

Time To Talk Day

Health and Social Care 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 healthcare services across Scotland for this year's campaign, to make places stigma free for everyone on **Thursday 5 February 2026**.

Creating an inclusive healthcare 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 communities look and feel like.

" Being able to unmask, to share my experiences, my thoughts, my opinions, my feelings because I was given a SAFE space to do so free of judgments."

- Empower Women for Change participant

Feeling safe to talk about our mental health reduces stigma. A supportive service allows 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 health and social care services. 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 health and social care settings can facilitate these important conversations.

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.

Creating safer services for everyone means being clear about what people can expect, how they can access your service, and how it works - in community languages. That's why we're asking services to recognise the different ways mental health stigma is experienced by people – and to make change happen.

This Time to Talk Day we're asking service providers to consider what needs to happen to create safe spaces – and to consider what a stigma free care 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 on 5 February! You can let us know what you are doing by sharing on social media with **#TimeToTalk**.

If you have any questions at all, 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**](#).

“Having someone to talk to who cares to understand an individual’s context and takes time to build trusting relationships.”

- Govan Community Project participant

Activity ideas



There are lots of ways for your service to be involved in Time to Talk Day. Consider hosting events like workshops, guest speakers, or creative activities. Ask your team, patients and service users, and partners to help create a safe and supportive environment for mental health inclusion and conversations.

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

Where can I get ideas?

Head over to the **See Us in Health and Social Care** section on our website to get loads more ideas of what you and your colleagues can do. We have a huge range of resources for you. Or, if you're looking for a few recommendations, check out our ideas below.

Communicating safety

Create posters or flyers that let people know that your service is a safe place to talk. Being clear about how your service works can address fears and worries that stop people from speaking up.

Conversation Cafes

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 talking about mental health. These could be tailored to suit your service.

You could arrange a menopause cafe for staff and service users to raise awareness of stigma surrounding mental health during menopause.

Or what about hosting a peer-led Men's Coffee Catch-Up? Polish men have told us that they are unclear on how to seek support, that they experience language

barriers, and that they fear being labelled as weak if they disclose their mental health problems. You could talk about how men could challenge harmful norms and stigma around the experiences of mental ill health that particularly impact men.

The conversations could build on questions such as:

- What helps you speak about mental health?
- What could we do to help people feel comfortable speaking about their mental health?

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



Zine Making Workshop

A zine making workshop is a great platform for service users to self-advocate for the support they need by exploring their experiences of mental health stigma. A targeted example of where this has worked well was when trans and non-binary service users created a zine exploring gender identity and their experience of mental health stigma.

Perinatal Walk a Mile

Sometimes it's easier to have a conversation when you're doing something active. You could provide a space for connection, discussion, and shared experiences by hosting a Walk a Mile for new parents and caregivers to come together in a supportive outdoor environment.

You could also give people conversation cards to break the ice and help them start a conversation about mental health. Get more information on the [See Me website](#).

FeelsFM

Run a FeelsFM activity with young people to chat about mental health using our online emoji powered jukebox and activity packs. Find out more on the [See Me Website](#).

Myth vs. Fact Workshop

Host a workshop for the families and carers of service users on common myths about mental health to raise awareness and debunk harmful stereotypes.

Inclusivity Sessions

Gypsy and traveller women have told us that they fear that they will be labelled as unfit parents. They shared concerns about social work interventions due to judgements about their culture and mental health problems.

You could host an awareness-raising session for your colleagues, service users on inclusive practice and language to encourage non-judgmental communication and compassionate care.

Culturally Informed Mental Health Sessions

You could partner with local community partners to co-host or co-create a culturally informed session that attends to the specific needs of South Asian, African or wider Global South community members, respecting members' languages, religions and cultures.

Peer-led People of Colour Sessions

You could work with local community partners to co-host or co-create space for Black and people of colour to come together in an informal setting to discuss their racialised experiences of mental health stigma when engaging in the service.

"I created over 50 mental health related quiz questions (mostly found online from reputable sites) for use in our main event. The giant snakes and ladders game was received well and there was a lot of laughter."

Good Support Sharing Circle

You could co-host a small group session with a violence against women charity - Survivors have told us that they fear being labelled and not being taken seriously. This impacts their willingness to talk about their mental health with professionals. A session for staff or service users will support learning on what compassionate, non-judgmental mental health support looks and feels like.

Lunch and Learn Panel Discussion

A lunchtime panel of speakers including mental health professionals and VOX members with lived experience to discuss stigma and its effects is a great way to encourage understanding.

Mental Health Quiz

Our quick mental health quiz is a great way to start conversations, to help people learn something new about mental health. Find out more and see example questions in our [See Us Activity pack](#).

Resource Stall

Set up information booths with mental health resources and materials that address stigma, encourage conversation, and provide support options.

Film Screenings

Show a documentary or film that addresses mental health stigma. Follow up with a guided discussion about the themes raised.

Host an exhibition

Host an exhibition of community-based art that explores diverse experiences and challenges mental health stigma.

Artist Talk

Invite an artist or writer whose work addresses mental health stigma. Host a discussion about the themes raised.

Pledge Wall

Set up a board somewhere visible in your building where staff can stick up their pledges to provide inclusive, non-judgemental support for patients or service users.

New Scots sessions

You could work with local community partners to co-host a session that attends to the specific needs of New Scots community members. LGBTQ New Scots have told us that they worry that disclosing mental health problems might negatively affect their asylum application. Addressing these worries supports feelings of safety and the confidence to access support and have honest conversations.

Safeguarding

Safeguarding in mental health conversations is about ensuring people's safety, wellbeing, and dignity.

- If you decide to host activities for marginalised communities, partner with community experts
- Ensure that facilitators are skilled in trauma-informed cultural safety.
- Book high quality community-language interpreters, with sensitivity to gender, sexuality and the experiences that may come up during discussions.
- Consider limiting group sizes to create a more comfortable and manageable setting. Ensure that there is a second facilitator or support to assist with the safeguarding of the session.
- Designate a safeguarding lead and identify a private space where participants can take time out or speak with a facilitator if needed.
- Establish clear ground rules for the session, including expectations for behaviour, confidentiality, and sharing experiences.
- Ensure that everyone understands the process for taking time out if they feel overwhelmed.
- Finally, provide clear signposting for further support, ensuring facilitators and participants know where to turn for additional help if necessary.

More information on safeguarding and facilitation can be found in See Me's **It's Okay to Talk resource**. There are links to support at the end of this pack and you can also access See Me's signposting **support page** online.

What else?

Time to Talk Day is a great place to start to take action in health and social care settings, find out more about our **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 to get talking about mental health in your health and social care service. Everything is on the **Time to Talk page**.



Internal Communications Ideas



We've got plenty of internal communications tools and ideas to help get your colleagues, patients or service users 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 colleagues, patients and service users to get involved. If you are planning to run an event in your service, you could use this as an opportunity to promote this too.

Make 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 a service provider to be anti-stigma.

Time to Talk Day is run by See Me in Scotland and they are asking health and social care services to consider what stigma free care 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.



Template staff email

We recommend sending an email to staff from a senior leader, ideally someone who has engaged with See Me or is a dedicated mental health and wellbeing champion within your organisation. This communication should come from outside the HR department to help normalise discussions about mental health and integrate it into everyday conversations in our care settings.

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

To all staff,

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.

Many people feel anxious about discussing their mental health needs in health and social care settings. The fear of stigma and the consequences can lead them to avoid seeking help and treatment for their physical health too.

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

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 all of our patients and service users to feel safe when talking about their mental health and to ask for support when needed. [You can include details about available support services, such as a helpline or other resources included in this pack.]

[sign off]



Newsletter articles and blogs

Articles and blogs are a great way to open up the conversation about mental health and share first-hand experiences from staff, patients and service users.

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 at: seemescotland.org/about-see-me

Signpost to relevant support

Let your colleagues, patients and service users know what resources are available. Signpost them to See Me's information and resources for [**people working in health and social care**](#) 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.

f



X



in



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!
- 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:



@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
4. See Me is managed by SAMH and the Mental Health Foundation and funded by Scottish Government.

Signposts to support



Hosting compassionate conversations about mental health in your service improves patient and service user confidence 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 patients or service users 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 supporting someone who is experiencing mental health problems or who needs urgent support, there are lots of places you can direct them 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 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 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



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@beat.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.****



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