

Thank you for supporting the **Time to Change Leicester** campaign.

This resource pack has been developed as part of our year-long campaign which aims to challenge attitudes towards mental health by kick starting conversations about mental health across our communities.

The focus of this pack is around starting age-appropriate conversations for children about their mental health. Mental health problems will affect one in ten children nationally, and contributing to a culture of openness will encourage young people to seek help sooner. Children in Leicester are already finding it difficult to speak out; 30% of 11-15 year olds in Leicester claim they never feel comfortable talking about their feelings, whilst one in four experience bullying, and 32% say they have no trusted adult they can confide in.

Encouraging conversations through Time to Change Leicester's key messages will aim to normalise talking about difficult emotions, and encourage children to seek help without fear of judgement.

### **The National Time to Change Campaign**

Time to Change is the biggest programme to challenge mental health stigma and discrimination across England. The campaign aims to improve public attitudes towards people with mental health problems by reducing discrimination across society, particularly within schools, workplaces, communities and social settings.

### **Time to Change Leicester**

Throughout the year Time to Change Leicester will campaign to challenge attitudes towards mental health across the City. It is the aim of the campaign to support people who are experiencing or have experienced mental health problems to run events and projects that challenge stigma in their communities.

This pack contains posters for you to display and use within your school. Please use these free resources to help us challenge mental health stigma and discrimination within your school. A range of downloadable campaign resources and how to place an order for print materials is also available on our website.

To find out more information about Time to Change Leicester and how you can get involved, visit [www.leicester.gov.uk/mentalhealth](http://www.leicester.gov.uk/mentalhealth)

Thank you for your support. Together, we can end stigma.

Yours sincerely,



Councillor Adam Clarke

**Deputy City Mayor with responsibility for Environment, Public Health and Health Integration**

<sup>1</sup> CYP Health and Wellbeing Survey 2016, Leicester City Council

Let's talk about mental health [leicester.gov.uk/mentalhealth](http://leicester.gov.uk/mentalhealth)