

**“Yeah,
getting
by...”**

**SOMETIMES MEANS I WORRY
ABOUT PAYING MY BILLS**

Time to Talk Day is the perfect opportunity
to start a conversation about mental health



#TimeToTalk

See Me is run by



In partnership with



Let's say what we really mean this Time to Talk Day

Thank you for being part of Time to Talk Day 2024.

We're delighted to be heading back out into workplaces across Scotland for this year's campaign, to get as many people talking about mental health as we can on **Thursday 1 February 2024.**

Creating an open and understanding community allows those of us with mental health problems to feel seen and heard. It doesn't take much to show someone you're there and willing to listen.

Talking about mental health reduces stigma, helping to create supportive workplaces where we can talk openly about mental health and feel empowered to seek help when we need it.

The theme for this year's campaign is 'what I really mean', highlighting that the words we say don't always reflect what's going on beneath the surface. Many people say "I'm fine" when asked how they are, even if there's something more going on in their life.

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 doesn't need to be difficult. This pack is full of tips, ideas and resources to help get your workplace talking.

"Some members of our team are now looking at life in a different way and some are now accessing resources to hopefully get the right care for their mental health."

You'll find inside:

- Key messages
- Activity ideas
- Materials to order and download
- Internal communications ideas
- How to help spread our message further
- Signposts to support

Good luck with your activities on Thursday 1 February! 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?

The day is all about creating supportive workplaces by having conversations with family, friends, or colleagues about mental health. We all have mental health, by talking about it we can support ourselves and others.

- Time to Talk Day is the nation's biggest mental health conversation.
- Taking place on **Thursday 1 February 2024**, it's the day that friends, families, communities, and workplaces come together to talk, listen and change lives.
- We all have mental health and any of us could struggle with it, which is why talking about mental health is so important.

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 large events and PR stunts to starting conversations within meetings or on your 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 and get loads more ideas of what you can do.

We have a huge range of resources for you. www.seemescotland.org/seeus/in-my-workplace.

Or, if you're looking for a few recommendations, check out our ideas on the following pages.

Feels FM

You could run a FeelsFM activity in your workplace to get people to chat about mental health using our online emoji powered jukebox and activity packs.

Find out more on the [See Me website](#).

"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."

Pledge wall

Set up a board somewhere visible in your workplace, so that staff can stick up their pledges to change the way we all think and act about mental health in the workplace.



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](#).

What else?

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

Lunch and learn

Run a lunch and learn session to teach people more about mental health and how to support each other.

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.

Walk a Mile

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

[Find out more.](#)



"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."



Materials to order and download

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 mental health.

You can order a resource pack – the deadline for that is January 18th at 9am, but please keep in mind that we have limited numbers so please place your order early to avoid disappointment. All of the print resources area also available as printable downloads. Everything is on the Time to Talk page.

Posters

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



Tip cards

Filled with ideas around starting the 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 them. Print-ready artwork for office or professional printing.



Bunting

Brighten up your workplace and get people talking. Print-ready artwork to print and make in the office.

Conversation starters

Our origami conversation starters combine crafts and conversation in one! Hand them out at a workplace stand or get colleagues involved in cutting out and folding them during a meeting. Print-ready artwork to print and make in the office.

Postcards

A fun way to encourage conversations, to get people talking. Hand these out to colleagues to use as an ice breaker. Print-ready artwork for office or professional printing.



Get involved online

Internal communications

We've got plenty of internal communications tools and ideas to help get your workplace talking. You can download the following digital materials to spread the message about Time to Talk Day:

- Desktop background/screensaver
- Email banner
- Digital Bingo



Update for Intranet

Below is a brief update you can include you 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.

You can talk about mental health at work

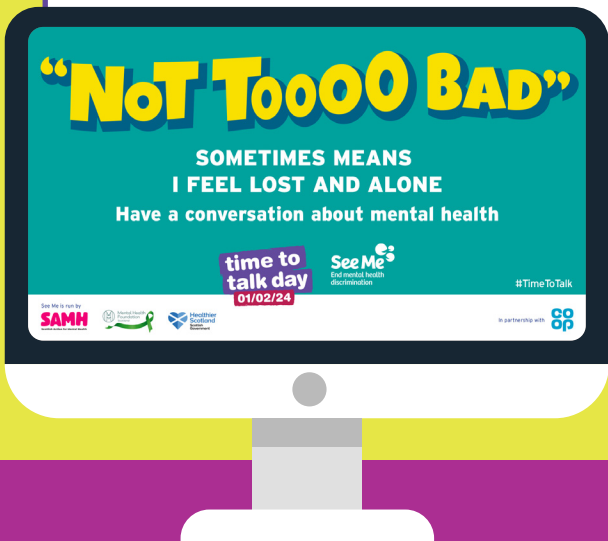
Thursday 1 February 2024 is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

At *[organisation name]*, we know that it benefits all of us to talk about mental health.

Time to Talk Day is run by See Me in Scotland to help spread the word that you can talk about mental health anywhere - including at work.

[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 posters and top-tip cards packed with ideas on how to start your conversation. There is also information about how to support colleagues, and where to go if you need support.



Template staff email

We recommend sending a staff 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). 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 staff,

For Time to Talk Day on 1 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.

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 the See Us movement that's changing the conversation around mental health and ensuring that everyone feels supported.

As part of our ongoing commitment to this, we are supporting Time to Talk Day. Taking place on **Thursday 1 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 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 staff blogs

Articles and blogs are a great way to open up the conversation about mental health. Staff at all levels are encouraged to share their experiences through blogs as part of Time to Talk Day. This can be done individually or as part of a session or team meeting. 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

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.**



Spreading 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 Twitter/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

- 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 our pledged employers are delivering across the day
- If you've been making use of our free downloadable resources - make sure to get them in shot! Our Time to Talk Day bunting looks particularly fantastic in photos.

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



@seemescotland



seemescotland



@seemescotland

Suggested Tweets

We're supporting **#TimeToTalk** Day 2024! The mental health of our colleagues is our top priority, and on **Thursday 1 February 2024**, we'll be *[insert plans]*.

Opening up the conversation about mental health problems is so important - which is why we're supporting this year's **#TimeToTalk** Day on **1 February**. Join us in opening up the conversation on mental health.

Suggested Facebook posts

We all have mental health, and any of us could go through a period where we struggle. We want everyone to feel comfortable talking about how they feel at *[organisation name]* which is why we're supporting this year's Time to Talk Day on **1 February 2024**.

We'll be *[insert plans]* - join us to get the conversation started!

On Thursday **1 February 2024**, we'll be joining the nation's biggest mental health conversation.

Mental health is a key priority for our workforce - and by opening up the conversation, the more myths we can bust and barriers we can break down.

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 Communications Officer Ana Da Silva, Ana.DaSilva@seemescotland.org.



Template media release

For immediate release

[Insert date]

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

[Name of organisation] will be holding an event on **Thursday 1 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's campaign focuses on the fact that we don't always say what we're really feeling when it comes to speaking about mental health - See Me is encouraging the people of Scotland to have more honest conversations about how we're feeling to help combat the stigma that still exists around 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 Scottish celebrities such as Des Clarke, Gail Porter and actor Daniel Portman, who played Pod in Game of Thrones.

[Name of organisation, 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*

organisation] 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/seeus/campaigns/time-to-talk**.

[Name of spokesperson, role at organisation] 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, Director at See Me, said: "We know that many people will say 'I'm fine' when asked how they're feeling, even if there's more going on - and stigma can be a big barrier for people when it comes to opening up and being honest when they're struggling. We want everyone to feel comfortable talking about mental health - whenever and where ever they like. Talking about mental health reduces stigma, helping to create supportive communities where we can talk openly about mental health and feel empowered to seek help when we need it.

"That's why opening up the conversation about mental health problems is so important - by talking about it we can support ourselves and others. However you do it, start a conversation about mental health this Time to Talk Day."

For information about Time to Talk Day and how you can get involved please visit **www.seemescotland.org/seeus/campaigns/time-to-talk/time-to-talk-day-2024**.

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 1 February 2024, Time to Talk Day is run in Scotland by See Me, with SAMH (Scottish Action for Mental Health), by Mind and Rethink Mental Illness in England, by Inspire in Northern Ireland, and by Time to Change Wales in Wales, all in partnership with the Co-op.
3. Follow See Me on X (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.

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

Telephone: 116 123

Text: 07725 90 90 90

Email: jo@samaritans.org

www.samaritans.org

Samaritans provides confidential non-judgmental 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 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-2am Monday to Thursday and 6pm-6am Friday to Monday.

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 out with 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.**

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See Me
End mental health
discrimination

Where to find us...



seemescotland



@seemescotland



www.youtube.com/seemescotland



@seemescotland

www.seemescotland.org

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