

Time To Talk Day

Community 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 communities across Scotland for this year's campaign, to make places stigma free for everyone on **Thursday 5 February 2026**.

For 2026, we're doing things a little different in Scotland. Until now, the campaign has encouraged people to talk about mental health and to reach out for support.

It's a good message – after all, freedom to speak openly about your mental health can be empowering and can help create supportive conversations.

But what if talking isn't safe?

When you live with a mental health problem or illness, open conversations might not be possible because you know what the consequences could be. Like, losing a job, being made to feel 'less than', being treated differently by family and friends, or being excluded from everyday opportunities.

What you'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Tips on blogging and template social media posts
- How to talk to the media and a template press release
- Signposts to support

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.

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.

This pack is full of tips, ideas and resources to help you get started.

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.

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

Activity ideas



There are lots of ways to get involved in Time to Talk Day. The way you do that is up to you. It could be handing out See Me materials in your community, organising an event or making some noise online. Or you could do one of the activities listed below. And don't forget to use **#TimeToTalk** to join the conversation on social media.

“I held a stall in my local market to encourage people to open up and start a conversation about mental health. I provided helplines and information for those that needed it.”

Where can I get ideas?

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

World Without Stigma

'World Without Stigma' is a simple exercise for visualising a world, workplace, community or anything without stigma. Take a long roll of paper or several big sheets of paper spread across a table with people seated around. Invite people to imagine a world without stigma and to interpret that anyway they like: what would it feel like? what would be different? Have pens, paints, magazines for collaging or any other creative materials to hand so that people can write, draw or represent their thoughts however they choose. Suggest that the different contributions can interact, so people can add thoughts or images to each other's ideas.

Invite people to discuss what they added to the sheet. You can expand this discussion into talking about barriers and enablers to achieving a stigma-free world.

Six Wee Wordies

Six Wee Wordies offers a way for people to share a story or idea in just six words. Get a group together and use the Six Wee Wordies facilitation pack to lead a gentle and accessible writing workshop. You can choose a theme relating to mental health and stigma that is meaningful or interesting to the people involved and participants can choose whether they would like to take about something personal or more abstract. It is a great way to open conversations in a way that is comfortable for the group. Check out the **[facilitation guide here](#)**.



It's Okay to Talk

Our It's Okay to Talk resources are designed to think and talk in detail about a conversation about mental health. It's Okay to Talk explores talking about mental health in stages from before a conversation takes place, through getting started, listening and responding, and finally what happens next? It is intended to offer a space for people to reflect how conversations about mental health might happen authentically within their own lives and contexts. Check it out on the [**See Me website**](#).

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 stigma and what needs to change in our communities and services. [**Find out more**](#).

Paths for All

Paths for All is a tool which aims to support local communities to create inclusive and inviting walks to promote positive mental health and wellbeing, tackle stigma and break down barriers to participation.

The [**kit**](#) contains the Project Coordinator's guide, and [**conversation starters**](#).

FeelsFM

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

Community wall

Take a wall, or maybe a huge blackboard into your community – set up a board where people can stick up, or write their ideas to change the way we all think and act about mental health.

You could do this in one of your town centres, libraries, parks or leisure centres. Residents can write their own ideas, creating a wall of support for ending mental health stigma. As ideas are added, this can encourage others to join in and give you the opportunity to talk to them about what you're doing and how they can get involved.

Community morning

People all across the country have a chat over a cup of something warm every day. It can be the ideal scenario to help people feel relaxed and comfortable – it can help people feel more able to talk and listen! You could hold a community morning at your home, workplace or in a community venue such as a village hall.

“We held a coffee morning with a board for people to write up what helped them with their mental health... It went so well and there were lots of very genuine conversations with people opening up and talking.”

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 could suggest some gentle topics of discussion that allow people to engage in a conversation about mental health in whatever way feels most comfortable.

Other activities you could try

Zine Making – Zines are DIY magazines that can be made on any topic. They are often linked to social justice and a way to share a particular interest or perspective. Visit the [Glasgow Zine Library website](#) for more information.

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 See Me volunteers have used beads with letters to spell out names and talk about the importance of being there for others.

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. Everything is on the [Time to Talk page](#).

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.

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

“We had the Time to Talk quiz up around the park and called it a ‘Walk and Talk’, we had craft activities in the pavilion and Champions walking around the play area talking to park users.”

Tips on blogging and template social media posts



Social media is a great tool to help spread the word about an event or activity and get people interested. 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 See Me in your post. We'll be looking out for your post on the day on Facebook, X (formerly known as Twitter), LinkedIn and Instagram.

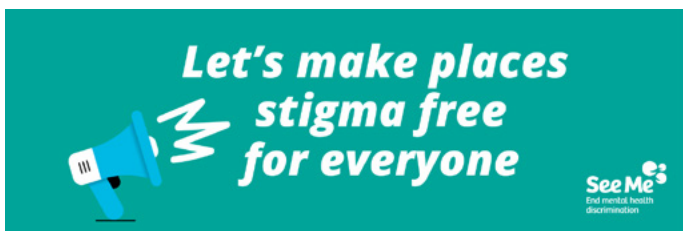
Facebook and Twitter/X cover images

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.

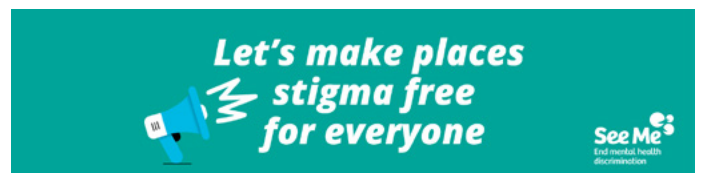
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Suggested social media posts

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

- 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.
- We want everyone to feel safe talking about their mental health – 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.
- We are supporting this year's Time to Talk Day because we believe in making places stigma free for everyone.
- Tips for using social media and blogging
- Use photos and videos to make your posts more engaging.
- 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 See Us movement', 'tell your friends' etc.
- Post updates throughout the day to keep the buzz going.

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

  
@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 health problems and 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 mental health problems, and the impact it had whether positive or negative
- Are aimed at the general public rather than at other people with lived experience
- Show the importance of community leaders challenging systems of power to make places stigma free for everyone.

If you'd like to have your blog featured on our website on Time to Talk Day, please contact Ana Da Silva, Senior Communications Officer ana.dasilva@seemescotland.org.

Speaking to the media and a template press release



Here are some things to think about, along with a template press release. If you need any more assistance please contact See Me's senior communications officer Ana Da Silva – Ana.DaSilva@seemescotland.org.

Speaking to 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 are you in a place where you can share your personal experience??

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 senior communication officer'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.

If you are expecting to have some media coverage, or have done any interviews with TV or radio, please let our communications team know so we can look out for it.

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 could be because you are holding an event for Time to Talk Day.

You can usually find contact details for your local newspaper, radio station or TV channel 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, we would recommend speaking to the media two weeks before 5 February, with the aim for the coverage to appear before or on 5 February 2026.

Contacting a journalist by phone or email:

Introduce yourself, explain what you are calling or emailing about.

Explain what you want them to do, i.e. ask them if they would be interested in covering the story/ attending and filming the event (where appropriate).



Feel free to send them a reminder 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 team beforehand to get some tips and advice.

A pre-recorded interview means they may spend 10 to 15 minutes chatting with you and then only use a short segment of what you say (often this ends up being 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 that 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 and why you're holding it.

Interview Tips



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.

It is also worth thinking about the people around you, and what they would feel about you sharing certain personal stories.

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, clear answers, particularly in pre-recorded interviews where your interview could be edited down 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.

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.

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.

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 X (formerly known as Twitter) or spread the word on Facebook that Time to Talk Day is happening.

Template press release:

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



It's great to start the conversation in your community 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 on offer in your local community, place of study or workplace, but you may also like to use some of ours too, so please feel free to use the below text or **[link to our support page online](#)**.

If you are experiencing mental health problems or need urgent support, there are lots of places you can go to for help.

See Me is focusing on changing how we all think and act about mental health. We're not able to provide individual or emergency support for people in crisis, but there are lots of people who can. They are listed here:



Samaritans 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 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 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](https://www.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