

#TimeToTalk

time to
talk day

04/02/21

The
power
of small



Let's start talking

Together we will end mental health stigma

**A small conversation about mental health has
the power to make a big difference**

www.seemescotland.org

See Me
End mental health
discrimination

Let's start talking about mental health this Time to Talk Day

Thank you for being part of Time to Talk Day 2021.

This year's event takes place on **Thursday 4 February** and it's going to be a little bit different. The coronavirus pandemic means that we may not be able to organise the events and activities that we usually would in our school, college, or youth organisations to encourage young people to talk about mental health.

But one thing remains the same: we know that the more conversations we have, the more myths we can bust and barriers we can break down, and the closer we will come to ending mental health stigma and discrimination.

More adults and young people are struggling with their mental health than ever before. By taking part in Time to Talk Day you are helping your school, college or youth organisation become an environment where it is safe to talk about mental health.

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 eighth Time to Talk Day, please contact us.

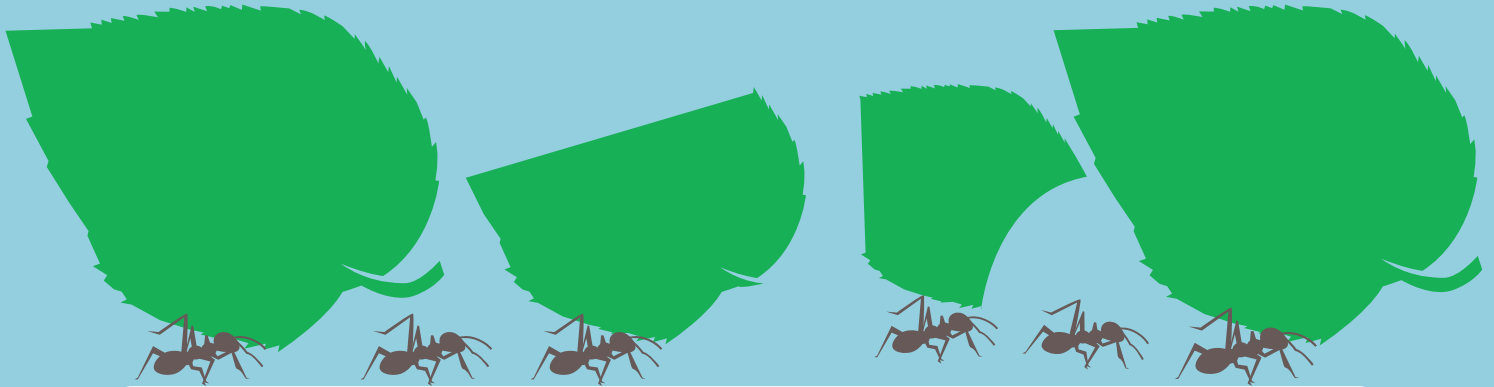
This pack is full of tips, ideas and resources to help get your school, college or youth organisation talking, and this year we have a bigger focus on digital content that you can use remotely. Some of the content can be used with young people, some with staff and some for the whole community. We hope you enjoy Time to Talk Day 2021.

You'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Materials to download and print
- Getting involved online
- Tips on blogging and template social media posts
- Template press release
- Signposts to support



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 2021 is on Thursday 4 February.
- We all have mental health and any of us could struggle with it, which is why talking about mental health is so important.
- It's a chance for all of us to open up to mental health - to talk, to listen, to change lives.
- A small conversation about mental health has the power to make a big difference.
- Let's start talking.

To find out more about the day, visit

www.seemescotland.org/movement-for-change/campaigns/time-to-talk/

Activity ideas

Time to Talk Day is all about getting people talking about mental health.

The way you do that is up to you. For example, it could be through form time sessions with students or a virtual tea and talk with colleagues.

We've listed some activity ideas below to get you started, and there are plenty more ideas and guides **on our website**.



Feels FM

You could run a FeelsFM activity to help young people to chat about mental health, using our online emoji powered jukebox and activity packs.

Find out more www.feelsfm.co.uk.

Mental health quiz

Use our quick mental health quiz to start conversations, test your student's mental health knowledge and help people learn something new. **See the quiz.**

Walk a Mile

Sometimes it's easier to have a conversation when you're doing something active. Why not arrange a socially distanced Walk a Mile for small groups of people during a lunch break? You could also give people **conversation cards** to break the ice and help them start a conversation about mental health.

What's on your mind?

Our What's on Your Mind pack has a selection of different activities and lessons which you can run during class time.

The pack is to support both teachers and young people to learn about mental health and develop the skills and confidence to tackle stigma and discrimination in school and the wider community. Download it **here**.

Pass the badge

You can use our digital **pass the badge** campaign to get students and colleagues to share a message and start a conversation on mental health.

Mental health bingo

A fun way to get your students talking about mental health. Download our ready made interactive bingo card **here** - it's full of ways to start a mental health conversation.



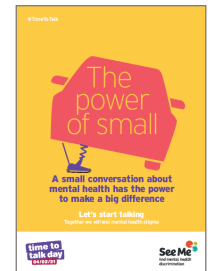
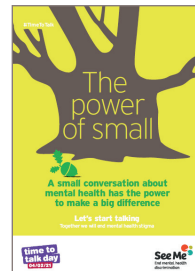
Materials to download and print

There are lots of materials available on the See Me website that you can use to get your whole school talking about mental health.



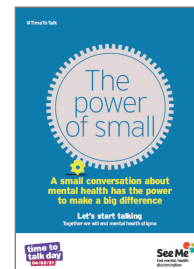
Bunting

Brighten up your school and get people talking with our colourful bunting.



Posters

A fun way to encourage conversations from afar. Pop one in the post to a friend to show that you're thinking of them.



Coasters

These colourful coasters can be used anywhere to encourage conversations. Put them in the canteen, on desks or in reception - anywhere can be the right place to talk about mental health!

Postcards

This year we're all about the small gestures that make a big difference. During lockdown getting little gifts and cards from our friends and family can make a huge difference. So this Time to Talk day, why not send a Time to Talk post card to ask someone you haven't seen in a while, and ask 'how are you'.

Starting conversations doesn't have to be face-to-face. If you receive a postcard, send us a pic on social using **#TimetoTalk**.

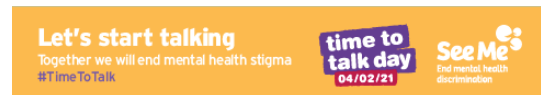
Order a postcard pack, or download and send [here](#).

Get involved online

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

Email banner

By using our email signature you can help spread the word about Time to Talk Day and encourage people to start talking about mental health.



Update for Intranet

Below is a brief update you can include you on your school's intranet to introduce Time to Talk Day and encourage people to get involved.

You can talk about mental health with young people

Thursday 4 February is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

At *[School/College/Youth Org Name]*, we know that it benefits all of us to talk about mental health.

Time to Talk Day is run in Scotland by See Me to help spread the word that you can talk about mental health anywhere. See Me is Scotland's national programme to tackle mental health stigma and discrimination.

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

Time to Talk Day is run by See Me in partnership with other anti-stigma partners across the UK and Ireland.

Around *[School/College/Youth Org Name]*, you'll find posters and ideas on how to start your conversation. There is also information about how to support others, and where to go if you need support.



Template staff email/ intranet/Microsoft Teams post

We know that youth organisations and schools are using platforms such as Microsoft Teams and Slack in order to keep connected during the pandemic, along with emails. Below is a template email which you're able to tailor to your own organisation, either in its current form as an email, or a more bite-sized chunks to be posted on whatever communication platform your organisation uses.

To all staff,

For Time to Talk Day on 4 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.

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, led by See Me in Scotland.

[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 school's support offer 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. Both your organisation's staff and young people are able to write articles and 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:

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

Social media and blogs

Social media is a great tool to help spread the word about an event or activity and get people interested.

If your school uses social media we would love for you to join the conversation and create a buzz in the run up to and on Time to Talk Day. To follow the activity use the hashtag **#TimeToTalk** and tell us what you're up to by tagging See Me in your post.

Facebook and Twitter cover images

Get started by downloading and using these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



Suggested social media posts

Not sure what to write? Use these ideas to get started, or see our tips below for getting involved on social media:

1

A small conversation about mental health has the power to make a big difference. Let's start a conversation here on Time to Talk Day, 4 Feb.

#TimeToTalk @seemescotland

2

#TimeToTalk Day is on 4 Feb!

How will you have a conversation about mental health?

@seemescotland

1

This **#TimeToTalk** Day we're talking about mental health because *[insert reason that your school is getting involved]*.

@seemescotland

2

It's Time to Talk Day on Thursday 4 February 2020. It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives. Join us and have a conversation about mental health.

Tips for using social media and blogging

- Use photos and videos to make your posts more engaging.
- It's the human stories that make your posts interesting, so focus on the people! Why not film some short clips of the people at your activity or event?
- Use the hashtag **#TimeToTalk** in all tweets and Instagram posts about your activity.
- Include a 'call to action' in your tweet if appropriate - i.e. 'get involved', 'join the movement', 'tell your friends' etc.
- Post interesting updates throughout the day to keep the buzz going.

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



@seemescotland



seemescotland



@seemescotland

Want to write a blog for us?

Personal blogs, vlogs and stories can be a powerful way to change attitudes.

By sharing your story, you can spread knowledge and perspective about mental illness that could change the way people think about it.

We'll publish blogs that:

- are aimed at changing the way people think and act about mental health
- are about other people's reactions towards your mental health problem, and the impact it had whether positive or negative
- are aimed at the general public rather than at other people with lived experience.

If you'd like to have your blog featured on our website on Time to Talk Day, please contact danya.mackenzie@seemescotland.org



Template media release

If you want to publicise the work your school is 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

For immediate release

[Insert date]

[Name of school/college/youth organisation] **holds *[insert event]* to support Time to Talk Day**

[Name of group] is supporting Time to Talk Day on Thursday 4 February and encouraging as many people as possible to choose to talk about mental health.

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 the small things that can make a difference to tackling mental health stigma.

[Name of school, 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 school]* will include *[Please add a paragraph in here about what your group is specifically doing]*.

A survey of 1,455 young people aged 12-26 on mental health, found that only 26% of young people would tell someone if they were finding it difficult to cope, compared to 67% who would tell someone if they were feeling physically unwell.

[Insert school quote].

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/

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.


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Together we will end
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#TimeToTalk



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Signposts to support

Mental health conversations have the power to make a big difference, but sometimes these conversations can bring up some difficult things that people may not have spoken about before. This might mean that they need some support.

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 below, and you can also find links to urgent help on our [website](#).

Samaritans

Telephone: 116 123

Text: 07725 90 90 90

Email: jo@samaritans.org

www.samaritans.org

Samaritans provides confidential non-judgemental emotional support for anyone who is struggling to cope - you don't have to be suicidal. The service is available 24 hours a day, seven days a week.

Breathing Space

Call: 0800 83 85 87

www.breathingspacescotland.co.uk

Breathing Space is a free, confidential 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 outwith normal GP practice working hours.

Call: 111 or if you think you need an emergency ambulance, call 999 and speak to the operator.

ChildLine Scotland

Call 0800 1111

www.childline.org.uk

ChildLine is a counselling service for children and young people. You can contact ChildLine anytime and in these ways; You can phone, send an email, have a 1-2-1 chat, send a message to Ask Sam and you can post messages to the ChildLine message boards. **Visit the website to find out more.**

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Where to find us...



seemescotland



@seemescotland



<https://www.youtube.com/seemescotland>



@seemescotland

www.seemescotland.org

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