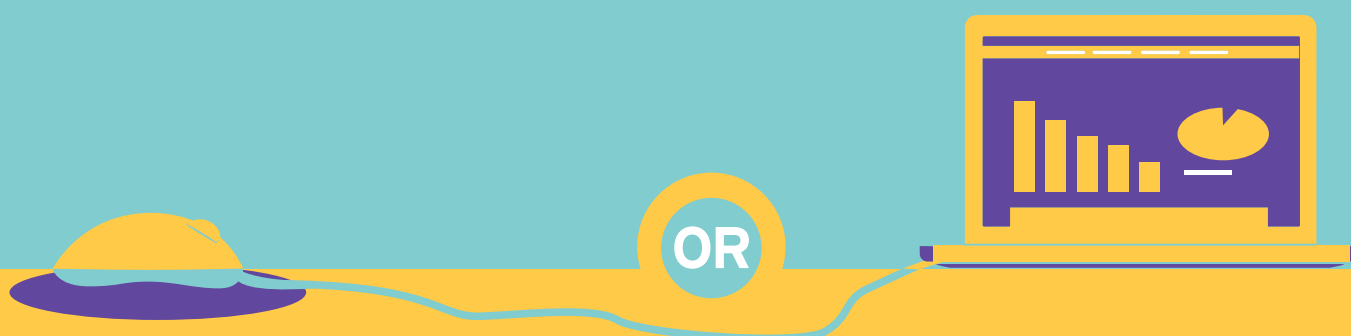


WOULD YOU RATHER

Sort through a  
mountain of emails?



Find out how your  
workplace 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

**Time to Talk Day 2020 will take place on Thursday 6 February. We all have mental health, and any of us could struggle. There has never been a better time for your workplace to get involved in Time to Talk Day.**

The more conversations we have about mental health, 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 your colleagues. This pack is full of tips, ideas and resources to help get your workplace talking.

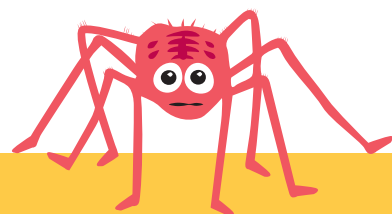
## You'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Materials to download and print
- Internal communications ideas
- How to help spread our message further
- Signposts to support

**"These activities had a massively positive impact on our organisation. It was great to see everybody come together and open up the conversation in a way that hadn't been done before..."**

**It definitely brought us closer together and as a result we have seen a much more open culture where mental health is talked about across the business on a day to day basis."**

Split the Bills, employer



**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).**

# 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/](http://www.seemescotland.org/movement-for-change/campaigns/time-to-talk/)

# 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**.

## Pass the Badge

You could order badges from See Me and get your workplace 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.**

**"Our workplace did a 'Behind the Mask' exercise asking people to write on one side of the mask how they like to be perceived at work and recording on the other side how they really feel.**

**A massive eye opener to many, which just goes to prove that what you see on the outside is not necessarily true of the internal struggles people may be having."**

## 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.**





## 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.**

## 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.

## Lunch and learn

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

## 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.**



# Materials to download and print

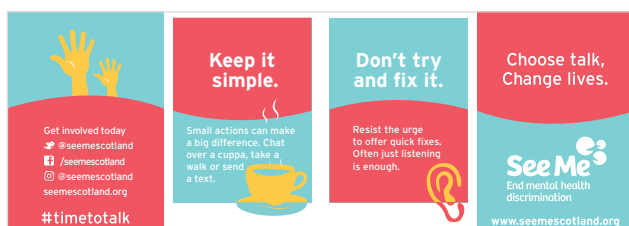
We have created a set of downloadable Time to Talk Day materials for you to use in the workplace, whether that's in the office, out on site, in a warehouse, or driving a lorry or train. You can find these on our website.

## Posters

These are ready to be printed, either in the office or by a professional printer. Editable posters will be available in December.

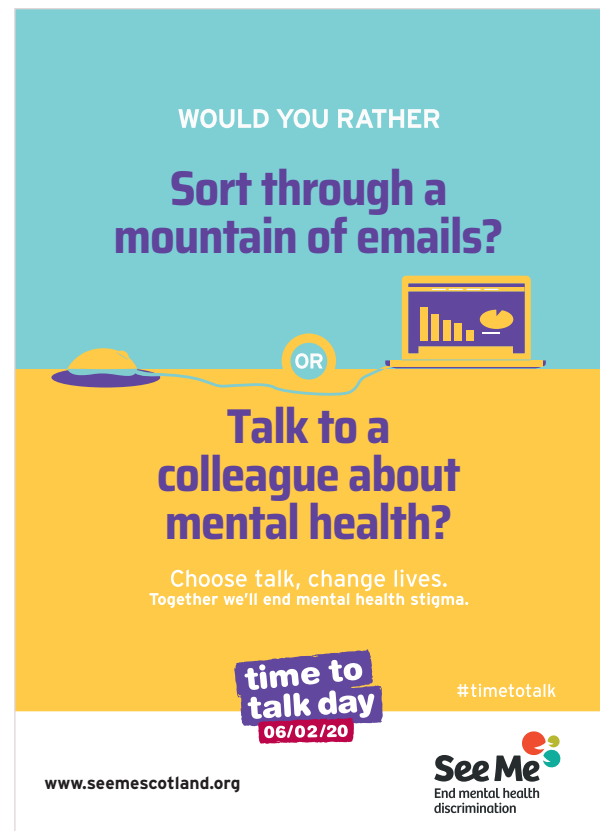
## Tip cards

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 them. *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 workplace and get people talking. *Print-ready artwork to print and make in the office.*

## Coasters

These colourful coasters can be used anywhere to encourage conversations.



## Water cooler wrap

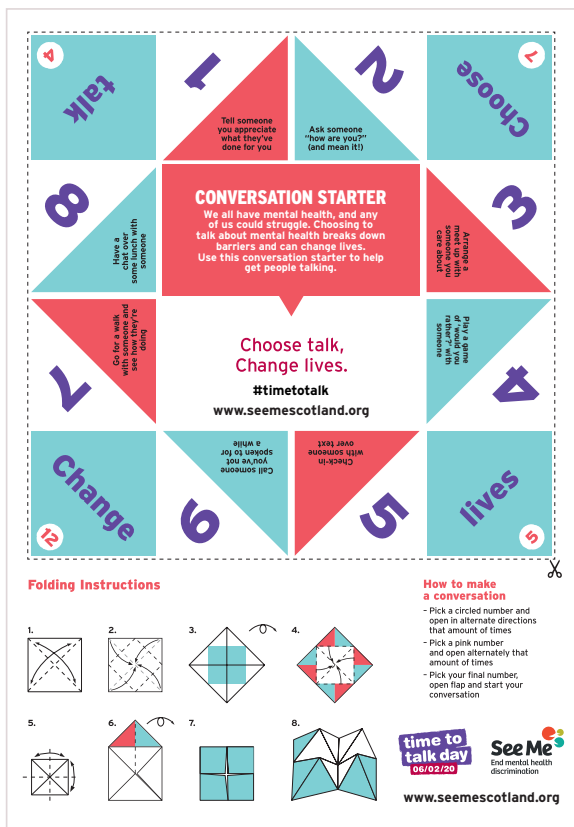
The water cooler is a popular place for a catch-up - so why not use this wrap to remind colleagues that they can talk about mental health here too? *Print-ready artwork for office or professional printing.*



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

*Print-ready artwork for professional printing.*

**"I spent the day going around the business, arranging talks with teams and team leaders about the importance of taking the time to talk. I also placed leaflets and reading material in visible, high traffic areas and saw many people reading."** James



## Conversation starters

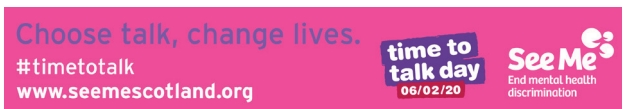
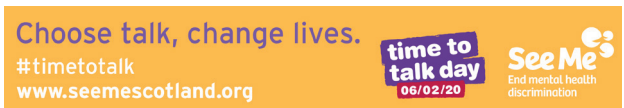
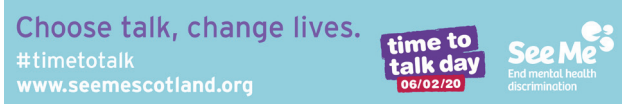
Our origami conversation starters combine crafts and conversation in one! Hand them out at a workplace stand or get colleagues involved in cutting out and folding them during a meeting. *Print-ready artwork to print and make in the office.*

# 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
- Plasma screen advertisements
- Animated videos





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

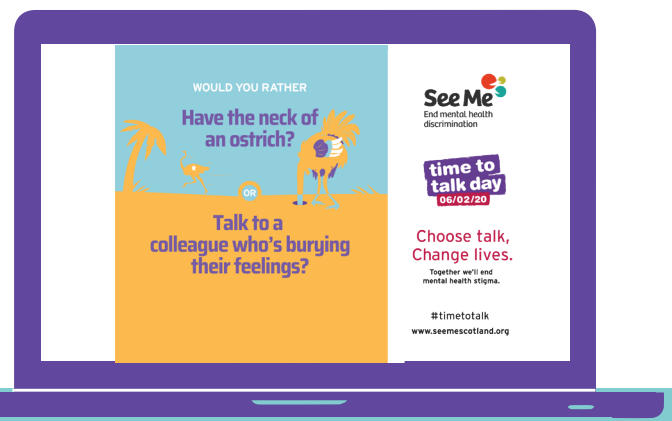
At *[organisation name]*, we know that it benefits all of us to talk about mental health.

**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 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 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:**

## **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:

[seemescotland.org/about-see-me](https://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:

[seemescotland.org/urgent-help](https://seemescotland.org/urgent-help)

# 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 ok to talk about mental health anywhere.

## Facebook and Twitter cover 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.

"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

WOULD YOU RATHER

Be stuck in a spider's web?

OR

Talk to a friend who feels trapped in their thoughts?

time to talk day  
08/02/20

See Me  
End mental health discrimination

Choose talk,  
Change lives.

#timetotalk  
www.seemescotland.org

## 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 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

1

The more we talk about mental health, the better life is for all of us.

That's why *[organisation name]* is choosing to talk this **#timetotalk** Day on 6 Feb **@seemescotland**

2

**#timetotalk** Day is on 6 Feb! How will you choose to talk about mental health? At *[organisation name]* we'll be *[your activity, eg holding a lunchtime drop-in session]*.

**@seemescotland**

## Suggested Facebook posts

1

It's Time to Talk Day on Thursday 6 February. It's a chance for all of us to choose to talk about mental health, to listen, to change lives. We'll be getting the conversation started at *[organisation name]*. **#timetotalk**

2

We're supporting the **@seemescotland** movement to change the way we all think and act about mental health problems. That's why for **#timetotalk** on 6 February, we're choosing to talk about mental health.

3

Talking about mental health doesn't have to be awkward. However you do it, talking breaks down barriers and can change lives. That's why, on 6 February, we're taking part in Time to Talk Day and choosing to talk about mental health at *[organisation name]*.

# Template media 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 communications manager Nick Jedrzejewski [Nick.Jedrzejewski@seemescotland.org](mailto:Nick.Jedrzejewski@seemescotland.org).

**For immediate release**

*[Insert date]*

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

*[Organisation name]* will be holding an event on Thursday 6th February as part of a nationwide 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 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/movement-for-change/campaigns/time-to-talk/](http://www.seemescotland.org/movement-for-change/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, 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/)

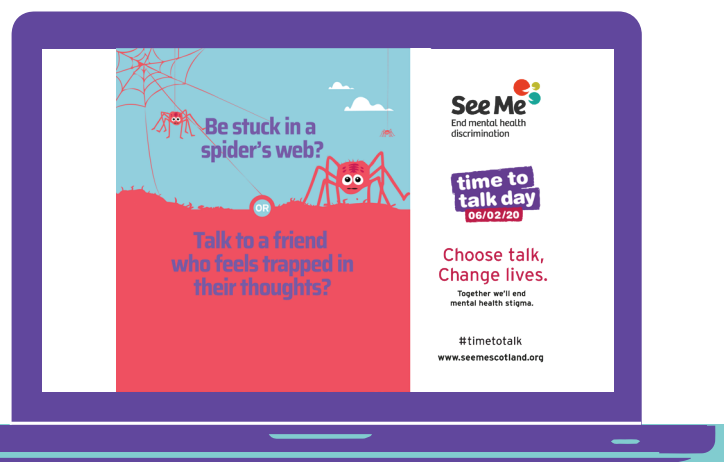
**Ends**



## 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 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 Monday to Thursday, 6pm-2am and Friday to Sunday 6pm-6am.





## 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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# 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](http://www.seemescotland.org)



**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)**

**See Me**  
End mental health  
discrimination