



Alastair Campbell
*Writer, Communicator
and Strategist*
2019 International Safety
Awards Compère

Alastair Campbell is a writer, communicator and strategist best known for his role as former British Prime Minister Tony Blair's spokesman, press secretary and director of communications and strategy. Still active in politics and campaigns in Britain and overseas, he now splits his time between writing, speaking, charities and consultancy.

He has written fourteen books in the past ten years, including, a personal memoir on depression and the pursuit of happiness, and *Winners and How They Succeed*, a Number 1 best-selling analysis of what it takes to win in politics, business and sport.

He has for many years been chairman of fund-raising of Bloodwise, Britain's main blood cancer charity, but in recent years has become increasingly involved with mental health charities and causes, speaking about his own experience of depression, psychosis and addiction, and of his brother Donald's lifelong struggle with schizophrenia. A former 'Mind Champion of the Year', he is an ambassador for the Time to Change campaign to raise awareness about mental illness, ambassador for Alcohol Concern, patron of Maytree, the country's only charity for the suicidal, and of Kidstime, which supports the children of mentally ill parents. He co-founded the all-party campaign, Equality4MentalHealth, which was credited in Parliament by then Chancellor George Osborne with securing an extra £600million for mental health services. He is an active supporter of the Heads Together campaign headed by Prince William, his wife Kate, and Prince Harry. In November 2017 Campbell was awarded an honorary fellowship of the Royal College of Psychiatrists in recognition of his leadership role in breaking down the stigma surrounding mental illness, and in fighting for better services.

In October 2008 Alastair broadcast an award-winning one hour documentary on BBC2 about his own breakdown in 1986. Both the film, *Cracking Up*, and his first novel *All In The Mind*, won considerable praise from mental health charities and campaign groups for helping to break down the taboo surrounding mental health, leading to his election as Mind Champion of the Year award in May 2009. He is currently making another mental health documentary.



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