



**Category:** Regional Campaign of the Year

**Company:** Bradford District Care NHS Foundation Trust

**Entry title:** Local communities get talking about mental health

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**Brief and objectives:**

Time to Talk Day (1 February 2018) is a national initiative run by charities Mind and Rethink that aims to break down the stigma of mental health and encourage people to be more open about mental wellbeing.

Bradford District Care NHS Foundation Trust, that provides hospital and community-based mental health services across the Bradford and Airedale districts, created a two-week campaign in the run-up to the Day, to encourage local people to get talking and pledge their support.

We had three objectives:

- Objective 1: Raise awareness of mental wellbeing and the benefits of talking about mental health across our service footprint.
- Objective 2: Secure support for the day, generating active engagement through social media.
- Objective 3: Signpost people to support on the Trust's website and MyWellbeing College service.

**Rationale behind campaign, including research and planning:**

One in four people will experience a mental health problem every year and one in six experience a common mental health problem like low moods and anxiety every week (Mind). Whilst more people are being open about the issue and getting support, many (48%) still feel uncomfortable talking about mental health (Mental Health Network).

The stats show that mental health can affect anyone at any time, impacting on the individual, their family and social networks as well.

For this reason, our campaign targeted adults across the Bradford and Airedale districts, with tailored activity for our Asian community and young people aged 16 to 18, to change awareness in the longer term.

We developed a creative low-cost campaign in the run-up to Time to Talk Day (22 January to 1 February 2018) to get people talking, to 'normalise' the conversation and raise awareness of the Trust's services if people needed support.

The campaign successfully achieved a 92% increase in self-referrals for our MyWellbeing College service.

### **Strategy and tactics, including creativity and innovation:**

Securing the support of local famous faces and trusted community organisations like Bradford Bulls and Bradford City, which have significant community out-reach and influence, was the primary tactic to get the community talking and secure widespread support.

Community ambassadors like Bulls' player Ross Peltier were the public face of the campaign, pledging their support using eye-catching selfie frames and pledge cards carrying the campaign hashtag #BDCTTimetoTalk and accessible calls to action - 'catch up with a cuppa' - to get people talking and amplify the campaign reach over a short period of time.

A broad-based communications campaign included: traditional and social media; top tips on mental wellbeing; case study films of people that have benefited from talking; a competition for local college students; tailored activity for our Asian community and targeted promotional activity on Facebook and Bradford's big screen, all signposting to the Trust's website and MyWellbeing Service for more information.

### **Implementation of tactics:**

We implemented a range of tactics to achieve the campaign objectives:

Campaign ambassadors:

We secured public pledges from high profile community organisations who in turn, engaged their wider communities including: Bradford Bulls, Bradford City, Bradford Council, Starbucks, Alhambra Theatre, West Yorkshire Fire Service, West Yorkshire Police and Ramson Gents Studio (national campaigner), and local media, with additional support from other 'known' faces including Bradford-born Gareth Gates, Councillors and MPs. Half-time 'shout-outs' at the Bulls and City games also boosted awareness during the campaign.

Social media:

We developed creative campaign graphics including selfie frames and pledge cards, for people to pledge their support on-line, with teaser top tips carrying 'calls to action' and short films to generate active engagement. The social engagement travelled further than our local community and included Radio 2, Faye Brooks (Coronation Street), Carol Creasy (author), Mental Health First Aid England, the Association of Ambulance Chief Executives and The Academy of Fab Stuff.

#### Traditional media:

We implemented two strands of media activity to trail the campaign and then share 37 year-old Andrew's story, who recognised the benefit of talking thanks to MyWellbeing College, achieving coverage across all local print and broadcast media. This was supported by posters for community venues, targeted promotional activity on Facebook and Bradford's city centre big screen - weekly footfall of 125,000 - before Time to Talk.

#### Digital:

We created visually impactful web banners using the campaign graphics that ran on the Trust's website throughout the campaign, promoting key messages and milestones.

#### Self-help guides:

Working with clinicians, we developed top tip guides on boosting mental wellbeing, conversation starters and how to spot the signs that someone might need support, with films of case studies and staff promoting the MyWellbeing College service.

#### Additional activity for key audiences:

We developed additional tailored activity for our Asian community and young people: 1) versions of the top tip guides in English and Urdu for Bradford's two mosques and a 'mood boost' community-based talk led by MyWellbeing College; 2) a week-long competition run through local higher education colleges to engage young people aged 16-18 years, to find the most creative pledge pic, run on Instagram, with Bulls player Carl Peltier and mascot announcing the winners on social media.

### **Measurement and evaluation:**

#### Objective 1:

Over 11 days, we achieved 19 pieces of print and broadcast news pieces across local media, 4,386 views of the campaign landing page and 'campaign ambassador' social media reached just under half a million people.

#### Objective 2:

Over 11 days, 3,402 people actively engaged in social content across Twitter and Facebook (likes, retweets, shares, clicks throughs, comments) - the highest engagement levels achieved by the Trust.

#### Objective 3:

Immediately following the campaign: we had a 19% uplift in people visiting the MyWellbeing College website; an 11% increase in self-referrals on-line and a 92% increase in the combined number of self-referrals for the service by 'phone and on-line.

### **Budget and cost effectiveness:**

Budget breakdown:

- Campaign collateral, props and filming - £2,929
- College competition - £204
- Social and community advertising - £580

Total - £3,713

And the campaign got people talking:

Bradford Bulls fan BULLieve:

'Fantastic to see @rossco\_peltz supporting #BDCTTimetoTalk So important to raise the profile of mental wellbeing...and in talking about it...thank you! #teambradford'

Craven College:

'Thank you @BDCFT...It certainly got us thinking about the College Community and what we could do for us and for others #TimetoTalkDay2018 #BDCTTimetoTalk'