

#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

See Me
End mental health
discrimination

Let's get everyone talking about mental health this Time to Talk Day

Thank you for being part of Time to Talk Day 2021. 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 in our communities and workplaces 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 text to a friend, a virtual coffee morning with colleagues, or a socially distanced walk and talk with your family - 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.

While getting everyone talking about mental health is really important, it's even more important to look after your own mental health. We know that the current situation is difficult for many of us, and not everyone will feel able to take part in Time to Talk Day because of this. That's okay -

we really appreciate your support whatever you're able to do.

We have pulled together some ideas of things that you could do to help start conversations in your community. But **we'd love to hear and share your ideas** too - we're new to virtual events and campaigns but we know that together we can make Time to Talk Day 2021 a huge success.

Remember that just like everything else your Time to Talk Day activities must comply with government guidance. 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.

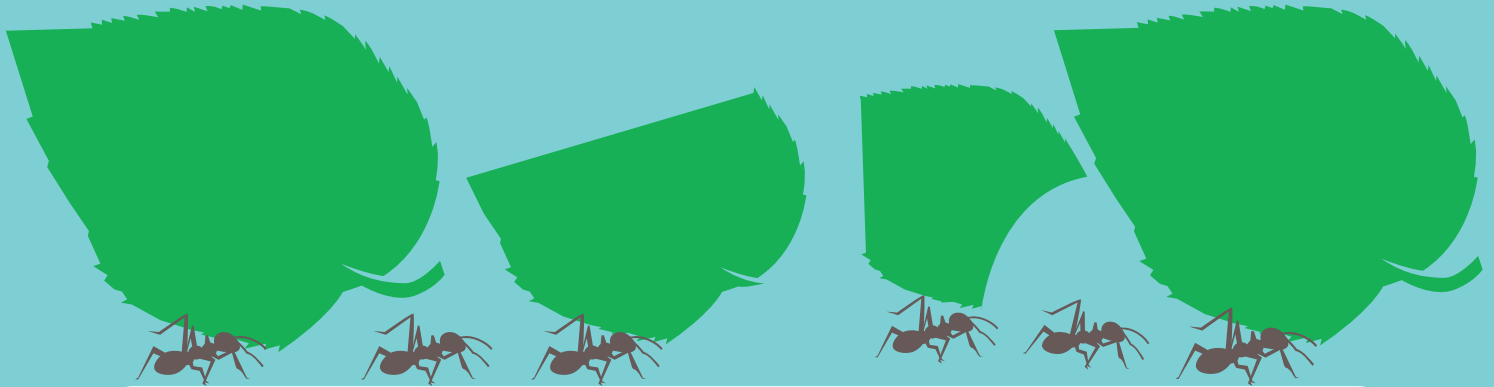
You'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Materials to use online and print
- Tips on social media and blogging
- How to talk to the media and a template press release
- Signposts to support

Good luck with your activities! You can let us know what you are doing by sharing on social media with #TimeToTalk. If you have any questions or have an idea to share please 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/

Activity ideas



Time to Talk Day is all about getting people talking about mental health.

This year, the coronavirus pandemic means that the ways we do this might look a little different. If you can't meet in person, why not host your conversation with friends and family over video chat, FaceTime, Skype, Google Hangouts or another online platform. We've listed some ideas below for both in-person and virtual activities to get you started. Whatever you do, don't forget to use **#TimeToTalk** to join the conversation on social media!

Coffee morning

People all across the country have a chat over a cup of coffee or tea every day. It can be the ideal scenario to help people feel relaxed and comfortable, and can work just as well online as in person.

Pass the badge

You can use our digital **pass the badge** campaign to get your friends, or community groups that you're in to share a message and start a conversation on mental health.

Crafty activities

Draw what makes you happy - people can draw or write down anything that makes them happy. You can do this in person or on a video call.

If you're using a video call you can try out the share screen option and take it in turns to draw. Once you've all had a go you can then talk more generally about mental health, what is both good and bad.

Communities can

For a range of extra activities, our Communities Can pack is designed to be used by people who want to do a variety of different things in their communities to tackle stigma and discrimination. It has group activities, discussions, quizzes, videos and more. You can use these activities and adapt them to virtual activities. Download the pack by clicking on the resources tab **here**.

Virtual gaming

Catch up online over a game of FIFA, Fortnite, Call of Duty or whatever else takes your fancy. Or have a party chat with mates on Playstation or Xbox. This is a great way to check in with your mates and bring up the topic of mental health.

Virtual bake off

Put your baking skills to the test with a virtual bake off. Choose a recipe and bring everyone together on a video chat to bake it at the same time. You can talk about mental health while you bake.

Don't forget to share photos of your creation on social media with the hashtag **#TimeToTalk** and tag See Me.

If you need some recipe inspiration, our partners have created the **Time to Change have Champions Cookbook** has plenty of ideas to get you started.

Feels FM

Use our online emoji powered jukebox and activity packs to get conversations going with young people about mental health, using music. **Listen here.**

Myth-busting quiz

A quiz is a great way to get people talking about mental health. If your local pub is open and running a quiz why not see if they can include a mental health round, alternatively you could run your own online.

We have some myth-busting quiz questions on our website which you can use as a starting point.

Find out more and see example questions.

Book club

Why not set your friends, family and/or colleagues the challenge of reading a book about mental health. It could be an autobiography, historical novel or a good old romance - the important thing is that it helps spark conversations about mental health and the difference positive attitudes to mental health problems can have.

And you don't all have to read the same book - people can select books based on their taste, which means you'll be able to cover a wide variety of experiences.

Through our champion Bridget's Don't Judge a Book event's, we have seen how much using books and stories gets people talking about mental health.

Skill swap session

Now's the perfect time to share your skills with friends and family and teach them something new!

Whether it's a hobby or business expertise, you could share your knowledge and talent online.

You can then talk about mental health - whether that's your experience of mental health problems, or why tackling stigma and discrimination is so important.

During lockdown one of our Youth Workers Becky had an online chat with our Youth Champions while showing them how she died her hair blue!

Rock painting

Find some stones and get painting. People can use colour, words or illustrations to demonstrate positive attitudes towards mental health.

Each stone can be used as a conversation starter and once dried you can hide it in your local park or community space to help inspire more people to have conversations about mental health. You can do this activity in person or virtually.



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.

Virtual bingo

Another fun way to get your friends and family talking about mental health. 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 friends, family or colleagues by seeing how many you can tick off. Get yours **here**.

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 friends and family while watching.



Materials to download and print

There are lots of materials available on the See Me website that you can use to promote your activity, or to get your whole community talking about mental health. You can access these on our website.

If you don't have a printer you could try approaching a local business, housing association or council to explain what you are planning and ask if they can help with printing. Be sure to check that they're open first and that this is permitted with any current COVID-19 restrictions.

Tips for talking poster

Use our top tip poster to give people the tools and confidence they need to start a conversation about mental health.

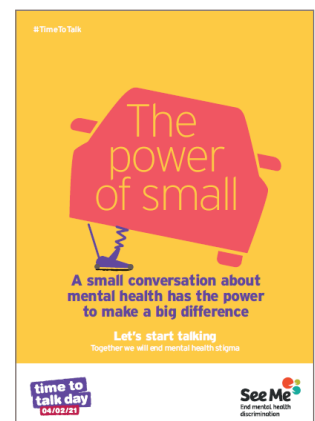
Posters

Use these to inspire people to choose to talk about mental health. They could be displayed in the window of your home, libraries, workplaces or places of study - just make sure to get permission before putting them up.



Bunting

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



Postcards

This year we're all about the small gestures that make a big difference. During lockdown getting little gifts and cards from our friends and family can make a huge difference. So this Time to Talk day, why not send a Time to Talk post card to ask someone you haven't seen in a while, and ask 'how are you'.

Starting conversations doesn't have to be face-to-face. If you receive a postcard, send us a pic on social using **#TimetoTalk**.

Order a postcard pack, or download and send [here](#).

Online

You don't have to hold an event in person – spreading the word online can be a fantastic way to get people talking about mental health.



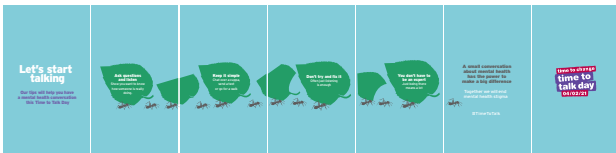
Email banner

Use our email signature to help spread the word about Time to Talk Day and encourage people to have a mental health conversation.



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.



Social media and blogs

Social media is a great tool to help spread the word about an event or activity and get people interested. If you use social media we would love for you to join the conversation and create a buzz in the run up to and on Time to Talk Day.

Use the hashtag **#TimeToTalk** and tell us what you're up to by tagging See Me in your post.

Virtual meeting backdrop

Upload our virtual meeting backdrop and use it on Time to Talk Day. Whether at work or hanging out with friends and family, the backdrop will provide a great opportunity to start mental health conversations.



Facebook and Twitter cover images

Get started by downloading and using these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



Suggested social media posts

Not sure what to write? Use these ideas to get started, or see our tips below for getting involved on social media:

1

A small conversation about mental health has the power to make a big difference. Let's start talking on Time to Talk Day, 4 Feb **#TimeToTalk** **@seemescotland**

4

I'm a Champion with the **@seemescotland** movement to change the way we all think and act about mental health problems. *[You can mention the reason you got involved or something about your own experience]*. That's why on 4 February, I'm taking part in Time to Talk Day.

2

#TimeToTalk Day is on 4 Feb! How will you have your conversation about mental health? **@seemescotland**

5

It's Time to Talk Day on Thursday 4 February 2020. It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives. I'm a **@seemescotland** Champion because *[insert reason]*. I'll be getting involved by *[add some details about your plans]* - join us and let's talk about mental health: **<https://bit.ly/3kP53AB>**

3

This **#TimeToTalk** Day I'm talking about mental health because *[insert reason that you're getting involved]*. **@seemescotland**

Tips for using social media and blogging

- Use photos and videos to make your posts more engaging.
- It's the human stories that make your posts interesting, so focus on the people! Why not film some short clips of the people at your activity or event?
- Use the hashtag **#TimeToTalk** in all tweets and Instagram posts about your activity.
- Include a 'call to action' in your tweet if appropriate - i.e. 'get involved', 'join the movement', 'tell your friends' etc.
- Post interesting updates throughout the day to keep the buzz going.

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



@seemescotland



seemescotland



@seemescotland

Want to write a blog for us?

Personal blogs, vlogs and stories can be a powerful way to change attitudes.

By sharing your story, you can spread knowledge and perspective about mental illness that could change the way people think about it.

We'll publish blogs that:

- are aimed at changing the way people think and act about mental health
- are about other people's reactions towards your mental health problem, and the impact it had whether positive or negative
- are aimed at the general public rather than at other people with lived experience.

If you'd like to have your blog featured on our website on Time to Talk Day, please contact danya.mackenzie@seemescotland.org





Speaking to the media

Here are some things to think about, along with a template press release. If you need any more assistance please contact Communications Manager, Nick Jedrzejewski: nick.jedrzejewski@seemescotland.org

Speaking to a journalist - think about what you want to speak to them about

Whether you phone or email the journalist, be clear about what you want to speak about. Do you just want to speak about your Time to Talk Day event, or would you also be happy to share your personal experiences, if appropriate?

In all instances, remember you are speaking as an individual, and not as a representative of See Me. This means you don't have to remember lots of information about the campaign or what we do, if a journalist wants a quote from See Me, they will get in touch with our press team and we will provide a quote.

Please feel free to give our Communication Manger's contact details as above.

Think about the level of detail you want to give to the journalist and don't over promise. For instance, are you happy for your full name to be used? Can they include where you're from and your experiences of mental health problems? How much detail do you want to go into about your experiences?

It's useful to think about this before you approach a publication as they will want to know how much of your story they will be allowed to cover.

If you are expecting to have some media coverage, or have done any interviews with TV or radio, please let our Communications Manager know, so we can look out for it.

Tips

- News-desks are looking for news - think about why they will want to write about your story at this point in time. In this instance it will be because you are holding an event for Time to Talk Day.
- You can usually find contact details for your local newspaper, radio station, TV channel etc. on their website. You can also contact See Me to get details.
- You can try to phone or email the appropriate contact but remember journalists can get hundreds of emails every day so they might not get back to you straight away and if particularly busy, they may not respond at all, but try not to take this personally.
- If you need public participation to your event or activity then we would recommend speaking to the media two weeks before 4 February, with the aim for the coverage to appear before or on 4 February 2021.



Contacting a journalist by phone or email

Introduce yourself clearly, explain what you are calling/ emailing about.

Explain what you want them to do, i.e. ask them if they would be interested in covering the story/ attend and film the event (where appropriate).

Feel free to chase them up later that day or the next day to check they have received the email, for example, or to see if they are looking to cover the activity.

Attach your completed press release to the email, and copy it into the body, along with any pictures you may wish to use to illustrate your activity.

Be yourself

The most important thing to remember is that the journalist or presenter is interested in your story and in what you have to say, so it's important to just be yourself during the interview.

See Me can provide journalists with background information on the campaign and we also have our own organisational spokespeople to offer our views, so it's important you're yourself and tell your story.

However we would encourage you to talk about your link with See Me and also why changing how we all think and act about mental health is so important.

Sharing your story with journalists – interview tips

If the interview goes ahead and the journalist wants to cover your story, they may choose to do this face to face or over the phone. Get in touch with See Me's Communications Manager before to get some tips and advice.

A pre-recorded interview means they may spend 10-15mins chatting with you and then only use a short segment of what you say (often this could end up less than one minute), whereas a live interview will go straight out on the radio or TV so will be exactly what you say. If you are doing a pre-recorded interview, bear in mind you can ask to try again if you are not happy with your first response.

An interview for a magazine or newspaper is likely to be over the phone and may take longer as they are more in-depth questions. The journalist will write this up as either a first person piece or as a story including short quotes from your conversation.

If you would like them to repeat back something you have said to make sure you are happy with it, simply ask. Good relationships with the media is something we pride ourselves on at See Me, however if you have any issues with an interview or journalist please do let us know.

What do you want to say?

Preparation is key and often jotting down three key messages ahead of the interview is helpful.

This could be the three most crucial bits of information that you want to get across, for example, dates, times and venue of your event, why you're holding it etc.

What don't you want to say?

If you are going to speak about your personal experience, it might be helpful to take a few moments to think about anything you do not want to discuss. For instance, you may not want to name friends or family members or you may not want to say if there was a certain trigger for your mental health problems.

It's good to think about these ahead of time so if an interview starts veering towards these questions you can say to the interviewer that you would rather not go into detail on that topic. It is your interview, and it is your choice how much or how little you say about different aspects of your life. If you are uncomfortable with a question, you don't have to answer it. You can contact See Me for a tip sheet on speaking to the media.

It is also worth thinking about the people around you, and what they would feel about you sharing certain personal stories.





Practice makes perfect

If you don't have a lot of experience talking to the media and have an interview scheduled, do some practice interviews with a friend.

It's important to listen to the question that has been asked and think on your feet, so practicing interviews ahead of time goes a long way to ensuring you are ready when the time comes.

Speaking with style

While we want you to be as comfortable as possible when talking to the media, it is important to try to be as clear and concise as possible, especially when asked a direct question.

Give short, snappy answers, particularly in pre-recorded interviews where your interview could be edited to just a few seconds.

For radio or television interviews, speaking in a calm, steady manner will also go a long way to ensuring you are well understood and able to get your story across successfully.

Pictures

If the interview is for a newspaper or magazine, a journalist is likely to want to use photographs. It's a good idea to have a think about these ahead of time. They may send someone to get professional photos of you or they may ask for you to submit your own. If you submit your own, make sure anyone else in the picture has given their approval, and think about appropriate pictures that will go well alongside the article.

You will also need to provide as high quality photos as you can, usually this means using a digital camera or good quality phone camera. If you do take part in a photo shoot, it can be helpful to ask a friend or family member to go with you for support.

Don't forget to let the Communications team at See Me know about any interviews that appear in the press to promote your Time to Talk Day activity as we can promote these on our own social media channels.

To join in the conversation online you can use the hashtag #TimeToTalk on Twitter or spread the word on Facebook that Time to Talk Day is happening.

Template media release

For immediate release

[Insert date]

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

[Name of group] will be holding an event on Thursday 4th February as part of a nation-wide push to get people talking more openly about mental health for one day.

Time to Talk Day is organised by See Me, Scotland's programme to end mental health discrimination, in partnership with anti stigma programmes from across the UK and Ireland.

Time to Talk Day aims to get as many people as possible talking about mental health. We know that a small conversation about mental health has the power to make a big difference.

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 group, location] will join thousands of other groups, organisations, 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 group]* 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 break the ice. More tips can be found at www.seemescotland.org/movement-for-change/campaigns/time-to-talk/

***[Name of spokesperson, role at group]* 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/

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
has the power to make
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. If you are experiencing mental health problems or need urgent support, there are lots of places you can go to for help.

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:

Samaritans

Telephone: 116 123

Text: 07725 90 90 90

Email: jo@samaritans.org

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.

Breathing Space

Call: 0800 83 85 87

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

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.

ChildLine Scotland

Call 0800 1111

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.

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



**time to
talk day**

04/02/21

Where to find us...



seemescotland



@seemescotland



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



@seemescotland

www.seemescotland.org