

#WeCan
WeWill

let's end mental health discrimination

time to change

Wales

TIME TO CHANGE WALES YOUNG PEOPLE'S PROGRAMME ORGANISATIONAL PLEDGE

A guide to creating your action plan



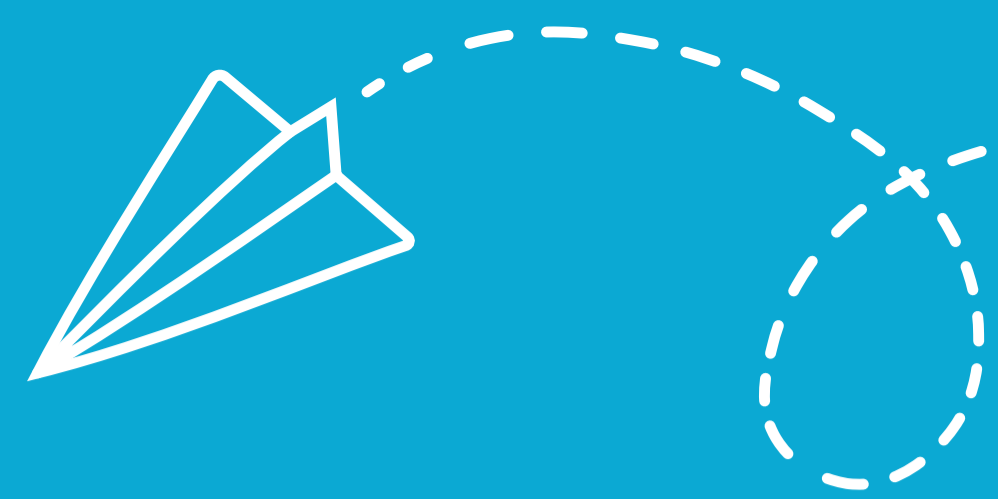
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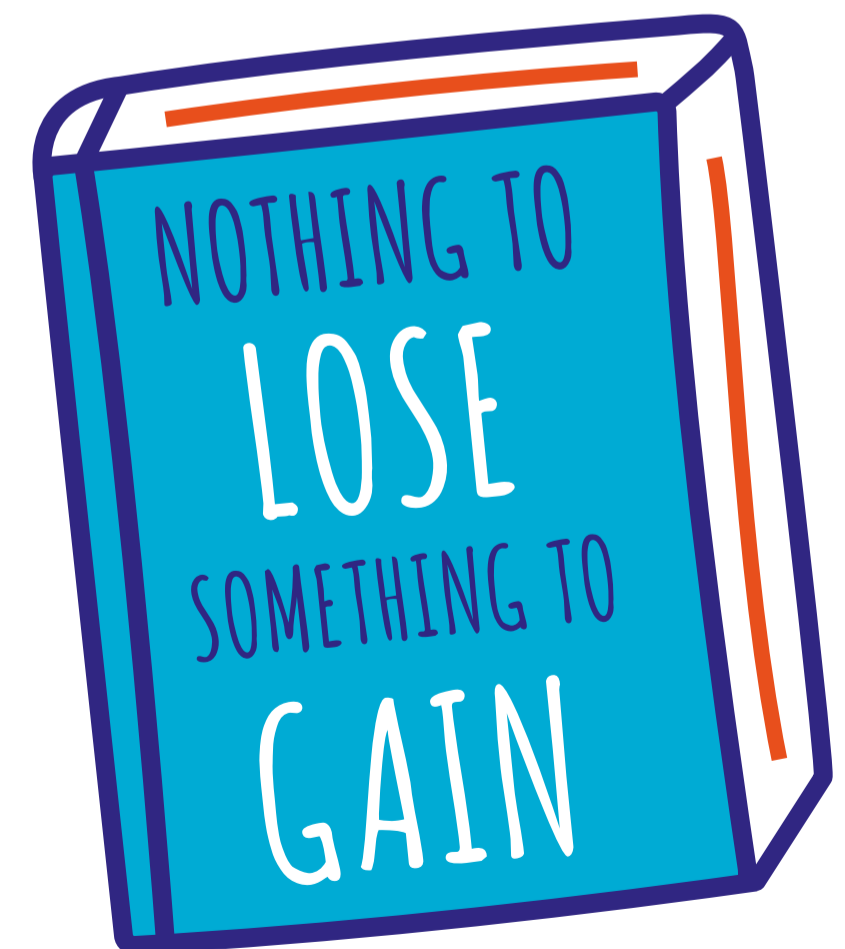
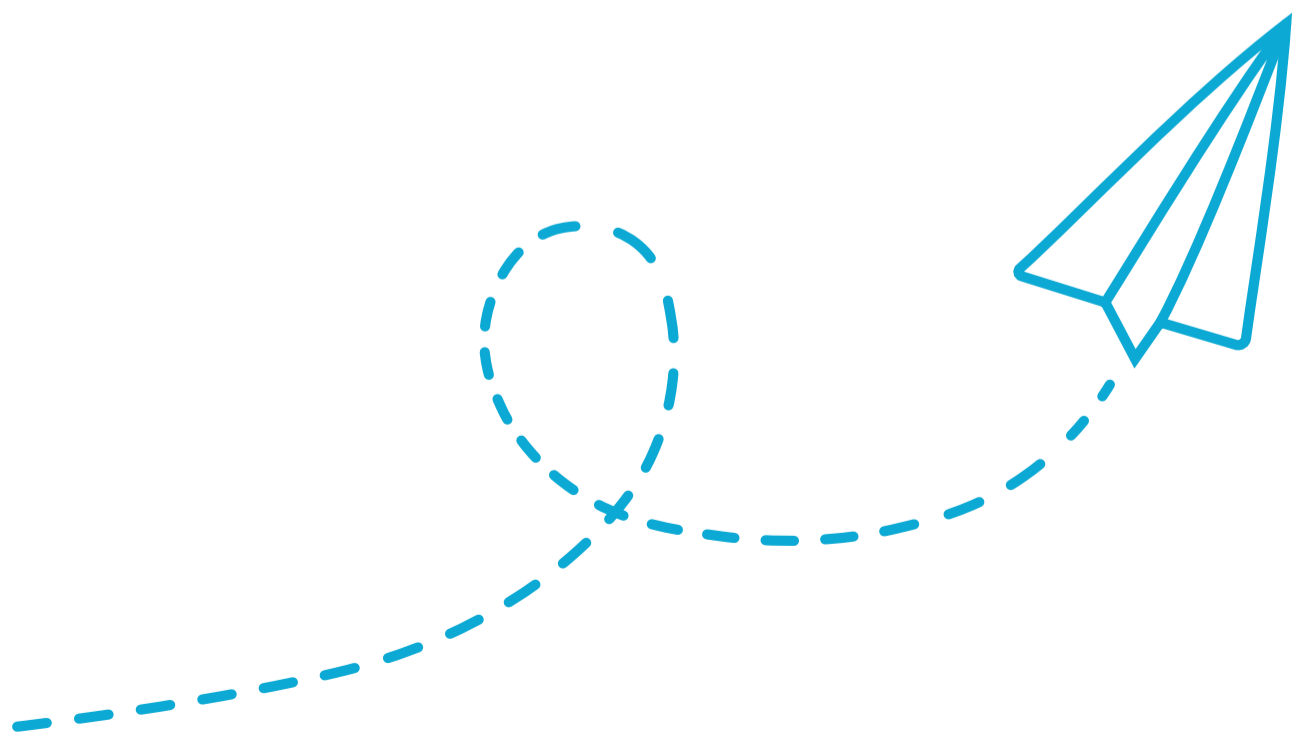


WELCOME!



Welcome to our guide on how to fill out your Time to Change Wales Young People's Organisational Pledge action plan. This document contains all the information you need to complete your plan.

We hope it's helpful in answering your questions and supporting you to tackle mental health stigma and discrimination within your organisation.



WHY DO YOU NEED AN ACTION PLAN?

The action plan is the heart of your pledge commitment. We believe that to achieve lasting change within your organisation, it's important to create a plan of tangible activity to break down mental health stigma.

The action plan is designed to be a starting point. It asks you to detail the actions you are committed to delivering within your organisation to tackle stigma and discrimination around mental health and change the next generation. It can also celebrate activity you have already delivered.

The action plan should be a living and breathing document that is edited as your plans evolve. We recommend you review it on a regular basis.



YOUR NEXT STEPS

Once you have completed your action plan, please send it to pledge@timetochangewales.org.uk. We want to help as many youth focused organisations sign the pledge as possible but hope you understand that we have limited resource within the team. Because of this, we require at least four to six weeks' notice before your pledge signing date to receive your action plan, review it, provide feedback, approve your plan and commission your pledge board.



The process from here



**Submit your
action plan online.**



**We review your
plan and provide
feedback within
four weeks.**



**After you receive
our feedback, you
then have two
weeks to resubmit
your plan.**



**Once we've approved
your plan, we will
send you a pledge
board for your
signing event.**

HOW TO STRUCTURE YOUR ACTION PLAN

We are often asked what makes a good action plan. To make filling out the action plan template as simple as possible, we asked a number of organisations who have already signed the pledge to identify the key elements which have made their work in this area a success.

As a result, we have developed six key principles for youth focused organisations. You should demonstrate at least **one or two tangible activities** against each principle in your action plan.

The next few pages outline each principle, suggest activities you could choose to fulfil these and case studies to bring them to life.



SIX KEY PRINCIPLES

Demonstrate
senior level buy-in

Raise awareness about
mental health throughout
your organisation

Equip your organisation
to have conversations
about mental health

Update and implement
policies to address
mental health problems

Encourage people to
share experiences of
mental health problems

Provide information
about mental health and
signpost to support
services

DEMONSTRATE SENIOR LEVEL BUY-IN

Buy-in from the senior leaders in your organisation is crucial to the success of your action plan. If you have their support, you will find it much easier to change the culture of your organisation. Even better, getting them to be open about their own mental health can create a seismic shift in how mental health problems are talked about.

How will you show that your senior leaders are committed to addressing mental health within the organisation?

Ideas for your action plan

- Secure a senior sponsor to sign your organisational pledge at an all staff/ public event. Ask them to talk about the importance of tackling stigma within your organisation and how this will impact on those young people associated with your organisation.
- Encourage senior leaders to share their personal experiences of stress, low mood or other mental health problems.
- Ask a senior leader to write a blog or intranet post to highlight the pledge and their commitment to drive culture change.



“Blackwood Comprehensive School is committed to establishing practical, relevant and effective mental health policies to promote a safe and stable environment for pupils affected both directly and indirectly by mental health.”

Ravi Pawar - Headteacher at Blackwood Comprehensive School

RAISE AWARENESS ABOUT MENTAL HEALTH THROUGHOUT YOUR ORGANISATION

To create an environment where conversations about mental health are commonplace, you need to make people aware of the issue. Many people have never thought about their mental health before so it's important to make them aware of how important it is.

Raising awareness can happen internally through activities in your organisation or externally through being part of wider campaigns such as World Mental Health Day and Time to Talk Day.

Ideas for your action plan

- Sign your Time to Change Wales pledge at an organisation wide event, such as an all-staff briefing, a whole assembly, AGM or National Conference.
- Run an internal communications campaign **using our #WeCanWeWill promotional materials** to encourage staff, young people and parents to talk about mental health.
- Invite our Time To Change Wales Young Champions to deliver talks or run events on your behalf.
- Share **mythbusting** information and **case studies** through social media, internal comms or newsletters.
- Encourage everyone in your organisation to show their support for the campaign by **joining the #WeCanWeWill movement** and using our email banners and social graphics.
- Take part in key Time to Change Wales campaign dates and run activities within your organisation for World Mental Health Day (October), Time to Talk Day (February), and Mental Health Awareness Week (May).
- Add the Time to Change Wales pledged employer stamp to your website.



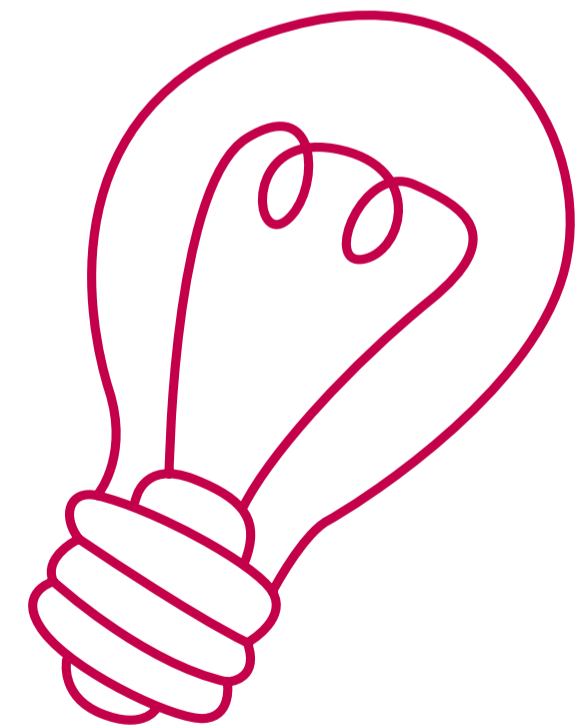
UPDATE AND IMPLEMENT POLICIES TO ADDRESS MENTAL HEALTH PROBLEMS

Whether you choose to have a standalone mental health policy or address mental health within existing policies, it is important that those who may be affected are informed about what they should do or support available when encountering mental ill health. A clear mental health policy establishes a framework for everyone to work within and shows new recruits, employees, volunteers and young people you work with that your organisation takes their mental wellbeing seriously.

How can you change your policies to encourage those with mental health problems to come forward?

Ideas for your action plan

- Review your current policies to ensure your organisation is supportive of people experiencing mental health problems. For example, review your whole approach to mental health sickness absence policy to ensure this supports those with mental health related illness.
- Consider implementing a standalone mental health or wellbeing policy to highlight the organisation's commitment to the issue and link to existing policies.
- Promote positive health behaviours and interventions within the organisation to promote positive health and wellbeing.
- Review your lifecycle of employment, from recruitment through to returning to work after an absence. Look at every interaction where mental health may come up as an issue and put in place policies to ensure they are positive for your employees.
- Promote interventions and policies to support the mental health and wellbeing of young people engaging with your organisation.



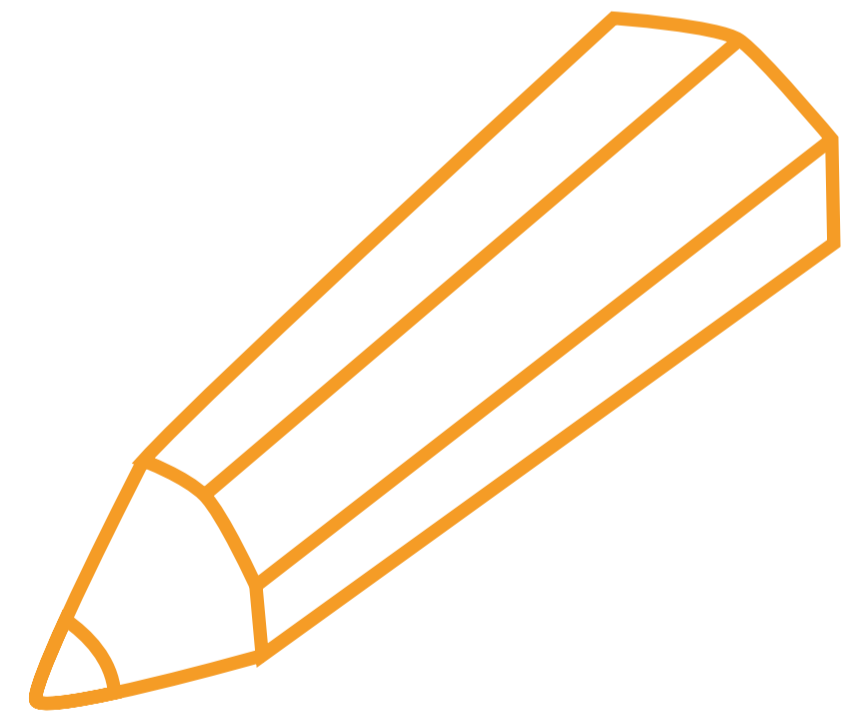
ENCOURAGE PEOPLE TO SHARE EXPERIENCES OF MENTAL HEALTH PROBLEMS

Getting people to share their personal experiences of mental health problems with one another is an incredibly powerful tool.

By allowing people to listen to or open up and tell their own story, you signal that it's okay for people to be open with each other about their mental health. We recommend you do this at an organisation-wide level but also encourage conversations at an individual level.

Ideas for your action plan

- Get senior or high-profile staff, volunteers and young people with experience of mental health problems to speak out and lead by example.
- Encourage people to write, read and share blogs and share their experiences through internal or external communications, including the Time to Change Wales website.
- Host a Q&A panel session with people who are comfortable sharing their mental health story to empower others to share their stories.
- Set up a wellbeing network for colleagues and stakeholders to share experiences and tips for managing their mental health and wellbeing at work.
- Organise a 'Tea & Talk' session to bring people together. Create an open and friendly space where they can share their experiences with one another.



EQUIP YOUR ORGANISATION TO HAVE CONVERSATIONS ABOUT MENTAL HEALTH

It's critical that all people within your organisation feel confident having a conversation about mental health.

Increasing their capability to spot signs and symptoms of poor mental health and feel confident in discussing this with those who are struggling will help stop problems before they become more challenging. It's also important to make sure external stakeholders and young people accessing your organisation's services feel comfortable having conversations about their mental health.

Ideas for your action plan

- Organise mental health awareness training for staff who work with young people to build knowledge around mental health problems and information on spotting signs and symptoms of mental ill health.
- Deliver training for line managers on how to have an important conversation, with a particular focus on mental health.
- Integrate mental health into existing training and induction to highlight the topic and demonstrate it's okay to raise any issues staff, volunteers or young people may be facing.
- Consider how you will train line managers who are reluctant to address mental health issues - non-compulsory training risks only reaching the line managers who are open to talking about mental health.
- Organise training to build knowledge around stress reduction techniques.
- Visit our [#WeCanWeWill resources page](#) to download resources and support on how to start a conversation around mental health.



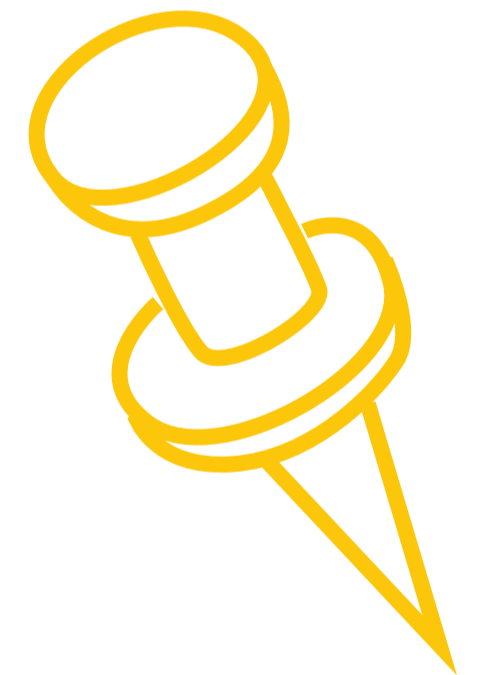
PROVIDE INFORMATION ABOUT MENTAL HEALTH AND SIGNPOST TO SUPPORT SERVICES

Once you've got staff, volunteers and young people opening up about mental health, it's important to provide information about the subject and enable them to easily access support services available to them when in need.

How can you change your policies to encourage those with mental health problems to come forward?

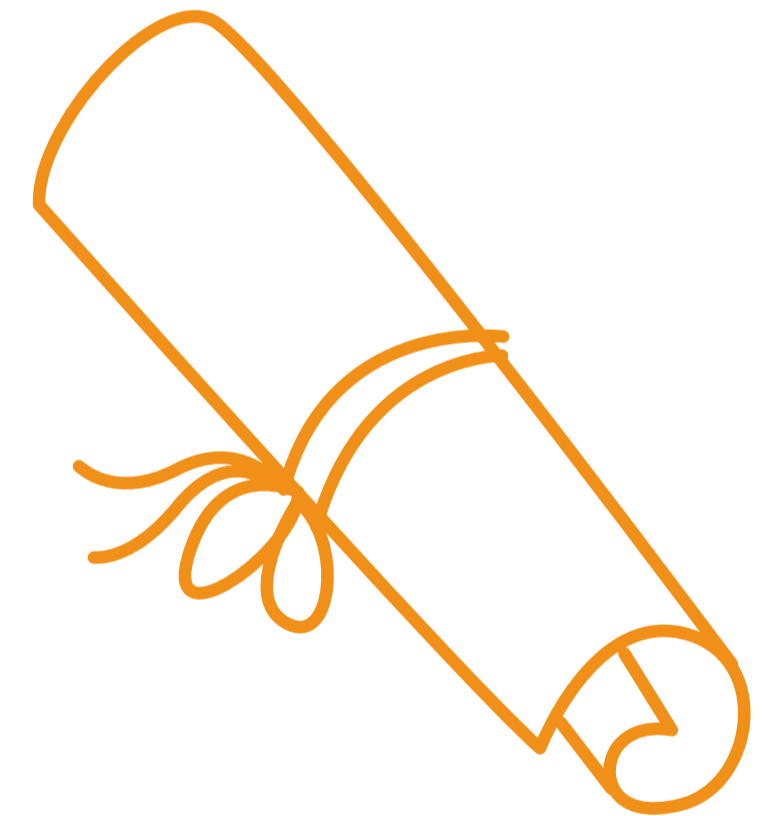
Ideas for your action plan

- Use resources and support information on the **Time to Change Wales website**. Our #WeCanWeWill section has resources specifically for young people and youth focused organisations.
- Take stock of the support tools your organisation has available and raise awareness of these so that people know about these and how to access them.
- Create a permanent space on your intranet or on your sites for people to access information about mental health.
- Signpost to local providers such as peer support groups, NHS services and voluntary sector support.
- Highlight stories of people who have benefited from using support services such as your Employee Assistance Programme or policies.
- Consider training Mental Health First Aiders and Young Mental Health First Aiders.
- Invite your local mental health service providers into the workplace to highlight the support package and allay any fears stakeholders may have about accessing services.



PLEDGE SIGNING EVENT

1. Once your action plan is approved and you've completed the event planning form, we'll send you your **pledge board**.
2. Ask your CEO (or the most senior leader possible) to sign your pledge in front of as many staff, volunteers and young people as you can gather.
3. Pick a significant day to get your message out more easily such as an AGM, conference or event.
4. Make sure you communicate your pledge signing to all of your stakeholders - preferably with a message from whoever signed it about why it's important to them.
5. Tell the world about your pledge! We encourage you to use social media and send out a press release if you'd like to.

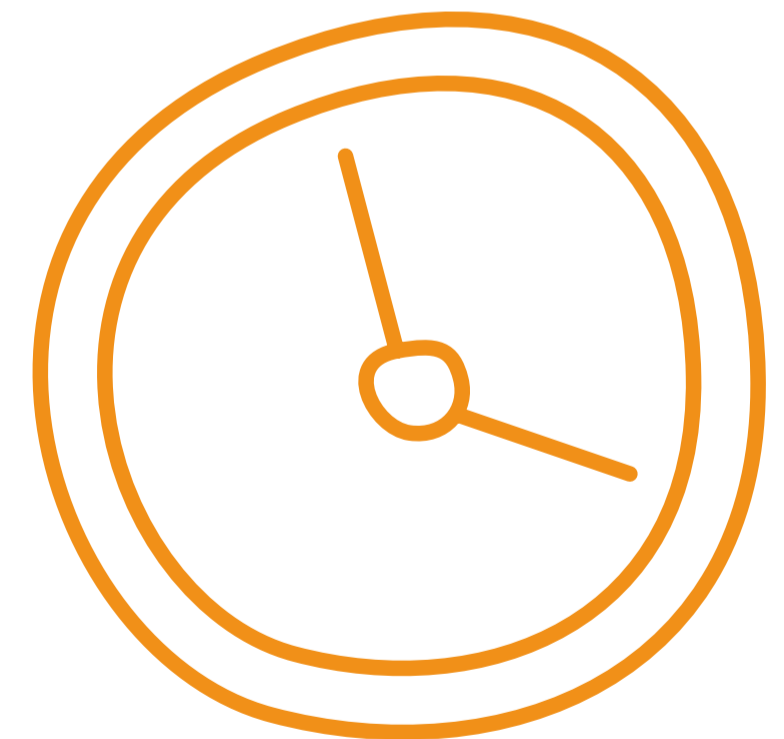


WHAT HAPPENS NOW?

Once you've submitted your action plan, we will work with you to review and approve it in time for your pledge signing date.

We will then be on hand to help you embed your action plan, including:

- Answering any questions you have over email and phone.
- How to make this area of work successful.
- Access to free downloadable resources online.
- Invitations to events where you can learn from other pledged organisations on how they have achieved success.
- Connecting you to organisations who have implemented initiatives similar to those you are planning.





GOOD LUCK!



We hope you have found this guide helpful and we look forward to receiving your action plan.

Thank you for your commitment to ending mental health stigma and discrimination within your organisation. Together we can achieve lasting change and create environments where no one has to face stigma or discrimination because of a mental health problem.



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**#WeCan
WeWill**

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**#Gallwn A
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Join the conversation at:

 #WeCanWeWill

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 @ttcwales

 @timetochangewales