

#TimeToTalk

time to  
talk day

04/02/21

# Let's start talking

Together we will end mental health stigma



**A small conversation about mental health has  
the power to make a big difference**

[www.seemescotland.org](http://www.seemescotland.org)

**See Me**  
End mental health  
discrimination

# Let's start talking about mental health this Time to Talk Day

**Thank you for being part of Time to Talk Day 2021. More people are struggling with their mental health than ever before, so there has never been a better time for your workplace to get involved in Time to Talk Day.**

This year's event takes place on Thursday 4 February and it's going to be a little bit different. The coronavirus pandemic means that we may not be able to organise the events and activities that we usually would to encourage people to talk about mental health.

But one thing remains the same: we know that the more conversations we have, the more myths we can bust and barriers we can break down, and the closer we will come to ending mental health stigma and discrimination.

This year's focus is on the power of small, because however you have a conversation about mental health - whether it's a quick message to a colleague, a virtual coffee morning, or a socially distanced walk and talk - it has the power to make a big difference.

Every conversation brings us a step closer to ending the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem.

This pack is full of tips, ideas and resources to help get your workplace talking.

Remember that just like everything else your Time to Talk Day activities must comply with government guidance and your organisation's Covid-19 policies. We will make sure that we share the latest guidance ahead of the big day, but it does mean that we will all need to be a little bit flexible when it comes to planning.

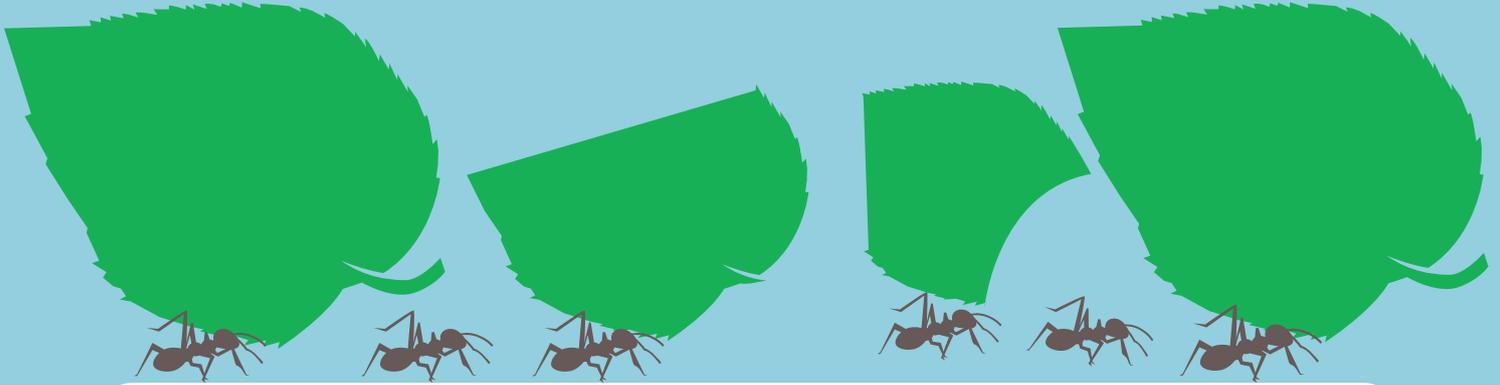
## **You'll find inside:**

- What is Time to Talk Day all about?
- Activity ideas
- Materials to download and print
- Digital materials
- Internal communications ideas
- How to help spread our message further
- Signposts to support

**If you have any questions at all, whether it's your first or your eighth Time to Talk Day, please don't hesitate to contact us.**



# What is Time to Talk Day all about?



**On Time to Talk Day we aim to get the nation talking about mental health. Here's everything you need to know:**

**"Time to Talk Day gave me the opportunity to talk openly about mental health and attempt to break the stigma.**

**Time to Talk Day means a lot to me as I really do hope one day mental health won't have a horrible stigma to it."**

Hannah

- Time to Talk Day 2021 is on Thursday 4 February.
- We all have mental health and any of us could struggle with it, which is why talking about mental health is so important.
- It's a chance for all of us to open up to mental health - to talk, to listen, to change lives.
- A small conversation about mental health has the power to make a big difference.
- Let's start talking.

**To find out more about the day, visit**

[www.seemescotland.org/movement-for-change/campaigns/time-to-talk/](http://www.seemescotland.org/movement-for-change/campaigns/time-to-talk/)

# Activity ideas

**There are lots of ways you can get your organisation involved in Time to Talk Day, whether in person or virtually. These can range from online events and PR stunts to starting conversations within meetings or on your intranet.**

We've included ideas throughout this pack which you can use as inspiration. Or get creative and design your own - **we'd love to hear what you get up to**. Don't forget to share your activities on social media with **#TimeToTalk**.

## Pass the badge

You can use our digital **pass the badge** campaign to get your friends or colleagues to share a message and start a conversation on mental health.

## Lunch and learn

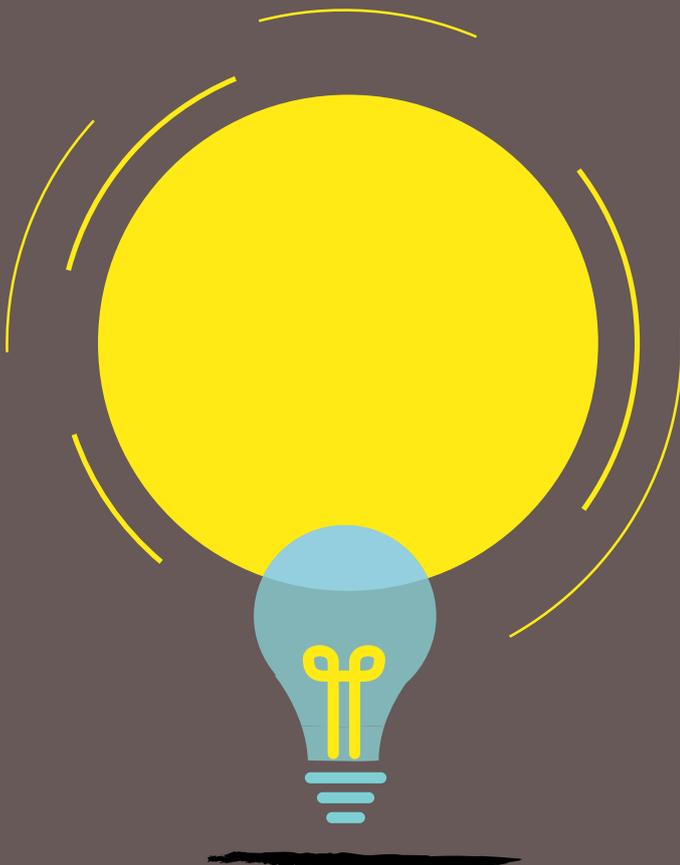
Run a lunch and learn session to teach your colleagues more about mental health and how to support each other.

If anyone within the organisation is happy to talk about their own experiences, this can be a great way to bring the issue to life.

## Pledge wall

Set up a board somewhere visible in your workplace, so that staff can stick up their pledges to change the way we all think and act about mental health in the workplace.

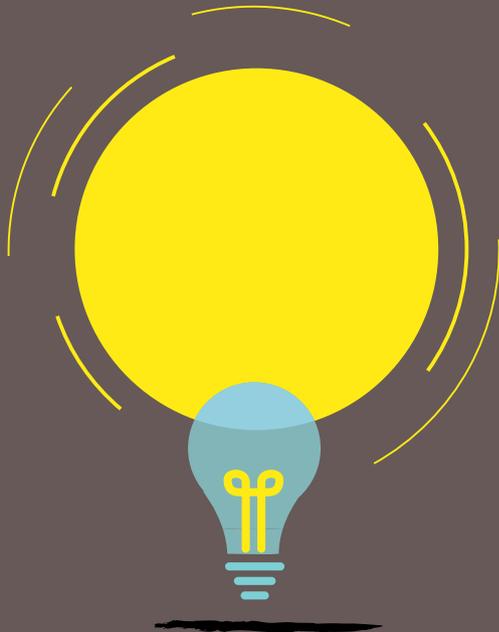
This can also work virtually - start a thread on an internal communications platform like Microsoft Teams where everyone can post their pledge.



## Mental health bingo

**Download** our ready made interactive bingo, full of ways to start a mental health conversation, or create your own with our editable version.

You can then play your colleagues by seeing how many you can tick off.



## Walk a Mile

Sometimes it's easier to have a conversation when you're doing something active. Why not arrange a socially distanced Walk a Mile for small groups of people in your community or during a work lunch break?

You could also give people **conversation cards** to break the ice and help them start a conversation about mental health.

## Mental health quiz

Use our quick mental health quiz to start conversations, test staff's mental health knowledge and help people learn something new.

You can present the quiz in a virtual meeting and use a poll tool to make it interactive.

**See the quiz.**

## Paths for All

Paths for All is a tool which aims to support local communities to create inclusive and inviting walks to promote positive mental health and wellbeing, tackle stigma and break down barriers to participation.

The kit contains the Project Coordinators guide, the full toolkit for everyone taking part, conversation starters and feedback cards. You could try this for small socially distanced walking groups.

Download the pack by clicking on the resources tab **here**.

## Online movie night

Hosting a virtual movie night is a great way to bring people together and talk about mental health.

Choose a movie that you think portrays mental health problems well and download an app that lets you chat with your colleagues while watching.

# Materials to use online and print

**We have created a set of downloadable Time to Talk Day materials for you to use in the workplace, whether that's in the office, out on site, in a warehouse, or driving a lorry or train. You can find these on our website.**

## Email banner

Use our email signature to help spread the word about Time to Talk Day and encourage conversations within your organisation and externally.



## Screen saver

Encourage your colleagues to use our Time to Talk Day screensaver to help spark conversations.

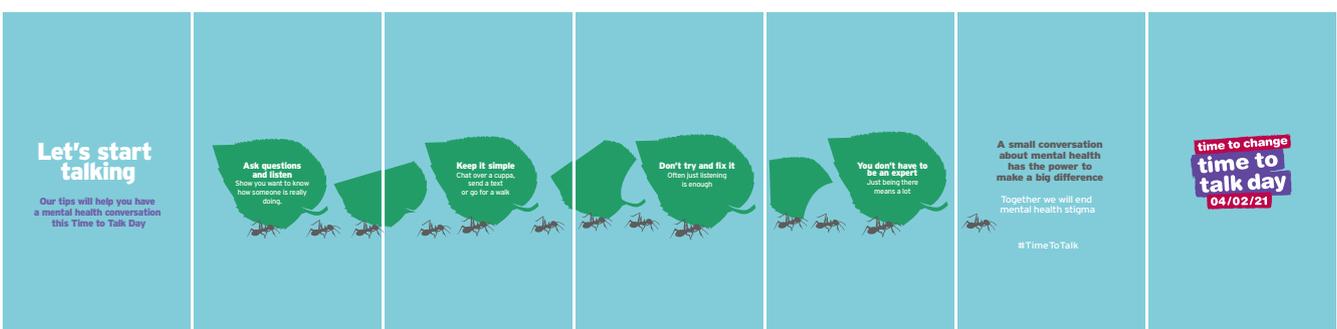
## Virtual meeting backdrop

Upload our virtual meeting backdrop and use it for all your meetings on Time to Talk Day. The backdrop will provide a great opportunity to start mental health conversations.



## Social media images

Download and use these images to show anyone who visits you on social media that you are supporting Time to Talk Day. You can also use these to communicate the message internally via platforms like Slack or Microsoft Teams.





## Bunting

Brighten up your workplace and get people talking with our colourful bunting.

## Posters

Use our posters to spread the message about Time to Talk Day in your workplace. They are ready to be printed, either in the office or by a professional printer.

## Coasters

These colourful coasters can be used anywhere to encourage conversations. Put them in a canteen, on desks or in reception - anywhere can be the right place to talk about mental health!



## Postcards

A fun way to encourage conversations from afar. Pop one in the post to a colleague or leave them on desks to show that you're thinking of them.



# Update for Intranet

We've got plenty of internal communications tools and ideas to help get your workplace talking. Below is a brief update you can include you on your organisation's intranet or SharePoint site, or post to Microsoft Teams or Slack, to introduce Time to Talk Day and encourage employees to get involved. If you're planning to run an event or activity you could use this as an opportunity to promote it too.

## Let's start talking about mental health at work.

Thursday 4 February is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

At *[organisation name]*, we know that it benefits all of us to talk about mental health.

**Time to Talk Day** is run in Scotland by See Me to help spread the word that you can talk about mental health anywhere - including at work. See Me is Scotland's national programme to tackle mental health stigma and discrimination.

*[Include background information on your organisation's previous work in the mental health space, to highlight your commitment to the cause].*

*[If you are running an event, you can include the information about it here].*

Time to Talk Day is run by See Me in partnership with other anti-stigma partners across the UK and Ireland.



# Template staff email

**We recommend sending a staff email from the most senior contact. Preferably, it should be sent from someone outside of the HR team, to help break the subject of mental health out of the 'HR box'. Below is a suggested email which you can tailor to your own organisation.**

To all staff,

**For Time to Talk Day on 4 February, we're encouraging everyone to talk about mental health.**

Too often, mental health problems are treated as a taboo subject - something not to be talked about, especially at work.

However, mental health affects us all and we should feel able to talk about it.

The more conversations we have, the more myths we can bust and barriers we can break down - helping to end the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem.

By choosing to be open about mental health, we are all part of a movement that's changing the conversation around mental health and ensuring that no one is made to feel isolated or alone for having a mental health problem.

As part of our ongoing commitment to this, we are supporting Time to Talk Day on Thursday 4 February - a day when everyone is encouraged to have a conversation about mental health. Time to Talk Day is run in Scotland by See Me to help spread the word that you can talk about mental health anywhere - including at work. See Me is Scotland's national programme to tackle mental health stigma and discrimination.

*[You could include details here of what your organisation is doing for Time to Talk Day].*

We want everyone who works here to feel they can be open about their mental health, and ask for support if they need it *[you could insert details of your organisation's support offer such as Employee Assistance Line or HR policies here, or include the information about support services included in this pack].*

**[sign off]**



# Newsletter articles and employee blogs

**Articles and blogs are a great way to open up the conversation about mental health and share first hand experiences from your employees. Here are some tips for building a strong article or blog about Time to Talk Day:**

## **Put personal experience first**

Stories about mental health are more compelling if they are told by an individual with lived experience.

Allow your colleagues who have their own experience of mental health problems to tell their story in their own words.

## **Why you're supporting Time to Talk Day**

Include a quote or paragraph from someone senior within your organisation about why they're supporting See Me and Time to Talk Day and why challenging stigma is important to the organisation.

## **Information about See Me**

Include a short description of See Me and its aims, and how people can find out more and get involved themselves.

You can find out more at:

[seemescotland.org/about-see-me](https://seemescotland.org/about-see-me)

## **Signpost to relevant support**

Let your colleagues know what resources are available to them and what they can do if they're worried about their mental health.

You can find out about different support services on our website:

[seemescotland.org/urgent-help](https://seemescotland.org/urgent-help)

# Spreading our message further

**Help get the word out by talking about your plans on your organisation's social media channels and using #TimeToTalk.**

Your activities might also be of interest to local media. The more shares, likes and comments we get, the further we can spread the message that it's okay to talk about mental health anywhere.

## Social media cover images

Share our social media images to tell anyone who visits your channels that you're supporting Time to Talk Day.

You can also add our cover images to your Twitter and Facebook channels to make your support really stand out.



## Tips and suggested copy for social media

- If you're sharing your Time to Talk Day activities on social media be sure to use **#TimeToTalk** to help spread the message even further
- Tag us in your photos and posts - we love to see all the events and activities our employers are delivering across the day
- If you've been making use of our free downloadable resources - make sure to get them in shot! Our Time to Talk Day bunting looks particularly fantastic in photos.

**Don't forget to tag us in your social media posts:**



**@seemescotland**



**seemescotland**



**@seemescotland**

## Suggested Tweets

1

We're talking about mental health this **#TimeToTalk** Day on 4 Feb to help bust myths, break down barriers and end the stigma **@seemescotland**

2

**#TimeToTalk** is on 4 Feb! How will you have a conversation about mental health? At *[organisation name]* we'll be *[your activity, eg holding a lunchtime drop-in session]*. **@seemescotland**

## Suggested Facebook posts

1

It's **#TimeToTalk** Day on Thursday 4 February. It's a chance for all of us to choose to talk about mental health, to listen, to change lives. We'll be getting the conversation started at *[organisation name]* **@seemescotland**

2

We're supporting the **@seemescotland** movement to change the way we all think and act about mental health problems. That's why for **#TimeToTalk** Day on 4 February, we'll be having a conversation about mental health.

3

Talking about mental health doesn't have to be awkward. However you do it, talking breaks down barriers and can change lives. That's why, on 4 February, we're taking part in Time to Talk Day and choosing to talk about mental health at *[organisation name]*.

# Template media release

If your organisation is holding a large event, or you want to publicise the work you are doing around mental health, you may want to speak to the media. You can use this template press release to do so. If you need more support please contact our communications manager Nick Jedrzejewski [Nick.Jedrzejewski@seemescotland.org](mailto:Nick.Jedrzejewski@seemescotland.org).

**For immediate release**

*[Insert date]*

## ***[Name of organisation]* holds *[insert event]* to support Time to Talk Day**

*[Organisation name]* will be holding an event on Thursday 4th February as part of a nationwide push to get people talking more openly about mental health for one day. Time to Talk Day is organised by See Me, Scotland's national programme to tackle mental health stigma and discrimination, in partnership with other anti-stigma partners across the UK and Ireland.

This year See Me is highlighting the importance of the small things that can make a difference to tackling mental health stigma.

Since its launch in 2014, Time to Talk Day has sparked millions of conversations in schools, homes, workplaces, in the media and online, and attracted support from celebrities such as Des Clarke, Gail Porter and Scottish actor Daniel Portman, who played Pod in Game of Thrones.

*[Name of organisation, location]* will join thousands of other groups, schools and members of the public, who will all be having conversations about mental health on Time to Talk Day. Activity planned for the day by *[Name of organisation]* will include *[Please add a paragraph in here about what your group is specifically doing]*.

We all have mental health, and any of us could go through a period where we struggle, but many of us are too afraid to talk about it. Starting a conversation about mental health might seem daunting but simply sending a text, checking in on a friend or sharing something on social media can make a big difference.

***[Name of spokesperson, role at organisation]* said:** *[suggested quote]* "We are taking part in Time to Talk Day because mental health is a topic that we should all feel able to talk about. Having these all important conversations can make a big difference to many people. The more we talk, the more lives we can change."

**Wendy Halliday, interim director at See Me, said:** "Mental health problems are common and can affect any one of us, yet too often people are afraid to talk openly about mental health for fear of being judged. It's easy to think there's no right place to talk about mental health. But the more we talk about it, the better life is for all of us and Time to Talk Day is a chance for everyone to open up - to talk, to listen, to change lives."

For information about Time to Talk Day and how you can get involved please visit [www.seemescotland.org/movement-for-change/campaigns/time-to-talk/](http://www.seemescotland.org/movement-for-change/campaigns/time-to-talk/)

**Ends**

## Notes to Editor

For more information please contact *[insert contact details of best person to contact for more info]*.

1. See Me is Scotland's National programme to end mental health stigma and discrimination, enabling people who experience mental health problems to live fulfilled lives.
2. Time to Talk day is a partnership to get people talking across the UK, led by Time to Change in England, See Me in Scotland, Times to Change Wales and Change Your Mind in Northern Ireland.
3. Follow See Me on Twitter and Instagram @seemescotland or find us on Facebook: **Facebook/seemescotland**, or at **www.seemescotland.org**.
4. See Me is managed by SAMH and the Mental Health Foundation and funded by Scottish Government and Comic Relief.

# Let's start talking

Together we will end  
mental health stigma

**#TimeToTalk**



**A small conversation  
about mental health  
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a big difference**



The  
power  
of small

# Signposts to support

**Mental health conversations have the power to make a big difference, but sometimes these conversations can bring up some difficult things that people may not have spoken about before. This might mean that they need some support.**

We would encourage you to highlight the support tools that you currently offer employees within your organisation but you may also like to use some of ours too so please feel free to use the below text or link to our **support page** online.

See Me is focusing on changing how we all think and act about mental health. We're not able to provide individual or emergency support for people in crisis, but there are lots of people who can. They are listed here:

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## Samaritans

**Telephone: 116 123**

**Text: 07725 90 90 90**

**Email: [jo@samaritans.org](mailto:jo@samaritans.org)**

**[www.samaritans.org](http://www.samaritans.org)**

Samaritans provides confidential non-judgemental emotional support for anyone who is struggling to cope - you don't have to be suicidal. The service is available 24 hours a day, seven days a week.

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## Breathing Space

**Call: 0800 83 85 87**

**[www.breathingspacescotland.co.uk](http://www.breathingspacescotland.co.uk)**

Breathing Space is a free, confidential phonenumber service for any individual who is experiencing low mood and depression, or who is unusually worried and in need of someone to talk to.

**Lines are open from Monday to Thursday, 6pm-2am and Friday to Sunday 6pm-6am.**



## NHS 24

[www.nhs24.com](http://www.nhs24.com)

NHS 24 is a call centre operated by the NHS to provide patients with health advice and help over the phone when your usual GP services aren't available. Referrals can also be made over the phone to crisis support and other mental health professionals outwith normal GP practice working hours.

**Call 111 or if you think you need an emergency ambulance, call 999 and speak to the operator.**

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## ChildLine Scotland

Call 0800 1111

[www.childline.org.uk](http://www.childline.org.uk)

ChildLine is a counselling service for children and young people. You can contact ChildLine anytime and in these ways; You can phone, send an email, have a 1-2-1 chat, send a message to Ask Sam and you can post messages to the ChildLine message boards.

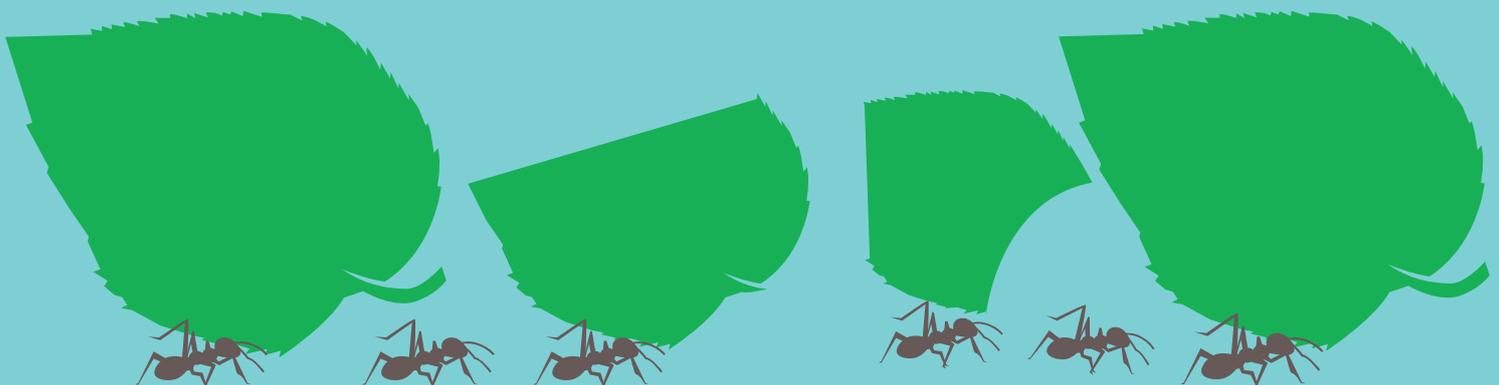
**Visit the website to find out more.**

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Want to keep the momentum going  
after Time to Talk Day?

Find out more about how you can help end  
mental health stigma and discrimination:

[www.seemescotland.org](http://www.seemescotland.org)



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Where to find us...



**seemescotland**



**@seemescotland**



**<https://www.youtube.com/seemescotland>**



**@seemescotland**

**[www.seemescotland.org](http://www.seemescotland.org)**

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