

## **TIME-TO-CHANGE**

CAMBRIDGE Anti-stigma campaign - '1 in 4 in the City'

### **WHAT IS IT?**

The campaign is called 'Moving People', but will soon be renamed to 'Time to Change'.

Rethink is leading on a central part of a bigger £18m programme, an £8.1m England-wide anti-stigma social marketing campaign to raise awareness of mental health problems and reduce stigma and discrimination. The approach is focussed on getting people to talk about mental health.

Moving People hopes to:

- create a 5% positive shift in attitudes towards mental health problems by 2012
- achieve a 5% reduction in discrimination by 2012
- increase the ability of 100,000 people with mental health problems to address discrimination
- engage over a quarter of a million people in physical activity
- produce a powerful evidence base of 'what works'.

The anti-stigma campaign itself aims to reach 30 million people, 75% of adults in England.

The national campaign will run in early 2009 in towns throughout England. We do not yet have the list of names.

### **WHY IS CPFT INVOLVED?**

Because we think it's a terrific idea and a great opportunity to promote our 1 in 4 campaign. We are the only Trust in the country to pilot the campaign.

As well as to locally create a 5% positive shift in attitudes towards mental health problems by 2012, CPFT aims are to strengthen our partnership working with a wide range of stakeholders, to actively engage Governors and Foundation Trust members in the campaign and to establish a positive relationship with major local employers and local media.

### **WHEN WILL IT HAPPEN?**

The pilot '1in4 in the City' will run in Cambridge City in October 2008, before it rolls out nationally in January 2009. October the first is the launch day – something great will happen – we just don't know what at this stage. On Sunday October 19<sup>th</sup> there will be a five a side football tournament for local employers at the City Football Ground.

### **WHERE WILL IT HAPPEN?**

This will take place only in Cambridge City. All the advertising will be within a 3 mile radius of the City Centre. We hope you will see it in bars, cafes, and hairdressers, on the street, in the newspaper, on the radio and in one or two special events throughout the city.

## WHY ONLY CAMBRIDGE CITY

For audit and evaluation purposes Cambridge is an easily defined location. The campaign strategy tactics are complex and in order to have useful evaluation and measurement that will further improve the national roll out, a contained site is necessary.

## WHO IS INVOLVED?

Lots of local voluntary organisations including: Cambridge Independent Advocacy Service, Cambridgeshire Community Services, Cambridge University Students Union, Cam Mind, Lifecraft, MDF, Rethink, Arts and Minds, CSIP, Friends of Fulbourn, Hunts Mind, Open Up

The team is meeting every two weeks and the campaign is still being developed.

Nichola Jones, working for Diana Jakubowska is leading the project

## WHO IS IT AIMED AT?

The target audience for the pilot campaign are middle socio economic groups (B,C1,C2, D) aged 30-40 with attitudes and behaviour that mean that without even knowing it they are contributing to stigma and discrimination that surrounds mental illness. We know that the big challenges for the campaign are raising visibility and creating a demand for knowledge. By doing that we will be able to chip away at the fear that drives stigma and discrimination.

## WHAT WILL I SEE?

- large adverts on bus shelter sides
- an advan driving around the city
- coasters, postcards, leaflets featuring the myths and facts about mental health in cafes, pubs and hairdressers
- posters in all the City Centre poster boards
- street art
- advertisements and articles in the Cambridge Evening News
- stories on Radio Cambridgeshire and Q103
- 5 a side football tournament at Cambridge City on 19 October
- talking points – people sitting on sofas around the town
- people telling their personal stories
- Facebook page called 'I'm positive about mental health'.

## THEN WHAT ?

The campaign is being rigorously evaluated by the Institute of Psychiatry. We will hold a stakeholder event in November inviting everyone who has worked on the campaign to hear how the campaign evaluated and discuss how we could keep up momentum/work in the long term.

## WANT TO KNOW MORE?

Go to the Rethink web site. You may still see the odd reference to Moving People before the programme is publically launched. For example the programme's interim website will remain as [www.movingpeople.org.uk](http://www.movingpeople.org.uk) until the new Time to Change website is launched at the beginning of October.

Or

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