

#TimetoTalk

CONVERSATION PACK FOR COMMUNITIES



See Me
End mental health
discrimination
proud partner of Time to Change

**time to
talk day**
07/02/19
let's end mental health discrimination

TIME TO TALK DAY 2019 WILL TAKE PLACE ON THURSDAY 7 FEBRUARY

Thank you for getting involved and helping to create more conversations about mental health. This pack is designed to help you make some noise about your activity and spread the message that talking about mental health doesn't need to be difficult.

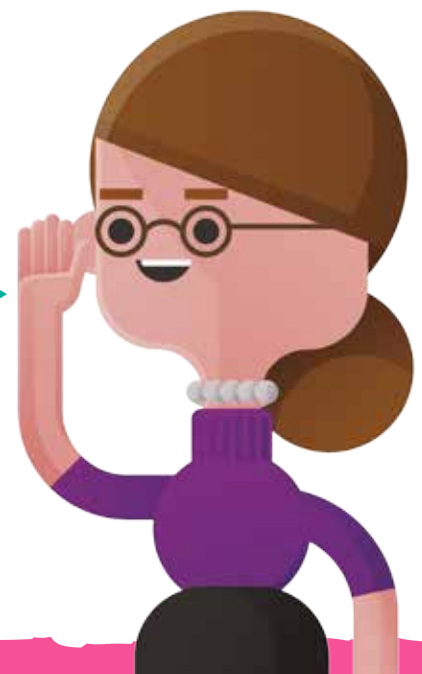
This year we're encouraging everyone to think about the different ways to have a conversation about mental health. Whether that's listening to a friend over a cuppa or baking cakes for a myth busting event.

What you'll find inside:

- **Key messages**
- **Activity ideas**
- **Materials to download and print**
- **Tips for getting involved online including email signatures, template social media posts and advice on blogging**
- **How to talk to the media, and a template press release**
- **Signposts to support**

Good luck with your activities - let us know what you are doing by sharing online or emailing info@seemescotland.org.

"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



KEY MESSAGES

Use these messages to help explain what Time to Talk Day is and why talking about mental health is so important:

- It's Time to Talk Day on Thursday 7 February 2019 - the day to get the nation talking about mental health
- It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives.
- 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.
- There are lots of different ways to talk about mental health. What will go into your conversations?

To find out more about the day, visit

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

Don't forget to use #timetotalk to join the conversation on social media.



ACTIVITY IDEAS

Time to Talk day is all about getting people talking about mental health. The way you do that is up to you. It could be texting a friend to ask how they are, or leaving some See Me materials in a place where they will start conversations.

FEELS FM

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

COFFEE MORNING

People all across the country have a chat over a cup of coffee or tea every day. It can be the ideal place to help people feel relaxed and comfortable - it's likely that they will be in the mood for talking, and listening! You could hold 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 community on Time to Talk day, to get people together, to walk and talk about mental health.

PASS THE BADGE

You could order badges from See Me and get your friends, or community groups that you're in 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

PUB QUIZ

Add a mental health round into an existing quiz at a pub as a great way to get people talking about mental health. Often pub quizzes are in two halves - you could present a mental health round just before the break so you can talk to people about it immediately after asking the questions. After your round, if you felt comfortable you could talk to the whole pub, saying something about your experience and why you are doing the quiz, or have one to one conversations with people in the break, using the questions as a starting point.

ARTS AND CRAFTS ACTIVITIES

Art and craft activities are a great way to start conversations. People often love to get involved in making things and you can bring your experience of mental health problems in while you're having fun together.

ACTIVITIES YOU COULD TRY:

■ DRAW WHAT MAKES YOU HAPPY

People can draw or write down anything that makes them happy. The pages are pinned to a board or pegged to string to attract other people to have a look. You can then use your personal experiences to talk more generally about mental health, when it is both good and bad.

■ MINDFULNESS SALT ART

Rolling pastel chalks across cheap table salt creates wonderful colours and can be put into a small jar, with layers of colours on top of each other. The process of creating something colourful and attractive whilst using your hands can help you to talk about mindfulness, bringing mental health into the conversation.

■ BRACELET MAKING

Using beads and thread, you could encourage people to make bracelets for someone they care about. Some Champions have used beads with letters to spell out names and talking about the importance of being there for others.

"We held an event at work with a variety of snacks, fresh fruit and hot dishes. I got the conversation started by opening up about my own experience... It was satisfying to see colleagues openly discussing their wellbeing with no stigmatisation." Antonia



MATERIALS TO DOWNLOAD AND PRINT

There are lots of materials available on the See Me website that you can use to promote your activity, or to get your whole community talking about mental health. You can access these at

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

If you don't have a printer you could try approaching a local business, housing association or council to explain what you are planning and ask if they can help with printing.

"I also placed leaflets and reading material in visible, high traffic areas and saw many people reading!" James



POSTERS

Use these to inspire people to think about all the ways they can have a conversation. They could be displayed in local buildings, libraries, your workplace or place of study - just make sure to get permission before putting them up.

3 WEEKS OF PLANNING
60 CUPCAKES BAKED
1 ROOM BOOKED
50 COLLEAGUES TALKING



However you do it,
make a conversation
about mental health.
#timetotalk

See Me
End mental health
discrimination
proud partner of Time to Change

**time to
talk day**
07/02/19
let's end mental health discrimination

1 'HOW ARE YOU?'
2 COMMENTS ABOUT THE WEATHER
3 MENTAL HEALTH FACTS
1 VIEW BROADENED



However you do it,
make a conversation
about mental health.
#timetotalk

See Me
End mental health
discrimination
proud partner of Time to Change

**time to
talk day**
07/02/19
let's end mental health discrimination

TIP CARDS

Filled with ideas around starting the conversation, these are easy to read or pop into a pocket or wallet. Hand them out at an event, or leave them in areas where people will find them and read them.

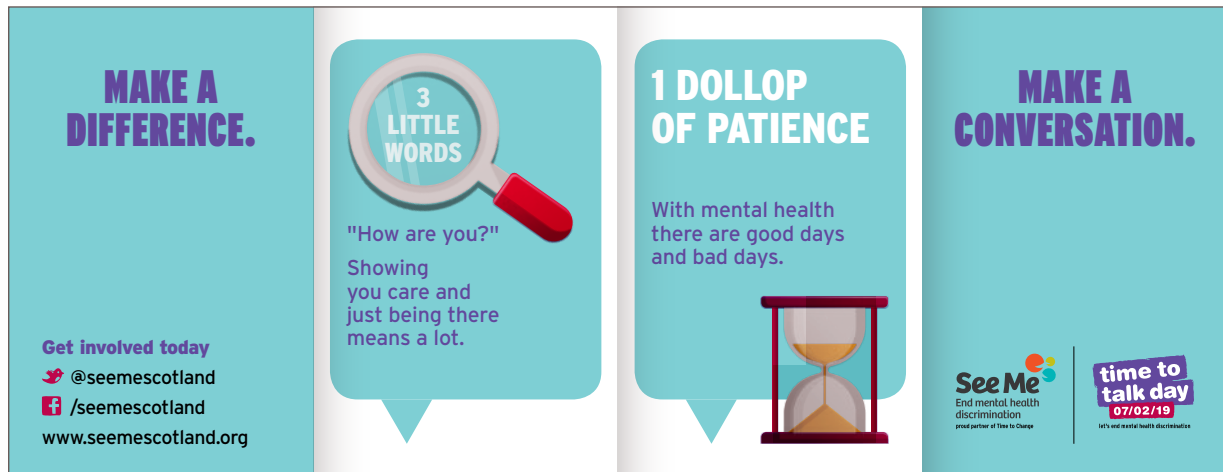


TABLE STAND

These stands have tips for getting the conversation started. Why not combine them with a coffee morning event, use them at a pub quiz, or ask a local café or restaurant to put them on their tables for the day?





BUNTING

This is a great way to attract people over to any activity you're running. You could also ask local shops to put it up for the day.

1

YOUR

1

Tell someone you appreciate what they've done for you

2

Ask someone "how are you?" (and mean it!)

START

8

Have a chat over some lunch with someone

CONVERSATION STARTER

We all have mental health, and any of us could struggle. We want you to get the nation talking about mental health using our conversation starter, wherever you are.

3

Arrange a meet up with someone you care about

4

Perform a random act of kindness for someone

7

Go for a walk with someone and see how they're doing

Make a conversation. Make a difference.

#timetotalk

seemescotland.org

CONVERSATION

6

Call someone you've not spoken to for a while

5

Check-in with someone over text

time to talk day 07/02/19

See Me

End mental health discrimination

Folding Instructions

-
-
-
-
-
-
-
-

How to make a conversation

- Pick a circled number and open in alternate directions that amount of times
- Pick a pink number and open alternately that amount of times
- Pick your final number, open flap and start your conversation

See Me
End mental health discrimination
proud partner of Time to Change

time to talk day
07/02/19
let's end mental health discrimination

CONVERSATION STARTER

These origami conversation starters are always a popular way of starting conversations and work well at events where people can fold and use them.

"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

You don't have to hold an event in person - spreading the word online can be a fantastic way to get people talking about mental health.



EMAIL BANNER

By using our email signature on your messages you can help to spread the word about Time to Talk Day, and encourage conversations.

However you do it, make a conversation about mental health.
#timetotalk

See Me
End mental health discrimination
proud partner of Time to Change

time to talk day
07/02/19
let's end mental health discrimination

SOCIAL MEDIA AND BLOGS

Social media is a great tool to use to publicise an event or activity and gain public interest. If you use 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 @seemescotland in your post. We'll be looking out for your post on the day on Facebook, Twitter and Instagram.

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.



TEMPLATE SOCIAL MEDIA POSTS

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

- There are lots of different ways to talk about mental health. Let's start a conversation here on Time to Talk Day, 7 Feb
#TimetoTalk @seemescotland
- **#TimetoTalkDay** is on 7 Feb! What will go into your conversation? **@seemescotland**
- 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. Join the conversation on today with **@seemescotland**
#timetotalk
- **It's Time to Talk Day on Thursday 7th February 2019.**
It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives. I'm a See Me Champion/Volunteer because [insert reason].
I'll be getting involved by [add some details about your plans] - join us and have your 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, not the leaflets! Why not film some short clips of the people at your 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.

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.



SPEAKING TO THE MEDIA

If you are holding an event or would like to share your story to promote Time to Talk Day, contacting your local media is a good way to do this. Here are some things to think about, along with a template press release. If you need any more assistance please contact Communications Manager, Nick Jedrzejewski: nick.jedrzejewski@seemescotland.org

SHARING YOUR STORY WITH A JOURNALIST - THINK ABOUT WHAT YOU WANT TO SPEAK TO THEM ABOUT

Whether you phone or email the journalist, be clear about what you want to speak about. Do you just want to speak about your Time to Talk Day event, or would you also be happy to share your personal experiences, if appropriate?

In all instances, remember you are speaking as an individual, and not as a representative of See Me. This means you don't have to remember lots of information about the campaign or what we do, if a journalist wants a quote from See Me, they will get in touch with our press team and we will provide a quote. Please feel free to give our Communication Manger's contact details as above.

Think about the level of detail you want to give to the journalist and don't over promise. For instance, are you happy for your full name to be used? Can they include where you're from and your experiences of mental health problems? How much detail do you want to go into about your experiences? It's useful to think about this before you approach a publication as they will want to know how much of your story they will be allowed to cover.

TIPS

- News-desks are looking for news - think about why they will want to write about your story at this point in time. In this instance it will be because you are holding an event for Time to Talk Day.
- You can usually find contact details for your local newspaper, radio station, TV channel etc. on their website. You can also contact See Me to get details.
- You can try to phone or email the appropriate contact but remember journalists can get hundreds of emails every day so they might not get back to you straight away and if particularly busy, they may not respond at all, but try not to take this personally.
- If you need public participation to your event or activity then we would recommend speaking to the media two weeks before 7 February, with the aim for the coverage to appear before or on 7 February 2019.

CONTACTING A JOURNALIST BY PHONE OR EMAIL

- Introduce yourself clearly, explain what you are calling/ emailing about.
- Explain what you want them to do, i.e. ask them if they would be interested in covering the story/ attend and film the event (where appropriate).
- Feel free to chase them up later that day or the next day to check they have received the email, for example, or to see if they are looking to cover the activity.
- Attach your completed press release to the email, and copy it into the body, along with any pictures you may wish to use to illustrate your activity.

SHARING YOUR STORY WITH JOURNALISTS – INTERVIEW TIPS

If the interview goes ahead and the journalist wants to cover your story, they may choose to do this face to face or over the phone. Get in touch with See Me's Communications Manager before to get some tips and advice.

A pre-recorded interview means they may spend 10-15mins chatting with you and then only use a short segment of what you say (often this could end up less than one minute), whereas a live interview will go straight out on the radio or TV so will be exactly what you say. If you are doing a pre-recorded interview, bear in mind you can ask to try again if you are not happy with your first response.

An interview for a magazine or newspaper is likely to be over the phone and may take longer as they are more in-depth questions. The journalist will write this up as either a first person piece or as a story including short quotes from your conversation.

If you would like them to repeat back something you have said to make sure you are happy with it, simply ask. Good relationships with the media is something we pride ourselves on at See Me, however if you have any issues with an interview or journalist please do let us know.



BE YOURSELF

The most important thing to remember is that the journalist or presenter is interested in your story and in what you have to say, so it's important to just be yourself during the interview.

See Me can provide journalists with background information on the campaign and we also have our own organisational spokespeople to offer our views, so it's important you're yourself and tell your story. However we would encourage you to talk about your link with See Me and also why changing how we all think and act about mental health is so important.

WHAT DO YOU WANT TO SAY?

Preparation is key and often jotting down three key messages ahead of the interview is helpful. This could be the three most crucial bits of information that you want to get across, for example, dates, times and venue of your event, why you're holding it etc.

WHAT DON'T YOU WANT TO SAY?

If you are going to speak about your personal experience, it might be helpful to take a few moments to think about anything you do not want to discuss. For instance, you may not want to name friends or family members or you may not want to say if there was a certain trigger for your mental health problems.

It's good to think about these ahead of time so if an interview starts veering towards these questions you can say to the interviewer that you would rather not go into detail on that topic.

It is your interview, and it is your choice how much or how little you say about different aspects of your life. If you are uncomfortable with a question, you don't have to answer it. You can contact See Me for a tip sheet on speaking to the media.

SPEAKING WITH STYLE

While we want you to be as comfortable as possible when talking to the media, it is important to try to be as clear and concise as possible, especially when asked a direct question. Give short, snappy answers, particularly in pre-recorded interviews where your interview could be edited to just a few seconds.

For radio or television interviews, speaking in a calm, steady manner will also go a long way to ensuring you are well understood and able to get your story across successfully.



PICTURES

If the interview is for a newspaper or magazine, a journalist is likely to want to use photographs. It's a good idea to have a think about these ahead of time. They may send someone to get professional photos of you or they may ask for you to submit your own.

If you submit your own, make sure anyone else in the picture has given their approval, and think about appropriate pictures that will go well alongside the article.

You will also need to provide as high quality photos as you can, usually this means using a digital camera or good quality phone camera. If you do take part in a photo shoot, it can be helpful to ask a friend or family member to go with you for support.

PRACTICE MAKES PERFECT

If you don't have a lot of experience talking to the media and have an interview scheduled, do some practice interviews with a friend.

It's important to listen to the question that has been asked and think on your feet, so practicing interviews ahead of time goes a long way to ensuring you are ready when the time comes.

DON'T FORGET

Don't forget to let the Communications team at See Me know about any interviews that appear in the press to promote your Time to Talk Day activity as we can promote these on our own social media channels.

To join in the conversation online you can use the hashtag **#TimetoTalk** on Twitter or spread the word on Facebook that Time to Talk Day is happening.



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 Communications Manager, Nick Jedrzejewski: nick.jedrzejewski@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 7th February as part of a nation-wide push to get people talking more openly about mental health for one day.

Time to Talk Day is organised by See Me, Scotland's programme to end mental health discrimination, in partnership with Time to Change in England.

Time to Talk Day aims to get as many people as possible talking about mental health. People can struggle to talk about mental health, so this year, See Me is asking people to have a conversation however they like - whether at work, on a walk or over a cup of tea.

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 Freddie Flintoff, Stephen Fry and Frankie Bridge.

[Name of group, location] will join thousands of other groups, organisations, 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 group] will include [Please add a paragraph in here about what your group is specifically doing].

We all have mental health, but many of us don't feel able 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.

[Name of spokesperson, role at group] 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."

Calum Irving, See Me director, 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

SIGNPOSTS TO SUPPORT

It's great to start the conversation in your communities 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. In that case just listen and show you care. If you think they need to speak to someone, suggest going to their GP, or calling any of the numbers below.

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 (Free 24 hours a day)

Text: 07725 90 90 90

Email: jo@samaritans.org

Website: www.samaritans.org

Provides confidential, non-judgmental emotional support for people experiencing feelings of distress or despair, including those that could lead to suicide. You can phone, email, write a letter or in most cases talk to someone face to face.

BREATHING SPACE

Lines are open from

6pm to 2am, Monday to Thursday

6pm to 6am, Friday to Monday

Call: 0800 83 85 87

Website:

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.

NHS 24

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

Website: 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.

CHILDLINE SCOTLAND

Call 0800 1111

Website: 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.

#TimetoTalk

FOR MORE INFORMATION



seemescotland



@seemescotland



Search 'see me scotland'



@seemescotland



See Me
End mental health
discrimination
proud partner of Time to Change

**time to
talk day**
07/02/19
let's end mental health discrimination