

#InYourCorner

Opening up to mental health

We are Time to Change, a growing movement of people changing how we all think and act about mental health. Our campaign is run by Mind and Rethink Mental Illness, and thousands more organisations have joined us to make change happen.

One in four of us are affected by mental health problems in any given year. Still, too many people are made to feel isolated, ashamed and worthless as a result.

That's why we support people to open up to mental health; to talk and to listen.

Everyone's attitude makes a difference.

Join us to make change happen

Since Time to Change launched in 2008, over 3.4 million individuals have improved attitudes to mental health and people are facing less discrimination. But there is so much more to do. Research tells us that men in particular are not hearing our message, while many young people still don't understand what mental health is.

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Our new InYourCorner campaign begins on 20 February 2017.

Above all, we hope to take mental health to people who don't yet see why it's relevant – in particular, men. It won't be easy. Changing a nation's attitudes is a challenge that needs not just an effective campaign, but a world-leading initiative that will change the way a whole generation thinks about mental health.

You could spread the message by:

Sharing the campaign's messages internally

Sharing campaign messages through your website and social media channels

Working with us on co-produced materials, co-branded items, paid-for media opportunities

**BE IN
YOUR
MATE'S
CORNER.**

Some of the tools we can share

30-second hero film

From launch date, we'll have a short, high-impact film about the 'cornermen' – three regular Joes who are in a mate's corner when he really needs them. There's swagger, big music and three everyday heroes.

Could you share the film on a big screen, in a public place, on your website and/or social media?



Content

Text and images for internal and external comms.

Could you share this kind of content internally with staff, on your website, social media and/or in event programmes? Or get well-known friends to share?

Materials (customisable)

From posters to beer mats, coasters and 'being in someone's corner' tip cards, we can provide the artwork... or work with you on customised items.

Are there opportunities to use materials to spread the message about mental health and how men can be in their mates' corner?



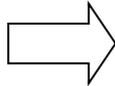
time to change

let's end mental health discrimination



The 'Corner Men' stool

Perhaps there's a way you could get the 'corner men' stool in the public eye – at match day, a public or televised event... or under a celebrity bottom?



Join the movement and spread the word

Contact us

If you'd like to play a part in changing attitudes and behaviours towards mental health, that's really exciting and we'd love to talk to you about it.

The first step is to email Chris Kilvington and Claire Everett at:

Chris Kilvington

Chris.Kilvington@rethink.org

Claire Everett

Claire.Everett@rethink.org

Thanks so much.