

## The solution

You + us working together.

### What do we want to achieve?

Our aim is to end stigma and discrimination in Wales. We believe that this can be achieved by:

- Putting mental health on the agenda.
- Busting common myths and improving understanding of mental illness.
- Revealing the impact that stigma and discrimination has on people's lives, particularly negative attitudes and thoughtless comments made by friends, family, colleagues and employers.
- Tackling the awkwardness people feel around mental health issues.
- Getting people talking about mental health.
- Facilitating conversations between those who have had experience of mental health problems and those who have not.
- Encouraging people to recognise that we all have small prejudices and may behave in ways that are inadvertently hurtful to people with mental health problems.

Stigma is the biggest barrier to recovery for people experiencing mental health problems

### How will we do this?

We want to create a mass movement to deliver social change, improving knowledge, attitudes and behaviour. We plan to do this through a wide range of projects that engage people in all sectors and communities, including:

- A high profile marketing campaign.
- Community activities that bring people with and without mental health problems together.
- Training led by people with experience of mental health problems.
- A network of supporters who will challenge discrimination in their own communities.
- Creating resources for community groups, organisations and employers.

The overall cost of mental health problems in Wales is an estimated £7.2 billion a year.

Only four in ten employees say they would feel confident disclosing a mental health problem to their employer.

### You can help to end stigma and discrimination in Wales:

Take action now by:

- Joining our mailing list - sign up now on the Time to Change Wales website to be a part of the movement and keep up to date with our activities and resources.
- Spreading the word - let everyone know that it's time for change. You could start by including an article in your staff newsletter or on your website.
- Displaying our posters and leaflets - help us reach the people of Wales.
- Organising an anti-stigma event or campaign - start the conversation in your organisation or community. We're here to help, you can order an event box via our website.
- Running a Time to Change Wales workshop - increase understanding and knowledge in your organisation.
- Talking about mental health - creating an environment where people can talk about mental health openly and honestly will help employees who are struggling with mental health problems, reduce stigma and discrimination and make your workplace healthier, saving you money and maintaining productivity.
- Signing our organisational pledge - make a public commitment to tackling mental health discrimination.

66% of people in Wales would not rent a room in a shared flat to someone with a mental health condition.

## The problem

Mental health problems affect 1 in 4 people, yet mental illness is surrounded by prejudice, ignorance and fear.

Despite attitudes about sexuality, ethnicity and other similar issues improving, discrimination against people with mental health problems is still widespread.

Negative attitudes towards people with mental health problems make it harder for them to work, make friends and in short, live a normal life. People become isolated and may be reluctant to seek help, which makes recovery slower and more difficult.

Many people say that being discriminated against at work and in social situations can be a bigger burden than the illness itself.

It has an impact on society and the economy too, people are denied the opportunity to work and prevented from playing an active role in their communities.

Almost nine out of ten people with mental health problems (87%) report that stigma and discrimination has a negative impact on their lives.

## Who are we?

Time to Change Wales is the first national campaign to end the stigma and discrimination faced by people with mental health problems in Wales.

The Time to Change Wales campaign is being led by Wales' three leading mental health charities Gofal, Hafal and Mind Cymru and is funded by the Big Lottery Fund, Comic Relief and the Welsh Government.



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10% of people who have disclosed a mental health problem at work say that colleagues made snide remarks, 10% also reported colleagues avoiding them.

let's end mental health discrimination

# time to change

## Wales

# Myth

The stigma and discrimination faced by people with mental illness is not my problem.

# Fact

It's everyone's problem. You can help.

Find out how you and your organisation can take action.