stigma work is looking somewhat brighter. Having recently secured an additional year of funding from Welsh Government, this will allow us to strengthen our work with those who have typically not engaged with the campaign until now. The outbreak of the pandemic forced us to think about priorities and where we believe our work can have the greatest impact in the future.

Priorities for the additional year of funding from Welsh Government cover the following:

- **Increase our engagement and impact on Black, Asian and Minority Ethnic communities in Wales engaging through insight and programme development**
- **Build on our work with Wales' most deprived communities**
- **Work in partnership with community-based organisations and delivery partners on the ground**
- **Gain a deeper understanding of stigma through the lenses of our audiences, identify what is missing and what needs to happen next**

Final words for the future continued

Alongside our journey of insight enquiry, we will use this period to position the campaign for longer-term funding so that our work within communities delivers sustained impact.

The figures included in this report speak for themselves and so do those individuals who have been impacted positively by the work of Time to Change Wales. Since its inception in 2012, lived experience has sat at the heart of everything we do and everything that we stand for as a campaign.

Our diverse body of Champions provide us with daily inspiration and incentive to become better and bolder at what we do and calling us up when things do not seem right.

We have a genuine opportunity to continue to make a difference, bringing on board those communities where mental health stigma is most stubborn. We are excited to be continuing on this journey alongside our supporters and partners to fulfil our ambition, whatever it takes.



Alun Thomas
Chief Executive
Hafal

“While this programme depended upon the support of our funders, and particularly the Welsh Government, we should always remember that it has been the courage, confidence, and commitment of our Champions that has allowed Hafal and Mind Cymru to deliver this invaluable resource. The key to challenging mental health stigma and discrimination is to help the wider public understand that this is an ongoing struggle for many people who they already know and have been close to. There is a part to play for all of us in challenging unacceptable and harmful behaviours which are often compounded by a range of other equality issues.”



Sara Moseley
Director
Mind Cymru

“The community of brave, compassionate and determined people that has centred and been nurtured and emboldened by Time to Change Wales is helping to shape our nation. We will not tolerate discrimination and cruelty based on mental health stigma. There has been a profound shift in the way we talk about mental health, but we know that negative attitudes and fear remain. This strong partnership between Mind Cymru and Hafal, with steadfast support from our funders, especially the Welsh Government, pave the way to continue this work - especially where mental health stigma is layered with racial and economic inequality.”

Find out more by visiting our website:
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