

WOULD YOU RATHER

**Tackle a mountain of  
marking?**



OR



**Find out how your school  
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](http://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.**

Only 26% of young people would tell someone if they were struggling to cope. By taking part in Time to Talk Day you are helping your school become an environment where it is safe to talk about mental health.

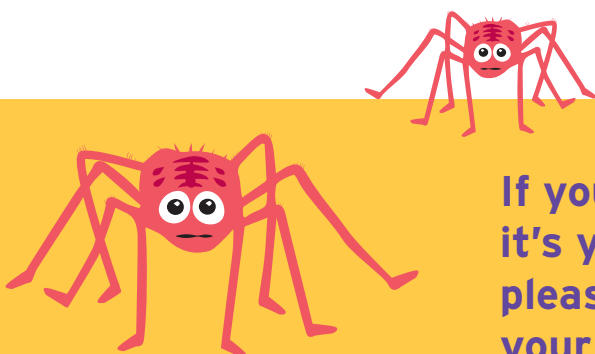
The more conversations we have, the more myths we can bust and barriers we can break down - helping to end the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem.

This pack is full of tips, ideas and resources to help get your school talking. Some of the content can be used with students, some with staff and some for the whole school community. We hope you enjoy Time to Talk Day 2020.

## 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](mailto:info@seemescotland.org) or your regular See Me contact.**

# 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.
- Only 26% of young people would tell someone if they were struggling to cope, which is why talking about mental health is so important.
- 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/](http://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. For example, it could be through assembly or form time sessions with students or a tea and talk with colleagues in the staff room.

We've listed some activity ideas below to help.

## What's on Your Mind?

Our What's on Your Mind pack has a selection of different activities and lessons which you can run during class time.

The pack is to support both teachers and young people to learn about mental health and develop the skills and confidence to tackle stigma and discrimination in school and the wider community.

**Download it here.**

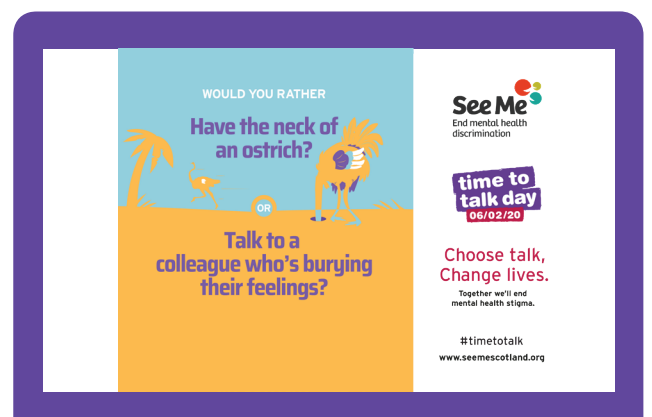
**"In college the support is amazing. We have an on campus mental health support hub.**

**Most importantly they are amazing at educating the whole college about mental health. Time to Talk Day was everywhere. It makes mental health and talking about it a little easier."**

## Mental health quiz

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

**Find out more and see example questions.**





## Pledge wall

Set up a board so that both staff and students can stick up their pledges to change the way we all think and act about mental health.

**"I really think that schools should be normalising the subject of mental health. I know I've felt more secure in revealing my OCD diagnosis after my school ran events to raise awareness about it and other conditions."**

Amy, Time to Change Young Champion

## 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.**

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## 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.

Can you take five or ten minutes in the staff room to sit down with colleagues and have a conversation?

## 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.**

## 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.**

**"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."**

# Materials to download and print

There are lots of materials available on our website that you can use to promote your activity, or to get your whole school talking about mental health.

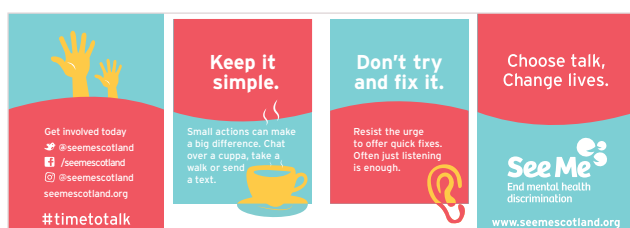
## Posters

These are ready to be printed, either in the office or by a professional printer.

## 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 parents evening or display them in the staff room. *Print-ready artwork for office or professional printing.*



## Postcards

A fun way to encourage conversations, these postcards feature 'would you rather' scenarios and tips to get people talking. Hand these out to colleagues to use as an ice breaker. *Print-ready artwork for office or professional printing.*

## Bunting

Brighten up your school and get people talking. *Print-ready artwork to print and make in school.*

## Coasters

These colourful coasters can be used anywhere to encourage conversations.



Put them in the canteen, on desks or in reception - anywhere can be the right place to talk about mental health.

*Print-ready artwork for professional printing.*



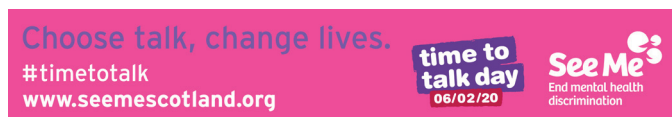
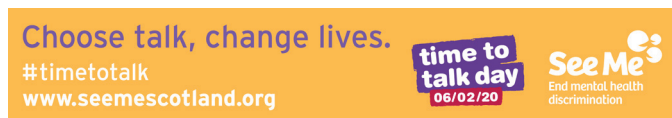


# Online

**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 spread the word about Time to Talk Day and encourage people to choose to talk about mental health.



## Update for Intranet

**Below is a brief update you can include you on your school's intranet to introduce Time to Talk Day and encourage people to get involved.**

### You can talk about mental health at school

Thursday 6 February is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

At [*School 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.

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

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.

Around school, you'll find posters and tip cards packed with ideas on how to start your conversation. There is also information about how to support others, and where to go if you need support.

# Template staff email

**We recommend sending a staff email from the most senior contact possible, ideally the Headteacher. Below is a suggested email which you can tailor to your own organisation.**

To all staff,

**For Time to Talk Day on 6 February, we're choosing 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.

We are working with See Me, the national programme to end mental health discrimination, to ensure that people don't experience stigma and discrimination if they're struggling with their mental health.

We all have mental health, and any of us could go through a period where we struggle. 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. Taking place on Thursday 6 February, this is a day when everyone is encouraged to have a conversation about mental health.

*[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 school's support offer or include the information about support services included in this pack].*

**[sign off]**







# Newsletter articles and staff blogs

**Articles and blogs are a great way to open up the conversation about mental health and share first hand experiences from your staff. 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: [www.seemescotland.org/about-see-me](http://www.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: [www.seemescotland.org/urgent-help](http://www.seemescotland.org/urgent-help)

# 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 your school uses 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.

To follow the activity use the hashtag **#timetotalk** and tell us what you're up to by 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

[*School's name*] is supporting **#timetotalk** Day on 6 Feb. Join in and help change the way we all think and act about mental health problems @seemescotland

2

**#timetotalk** Day is on 6 Feb! How will you choose to talk about mental health? At [*school's name*] we'll be [*your activity*]. @seemescotland

3

**#timetotalk** Day is on 6 Feb! How will you choose to talk about mental health? @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** in all tweets and Instagram posts about your activity.
- Include a 'call to action' in your tweet 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.

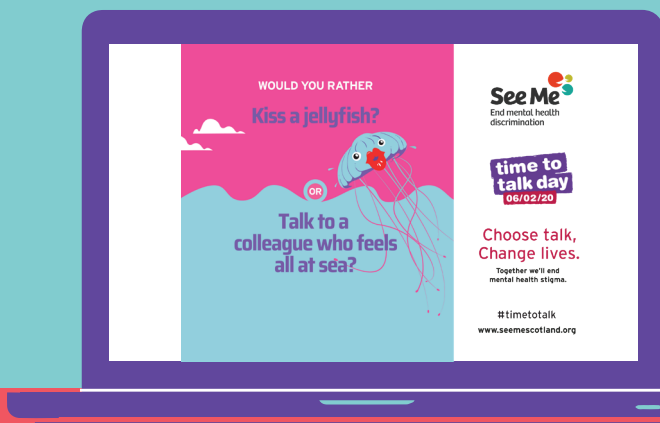
By sharing your story, you can spread knowledge and perspective about mental illness that could change the way people think about it.

### 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**

**[danya.mackenzie@seemescotland.org](mailto:danya.mackenzie@seemescotland.org)**



# Template media release

If your school 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 school]* holds *[insert event]* to support Time to Talk Day**

*[Name of school]* 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 in Scotland is organised by See Me, the national programme to end mental health stigma and discrimination.

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 school, 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 school]* will include *[Please add a paragraph in here about what your group is specifically doing]*.

A survey of 1455 young people aged 12-26 on mental health, found that only 26% of young people would tell someone if they were finding it difficult to cope, compared to 67% who would tell someone if they were feeling physically unwell.

*[Insert school quote]*.

**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/)

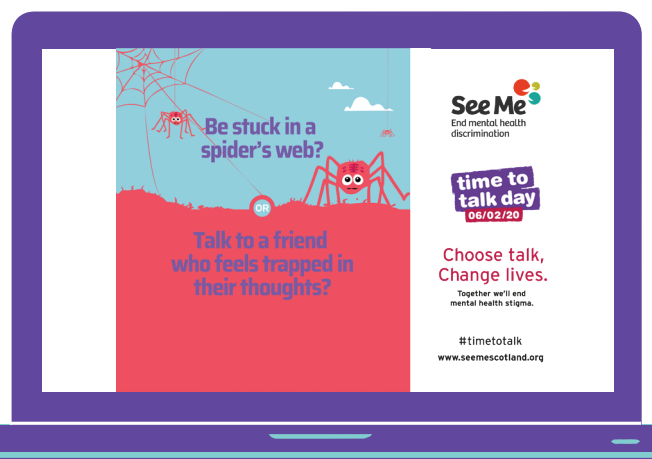
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## Notes to Editor

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 workplace 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:

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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 6pm-2am Monday to Thursday and 6pm-6am Friday to Monday.



## 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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# Download our What's on Your Mind pack for schools

The pack is designed to be used with young people between the ages of 11 and 18. It's relevant for everyone who wants to understand young people's mental health better.

The pack is split into three modules built around the four capacities outlined in the Curriculum for Excellence as well as addressing key learning outcomes of the Health and Wellbeing Curriculum

**Download here**

[www.seemescotland.org/young-people/whats-on-your-mind](http://www.seemescotland.org/young-people/whats-on-your-mind)



**time to  
talk day**

**06/02/20**

**Where to find us...**



**seemescotland**



**@seemescotland**



**Search "See Me Scotland"**



**@seemescotland**

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

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

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