

Time To Talk Day

Employers Activity Pack

Making places stigma free for everyone this Time to Talk Day.



Thank you for being part of Time to Talk Day 2026.

We're delighted to be heading back out into workplaces across Scotland for this year's campaign, to make places stigma free for everyone on **Thursday 5 February 2026**.

Creating an inclusive workplace community allows those of us with mental health problems to feel seen and heard.

Stigma and discrimination can make open conversations unsafe because of these harmful consequences. People often tell us, too, that the stigma they experience around their mental health is made worse by other forms of discrimination like racism, transphobia, misogyny and classism.

That's why this year's theme in Scotland is "making places stigma free for everyone".

This Time to Talk Day we're asking people to consider what needs to happen to create safe spaces – and to consider what stigma free workplaces look and feel like. Feeling safe to talk about our mental health reduces stigma. A supportive employer and workplace allow us to talk openly about mental health and to feel empowered to seek help when we need it.

This year's campaign theme recognises the importance of creating safer spaces in workplaces. It emphasises the fact that when people feel safe to discuss their mental health problems, barriers to access and care are broken down.

Mental health stigma and fear of discrimination create significant obstacles for people trying to discuss their mental health. Providing non-judgmental and compassionate support in the workplace can facilitate these important conversations.

"I think there's generally an increased level of openness to talking about mental health in my workplace. Time to Talk has contributed to this change."

The impact of stigma in the workplace

The **Scottish Mental Illness Stigma Study** told us about people's experiences of mental health stigma in workplaces:

- Over two thirds (77%) of respondents agreeing that they had been treated unfairly in the workplace
- One fifth (20%) agreed to some extent that they had been unfairly asked to leave employment.
- 49% agreed they expected to be unfairly asked to leave employment,
- 70% of people expected to be unfairly denied employment opportunities
- 69% of people expected to be unfairly denied promotion opportunities
- 71% had withdrawn from a job promotion due to stigma and discrimination about their mental illness

We all experience barriers to speaking about our mental health. But some groups experience unique concerns that threaten their security. The stigma some people can experience around their mental health can be made worse by other forms of discrimination – like racism, transphobia, misogyny and classism.

This Time to Talk Day we're asking employers to consider what needs to happen to create safe spaces – and to consider what a stigma free workplace looks and feels like.

This pack is designed to help you with ideas on what to do, make some noise about your activity and spread the message that talking about mental health requires safety. It's full of tips, ideas, and resources to encourage open conversations in a supportive and safe environment. This pack is designed to help you with ideas on what to do, make some noise about your activity and spread the message that you're committed to a stigma free Scotland.

What you'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Internal communications ideas
- How to help spread our message further
- 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** or visit **seemescotland.org** to find more free anti-stigma resources.

What is Time to Talk Day all about?



This Time to Talk Day is about making spaces stigma free for everyone:

- Taking place on **Thursday 5 February 2026**, it's the day that we can all come together to take positive action on stigma so that people can feel safe to reach out if they wish.
- We're asking communities across Scotland to join the campaign to end mental health stigma and discrimination.

To find out more about the day, visit the [See Me website](#)

Activity ideas



There are lots of ways you can get your organisation involved in Time to Talk Day. These can range from events involving all colleagues to starting conversations within team meetings or on your staff intranet.

We've included ideas throughout this pack which you can use as inspiration or get creative and design your own – we'd love to hear what you get up to.

Don't forget to share your activities on social media with **#TimeToTalk**.

Where can I get ideas?

Head over to the **[See Us workplace page](#)** on our website to get loads more ideas of what you can do in your workplace. We have a huge range of resources for you.

Or, if you're looking for a few recommendations, check out our ideas below.

Conversation cafe

You could have a coffee morning or wellbeing space available on this day and include conversation prompts on the table or around the room to get people chatting about mental health. These could be questions such as, *"What does a workplace free from stigma look like and how could we achieve this"* or *"If you could change anything what would you change at this workplace to create a stigma free environment around mental health?"* and *"What are we already doing well to reduce stigma that we could do more of?"*

This could also be a good space to signpost to internal and external mental health support services.

Lunch and learn

Run a lunch and learn session to teach people more about mental health stigma and discrimination and how to support each other. You may wish to get speakers with lived experience to chat about mental health and what helped in terms of support, or you could share resources from mental health organisations and charities. Why not use these sessions to get feedback from staff about what a workplace free of stigma would look like. The **[See Me Youtube Channel](#)** has lots of useful videos to spark conversations.

You also may want to use some personal stories of mental illness from the See Me website to inform these discussions and content and platform lived experiences when discussing what action can be taken to better support people experiencing mental ill-health. **[Our personal stories can be found here.](#)**



Ideas wall

Set up a board somewhere visible in your workplace, so that staff can stick up their ideas to state what would help reduce workplace mental health stigma, or what they would need in order to feel safe to talk openly about mental health at work.

Digital mental health board

Organisations could use resources such as Padlet or Canva to create digital mental health “boards” that can be collaborated on within your organisation, for people to share useful resources and advice and get more information on options for support. This could also be used as a place to share positive messages about mental health and conversation prompts to discuss actions employees would like to see that support a reduction in mental health stigma and discrimination.

Showcasing internal support

If your organisation has Mental Health First Aiders or wellbeing champions or ambassadors, Time to Talk Day might be a good opportunity for people involved in these schemes to showcase what their role is for and how they can offer support to their colleagues. This would present a good opportunity for employees to find out more and ask questions. If your organisation doesn't have roles like this, the campaign offers the chance to discuss whether this would be helpful. You can find out more about the role and how to set it up on the **[See Me website](#)**.

Lived experience video showing

Showing lived experience videos and having discussion questions to follow could be a good opportunity to explore the topic of mental health inclusion within your workplace.

See Me have several videos that could spark conversation see below for some suggestions:

- **[Scottish Mental Illness Stigma Survey Video](#)**
- **[Role of Line Managers](#)**
- **[Power of Okay Part 2](#)**

We would recommend showing the videos and having accompanying discussion questions such as:

- “What does a sigma free workplace look like?”
- “What is the impact of mental health stigma?”
- “What can our workplace do to reduce stigma around mental health?”

For more information reach out to **seemeworkplaces@seemescotland.org** to get support with planning

Launching staff feedback and action planning

Time to Talk may be a good opportunity to get feedback from your employees about what the organisation can do to reduce stigma and start creating anti-stigma action plan as part of wellbeing and mental health inclusion initiatives. Data gathered from staff either through surveys, digital boards, or other methods should be anonymous and private so that all employees can speak openly.

To help inform the areas you may want to ask about when getting feedback from employees use our self-assessment tool to start thinking about the areas of focus for your organisation you may wish to get feedback on: [see-me-work-self-assessment-tool-landscape.pdf](#)

If you have any questions or are looking for support please contact seemeworkplaces@seemescotland.org

“The activities included were useful and I combined the snakes and ladders game with a mental health quiz. This inspired me to create ‘Getting to know you’ quiz which I asked staff to complete prior to the event. We then guessed who was who based on the answers given on the event day.”

Good support sharing circle

You could host a small group session for colleagues to share what compassionate, non-judgmental mental health support looks like to them and how workplaces could help create a supportive environment for all experiences of mental ill-health. You may wish to use some of the lived experience stories from See Me's website to read and discuss how support can be offered to all people experiencing mental ill-health.

Walk a Mile

You could hold a Walk a Mile with your colleagues on Time to Talk Day, to get people together, to walk and talk about what safe spaces look and feel like. [Find out more.](#)

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 in our [See Us Activity pack.](#)

When hosting activities and opportunities to have open conversations about mental health, senior leaders and line managers should aim to lead by example and participate in these events or support the organisation of these events to encourage a culture of openness about mental health, and provide time, space and encouragement for colleagues to engage in activities.

What else?

Time to Talk Day is a great place to take action in a workplace, [find out more](#) about our workplace tools and resources to support ongoing change.

Materials

There are lots of materials available on the See Me website that you can use to promote your activity, and get your workplace talking about ideas to challenge stigma. Everything is on the [Time to Talk page](#).

“We held a short “scene setting” event to introduce the day and staff chose a card on either how they were feeling or something they wanted to discuss which evoked lots of conversations during the day. We did a round up at the end of the day, which meant we had something to give to the staff who were either not able to attend or didn’t feel confident enough to participate.”

See Us Activities

Here are a few activities you can try from our See Us Activity Pack.

What are the facts?

This group activity will be able to explore and challenge values and attitudes through the discussion of facts about mental health

Discussing Stigma

Ask a group if they know what the word “stigma” means. Lead a whole group discussion on the definition of stigma and the relationship between stigma and stereotyping.

Hands up for stigma

Ask the group to raise their hand. Read out the different scenarios in the activity, or create your own, and ask everyone to consider how safe they’d feel about talking about their own mental health.

“We got managers to go round the office with tea trolley and they would hand a card out and ask each person’s a ‘would you rather’ question. It was a lot of fun for staff to create their own ‘would you rather’ questions too. Great way to bring mental health forward for discussion give those who find it difficult to discuss.”

Internal Communications Ideas



We've got plenty of internal communications tools and ideas to help get your workplace talking.

Update for Intranet

Below is a brief update you can include on your organisation's intranet or SharePoint site to introduce Time to Talk Day and encourage employees to get involved. If you are planning to run an event in your workplace, you could use this as an opportunity to promote this too.

Making places stigma free for everyone

Thursday 5 February 2026 is **Time to Talk Day** – Normally, the campaign is about encouraging open conversations about our mental health – but this year, we're changing things up and we're asking the question, what if talking about our mental health isn't safe?

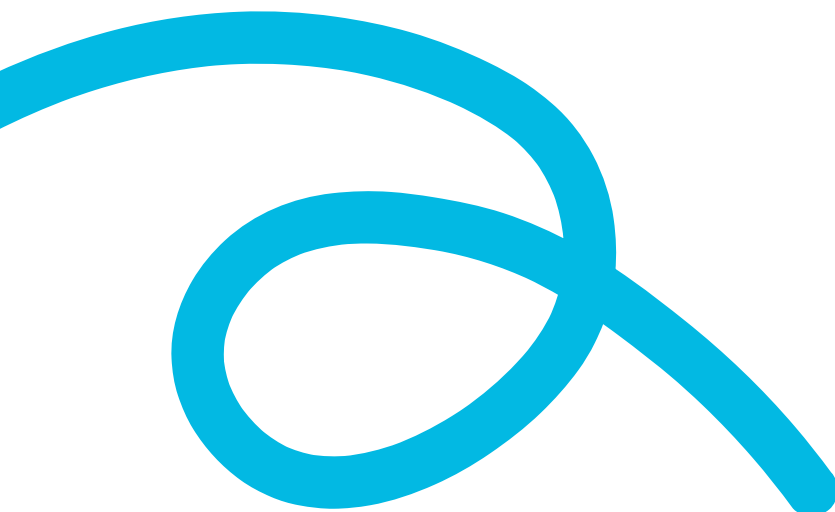
At **[Organisation Name]**, we know that talking about your mental health can be helpful. But it may not always feel safe for everyone. That's why we're taking this chance to think about what we can do as an employer to be anti-stigma.

Time to Talk Day is run by See Me in Scotland and they are asking employers to consider what a stigma free workplace looks like.

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

See Me is Scotland's programme to end mental health stigma and discrimination.

Around the office, you'll find information about how to support colleagues, and where to go if you need support.



Template employee email

We recommend sending an employee email from the most senior contact possible – perhaps whoever has been in contact with See Me or a senior champion for mental health and wellbeing within your organisation. Preferably, it should not come from someone in the HR team, in order to break the subject of mental health out of the ‘HR box’.

Below is a suggested email which you can tailor to your own organisation.

To all employees of [insert organisation name],

Making spaces stigma free for everyone

For Time to Talk Day on 5 February, we’re asking what a stigma free workplace would look like for everyone.

Too often, mental health problems are treated as a taboo subject – something not to be talked about, especially at work out of fear of the consequences.

People worry about losing their job, being made to feel ‘less than’, being treated differently by colleagues, or being excluded from everyday opportunities.

However, we all have mental health and everyone should feel safe to talk about it.

We all experience barriers to speaking about our mental health, but some groups experience unique concerns that threaten their safety. The stigma they experience around their mental health is made worse by other forms of discrimination like racism, transphobia, misogyny and classism.

We are working with See Me, the national programme to end mental health stigma, to ensure that people are not discriminated against because of their mental health status.

As part of our ongoing commitment to this, we are supporting Time to Talk Day. Taking place on Thursday 5 February. Normally, the campaign is about encouraging open conversations about our mental health – but this year, we’re changing things up and we’re asking the question, what if talking about our mental health isn’t safe?

[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 for any reason [you could insert details of your organisation’s support offer such as Employee Assistance Line or HR policies here, or include the information about support services included in this pack].

[sign off]



Newsletter articles and employee blogs

Articles and blogs are a great way to open up the conversation about mental health and share first hand experiences from your employees.

Here are some tips for building a strong article or blog about Time to Talk Day:

Focus on the theme – making spaces stigma free for everyone

Think about the theme and write about what it means to you. If you have lived and living experience, always remember that there is no need to share personal information.

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 and making spaces stigma free for everyone 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 on the [See Me website](#).

Signpost to relevant support

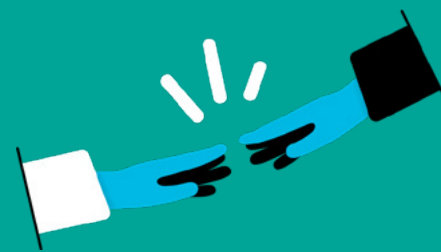
Let your colleagues know what resources are available to them and what they can do if they're worried about their mental health. You can find out about different support services on [our website](#).

Take a holistic approach

When having conversations about mental health it is important to think about intersectionality and people holistically beyond their mental health. An intersectional approach to mental health recognises how our identity can also impact on wellbeing and any stigma and discrimination faced. Being intersectional when it comes to conversations about mental health involves creating inclusive spaces and addressing systemic issues that contribute to mental health disparities and stigma.



How to help spread our message further



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

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

Facebook and X images

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

You can also add our cover images to your social media channels to make your support really stand out.

Download and use these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



Tips and suggested copy for social media

Tips for social media

- If you're sharing your Time to Talk Day activities on social media be sure to use **#TimeToTalk** to help spread the message even further
- Tag us in your photos and posts – we love to see all the events and activities employers are delivering across the day

Suggested X posts

- We're supporting #TimeToTalk Day 2026! The mental health of our colleagues is our top priority, and on 5 February, we'll be **[insert plans]**.
- Opening up the conversation about mental health problems is so important, but it doesn't always feel safe – which is why we're supporting this year's #TimeToTalk Day on 5 February. Join us in making places stigma free, so everyone can feel safe to talk about their mental health.

Suggested Facebook/ LinkedIn / Instagram Posts

- We want everyone to feel safe talking about their mental health at **[insert organisation name]** – which is why we're supporting this year's Time to Talk Day on 5 February. We'll be **[insert plans]** – join us in making places stigma free for everyone!
- On Thursday 5 February, we'll be joining taking part in #TimetoTalk Day. Mental health is a key priority for our workforce – and our commitment to creating stigma free spaces, everyone can feel safe opening up. .
- Opening up the conversation about mental health problems is so important, but it doesn't always feel safe – which is why we're supporting this year's #TimeToTalk Day on 5 February. Join us in making places stigma free, so everyone can feel safe to talk about their mental health.

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

✕ f 
@seemescotland





Template press release

If your organisation is holding a large event, or you want to publicise the work you are doing around mental health, you may want to speak to the media. You can use this template press release to do so. If you need more support please contact our Senior Communications Officer Ana Da Silva, **Ana.DaSilva@seemescotland.org**.

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 5 February as part of a nation-wide push to make places stigma free for everyone.

Time to Talk Day is organised in Scotland by See Me, the national programme to end mental health discrimination.

Time to Talk Day has in the past aimed to get as many people as possible talking about mental health.

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

However, this year, See Me is pushing the campaign a step further and asking people to consider the question, what if taking isn't safe? The campaign is hoping to raise awareness that stigma and discrimination associated with mental health problems and illness still exists and is still preventing people from being treated fairly.

The campaign is also encouraging people to think about and recognise that the stigma people experience around their mental health is made worse by other forms of discrimination like racism, transphobia, misogyny and classism.

So this year's campaign is encouraging workplaces, healthcare services, schools, communities and leaders across those settings to join us in this year's campaign theme of 'making spaces stigma free for everyone'.

[Name of group, location] will join thousands of other groups, organisations, schools and members of the public, who will be looking at how we can make stigma free places for everyone 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].

[Name of spokesperson, role at group] said: (suggested quote) "We are taking part in Time to Talk Day because we want everyone to feel safe opening up about their mental health. We recognise that people fear the consequences of talking about their mental health, but [GROUP NAME] is committed to recognising we have the potential to make change happen so that it does not have to be that way." "

Wendy Halliday, director at See Me, said: “See Me has been a part of Time to Talk Day since 2018, and every year the campaign has encouraged people to open up conversations around mental health.

“While it is a good message to speak openly about your mental health - and of course it can be helpful to someone’s recovery journey - many people don’t feel safe to do so. This could be for a number of reasons, but we know the fear of stigma and its consequences is a huge barrier – like losing a job, being labelled, or having your mental health status used against you. And when you consider that the stigma people experience around their mental health is made worse by other forms of discrimination like racism, transphobia, misogyny and classism, you can see why open conversations are just not possible for many people.

“That’s why for 2026, we are asking workplaces, healthcare services, schools, communities and leaders across those settings to think critically about how stigma impacts people, how it looks for someone who’s also lost trust in services because of racism and other forms of discrimination – and ultimately we’re asking leaders to consider what they can do to create change to ensure places are stigma free for everyone.

“We want leaders to ask themselves, “what if talking isn’t safe?” and “what can we do to make spaces safer for people?”.

“We’re asking those who have the power to be changemakers to join in our vision to make Scotland a fairer and more inclusive place free from mental health stigma and discrimination.”

For information about Time to Talk Day and how you can get involved please visit [**seemescotland.org/TimeToTalk**](https://seemescotland.org/TimeToTalk).

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. Taking place on Thursday 5 February 2026, Time to Talk Day is run in Scotland by See Me, with SAMH (Scottish Action for Mental Health), and Mind in England.
3. Follow See Me on X (Twitter) and Instagram @seemescotland or find us on Facebook: Facebook/seemescotland, or at [**www.seemescotland.org**](https://www.seemescotland.org)
4. See Me is managed by SAMH and the Mental Health Foundation and funded by Scottish Government.

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:



Samaritans provides confidential non-judgemental emotional support for anyone who is feeling overwhelmed – you don't have to be suicidal.

The service is available 24 hours a day, seven days a week.

Call: **116 123**
Text: **07725 90 90 90**
Visit: **www.samaritans.org**
Email: **jo@samaritans.org**



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
Visit: **www.nhs24.com**



Breathing Space is a free, confidential phoneline 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 to 2am Monday to Thursday, and 6pm on Friday to 6am on Monday.

Call: **0800 83 85 87**
Visit: **breathingspacescotland.co.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.

Call: **0800 1111**
Visit: **www.childline.org.uk**



Scottish Women's Aid offers practical and emotional support for women experiencing domestic abuse. They offer support in person and through their 24/7 helpline.

Find out more: [womensaid.scot](https://www.womensaid.scot)



Black Minds Matter UK is a fully registered charity operating in the UK; connecting Black individuals and families with free mental health services - by professional Black therapists to support their mental health.

Visit: blackmindsmatteruk.com



Shakti Women's Aid helps BME women, children, and young people experiencing, or who have experienced, domestic abuse from a partner, ex-partner, and/ or other members of the household. They also have outreach staff in Dundee, Stirling and Fife.

Call: 0131 475 2399

Visit: shaktiedinburgh.co.uk

E-mail: info@shaktiedinburgh.co.uk



Promoting the health, wellbeing and equality of lesbian, gay, bisexual, transgender (LGBT+) adults (16+) in Scotland. LGBT Health and Wellbeing welcome the entire diversity of LGBT+ community including non-binary, queer, intersex, asexual people and all identities under the LGBTQIA+ umbrella.

Visit: lgbthealth.org.uk



Penumbra Mental Health is a pioneering charity providing dedicated services for people with mild to serious and enduring mental ill health. They support people on their journey to better mental health, by working with each person to find their own way forward.

Visit: penumbra.org.uk



The self-harm network provides compassionate and non judgemental support for anyone in Scotland experiencing self-harm. Support is provided by a network of peer support practitioners. Support can be accessed seven days a week including through an out of hours webchat.

Find out more here:

selfharmnetworkscotland.org.uk



Beat is the UK's national eating disorder charity. Their Scottish helpline is open 365 days a year for people seeking support related to an eating disorder.

Call: 0808 801 0432

Email: [Scotlandhelp@](mailto:Scotlandhelp@beateatingdisorders.org.uk)

Visit: beateatingdisorders.org.uk



Counselling Directory provides information to help people find a qualified counsellor or psychotherapist in their local area.

Find out more here:

counselling-directory.org.uk

****This link is not an endorsement to any of the counsellors on the site.****

Local Support

We encourage employers to signpost to their internal offer of support and local mental health support services for accessible nearby in person support



Brunswick House
51 Wilson St
Glasgow G1 1UZ

T: 0141 530 1111
E: info@seemescotland.org

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

See Me is Scotland's national
programme to end mental health
stigma and discrimination.

Join our movement to make
Scotland a fairer and more inclusive
place for people living with mental
health problems and illness.

www.seemescotland.org