

DEPUTATION ONE
TIME TO CHANGE CAMPAIGN

THE LORD MAYOR: Good afternoon and welcome to today's Council meeting. Please now make your speech to Council, which should not be longer than five minutes, and please begin by introducing the people in your Deputation.

MS C WARD: My name is Catherine Ward and I am here representing NHS Leeds on the Time to Change Campaign across Leeds. This is Ruth Steinberg – she is the manager of Information for Mental Health - and Victoria Betton, from Leeds Partnership Foundation Trust.

Good afternoon, everybody. I am just going to speak for five minutes about why we are here. We have come to talk about the national Time to Change Campaign and how it affects Leeds and what we are doing in Leeds, really, and we would just really like your support so that you are aware about what is going on and you can engage with your local communities to reduce stigma and discrimination for people with mental health problems and issues. Thank you.

Time to Change is a ground breaking programme with national and local activity and it is run over three years. It is funded by the Big Lottery and Comic Relief and it is hoping to reduce stigma and discrimination into mental health and improve physical and mental wellbeing of those with and without mental health problems.

I have sent you a paper with lots of information. I am going to whiz through this, it is a bit of a whistle-stop tour, and talk specifically about what we are doing in Leeds.

It is England's most ambitious programme to end discrimination faced by people with mental health problems and improve the nation's wellbeing. It is on all of our agendas nationally from local area agreements and it has helped to reduce health inequalities. 44% of people with mental health problems report discrimination from GPs alone and I would just really like to quickly look at this figure on page 4. If you just look at the bottom three people even within our own communities – this is from a survey from Carers and Users about how they feel. People approach them with their mental health problems and are saying that neighbours, employers and immediate families are the ones most at risk from receiving stigma and discrimination by those people.

These are the people within your communities, these are the people that you can reach out to and help spread the message of Time to Change and we are hoping that some of you today will be able to be our champions and promote what we are doing across Leeds.

There has been lots of advertising nationally. I do not know if you have seen some of the work by Stephen Fry and Alistair Campbell. In Leeds we launched our campaign on June 25th at Briggate, had a great big boulder which is looking at reducing stigma and discrimination, so someone smashing the boulder. Lots of local people came and shared their stories with us about their experiences. We had lots of people coming and talking about post-natal depression and bipolar and how that has affected their family and how they have been treated on their local estates.

A lot of people get a lot of discrimination through work and by their communities and by their peers, so what we are trying to do in Leeds, we have got a partnership that consists of Information for Mental Health, Volition, Touchstone, Leeds Mind, St Anne's, NHS Leeds, Leeds City Council, LPFT – that is Leeds Partnership Foundation Trust (I am trying not to be too acronymic) – Yorkshire Forward and our health trainers.

We are focusing on delivering the campaign through the workplace because we thought that that is where we would be able to reach most of the message to the local community and we have currently got Leeds City Council on board, Hallmark, and Yorkshire Forward supporting the work that we are doing.

What are we doing? We provided 24 places on mental health first aid training to offer human resource leads training in return for the delivering the campaign within their company. We have trained people to recognise early signs and symptoms of mental health problems and we link really carefully and closely with community links. We have commissioned art works from some mental health service users and we have produced our own campaign in Leeds which we think is a lot more user friendly and a lot less corporate, and we have got some postcards – if anybody would like some – to promote them and have them at some of their meetings, and we would be more than happy to give those to you.

We have encouraged people to be able to talk about the experience of stigma and we are producing promotional materials to challenge discrimination. We are displaying some of our art work at Leeds Light Night and also I do not know if any of you are aware of the Core Cities Event, we are taking this art work down to Birmingham so the six major cities are going to be looking at some of our art work and finding out what we are doing in Leeds.

We are evaluating the campaign before and after the first year. We have just bid for a massive Time to Change Roadshow which is going to be happening on 8 October. We had to bid across England for this campaign and we have actually been successful, which is a great achievement for the partnership work, so if you can come down or tell people in your community that we are there. We have got a 1 in 4 Theatre Company performance at the AGM for Leeds Partnership Foundation Trust on the 29th and again it is another chance to talk about stigma and discrimination. We are working really, really closely with businesses, so if you can come and support us that would be really, really great. Thank you.

THE LORD MAYOR: Thank you very much, the time is now to thank you very much for this. (*Applause*) Councillor Procter.

COUNCILLOR J PROCTER: Thank you, Lord Mayor. I move that the deputation be referred to the Executive Board for consideration.

COUNCILLOR GRUEN: I second, Lord Mayor.

THE LORD MAYOR: Could we have a vote, please? (*A vote was taken*)
CARRIED.

MS C WARD: Thank you.

THE LORD MAYOR: Thank you for attending and for what you have said here today. You will be kept informed of the consideration which your comments will receive. Good afternoon and thank you. (*Applause*)