

Get Moving week 3 - 11 October 2009

Get Moving is a week of mass-participation physical activity events in October (3 - 11 October 2009) challenging mental health stigma and discrimination by bringing people together for better mental wellbeing.

By bringing people with and without mental health problems together to exercise at fun events, Time to Change's Get Moving breaks down the stigma associated with mental health. And getting physically active can boost mental wellbeing by lifting your mood, reducing tension and stress and giving you more energy.

For more information please see www.time-to-change.org.uk

How can we get involved?

Organise an event during Get Moving week that brings people together to exercise in a fun, sociable way and we will be here to support you. Your events can be suited to the facilities and time available to you – keep it small or aim big! At each event there should be an effort to bring together a diverse audience, particularly people with and without mental health problems. Our Get Moving Team can help you with ideas if you get stuck. You can call us on 020 7034 2772 or email getmoving@time-to-change.org.uk.

Why get involved?

- Mental ill health can seriously hinder people's lives through the symptoms and the stigma associated. You can help improve this situation.
- You will be involved in a groundbreaking project to change attitudes and challenge discrimination.
- Press coverage of the week will be generated, increasing the profile of your organisation.
- Celebrity endorsement and participation in events will help to increase the Get Moving profile.
- We will support you and provide resources to get you started including an event toolkit, promotional materials, including posters and postcards, support on how to achieve local PR and you can promote events on the Get Moving website. All participants in your event will also receive Get Moving merchandise.

FAQ

I want to put on an event, where do I begin?

A toolkit, which has lots of ideas for events and tips, is available to download at: www.time-to-change.org.uk/timetochangetoolkit. The size of your event is up to you but we ask that you consider elements such as publicity and promotion, facilities for participants and the safety of your event. You might want to contact potential local partners including mental health organisations, sports groups and leisure centres to find out what support and resources are available.

How does social contact break down stigma?

It has been proven in other mental health anti-stigma and discrimination campaigns across the world, such as Like Minds Like Mine (New Zealand), or See Me (Scotland), that by bringing people together socially you get to understand the person behind the illness, thereby breaking down stigma. That's why we ask that each event makes an effort to be inclusive to all communities and ensure that both people with and without experience of distress participate. The toolkit will supply you with ideas about how to make your event sociable.

How do ensure we are involving a diverse audience?

There are lots of local organisations including local Mind associations, Rethink branches, other charities and NHS trusts across England who you could work in partnership with, or help you to promote your event. We can put you in contact and there may even be the opportunity to develop a longer term partnership.

What physical activities are appropriate?

Any activity is good for our mental wellbeing and even raising the heart beat just a notch can make us feel a bit better. For an event, it's advisable to do something which appeals to all abilities and levels of fitness to be as accessible as possible. Why not 'walk a mile for mental health'?

Will you monitor the success of my event?

No. All we ask is that you help us to complete our own evaluation. All Time to Change projects are evaluated by the Institute of Psychiatry to check we are reaching our objectives in reducing stigma and discrimination. Your help is needed to ensure we are reaching a diverse group of beneficiaries.

How do I register my event?

You can receive free marketing materials and merchandise for participants by registering events at: www.time-to-change.org.uk/GMeventregistration.
For more information on how to get involved contact: e: getmoving@mind.org.uk
t: 020 8215 2323



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