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To: Adult Social Care Cabinet Committee – 29 September 2017

Subject: **TIME TO CHANGE - KCC MENTAL HEALTH PLEDGE AND WORLD MENTAL HEALTH DAY**

Classification: Unrestricted

Previous Pathway of Paper: Health Reform and Public Health Cabinet Committee – 22 September 2017

Future Pathway of Paper: None

Electoral Division: All

Summary: This report provides an update to the Adult Social Care Cabinet Committee to highlight the Time to Change initiative and to publicise the work taking place for World Mental Health Day on 10 October 2017.

Recommendation: The Adult Social Care Cabinet Committee is asked to **COMMENT ON** and **ENDORSE** the Action Plan for Time to Change and comment on how to strengthen the plan in subsequent years in commitment to the Time to Change campaign.

1. Introduction

- 1.1 This report provides an update to the Adult Social Care Cabinet Committee on the Time to Change initiative and the work taking place for World Mental Health Day on 10 October 2017.
- 1.2 A briefing on the current programme of Public Mental Health for Kent County Council is attached as Appendix 1.

2. Time to Change

- 2.1 Time to Change is a national mental health campaign (supported by the Department of Health and leading charities such as Rethink and Mind) and growing movement of people, changing how we all think and act about mental health. They want everyone with a mental health problem to be free of fear and to have equal opportunities in all areas of life. Since the launch in 2007, they

have reached millions of people across England and begun to improve attitudes and behaviour towards those of us with mental health problems.

- 2.2 Mental illness affects one in four adults at some time in their lives yet there is still an enormous amount of stigma and discrimination in the UK relating to mental health and mental illness. Improving public attitudes and behaviour towards people with mental health problems is important to ensure that people are confident to seek help and that people with mental health problems are not discriminated against – both by health and social care services and by employers. The aims of the campaign are to:
- Reduce the amount of discrimination that people with mental health problems report in their personal relationships, their social lives and at work
 - Make sure even more people with mental health problems can take action to challenge stigma and discrimination in their communities, in workplaces, in schools and online
 - Create a sustainable campaign that will continue long into the future.
- 2.3 Since Time to Change began in 2007, around 4.1 million adults in England have improved attitudes towards mental health problems – an improvement of 9.6% between 2008 and 2016.
- 2.4 This paper outlines Kent County Council's action plan (alongside local organisations) to honour the Organisational Pledge (Attached as Appendix 2) made to Time to Change.

3. The Action Plan for 2017 - World Mental Health Day 10 October 2017

- 3.1 Led by Public Health and Adult Social Care, the action plan aims to have a mental health champion in each KCC directorate. There are a number of actions from each directorate e.g. Release the Pressure, Live it Library, Six Ways to Wellbeing.

4. Recommendations

<p>4.1 Recommendation: The Adult Social Care Cabinet Committee is asked to COMMENT on and ENDORSE the Action Plan for Time to Change and comment on how to strengthen the plan in subsequent years in commitment to the Time to Change campaign.</p>
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5. Background Documents

None

6. Report Author

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