

Research Report of the Evaluation with Champions and Pledged Employers (Follow-up)

September 2024



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Cymru

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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 summarises key findings from the July-August 2024 follow-up research with Champions and Pledged Employers by SRI. It compares these results to the 2022-23 Year One survey, highlighting how anti-stigma activities impact engagement, confidence and empowerment.

Methodology Following the previous research, a mixed approach was adopted using online and telephone surveys, with a pre-notification and two email reminders. Bilingual interviewers conducted follow-up calls to boost participation.

Champions

Engagement and commitment The results reveal how Champions view the Time to Change Wales campaign and its effect on mental health stigma. The campaign has engaged a diverse group, with over half involved with Time to Change Wales for over three years, showing strong commitment. Notably, 42% are in the mental health sector, and more than half come from varied backgrounds, reflecting the campaign's broad impact.

Campaign impact Champions report increased confidence from their involvement with Time to Change Wales, with 58% rating the programme as "very impactful" on them personally. Challenges include a need for more in-person events and a reduced interest in accessing local activity information.

Limited local events impact engagement Challenges such as time constraints and a lack of local, in-person events have impacted some Champions' ability to engage fully with Time to Change Wales. Additionally, there is variability in confidence across different activities, with some Champions struggling with public speaking and social media engagement. Addressing these issues could enhance overall participation and impact.

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Pledged Employer

Positive impact and engagement

The Time to Change Wales campaign continues to have a positive impact on workplace mental health, with 83% of organisations rating it as either very impactful or somewhat impactful.

There is a strong commitment to encouraging open mental health conversations, with 95% of organisations holding regular discussions and supporting mental health awareness days.

Decreased participation in certain activities

Participation in specific activities, such as anti-stigma talks and training Employee Champions, has declined. Additionally, the proportion of organisations implementing the Time to Change Wales Action Plan has decreased, although there is an increase in the use of Wellness Action Plans.

Desire for additional resources and networking

While many employers are satisfied with the current support, there is a demand for more resources, information and training. Employers also seek additional networking opportunities to connect with others and share best practices.

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2. Background and Methodology

Why has this research been conducted?

Background

Mental health problems affect a quarter of people, with the continuing effects of 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 and Mind Cymru. The evaluation of its impact and progress seeks to 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 impact of the campaign's work with Champions and Pledged Employers helps to explore the experience of individuals and employers with the campaign and inform its future.

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 confidence 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

As a follow on to the initial benchmark in 2022-23, throughout July and August 2024 SRI ran two online surveys with telephone reminders to boost responses for the Champions and Pledged Employers surveys.

A total of 177 completed surveys were conducted across both audiences combining both online and telephone approaches. A few online responses were partially completed and, where appropriate, this 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 two audiences – Champions and Pledged Employers.

Sampling approach

120 participants took part in the survey.

Of those, 96 identified as current **Champions**, and 3 identified as Employee Champions (2 out of the 3 claimed to be both Time to Change Wales Champions and Employee Champions). 22 participants stated they are not currently active champions, and one participant was unsure. As a result, a **43% response rate** was achieved from the data supplied (compared to 34% in last year's survey).

For the **Pledged Employers**, 57 interviews were completed. The overall response rate for this audience was **26%** (previously 46%).

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, we collected 177 completed responses from a group of 497¹ individuals who were eligible to take part. This means we can be 95% confident that the results reflect the views of the entire group within a margin of error of $\pm 5.9\%$. 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 represents a 36% response rate overall.

¹ Based on supplied databases

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What does this report cover?

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

- Cross-tabulations by each audience
- Anonymised raw data in an 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 are also included throughout the report 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 online and telephone surveys.

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, 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. Champions

Profile of Champions

The following table is an overview of the 120 participants who took part in the survey.

Characteristics		Count	%
Age	18-24 years	4	3%
	25-34 years	23	19%
	35-44 years	29	24%
	45-54 years	29	24%
	55-64 years	17	14%
	65-74 years	12	10%
	Prefer not to say	1	1%
Gender	Female	78	65%
	Male	41	34%
	Prefer to self-describe	1	1%
Local Authority	Blaenau Gwent	1	1%
	Bridgend	4	3%
	Caerphilly	6	5%
	Cardiff	27	22%
	Carmarthenshire	9	8%
	Conwy	3	2%
	Denbighshire	2	2%
	Flintshire	3	2%
	Gwynedd	3	2%
	Isle of Anglesey	1	1%
	Merthyr Tydfil	1	1%
	Monmouthshire	5	4%
	Neath Port Talbot	6	5%
	Newport	6	5%
	Pembrokeshire	4	3%
	Powys	3	2%
	Rhondda Cynon Taf	9	8%
	Swansea	8	7%
	Torfaen	4	3%
	Vale of Glamorgan	12	10%
	Wrexham	3	2%

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Characteristics		Count	%
Ethnicity	White	98	82%
	Asian or Asian British	6	5%
	Black / African / Caribbean / Black British	6	5%
	Mixed / multiple ethnic background	8	7%
	Other	2	2%
Socio Economic Grade	A/B	57	48%
	C1	39	33%
	C2	5	4%
	D/E	12	10%
	Refused	7	6%

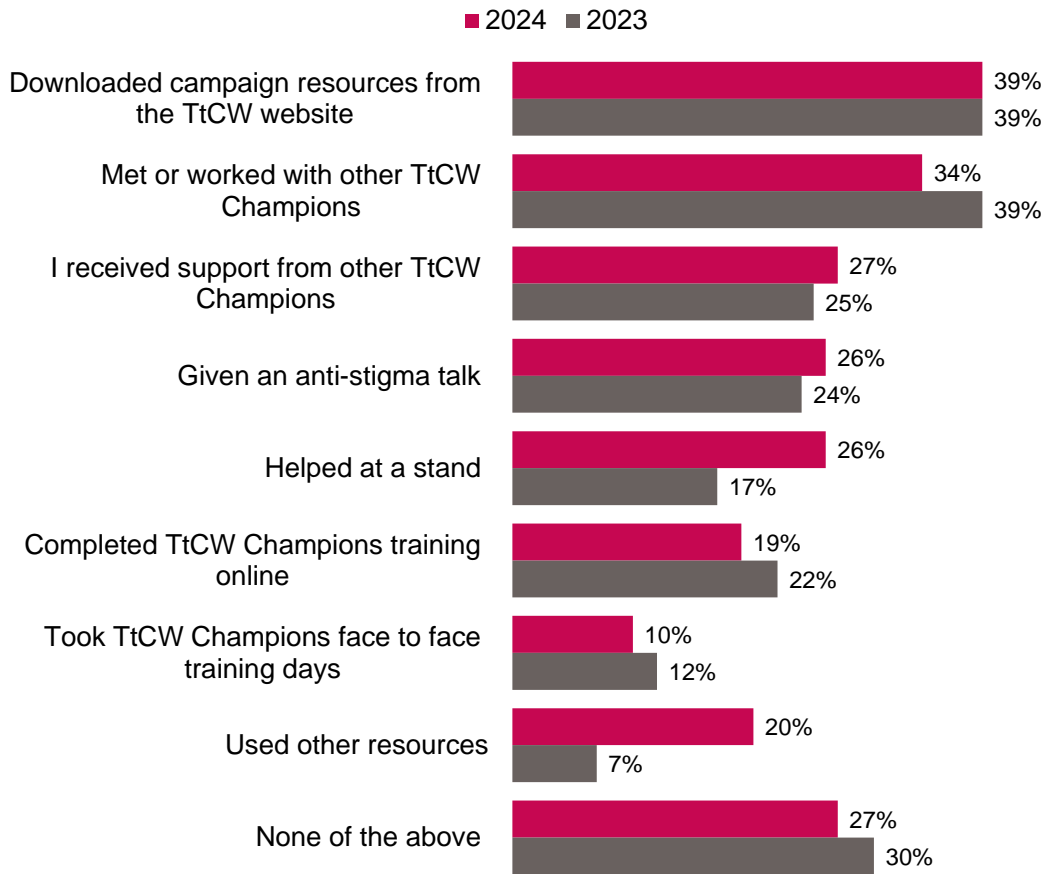
Key findings

The research found that over half (54%) of Champions have been involved with Time to Change Wales for over three years, demonstrating a strong commitment to the campaign. 12% have been Champions for 1-3 years, and a third (33%) of participants have been involved for less than a year showing a mix of long-term and newer members. However, some Champions (18%) are no longer able to participate due to time constraints and other reasons.

Interestingly, the research also revealed that 42% of Champions currently work or volunteer in the mental health sector, while 6% have done so in the past. The respondents were predominantly aged 35-54 (48%), with a majority identifying as female (65%) and White (82%). Most participants were from Cardiff (22%), with smaller representation from various other local authorities across Wales.



Over the past 12 months, in which of the following ways have you engaged with Time to Change Wales?



Base: 99 Champions (those answering this question)

Downloading campaign materials remains the most popular

Downloading campaign resources from the Time to Change Wales website was the most common engagement activity, with 39% of Champions doing so both this year and last year. Meeting or working with other Champions was the second most popular activity in 2024, with one-third (34%) of Champions engaging in this way, although this represents a slight decline from 39% in 2023.

Overall engagement with Time to Change Wales has remained relatively stable since 2023, despite some fluctuations in specific activities. Notably, there has been a significant increase in the number of Champions “using other resources” this year compared to last, rising from 7% in 2023 to 20% in 2024. This growth may be partly attributed to the launch of the Room to Talk (R2T) podcast in September, providing an additional resource for Champions to engage with.

Other resources include:

- Doing podcasts
- Doing quizzes
- Putting up posters
- Writing blogs



Participants were asked about the activities that had the most impact or were the most useful to them. The responses fell under several key themes, which are explored further below. Generally, the most impactful activities included:

- Helping at a stand
- Delivering anti-stigma talks
- Blogging
- Downloading and sharing resources
- Meeting fellow Champions
- Attending Time to Change Wales training

Helping at a stand

For some Champions, helping at a stand was the most impactful activity as it allowed them to engage directly with the public, meet new people, deepen their understanding of mental health problems, and contribute meaningfully to the mission of Time to Change Wales.

“Helping at an exhibition stand gave me a greater understanding in the work Time to Change Wales undertakes and the wider impact of mental health discrimination in general”

“Going on a stand and meeting people” [translated from Welsh]

“Manning the stand, being able to meet members of the public”

Delivering anti-stigma talks

Delivering anti-stigma talks has been highly impactful for many Champions. They state that these talks allowed them to share their own story, build confidence, and make a meaningful difference.

“I enjoy the online anti stigma talks and feel like I get my point across and make a difference”

“The anti-stigma talks up on a stage, with a stand for your papers and a microphone...the impact is that it's doing something I'd never do. It's boosted my confidence and my self-esteem, making me believe in myself, it gives me a value”

“Taking part in the 'Shame' campaign with Time to Change was great and being able to share my story too. Being a Time to Change Wales champion, although I don't do much now, has helped me to get the job I'm in now supporting others with their mental health and wellbeing”

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Blogging

Other Champions found blogging to be the most impactful activity as it allowed them to highlight the power of storytelling in addressing mental health problems and served as an effective way to engage others in meaningful conversations about mental health, particularly when done anonymously.

"I wrote a blog which was the most useful thing. The process, the stigma and shame associated with mental health...I found it good to get it all down. I did it anonymously, which was nice for me"

"Seeing the feedback on my blog posts surrounding experiences of mental health from individuals I both know and do not know has been extremely impactful in highlighting the power of sharing our stories"

"Blogging and sharing experience"

Downloading and sharing resources

Sharing resources was identified as another impactful or useful activity. Some Champions found the resources valuable for supporting their local community and raising awareness about mental health. One emphasised that distributing these resources effectively connects people with the support they need, while another suggested that the resources foster inclusivity and accessibility for individuals with disabilities.

"Helping our local community by sharing national resources for mental health"

"Sharing resources - it goes further, sharing resources with other people and the team."

"Downloading resources. It's making people aware that Time to Change Wales is there, that there are places they can go when they're struggling with mental health. I work with mental health on a daily basis and use the Time to Change Wales resources with patients in my work."

"I have cerebral palsy and a speech impediment so speaking with others on the training and reading the online resources has helped considerably"

Meeting fellow Champions

Meeting fellow Champions was also an impactful activity for some.

"In general, talking to people on how to deal with their own/others mental health"

"Conversations you have had with other members in similar. Comfort in talking with others"

"Coffee and talking to other people were the most useful - breaking down the barriers through meaningful conversation"

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Time to Change Wales training

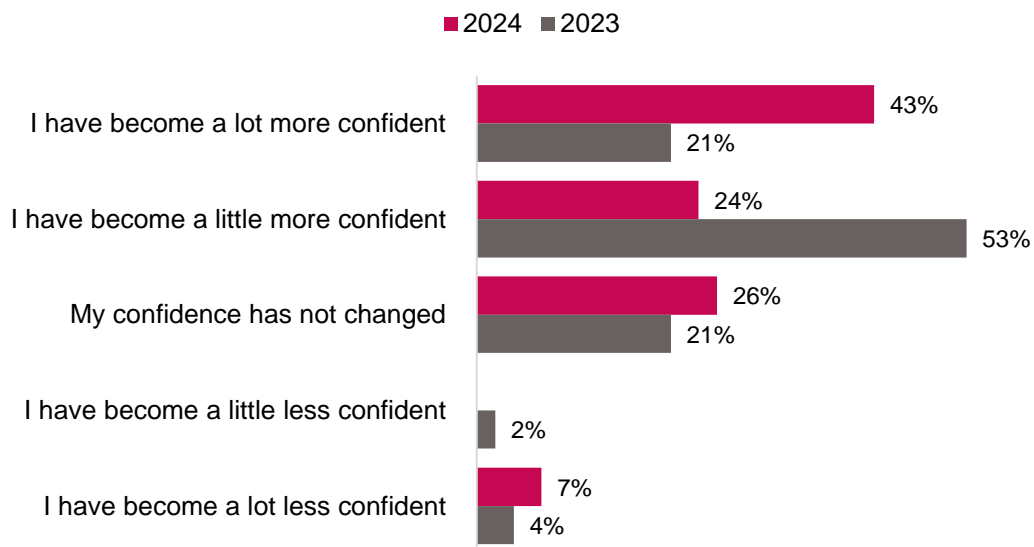
Time to Change Wales training was described as useful and impactful as it boosted confidence, connected Champions with other Champions, as well as helped them open up and share their own experience.

“The training for giving talks has changed my life completely. Being able to give the talks has helped me train for my priesthood and given me the confidence to do and be who I am”

“The training itself, down in the Mind Cymru offices, in Cardiff was the first time I'd been in a room openly talking with other people about mental health issues and realising there are lots of us”

“The initial training helped me to open up and talk about my mental health”

Over the last 12 months, how, if at all, has your confidence changed?



Base: 73 Champions (those answering this question)

Confidence increased due to being part of Time to Change Wales

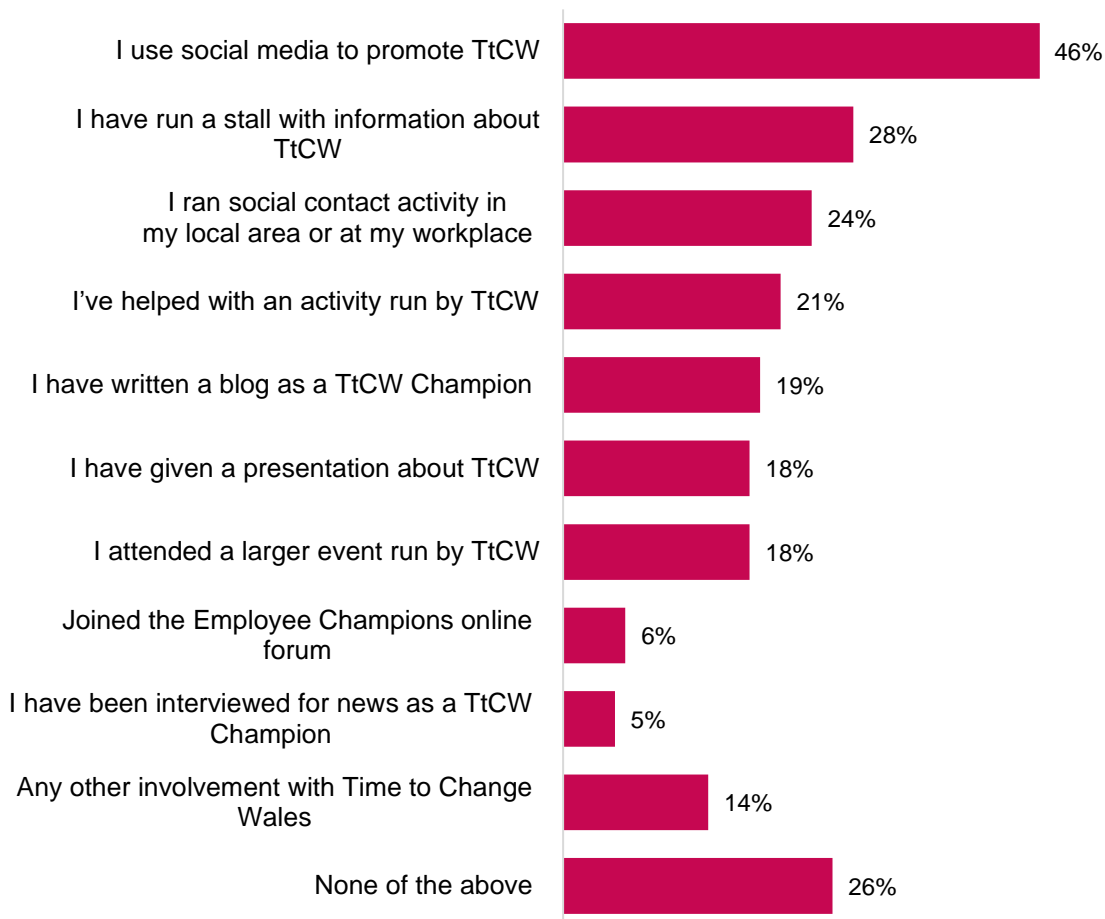
There has been a significant increase in the proportion of Champions who report feeling “a lot more confident” this year compared to last year (43% vs 21%). However, the overall proportion of Champions who feel their confidence has increased to some extent (combining ‘a lot’ and ‘a little’) is slightly lower this year at 67%, down from 74% last year.

Similarly to the previous year, the results suggest the campaign has a positive impact on the Champions’ sense of self-confidence, which is an important consideration for any mental health campaign.



In the 2024 survey, nearly half of the Champions (49%) felt that their increased confidence was largely due to being part of Time to Change Wales, similar to last year (50%). Meanwhile, 38% attributed a small amount of their confidence change to the campaign, compared to 40% in the previous year. 13% felt their confidence change was not due to the campaign at all, an increase from 0% last year, with none answering with “unsure” in 2024, compared with 10% who couldn’t say in the previous year.

Which of the following activities have you done as a Time to Change Wales Champion over the past 12 months?

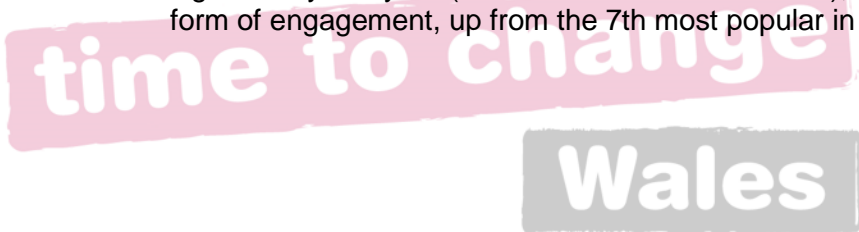


Base: 99 Champions (those answering this question)

Social media remains the most popular activity

The most popular approach to promoting Time to Change Wales is through social media, which has seen a 7 percentage point increase from last year (39% in 2023 to 46% in 2024). This highlights that social media remains a key tool for Champions to spread awareness and engage with the campaign.

In addition to social media, there is also significant involvement in face-to-face activities, such as running a stall (28%) and organising social contact activities in local areas or workplaces (24%). Notably, the proportion of Champions who have “run a stall” has risen significantly this year (28% in 2024 vs 11% in 2023), making it the second most popular form of engagement, up from the 7th most popular in 2023.



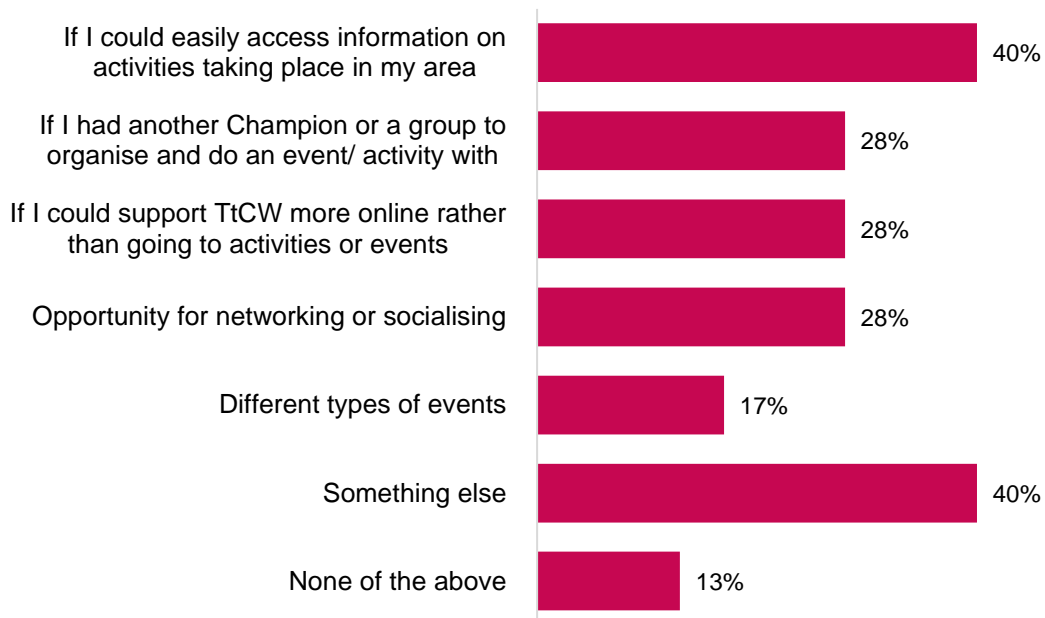
Other activities included:

- Promote the service to business, school, and community leaders
- Give talks at workplaces, school, local church and participate in podcasts
- Distribute resources and branded items in public spaces and events
- Engage in community projects and online chats
- Use creative promotion, including poetry and organisational pledges

Confidence gained from running activities

In 2024, 64% of Champions reported that their experience running activities for Time to Change Wales gave them confidence to try similar activities in the future, down from 77% last year. An additional 21% said “Yes, possibly”, up from 17% previously. This year, 3% responded “No”, and 10% were unsure, compared to 2% and 4% last year, respectively.

What would encourage you to run or take part in more activities as part of Time to Change Wales in the future?



Base: 99 Champions (those answering this question)

A significant decrease in accessing information on activities in their area

40% said they would engage more if it were easier to find local activity information, down from 74% last year. 28% said organising with others or getting online support would help, both down from 57% and 55%.

Interest in different events and networking rose to 28% from 12%, and 40% mentioned ‘Something else’, such as having more time and more in-person events, up from 12%.



Having more time

Many Champions would like to engage more with Time to Change Wales but are constrained by a lack of time.

"I need more time. Time is my enemy"

"It's a lack of time, more than anything. The opportunities are great"

"Having more time. I'm doing so much volunteering in mental health now and have ended up leading a campaign, which is taking up every minute of my time"

More in-person events

A few Champions would be encouraged to take part in more activities if there was an opportunity for more in-person training and events, particularly events held locally to them.

"I did a stall in Ponty Park. That was the nearest thing I found to me. I'm not on social media anymore so more local to me, face to face opportunities would encourage me to do more"

"I can't read the room and don't feel comfortable doing things online. It would be good if there was a better balance between in the flesh and online presentation. It seems quite online heavy these days"

"More in-person training and events, local to me. A lot of the events are predominantly in South Wales. It would be good to have a North Walian presence. We need as much support as South Wales"

Confidence in supporting mental health remains strong

Participants were asked to rate their confidence levels across various areas, which have been grouped into the following themes:

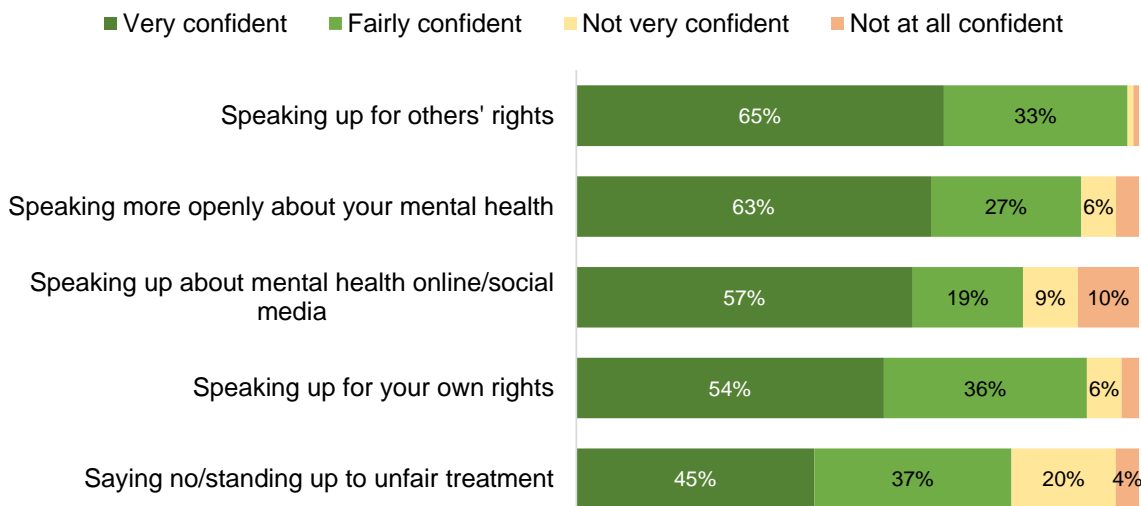
- Advocacy and speaking up
- Mental Health Conversations and Seeking Help
- Employment, Volunteering and Activities

These themes are illustrated in the following charts.



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Level of confidence: Advocacy and speaking up

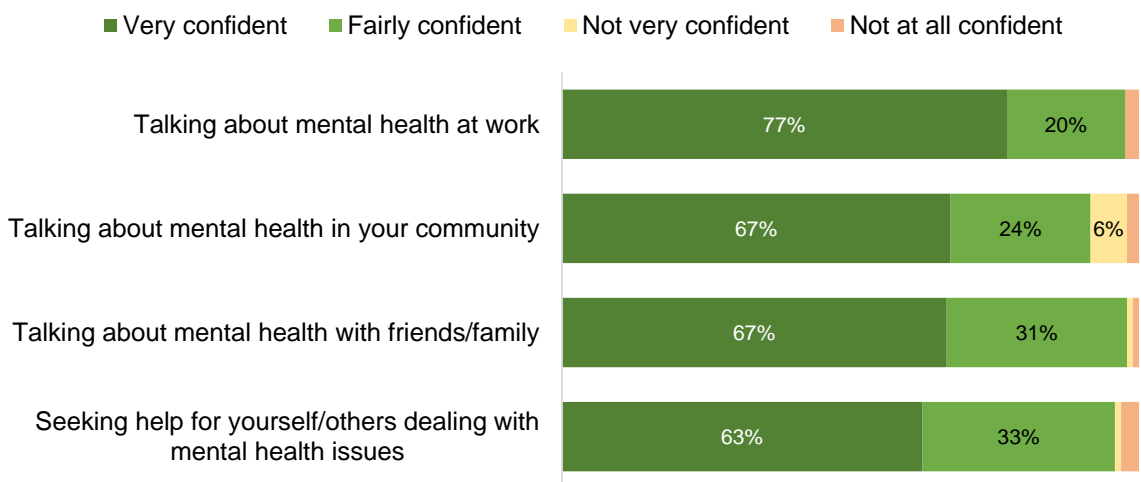


Base: 99 Champions (those answering this question)

Support for advocacy remains strong despite some variability

This year, confidence in advocacy activities remained strong but showed some variability. Speaking up for others' rights saw the highest confidence, with 65% feeling very confident doing this. This represents an increase from last year's 58%. Confidence in standing up to unfair treatment (45% very confident) was slightly lower compared to other advocacy activities, indicating a continuing area of challenge. Confidence in speaking about mental health online also saw slightly more mixed results, with 57% very confident and 10% not at all confident, suggesting persistent hesitation in engaging on social media, similar to the previous survey.

Level of confidence: Mental health conversations and seeking help



Base: 99 Champions (those answering this question)



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Confidence in mental health conversations and seeking help remains high

Participants remain confident in having mental health conversations, especially within their communities, workplaces, and with friends and family, with up to 67% feeling very confident – similar to last year’s trends (60% for talking about mental health with friends or family, and 61% for discussions within the community).

The consistency in confidence levels suggests that Champions feel increasingly empowered to discuss mental health openly across different environments. Seeking help for themselves or others remained high in confidence this year, with 63% of participants feeling very confident. This is a notable increase from last year, when only 49% felt very confident in seeking help for mental health issues, highlighting a positive shift in attitudes towards mental health support.

Level of confidence: Employment, volunteering and activities



Base: 99 Champions (those answering this question)

Confidence employment, volunteering and new activities shows room for growth

Confidence in employment, volunteering, and engaging in new activities was generally lower compared to mental health conversations. This year, 66% felt very confident in maintaining employment, and 55% were confident in volunteering roles, both higher than last year’s levels of 45% for employment and 40% for volunteering.

Engagement in new activities outside of Time to Change Wales saw 51% of participants feeling very confident, up from last year’s 38%. These results indicate a positive trend, suggesting increased confidence in exploring employment and volunteer opportunities, though there is still potential for further growth.



Examples of areas lacking confidence and their reasons

Here is a selection of responses given by Champions who state in their own words where they lack confidence, 29% were unsure and unable to provide an example:

Nothing/ feel confident in all areas

A notable proportion of Champions state that there isn't an area where they don't feel confident.

"I wouldn't say there is an area where I don't feel comfortable as I am now a fairly confident person"

"I feel comfortable in all areas"

"There is no area I do not feel comfortable"

Legislation around mental health

A small number of Champions say they don't feel confident in speaking up for their own and others' rights, which they attribute to their lack of understanding or knowledge of legislation around mental health.

"Specific rights within the workplace, from a legal stance - what applies and what doesn't. On a personal level, I can advocate for what I want and is right but it's not knowing where that stands legally that causes an issue with confidence."

"Legislation around mental health. Unsure of my rights"

"I don't feel confident standing up for my rights. It's a lack of understanding about rights. The mental health act is very complicated. I'm not confident in the legal side of things"

Trying new things

Some Champions say they are unconfident trying new things and can feel overwhelmed when doing so.

"Trying new activities. I've been so caught up with my studies to become a midwife that new activities can be overwhelming."

"Lack of confidence in activities that I haven't done before. But enjoy a challenge."

"I think starting new things...there's always a bit of anxiety as to whether or not it's going to work out. It's getting over the first hurdle of something and then I'm fine."

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Public speaking

A small proportion of Champions don't feel confident speaking in front of an audience, particularly when it involves speaking about their own mental health.

"To be at a stand and representing T2C, signposting and giving out leaflets and chatting was great but I'm less confident about talking to a group or speaking about my mental health"

"Public speaking"

"I struggle to do a talk with a large group as it makes me uncomfortable, and I would rather attend an event with someone"

Using social media

Some Champions feel unconfident using social media and other forms of online engagement, particularly because of potential backlash, confrontation, or receiving negative comments from others.

"I'm not very good at and don't like social media. I don't have confidence in using it and don't use it very much"

"There's judgement and it's one-dimensional, when you type. There are so many keyboard warriors around. I'd rather talk about issues"

"I have no confidence with social media as things can be taken out of context and negative comments can ruin my day"

Standing up for oneself

A notable proportion say they aren't confident standing up for themselves but are able to defend and champion others.

"I'm going through an ADHD diagnosis. It's the rejection. I know how to and can get excited about championing other people. When it comes to myself, I need time to process"

"I'm better at defending others than myself"

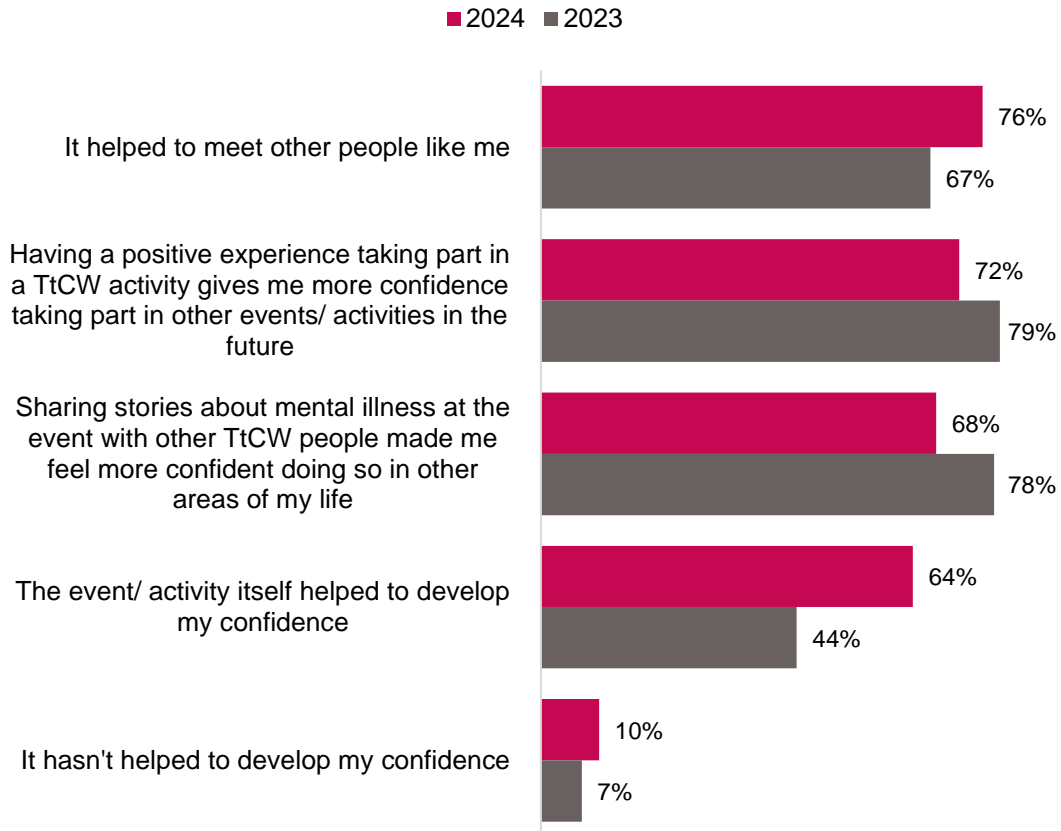
"I think it's harder to talk to people I know and easier to advocate for others rather than speaking for myself"

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



Base: 99 Champions (those answering this question)

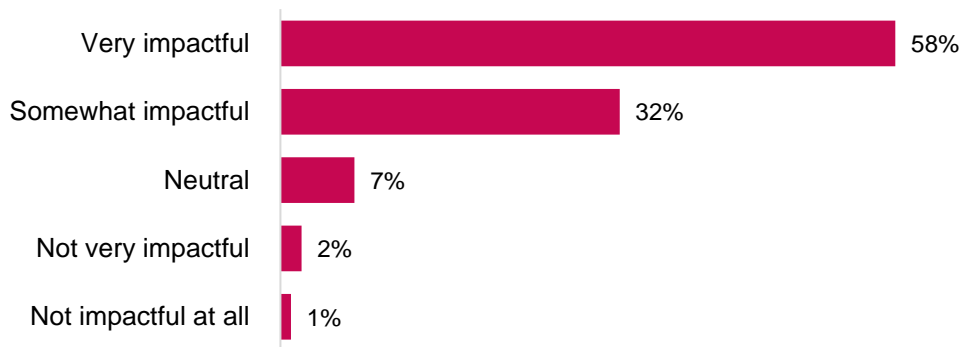
Positive experiences drive confidence

Compared to the previous survey, this year’s results continue to show that positive experiences significantly impact participants’ confidence. Meeting others like themselves (76%) and sharing stories about mental illness (68%) remain key factors in boosting confidence but are slightly lower than last year’s 79% and 78%, respectively. The impact of the event/activity on confidence development increased to 64%, up from 44% previously, suggesting growing effectiveness in how these activities build confidence.



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How would you rate the overall impact of the Time to Change Wales programme on you personally?



Base: 99 Champions (those answering this question)

This new question indicates a strong positive perception of the Time to Change Wales programme's impact. Many participants (58%) rated the programme as "very impactful", while 32% found it "somewhat impactful". Only a small percentage felt the programme was "neutral" (7%), "not very impactful" (2%) or "not impactful at all" (1%). This suggests that the programme is perceived as having a significant effect on most participants, with minimal negative feedback.

Overall impact of the programme

Participants were asked to rate the overall personal impact of the Time to Change Wales programme. Their responses have been grouped into themes and are outlined below:

- Feeling more confident
- Feeling less alone
- Supported mental health
- Great self-acceptance
- Limited engagement with Time to Change Wales

Feel more confident

Time to Change Wales has boosted confidence, with some Champions saying they now have the confidence to be themselves, to support others and to speak openly about mental health.

"It has given me the confidence to go out more and talk to others in a similar situation as me"

"Because of where I was in my life at the time, Time to Change Wales came into it, it's changed my life and given me the confidence to be more myself"

"Definitely helped me with my confidence"

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Feel less alone

Some Champions say that meeting other Champions and hearing their stories has made them feel part of a movement and less alone.

“Feels better and not on your own”

“You are in a community with people going through the same thing. You feel part of a movement and also accepted for who you are. You're being vulnerable but you're being supported by people going through the same thing”

“When I started, it was before Covid. I heard about other people's experiences, and it was good learning that you're not the only one”

Supported mental health

A few Champions say that the programme helped them overcome significant mental health struggles.

“It's been profoundly impactful. I went from 20 years of almost daily suicide ideation, and I haven't wanted to harm myself for years. Now I help other people and can't think of anything more meaningful”

“I met people from Time to Change Wales when I was in a very dark place, it gave me a purpose, gave me something to live for. I met new friends who understood me, they supported me through my diagnosis, and were my family for a while”

“A little bit of me still suffers and feels a little ashamed - feels less of a person in the room (PTSD) - the course has helped a lot”

Greater self-acceptance

The programme allowed some Champions to be more accepting and less ashamed of themselves, their past, and their mental health.

“It came at a time I needed it. Doing the talks helped me heal and come to terms with what I'd been through. It removes my own stigma”

“It gave me the confidence to help other people and not be ashamed of myself”

“In terms of the training it helped me come to terms with my mental health”

“It has urged me to become more confident and start accepting my disabilities”

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Limited engagement with Time to Change Wales

Many Champions gave a 'somewhat impactful' rating because they haven't fully engaged with the programme or are only at the start of their Time to Change Wales journey.

"The training was somewhat impactful. It's not higher because I haven't engaged - that's due to a personal factor, not Time to Change Wales"

"My journey has only just begun, and the impact will only increase as I do more events"

"Because I haven't been able to commit to all of the stuff I've wanted to get involved in"

Impact of confidence gained through Time to Change Wales

Confidence gained through engaging with Time to Change Wales has had a transformative impact on many Champions. The key takeaway from their feedback is that they are now able to take action and accomplish things that they once struggled with or felt unable to do. This includes public speaking, managing pressures at work, interacting with others and maintaining friendships, returning to full-time employment and taking on a new job, and even being able to simply leave their home more easily.

"I can leave my flat easier"

"Having enough confidence to be able to work, go about my life, shop, socialise, make calls, be independent and not rely on anyone"

"Confidence to take on a new job"

This confidence has also given some Champions the freedom to pursue their passions and interests.

"It has given me the confidence to play wheelchair rugby on a weekly basis with friends and socialise more"

"I guess the confidence gives me the freedom to go and do the things I'm passionate about and I'm probably more confident putting myself in new situations, going to new places and meeting new people"

Empowering Champions to advocate for mental health

The confidence has played a crucial role in empowering Champions to speak more openly about mental health, support others, and challenge stigma around mental health. They say they are more comfortable engaging in conversations and being advocates for mental health awareness in both their personal and professional lives.

"Allowed me to normalise the conversations and understand that we all have off days"

"Being able to chat to people and get rid of stigma around mental health and confidence is being able to speak about how I feel"

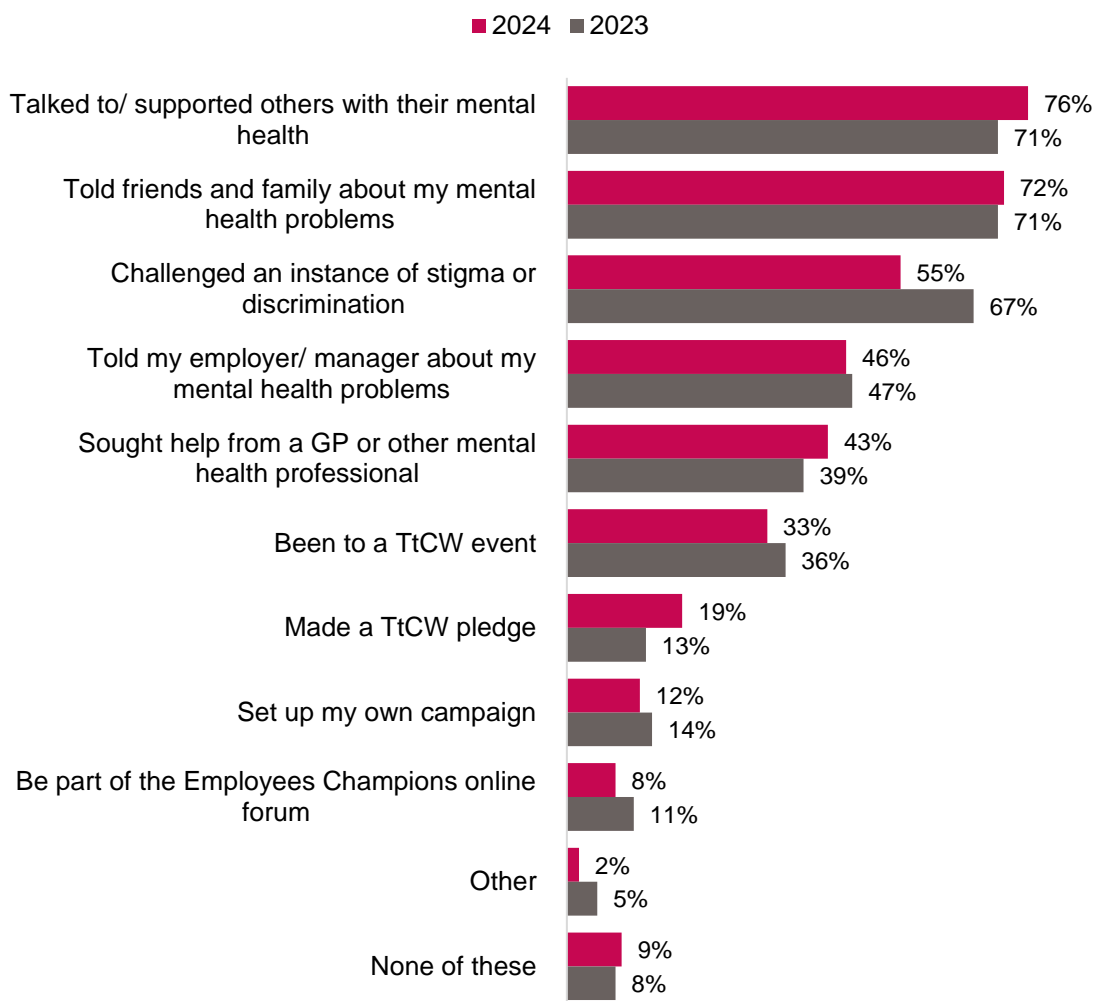
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“Giving the liberty of being to reach out and break the taboo and stigma of mental health. We have to break the taboo. If you were diagnosed with diabetes, you wouldn't be embarrassed”

“I feel more comfortable especially in my midwifery role - it's given me a lot of empathy. It's making me be more open about my own mental health”

As a result of becoming a Time to Change Wales Champion, have you done any of the following in the last 12 months?



Base: 99 Champions (those answering this question)

Champions act against mental health stigma and discrimination

In the past year, Time to Change Wales Champions have demonstrated a strong commitment to mental health advocacy. The percentage of Champions who have talked to or supported others with their mental health has increased from 71% in 2023 to 76% in 2024.



Similarly, sharing personal mental health challenges with friends and family remained steady, with a slight increase from 71% to 72%. However, there has been a decline in the number of Champions actively challenging stigma or discrimination, dropping from 67% in 2023 to 55% in 2024.

The proportion of Champions who have disclosed their mental health issues to their employer or manager remained relatively stable, with a slight decrease from 47% to 46%.

The data also highlights an increase in engagement with Time to Change Wales initiatives, such as making a pledge, which rose from 13% to 19%. Conversely, participation in Time to Change Wales events, with attendance at events dropping from 36% to 33%.

Overall, the data indicates a continued dedication to mental health support among Champions, though with some shifts in specific areas of engagement and advocacy.

No longer a Champion

Participants who indicated that they are no longer Champions were asked to explain their reasons. Their responses are summarised below.

Time constraints

Some say they are no longer a champion because they are too busy and do not have the time to engage with Time to Change Wales.

“Haven't done anything with them for over 10 years, just haven't got the time”

“No reason apart from time”

“Just haven't started it as haven't had the time”

No events outside of work hours

Another significant reason for no longer being a champion was that Time to Change Wales events are often held during work hours, making it difficult for some to attend.

“I get emails about the events, but they are often in the daytime, and I work”

“Time as work full time, and events tend to be during work hours”

“Having less capacity my side as a lot of the events are in work time”

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4. Pledged Employers

Profile of Pledged Employers

The following table provides an overview of the 57 participants who took part in the survey. Please note not all provided all demographic information.

Characteristics	Count	%
Age	18-24 years	1 2%
	25-34 years	9 16%
	35-54 years	34 60%
	55-64 years	10 18%
	Prefer not to say	3 5%
Gender	Female	39 68%
	Male	17 30%
	Prefer not to say	1 2%
Ethnicity	White	53 93%
	Asian or Asian British	1 2%
	Mixed / multiple ethnic background	1 2%
	Prefer not to say	2 4%
Socioeconomic Grade	A/B	32 57%
	C1	17 30%
	C2	5 9%
	Refused to state occupation/ Not answered	3 5%
Organisation Sector	Private sector	13 23%
	Public sector	27 47%
	Third sector	17 30%
Organisation Type	Emergency services	1 2%
	Housing and support services	4 7%
	Large private business (>250 employees)	3 5%
	Large public sector	13 23%
	Local health board	1 2%
	Member organisation	1 2%
	Recruitment, training and skills provider	2 4%
	SME business (<250 employees)	7 13%
	Sport	1 2%
	Third sector	10 18%
	University/ college	5 9%
	Other	9 16%

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Characteristics		Count	%
Number of Employees	0-49	17	30%
	50-250	14	25%
	251-499	9	16%
	500-999	6	11%
	1,000-1,999	6	11%
	2,000-4,999	2	4%
	5,000-9,999	3	5%
	Local Authority	Bridgend	5
Caerphilly		5	9%
Cardiff		12	21%
Carmarthenshire		2	4%
Conwy		2	4%
Denbighshire		1	2%
Gwynedd		1	2%
Merthyr Tydfil		1	2%
Neath Port Talbot		3	5%
Newport		3	5%
Pembrokeshire		2	4%
Powys		2	4%
Rhondda Cynon Taf		3	5%
Swansea		7	12%
Torfaen		2	4%
Vale of Glamorgan		2	4%
Wrexham		1	2%
Prefer not to say		3	5%

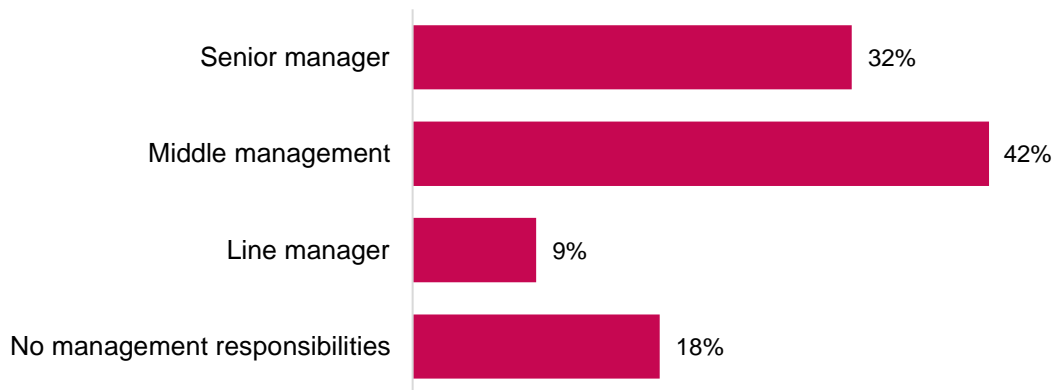
Key findings from Pledged Employers

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 survey results indicate that nearly half (47%) of the respondents work in the public sector. The next most common organisation types are third sector (30%). Most organisations have fewer than 250 employees (55%).



Which of these best describes your work level and responsibilities?



Base: 57 Pledged Employers (those answering this question)

Management levels

The largest proportion of participants hold middle management positions (42%), while 32% are senior managers.

Duration as a Pledged Employer

Many organisations (40%) have been a Pledged Employer for over 3 years, which is consistent with last year's results. However, there is now a notable presence of newer pledgers, with 18% being pledged for the last 6-12 months.

Participation in activities

Most organisations (67%) used Time to Change Wales resources and 40% attended networking events. The proportion of organisations receiving anti-stigma talks and training Employee Champions has decreased compared to last year, with 33% and 37% respectively participating in these activities.

Impact of the Pledge

A combined 74% of respondents believe that signing the pledge has made a significant or some difference in supporting mental health at work. This reflects a positive impact similar to the previous year, where a majority also noted improvements in their organisational support for mental health.



Participants were asked about the impact of signing the Time to Change Wales pledge on how their organisation supports mental health in the workplace.

Raised awareness and understanding of mental health

Some state that signing the Time to Change Wales pledge has heightened awareness of mental health within the workplace. This has led to daily check-ins, more open discussions, and a better understanding of colleagues facing mental health problems.

"It's raised awareness of mental health issues. We check in on each other, daily"

"Improved the awareness and understanding level of the breadth of issues that need to be addressed openly"

"It's given our knowledge and understanding of mental health more strength and given the organisation more credibility and resilience."

"Better understanding of colleague suffering from anxiety and depression"

Created a more open and supportive culture

Feedback highlights that signing the pledge has fostered a more open and supportive workplace culture, where employees are encouraged to disclose their struggles and are comfortable doing so. This has made mental health a regular, judgement-free topic in the workplace.

"We have trained all our managers in mental health awareness and have created a culture where staff feel comfortable talking about their mental health in the workplace and with managers. We offer a range of support options to staff who disclose they are struggling with mental health. We also have an EAP which all staff can access in confidence."

"It has created a positive mental attitude toward MH and opened up candid discussions within the team when we have had meeting with our third-party psychotherapist."

"Since making the pledge everyone's been a bit more open about mental health because they know we'll support them and they know they can ask for time off or an early finish, if necessary, due to mental health issues."

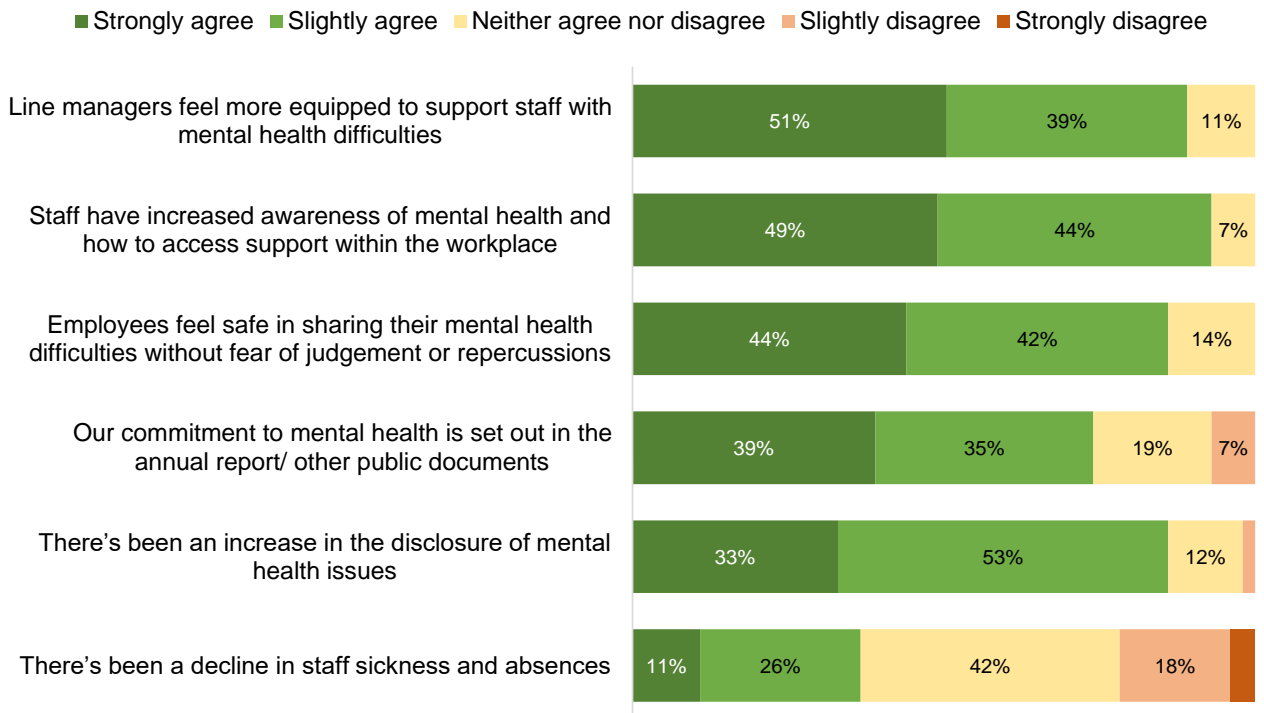
"More open discussions, encouraging employees to disclose information and knowing they will not be judged for it. And using the resources available online to support and signpost when needed."

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



Base: 57 Pledged Employers (those answering this question)

Clear progress in mental health support at work

Participants feel that line managers are better equipped (90% this year compared to 85% last year), staff awareness has remained consistent (93% this year compared to 92% last year), and employees feel safer sharing mental health issues (86% this year compared to 83% last year).

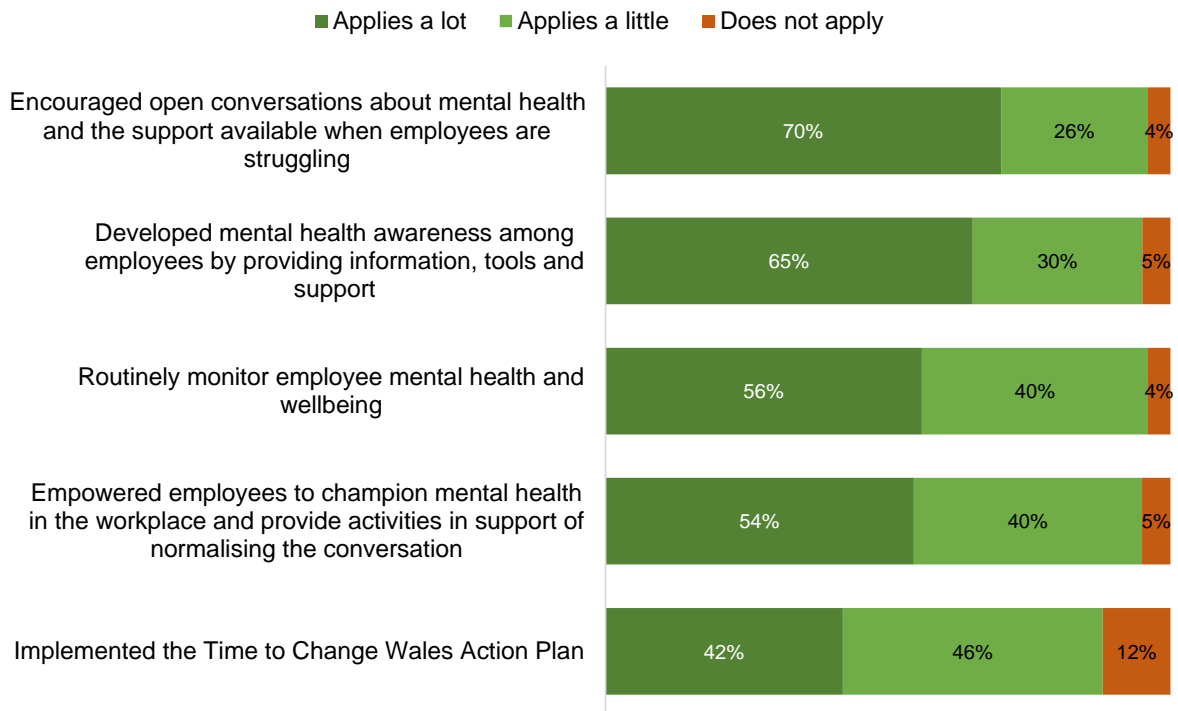
There is also an increase in the disclosure of mental health concerns (86% this year compared to 61% last year). Additionally, many believe their organisation’s mental health commitment is well-documented in public reports (74% this year).

However, opinions on whether staff sickness and absences have decreased are mixed, with 37% this year agreeing compared to 31% last year. Overall, the results reflect significant strides in creating a supportive and open environment for mental health.



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



Base: 57 Pledged Employers (those answering this question)

More organisations are actively engaging in mental health initiatives

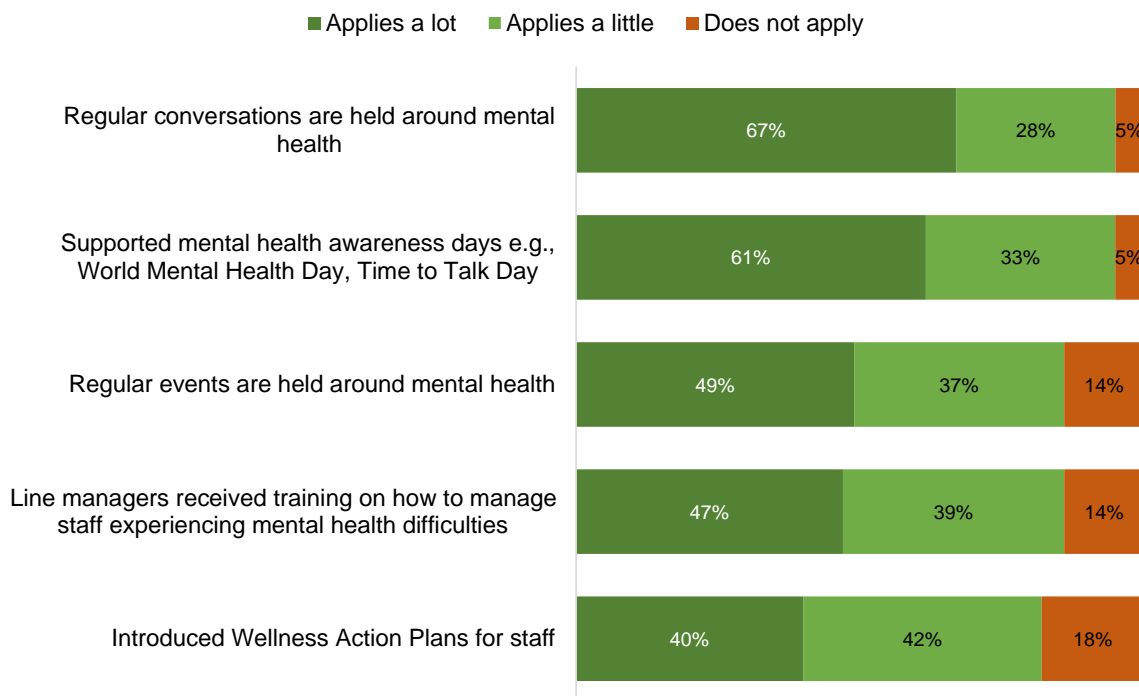
A strong majority, 96%, are encouraging open conversations about mental health and the available support (down from 99% in the previous survey) and 95% have developed mental health awareness among employees through various resources (compared to 97% last year).

Routine monitoring of employee mental health and wellbeing is practiced by 96% of organisations. However, implementation of the Time to Change Wales Action Plan is reported by 88% of organisations, showing a decrease from the previous year (92%). Additionally, 94% of organisations empower employees to champion mental health and normalise conversations (compared to 97% last year).



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



Base: 57 Pledged Employers (those answering this question)

Normalising the conversation on mental health and wellbeing in the workplace

This year, 95% of organisations hold regular mental health conversations, a slight drop from 97% last year. Support for mental health awareness days remains high at 94%, similarly a small drop from the 96% reported last year.

Regular mental health events are organised by 86%, down from 92% last year. The introduction of Wellness Action Plans has increased to 82%, up from 77% last year, and training for line managers is at 86%, compared to 84% last year. Overall, while progress continues, there is a mixed level of commitment and implementation across different mental health initiatives.



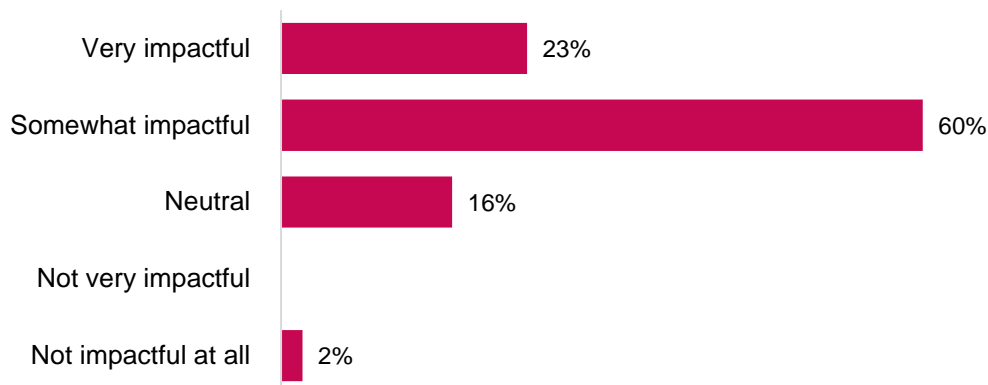
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Increased focus on mental health policies

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.

- 35% 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 (55% last year)
- 30% said their policies provide clear guidance to employees on what they should do if they are struggling with their mental health (22% last year)
- 18% 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 (12% last year)
- 9% said that their organisation's policies do not currently address mental health (2% last year)
- 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

How would you rate the overall impact of the Time to Change Wales programme on your organisation?



Base: 57 Pledged Employers (those answering this question)

Time to Change Wales programme is viewed positive

83% of organisations rating it as either very impactful or somewhat impactful. Only 16% of organisations are neutral and just 2% feel it is not impactful, indicating a strong overall perception of its benefits.



Participants were asked to rate the overall impact of the Time to Change Wales programme on their organisation.

Better able to support mental health in the workplace

Some say that the programme has enhanced the organisation's understanding and management of mental health which has played a crucial role in equipping staff with effective strategies for supporting mental health in the workplace.

"Helped us understand more about mental health and how to deal with it" (Neutral rating)

"It's given the staff and the management a better understanding of mental health issues and more confidence to address them." (Very impactful rating)

"Definitely taught how we deal with people with mental health issues in the workplace" (Somewhat impactful rating)

More aware and understanding of mental health

Some pledged employers state that the programme has enhanced awareness and understanding of mental health within the workplace and has made mental health a more common topic of discussion.

"It's made us more aware, and we have information available, and we talk about it more." (Somewhat impactful rating)

"Helped us understand mental health more" (Somewhat impactful rating)

"Just been very good and helped me personally understand mental health a bit more" (Very impactful rating)

Created a safe space for discussing mental health

Some feedback suggests that the programme has created a safe space for discussing mental health in the workplace. With the implementation of policies, an open-door approach, and ongoing conversations, employees feel more secure and comfortable sharing their mental health problems without fear of judgment or repercussions.

"We've nothing in writing but staff know they can come and talk to us if they're having a hard time and need time off." (Somewhat impactful rating)

"I think it gets people talking and helps our staff to trust each other more and talk openly about their mental health issues." (Somewhat impactful rating)

"It's made an environment, where talking about those issues is comfortable." (Very impactful rating)

"We've got an open-door policy so people can discuss their mental health directly with us, without fear of repercussions." (Very impactful rating)

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“We’ve got many policies regarding mental health and have ongoing conversations. We message to staff that they can feel in a safe space and not be judged. The team managers do have good relations with staff, so they feel comfortable talking to us and each other.” (Very impactful rating)

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

No Improvements needed

Feedback from many employers suggests high satisfaction with the impact of the pledge on the workplace. The programme is seen as an effective and valuable resource for employers, with no changes recommended.

“No. To be honest, I’ve got great admiration for the organisation as a whole and I’d find it hard to criticise them.”

“Can’t think of anything other than continue the current support available.”

“Keep doing what you are doing; this is such a valuable resource for employers.”

Offer more resources, information and training

There is a desire for Time to Change Wales to provide more resources and information. Suggestions include offering shareable materials like tips, webinars, podcasts, and e-learning modules, along with more awareness packs and role-specific training. One employer thinks there should be more emphasis on suicide.

“They are doing a good job, perhaps more emphasis on suicide.”

“Circulate tips that we can share with our staff and volunteers on how to deal with issues when they arise.”

“Access to free webinars or podcasts from volunteers that we could share with staff electronically as our staff are located in different locations and have different rotas and timetables, which makes it very difficult to get everyone together face to face to deliver sessions.”

“An E-learning module that we could share with colleagues who wished to learn more about mental health, the stigma that individuals can face and the support that’s available would be very useful.”

“Increase information about opportunities about specific role training.”

“They provide a lot of resources already, which are great...but more packs of a wider range of raising awareness - stuff that’s ready to share, would be good.”

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Desire for more networking opportunities

A few pledged employers express a desire for more networking opportunities, particularly those that align better with working hours.

“Have networking events that don't clash with working hours”

“Possibly hold more networking events: so, we can touch baser and re-align.”

“We don't have a lot of contact now with T2C Wales. More opportunities to network with other organisations would be nice.”

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6. Key Recommendations

Champions

Strengthen community connections and participation

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

To address the need for more local engagement, it is recommended to increase the frequency of in-person events and training sessions in diverse locations. This approach would better accommodate Champions who are unable to participate in online or daytime activities due to work commitments or personal preferences.

Support for varied confidence levels

Given the variability in confidence levels among Champions, it is important to consider different approaches to support. Providing resources such as online training modules or informational materials on public speaking, social media use and mental health legislation could help address these confidence gaps and support their development effectively.

Providing resources and mentorship opportunities can further empower Champions to engage more effectively in different activities.

Address time constraints

To mitigate the impact of time constraints, Time to Change Wales should explore flexible engagement options. This could include offering more independent activities or providing additional support for Champions who are balancing multiple commitments.

Recognising and accommodating these constraints can help retain and support a wider range of Champions.

Leverage positive experiences

Building on the positive impact reported by many Champions, Time to Change Wales should continue to highlight and share success stories and effective activities.

By showcasing the benefits and personal growth experienced by Champions, the campaign can motivate and inspire others to become more involved.

Ensuring that Champions' experiences and feedback are integrated into programme planning can enhance overall effectiveness and engagement.

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Pledged Employers

Enhance resource offerings

To continue promoting mental health in the workplace, it is recommended that Time to Change Wales expand the range of available resources by providing more shareable materials, e-learning modules and role-specific training to meet the diverse needs of organisations.

Consider including more content on critical areas like suicide prevention.

Increase networking opportunities

Organise more networking events that accommodate various schedules to foster better connections among Pledged Employers. This can help organisations share experiences and strategies for improving mental health support.

Reinforce core initiatives

Reaffirm and strengthen the core activities of the Time to Change Wales campaign, such as the Time to Change Wales Action Plan and anti-stigma talks, to ensure consistent engagement and impact across all participating organisations.

Summary of Key Findings

In conclusion, this report highlights progress and areas for improvement in the Time to Change Wales campaign. To enhance effectiveness, increasing in-person events for Champions, offering flexible engagement options and supporting varying confidence levels are important. Highlighting positive experiences can further motivate involvement. For Pledged Employers, expanding resources, improving networking opportunities and reinforcing core activities will strengthen the campaign's impact and support for all participants.

