

WOULD YOU RATHER

Kiss a jellyfish?

OR

**Find out how you
can support
Time to Talk Day?**

Choose talk, change lives.
Together we'll end mental health stigma.

**time to
talk day**

06/02/20

#timetotalk

www.seemescotland.org

See Me
End mental health
discrimination

Choose to talk about mental health this Time to Talk Day

Thank you for being part of Time to Talk Day 2020. This year's event takes place on Thursday 6 February and we need your help to get as many people talking about mental health as possible.

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.

This year conversation is at the heart of the day as we use the popular game 'Would you rather?' to encourage more people to talk than ever before.

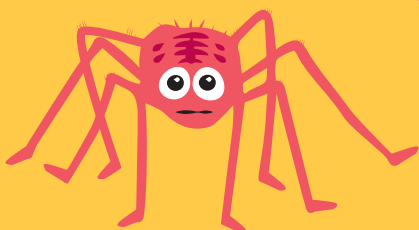
If you're not familiar with the game, don't worry - by asking one of our 'Would you rather' questions you'll be able to start up a mental health conversation with strangers, neighbours, family, colleagues and friends.

This pack is designed to help you make some noise about your activity and spread the message that talking about mental health doesn't need to be difficult.

You'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Materials to download and print
- Tips on blogging and template social media posts
- 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 at all, whether it's your first or seventh Time to Talk Day, please email info@seemescotland.org.

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 2020 is on Thursday 6 February.
- We all have mental health, and any of us could struggle.
- It's a chance for all of us to talk about mental health, to listen, to change lives.
- Having a conversation about mental health doesn't have to be awkward. Choose to talk this Time to Talk Day.

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.

The way you do that is up to you. It could be handing out See Me materials in your community, organising event or sharing some of your own lived experience. Or you could do one of the activities listed below.

And don't forget to use **#timetotalk** to join the conversation on social media.

Walk a Mile

You could hold a Walk a Mile in your community on Time to Talk day, to get people together, to walk and talk about mental health.

Find out more.

Paths for All

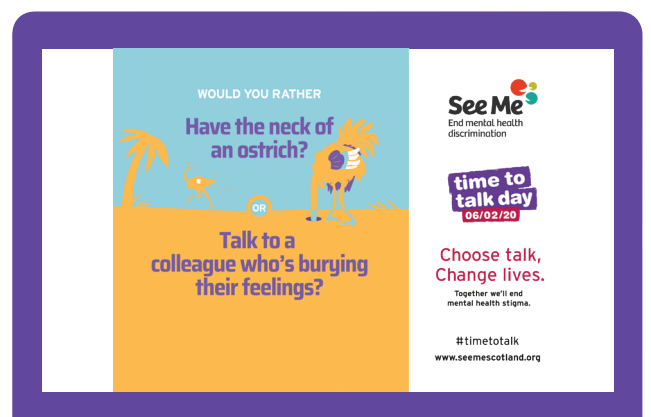
Paths for All is a tool which aims to support local communities to create inclusive and inviting walks to promote positive mental health and wellbeing, tackle stigma and break down barriers to participation.

The kit contains the Project Coordinators guide, the full toolkit for everyone taking part, conversation starters and feedback cards.

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

"I held a stall in my local market to encourage people to open up and start a conversation about mental health.

I provided helplines and information for those that needed it."





Pub quiz

Adding a mental health round into an existing quiz is a great way to get people talking about mental health. We have some myth-busting quiz questions on our website which you can use as a starting point.

After your quiz round, if you feel comfortable you could talk to the whole pub, saying something about your experience and why you are doing the quiz. Or you could have one to one conversations with people, using your quiz questions as a starting point.

Find out more and see example questions.

Community wall

Take a wall, or maybe a huge blackboard into your community - set up a board where people can stick up, or write their ideas to change the way we all think and act about mental health.

You could do this in one of your town centres, libraries, parks or leisure centres. Residents can write their own ideas, creating a wall of support for ending mental health stigma.

As ideas are added, this can encourage others to join in, and give you the opportunity to talk to them about what you're doing and how they can get involved.

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 - it's likely that they will be in the mood for talking, and listening!

You could hold a coffee morning one at your home, workplace or in a community venue such as a village hall.

"We held a coffee morning with a board for people to write up what helped them with their mental health..."

It went so well and there were lots of very genuine conversations with people opening up and talking."





Arts and crafts activities

Art and craft activities are a great way to start conversations. People often love to get involved in making things and you can bring your experience of mental health problems in while you're having fun together.

Here are some activities you could try:

Draw what makes you happy

People can draw or write down anything that makes them happy. The pages are pinned to a board or pegged to string to attract other people to have a look. You can then use your personal experiences to talk more generally about mental health, when it is both good and bad.

Mindfulness salt art

Rolling pastel chalks across cheap table salt creates wonderful colours and can be put into a small jar, with layers of colours on top of each other. The process of creating something colourful and attractive whilst using your hands can help you to talk about mindfulness, bringing mental health into the conversation.

Bracelet making

Using beads and thread, you could encourage people to make bracelets for someone they care about. Some Champions have used beads with letters to spell out names and talk about the importance of being there for others.

Pass the Badge

You could order badges from See Me and get your friends, or community groups that you're in to use our badge to share a message and start a conversation on mental health.

Or you could share your message online with our digital badge and **#timetotalk**.

Find out more.

Feels FM

You could run a FeelsFM activity at your youth club, or youth group, to help young people to chat about mental health, using our online emoji powered jukebox and activity packs.

Find out more.

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.

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

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.

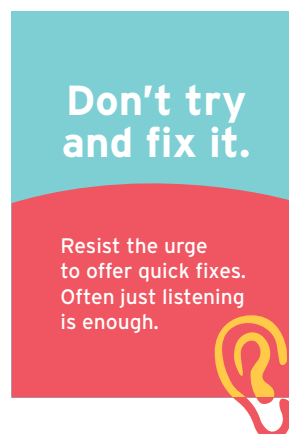
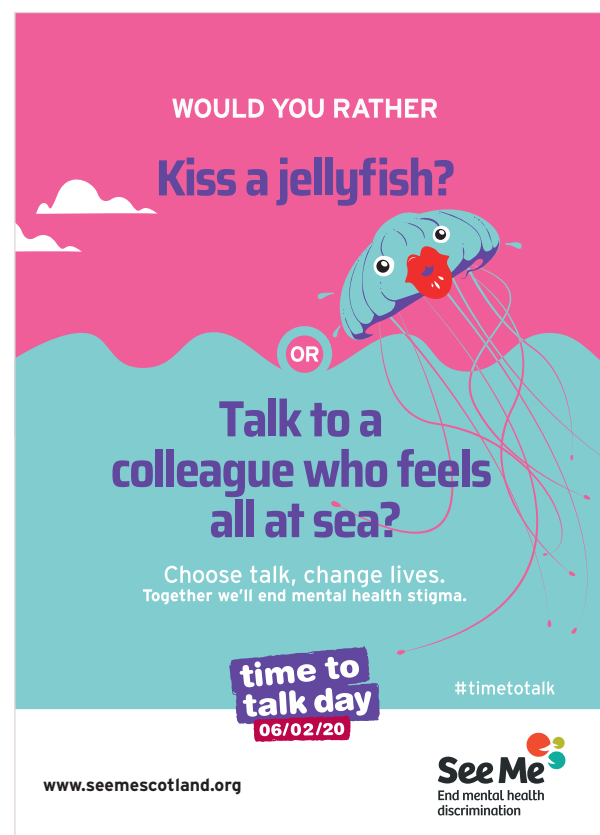
If you don't have a printer you could try approaching a local business, housing association or council to explain what you are planning and ask if they can help with printing. You can download all of these materials from [our website](#).

Posters

Use these to inspire people to choose to talk about mental health. They could be displayed in local buildings, libraries, your workplace or place of study - just make sure to get permission before putting them up.

Tip cards

Filled with ideas around starting a conversation, these are easy to read and the perfect size to pop into a pocket or wallet. Hand them out at an event, or leave them in areas where people will find and read them.





Bunting

This is a great way to attract people over to any activity you're running. You could also ask local shops to put it up for the day.

"We had the Time to Talk quiz up around the park and called it a 'Walk and Talk', we had craft activities in the pavilion and Champions walking around the play area talking to park users."

Conversation starters

Our origami conversation starters combine crafts and conversation in one! They're always a popular way to start conversations and work well at events where people can get involved in folding them.

<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">talk</div>	<div style="background-color: #e91e63; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">1</div> <p style="font-size: 8px; color: white;">Tell someone you appreciate what they've done for you</p>	<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">2</div> <p style="font-size: 8px; color: white;">Ask someone "how are you?" (and mean it!)</p>	<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">Choose</div>
<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">8</div> <p style="font-size: 8px; color: white;">Have a chat over with someone</p>	<p style="font-weight: bold; font-size: 10px;">CONVERSATION STARTER</p> <p style="font-size: 8px;">We all have mental health, and any of us could struggle. Choosing to talk about mental health breaks down barriers and can change lives. Use this conversation starter to help get people talking.</p>		<div style="background-color: #e91e63; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">3</div> <p style="font-size: 8px; color: white;">Arrange a meet up with someone you care about</p>
<div style="background-color: #e91e63; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">7</div> <p style="font-size: 8px; color: white;">Go for a walk with someone and see what's doing</p>	<p style="font-weight: bold; font-size: 10px;">Choose talk, Change lives.</p> <p style="font-size: 8px;">#timetotalk www.seemscotland.org</p>		<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">4</div> <p style="font-size: 8px; color: white;">Plan a game of "read you rather?" with someone</p>
<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">Change</div>	<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">6</div> <p style="font-size: 8px; color: white;">Call someone you've not spoken to for a while</p>	<div style="background-color: #e91e63; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">5</div> <p style="font-size: 8px; color: white;">Check in with someone over text</p>	<div style="background-color: #00a0c0; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">lives</div>

Folding Instructions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

How to make a conversation

- Pick a circled number and open in alternate directions that amount of times
- Pick a pink number and open alternately that amount of times
- Pick your final number, open flap and start your conversation

www.seemscotland.org

WOULD YOU RATHER

Miss a penalty?

OR

Talk to a team mate about mental health?

Choose talk, change lives.
Together we'll end mental health stigma.

#timetotalk

www.seemscotland.org

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

By using our email signature you can help to spread the word about Time to Talk Day, and encourage people to choose to talk about mental health.



"I opened up about my mental health on Facebook and Instagram to try and help others who may be suffering and do not want to talk about it.

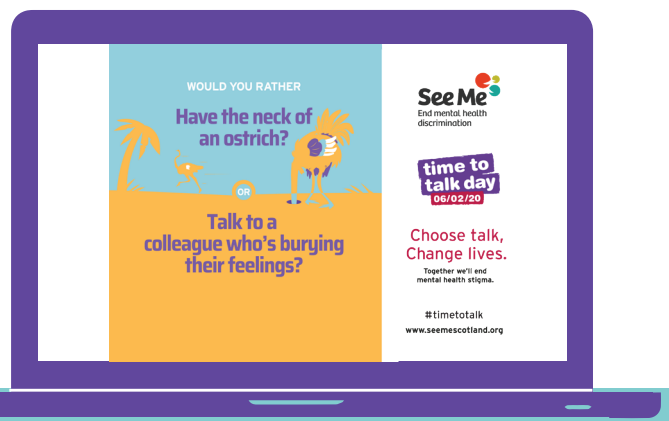
I have had a lot of support and have also been told by a number of people that my story has been inspirational and has even encouraged other people to seek help."

Tara

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.

Tell us what you're up to by using the hashtag **#timetotalk** and tagging See Me in your post.



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

Choosing to talk about mental health can make a big difference. Let's start a conversation here on Time to Talk Day, 6 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 6 February, I'm taking part in Time to Talk Day.

2

#timetotalk Day is on 6 Feb! How will you choose to talk about mental health? @seemescotland

5

It's Time to Talk Day on Thursday 6 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 See Me Champion because *[insert reason]*. I'll be getting involved by *[add some details about your plans]* - join us and choose to talk about mental health.

3

This **#timetotalk** Day I'm choosing to talk about mental health because *[insert reason that you're getting involved]*. @seemescotland

Tips for 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, not the leaflets! Why not film some short clips of the people at your event?
- Use the hashtag **#timetotalk** wherever you're posting posts about your activity.
- Include a 'call to action' in your post if appropriate - eg '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?

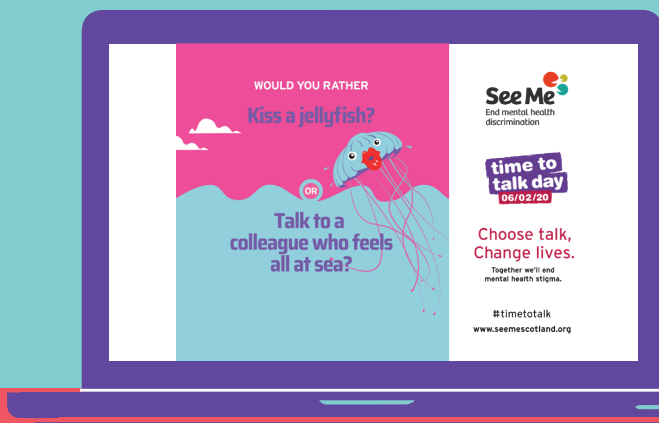
Personal blogs, vlogs and stories can be a powerful way to change attitudes.

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 **info@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 6 February, with the aim for the coverage to appear before or on 6 February 2020.

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 6th 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 Time to Change in England.

Time to Talk Day aims to get as many people as possible talking about mental health. This year See Me is highlighting the importance of choosing to talk about mental health.

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, Stephen Fry 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.



Signposts to support

It's great to start the conversation in your community and we hope that our campaign materials and ideas help you to do this. Sometimes this can mean that people currently experiencing mental health problems will need some support as sensitive conversations may bring up difficult things.

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**

06/02/20

Where to find us...



seemescotland



@seemescotland



Search "See Me Scotland"



@seemescotland

www.seemescotland.org

www.seemescotland.org

See Me
End mental health
discrimination