



let's end mental health discrimination

**Time to Change Halton**  
**Mental Health Campaign 2020**  
**Reducing Mental Health Stigma in Men**



**Campaign Evaluation**

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## Time to Change reducing mental health stigma in men

### Who are Time to Change Halton?

Time to Change Halton is a local hub, set up in partnership by Halton Borough Council, Mind Halton and many other local organisations with funding provided by the national Time to Change campaign. The aim is to change how those who live and work in Halton think and act about mental health problems reducing mental health stigma. Too many people with mental health problems are made to feel isolated, ashamed and worthless. Attitudes stop people getting the help and support they need. Without support from those around them, individuals can lose what they care about most; their job, family friends, home and in the most extreme circumstances their life. Together with local Time to Change champions with lived experience of mental health problems we aim to tackle mental health stigma in local middle aged men. The decision to tackle mental health stigma in middle aged men in Halton was informed by local suicide audits which highlighted 75% of local suicides are male and recent research by Time to Change demonstrating only 34% of men would talk openly about their mental health. Men tend to not think that mental health is relevant to them and social and cultural barriers in particular prevent men from opening up to the topic of mental health

### Aim of campaign

Reduce mental health stigma in middle aged men subsequently reducing potential risk of suicide

### Method

Research shows the best way to tackle mental health stigma is for those of us with lived experience to share our stories. With this in mind 4 local male Time to Change champions chose to share their stories via film. Each story is unique discussing topics such as self-harm, disability, drugs and alcohol abuse, depression and life changing experiences. However all have the same unifying message of encouraging other men who are struggling with their mental health to talk to someone and seek help. Equally, they want to ask everyone to listen with an open mind. The videos were used to target men who lived in Halton aged between 40 and 60 via a targeted social media and radio campaign.

'I felt that if I shared my story it could reach people that maybe thought of speaking up or getting help but felt reluctant and seeing my story could just nudge them along a little to getting help or support ' **Sean Halton Time to Change Champion**

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All 4 videos can be found on the HBC YouTube channel:

<https://www.youtube.com/watch?v=CRVBjOl2yUI&list=PLexIVsKOQx2ar4upCpH5-TJBaKnmxvTxU>

The content of the videos were used to develop a targeted radio campaign. A toolkit was also developed to enable partners to share the videos on their own social media platform increasing the numbers reached.

**Outcomes**

A social media toolkit was shared with 150 local partners with content and guidance on how to share the videos with their own followers.

**Engagement on Social Media**

**Facebook**

Targeted social media posts on Facebook began on 21 September 2020 and finished on 22 October 2020.



**People Reached**  
**94,355**



**Views**  
**23,920**



**Engagements**  
**15355**

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## Twitter

Twitter Social media posts began on 21 September 2020 and finished on 22 October 2020.



**Impressions**  
19574

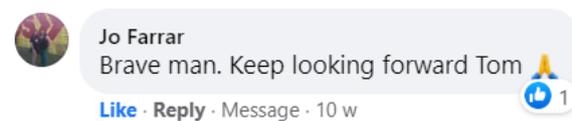


**Views**  
4394



**Engagement**  
573

These are a sample of the comments received across both platforms (Facebook and Twitter).



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 Shaun Summerfield  
this is a incredible comeback and a true inspiration to anyone who has gone though mental health and well-being issues to be able to go though all that and still stay positive its people like this who should be at the heart of... [See more](#)  
Like · Reply · 1 d  3

 Shaun Summerfield  
And the fact he has raised mens mental health and well-being and the stigma around mens mental health and well-being and this you don't talk about it that it will go away and the whole man up phase where you have to be tough and because you are a man this just goes to show that it is not a sign of weakness it shows strength that you can face your own fears and personal fears and comeback a much stronger and positive person  
Like · Reply · 1 d  1

 Sameer Mana  
Tom my haiku buddy. Love you mate. Proud to call you my friend ❤️  
Like · Reply · Message · 9 w   2

 Jen Heston Kellett  
Inspirational Tom to tell your story 💙 helping others in the process ❤️  
Like · Reply · Message · 9 w   3  
↳ 1 reply

 Sue Hogan  
We love you Thomas 🤗🤗 x  
Like · Reply · Message · 9 w  4  
↳ 1 reply

 Jen Heston Kellett  
Amazing to share Tom 🍷🍷🍷🍷🍷  
Like · Reply · Message · 9 w   4

 Ian McClure  
Love this, well done  1  
Like · Reply · Message · 9 w

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 **Don Fearon**  
It's a Catch-22 we judge people who don't perform well at work and we have a tendency to talk to people differently that have a mental problem why at work it can be a tough one to balance

Like · Reply · Message · 9 w  1

↳ 1 reply

 **Adnan Azhar**  
Strong man  1

Like · Reply · Message · 9 w

↳ 3 replies

 **Stephen Ste Chatterley**  
Such a great story Tom.  2

Like · Reply · Message · 9 w

 **Amelia James**  
👍👍👍👍👍 good for you. You'll help lots of people just by listening to this. Good to see you so well xx

Like · Reply · 8 w

 **Ryan Jones**  
Superb mate 

Like · Reply · 8 w

 **#TimeToChangeWarrington** @TimeToChangeWa1 · Oct 10  
Replying to @TTCHalton  
Amazing video

   1 

 **Lauren Ruddock** 🇧🇷 🌻 🧠 @lozzzknight · Oct 10  
Replying to @TTCHalton  
Absolutely brilliant 🌟📈

   1 

 **MoveMENT\_WA** @MoveMENT\_WA · Oct 5  
Replying to @jonsalmon @TTCHalton and 2 others  
Love these videos. Well done @TTCHalton

   1

 **#TimeToChangeWarrington** @TimeToChangeWa1 · Oct 10  
Replying to @S28GJG @TTCHalton and @LeeJewitt32  
I love this video Garry. Very powerful and as you say inspirational

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 **Jo Phillips** @JojJoelle · Oct 10  
Replying to @LeeJewitt32  
All of this is so very true, Lee.  
The lessons you're able to share with others from your own personal experiences, are so important and empowering.  
You're a real beacon of hope, and you're helping dismantle that damaging stigma about toxic masculinity.  
It's not weak to speak. 👍

1   1

 **Leejewittsportscounselling** @LeeJewitt32 · Oct 10  
Thankyou Jo for your kind words. There is so much comfort for people who speak, its weight they can offload.  
  
Stay safe and well 👍

2

 **Kirsty Houghton** @kirsty\_houghton · Oct 10  
Replying to @LeeJewitt32  
Thank you for sharing #MentalHealthAwareness #ItsOkNotToBeOk

1

 **Jon Salmon** @jonsalmon  
Such an important message from @TimetoChange champion Barry "that openly talking about it can make things better". Great to see signposting to @GiveUsAShout too!

## Radio Campaign

Targeted advertising via digital radio began on 22 September 2020 and ended 6<sup>th</sup> of January

The 40 second ad featured soundbites from the four champions and signposted to the national text helpline 'Shout'.

	
<p><b>Impressions</b> 50,000 to 6116 individuals</p>	<p><b>Listen Through Rate</b> 96.6%</p>

### Delivery by Device

		
<p><b>Laptop/PC</b> 9%</p>	<p><b>Phone / Tablet</b> 36.6%</p>	<p><b>Other Devices</b> (e.g. gaming platforms) 54.7%</p>

## Feedback from Champion Barry



‘I’ve had a really good response to the video, I can’t believe how many people have come up to me and said that they’re gone through something similar. It just shows that speaking out definitely works, cause people have actually come up to me and told me there own struggles. So by watching our videos men are starting to talk about their own struggles and know it’s nothing to be ashamed about. So just in the short time the video has been out it’s started to work, which is why I volunteered to tell my story. It makes me feel very proud in what I’ve achieved’ **Barry Halton Time to Change Champion**

## Potential reduction in Suicides

2020 has seen a potential reduction in suicides both nationally and locally with Halton experiencing a potential 50% reduction in male suicides. Please see table 1 below regarding how this compares to last year's data. Interventions which may have contributed to a reduction in suicides locally include the introduction of a 24 hour crisis line in March 2020 by North West Borough Partners and financial support provided by the government during the pandemic. However the targeted campaign aimed at middle aged men has potentially played a part in reducing suicides locally as only male suicides have decreased resulting in a potential economic saving of £8.35 million, please see table 2 below for further details.

**Table 1 - Potential Suicides**

	2019	2020
<b>Males</b>	10	5
<b>Females</b>	<5	<5
<b>Totals</b>	<b>13</b>	<b>9</b>

**Table 2-Cost effectiveness of campaign**

Campaign element	Cost
Filming and development of videos	£ 4471.93 *funded by National TTC
Targeted social media campaigns	£235.00
Radio Campaign	£1440.00 *funded by National TTC

Cost to potentially reduce male suicides by %50	£6146.93
Potential economic savings due to reduction in male suicides*	£8.35 million

\*Although there is an economic incentive to reduce suicides, we all have a moral obligation to work towards reducing suicides

## National Impact

Due to the quality of Halton's Campaign National Time to Change requested to use the videos in their National Campaign on World Mental Health day 2020.



Local champion Barry also blogged for Time to Change sharing his story to help reduce stigma in men and encourage everyone to reach out to those they think might be struggling for the Ask Twice National November campaign in 2020 [Having mates I can talk to makes all difference](#)

## Conclusion

Suicide is complex with a variety of factors usually contributing. But whatever those factors are feeling unable to speak about your worries for fear of being stigmatised prevents people from getting the help they need when they need it. Whether that's offloading to a friend or seeking support from a professional, reducing mental health stigma in men may help to save lives.

