



**Sue Baker, Global Director
Time to Change**



let's end mental health discrimination

Since April 2018 Sue's new role is to lead the new Time to Change Global Programme in addition to providing strategic support to the England programme (the largest ever programme to end mental health stigma and discrimination in England *).

Her global role involves working with local community organisations and people with mental problems to address stigma, along with governments, policy makers, and key influencers across the Commonwealth (with a focus on low/lower middle income countries) with programme funding from the UK Government and Comic Relief.

In 2007 Sue set up the Time to Change programme in England. Within this timeframe there have been significant improvements at national levels in public attitudes and reductions in reported discrimination, evidenced by the highest level of academic evaluation.

Sue's previous roles have involved being the Marketing Director for a leading mental health charity in New Zealand (the Mental Health Foundation) setting up marketing, campaigning and fundraising programmes and supporting the 'Like Minds, Like Mine' campaign to address the discrimination experienced by people with mental health problems.

Prior to that she worked for nine years as the first ever Head of Media Relations at Mind, in particular carrying out the UK's first survey on the extent and impact of stigma in the mid-1990s. She has also been a Director of a leading substance misuse charity.

She lived in London for almost 20 years before moving to Whitstable on the North Kent coastline – famous for its oysters – she is married with a young daughter and enjoys photography, nature and gardening and 'light' runs along the beach

listening to seagulls. She is open about her experiences of severe anxiety and depression and suicidal thoughts as well as her cancer diagnosis in 2016. She is also passionate about the need for better mental health support for people diagnosed with, and living with cancer.

Sue studied marketing and advertising at the University of the West of England and in her career has worked in charities, councils and in PR and advertising agencies.

Sue co-founded the Global Anti Stigma Alliance in 2012 and has supported over ten countries to set up their anti-stigma programmes. She is an advisor to the Czech Republic's anti-stigma programme, an International Advisor to the Singapore Government's planning group for the WPA 'Together Against Stigma' Conference (Oct 2019), and a member of the Advisory Board for the Business Management School at UWE.

** Time to Change is a partnership between leading mental health charities Mind and Rethink Mental Illness. Time to Change (England) is funded Comic Relief's largest ever UK grant, The Department of Health and Social Care, and the Big Lottery Fund.*