

WOULD YOU RATHER

Have the neck of
an ostrich?



OR



Find out how your area
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

Get your community talking about mental health this Time to Talk Day

Time to Talk Day 2020 takes place on Thursday 6 February. As a See Me partner this is a great opportunity to get even more of your workplaces, schools, employers and health care providers talking 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.

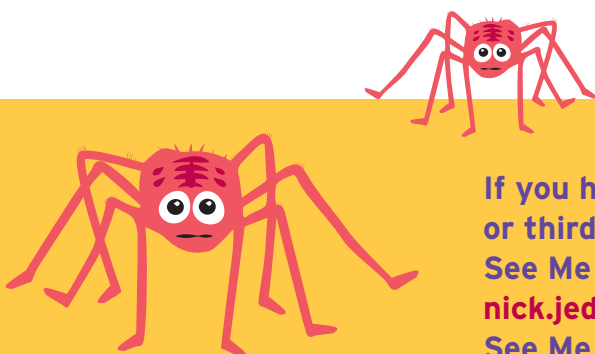
This year conversation is at the heart of the day as we use the popular game 'Would you rather?' to encourage more people to talk than ever before.

If you're not familiar with the game, don't worry - by asking one of our funny 'Would you rather' questions you'll be able to start up a mental health conversation across your area.

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

You'll find inside:

- Key messages
- Activity ideas
- Materials to download and print
- Online
- Media
- Signposts to support



If you have any questions at all, whether it's your first or third Time to Talk Day, please email Nick Jedrzejewski, See Me communications manager, at nick.jedrzejewski@seemescotland.org or your regular See Me contact. Good luck and please share your plans!

Key messages

Use these messages to help explain what Time to Talk Day is and why talking about mental health is so important to your area:

"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

- It's Time to Talk Day on Thursday 6 February 2020 - the day to get the nation talking about mental health.
- It's a chance for all of us to choose to talk about mental health, to listen, to change lives.
- Having a conversation about mental health doesn't have to be difficult. 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

By hosting events in your area you'll provide people with a focal point for the day's activity. You can encourage your Champions, partners, employers, sport clubs and other community groups to get involved too.

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.

"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."

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**.





Quiz

Use our mental health quiz to get your community talking. You could use it at events or simply post it on your social media accounts and encourage your followers to have a go and share the quiz.

Find out more and see example questions.

Community pledge wall

Take a physical pledge wall into your community - set up a board where people can stick up their pledges 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 pledges, creating a wall of support for ending mental health stigma.

As pledges are added, this can encourage others to join in, and give you the opportunity to talk to them about what your area is 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 place to help people feel relaxed and comfortable - it's likely that they will be in the mood for talking, and listening!

You could host one or multiple coffee mornings across your area. They could take place in the Town Hall, libraries or community centres.

"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

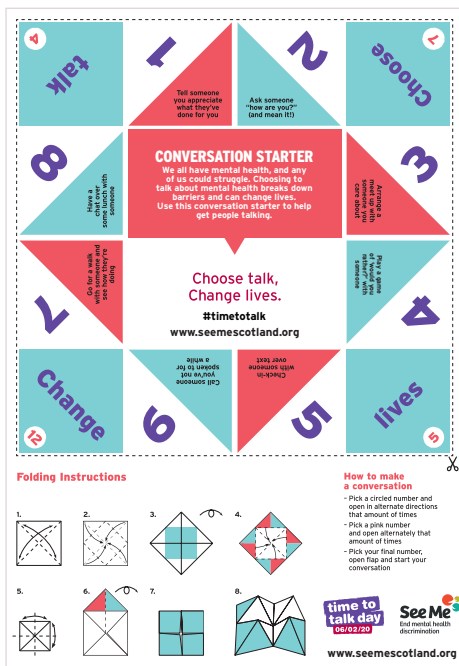
For a range of extra activities, our Communities Can pack is designed to be used by people who want to do a variety of different things in their communities to tackle stigma and discrimination. It has group activities, discussions, quizzes, videos and more.

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

Materials

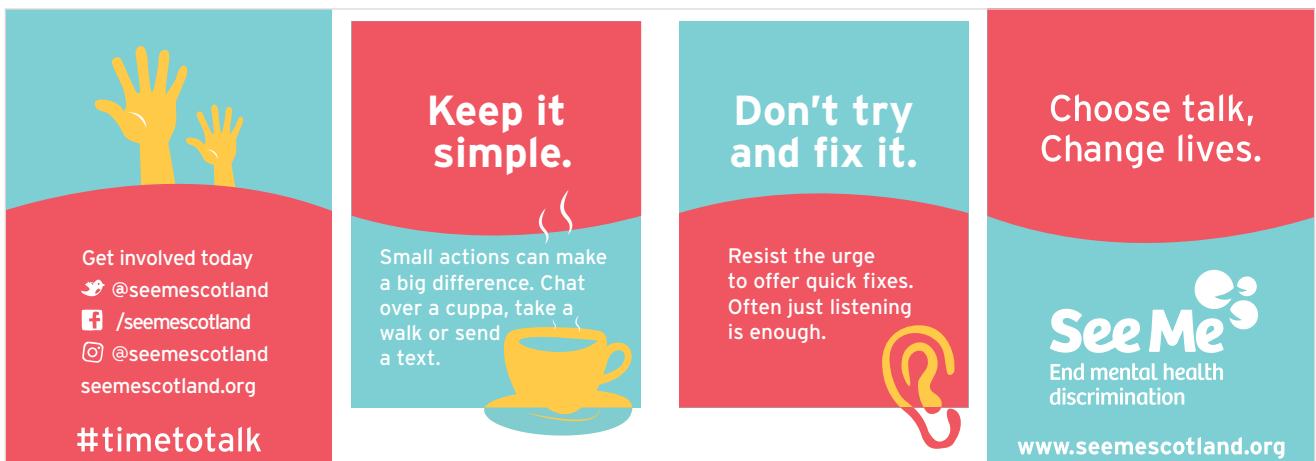
As a See Me partner you can put in your order for a Time to Talk Pack early, letting us know how many you would need for your area. The pack includes:

- Posters
- Postcards
- Origami conversation starters
- Tip cards



In addition there are lots of materials available on the See Me **website** that you can use to promote your activities.

- Editable posters
- Social media graphics
- Email signatures
- Watercooler wraps
- Bunting
- Coasters



Online

Spreading the word online can be a fantastic way to get people talking about mental health.

Social media and blogs

Make sure you use your social media accounts and those of your partners to get as many people in your community involved in Time to Talk Day.

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

We'll be looking out for your post on the day on Facebook, Twitter and Instagram.

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.



Template 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

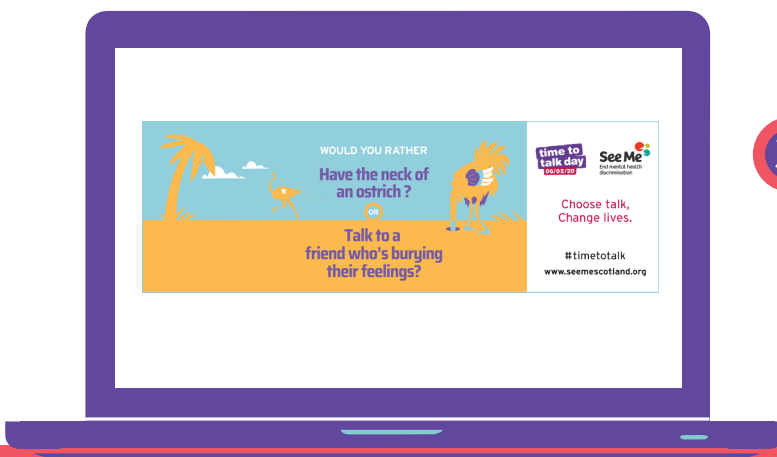
[XXX] is supporting **#timetotalk** Day on 6 Feb, join **@seemescotland** and help change the way we all think about mental health problems

2

Choosing to talk about mental health can make a big difference. Let's start a conversation in [XXXXX] on Time to Talk Day, 6 Feb **#timetotalk @seemescotland**

3

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



Internal communications

Time to Talk Day is a great way to remind your staff that they are partners with See Me. Along with public and partner facing communications we have lots of resources that you can use to make sure your staff are part of the day.

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.



Plasma screen advertisements

You can use plasma displays or subtitled films on screens in your offices or reception areas.

This is a fantastic way to spread the Time to Talk Day message in high footfall areas.

Desktop background/ Screensaver

A great way to share a message in an office is through an all-staff desktop background.

It's the first thing people will see when they log in in the morning and often one of the last things they will notice at the end of the day too.

"Time to Talk Day was another great way to break down the stigma and start conversations around Mental Health. We spoke very frankly about how mental health is treated and managed within our work place and came up with group agreements on how we would handle conversations around mental health and wellbeing."

Kat



Template media release

For immediate release

[Insert date]

[XXX] supports Time to Talk Day

Residents in [XXX] are being encouraged to talk more openly about mental health this Time to Talk Day, 6 February.

[XXX] is working with See Me, the national programme to end mental health discrimination, to change the way we all think and act about mental health problems in [XXX]. Events will be taking place across XXX to get as many people talking as possible.

Activities planned for the day include [XXX].

[Your quote].

Wendy Halliday, See Me interim director, 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 area 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 tackle mental health stigma and discrimination:

www.seemescotland.org



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Where to find us...



seemescotland



@seemescotland



Search "See Me Scotland"



@seemescotland

www.seemescotland.org

www.seemescotland.org

See Me
End mental health
discrimination