

SCHOOLS AND  
YOUTH WORK



Get comfortable and start  
talking about mental health

time to  
talk day  
06/02/25

See Me  
End mental health  
discrimination

#TimeToTalk

See Me is run by

**SAMH**  
Scottish Action for Mental Health

**MENTAL  
HEALTH**  
FOUNDATION

 **Healthier  
Scotland**  
Scottish  
Government

In partnership with

**co  
op**

# Talk, listen and change lives for Time to Talk Day.

**Thank you for being part of Time to Talk Day 2025.**

We're delighted to be heading back out into schools and youth work settings across Scotland for this year's campaign, to get as many young people talking about mental health as we can on **Thursday 6 February 2025.**

Creating an open and understanding community allows those of us with mental health problems to feel seen and heard. It doesn't take much to show someone you're there and willing to listen. Talking about mental health reduces stigma, helping to create supportive communities where we can talk openly about mental health and feel empowered to seek help when we need it.

The theme for this year's campaign is 'get comfortable and start talking about mental health'. We are encouraging all people engaging in Time to Talk Day to think about what helps them feel more comfortable having conversations to be able to open up about mental health.

Getting comfortable can mean creating a confidential and safe space for people to have conversations but it can also mean creating an emotionally safe environment where people feel supported to have these conversations and be honest.

This Time to Talk Day everyone should consider what could contribute to people being comfortable to talk openly about mental health in terms of being physically comfortable and emotionally comfortable in your setting. Mental health stigma and fear of discrimination can be major barriers for people when it comes to opening up and saying what's on their mind - and schools and youth work settings can be a great place to get some of those conversations started.

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 doesn't need to be difficult.

## You'll find inside:

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

**Good luck with your activities on Thursday 6 February!  
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.**





# What is Time to Talk Day all about?

**Time to Talk Day is the perfect opportunity to get as many young people talking about mental health as possible. Schools, colleges, universities, and youth groups are the ideal place to open up conversations and share the importance of listening.**

- Time to Talk Day 2025 is on **Thursday 6 February**.
- More adults and young people are struggling with their mental health than ever before, which is why talking about mental health is so important.
- Time to Talk Day is a chance for all of us to talk about mental health, to listen, to change lives.
- Take the time to have a conversation about mental health for Time to Talk Day.

**To find out more about the day,  
visit the [See Me website](#).**

# 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 workshops with pupils, adapting an art group for young carers, at a sports training session with a youth team, or a tea and talk with colleagues.**

## Where can I get ideas?

Head over to the See Us 'working with young people' 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 the following ideas...

### Mental health messages box

You could create a post-box for young people to write positive messages and affirmations to post to each other to brighten people's day.

### Mental health quiz

Use our quick mental health quiz to start conversations, test your students' mental health knowledge and help people learn something new. Find out more and see example questions in our [See Us activity pack](#).

### Walk a Mile

Sometimes it's easier to have a conversation when you're doing something active. Why not arrange a Walk a Mile for small groups of people? 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.](#)

### What's on your mind?

Our What's on Your Mind pack for schools has a selection of different activities and lessons which you can run during class time or in a youth work session.

The pack is designed 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 for schools.](#)

You can also support young people to get comfortable having conversations about mental health via our **What's On Your Mind cards** which help support young people to think about what they can do if they need to reach out to someone when struggling with their mental health.

## Scenarios activity

In small groups, young people could discuss some scenarios in relation to talking about mental health.

- Imagine a world without mental health stigma and discrimination, what would it look like?
- If you could create a comfortable space for people to go to talk about how they are feeling what would it look like?

## Wall of support

Use a wall in a common area with sticky notes and pens where young people can anonymously share messages of support, encouragement, or their own experiences with mental health. Or it could be through a QR code to a Padlet where people can share things through there, like what helps you on a tough day.

## Speaking out against stigma

As part of your activities, you might want to include some lived experience examples to increase understanding of the impact that mental health stigma and discrimination can have for young people in education and what can make a difference.

**Why not check out our video library of young people sharing their experiences?**

## FeelsFM

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.**

## Other activities you could try

### Draw what makes you happy

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

## Conversation station

Set up a different themed conversation stations around the room. Each station could have a topic that groups can discuss and then move around the room, promoting conversation and discussion.

### Topics could include:

- What helps us to feel more comfortable to talk about our mental health?
- What barriers exist to talking and normalising conversations about mental health?
- How do we look after our own mental health?

Groups could take 10-15 minutes per station, and they could write down their ideas on flip-chart paper with sticky notes and pens.

## Mental health bingo

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

## Ongoing Change

If this is the first time you have looked to tackle mental health stigma in school, it could be the beginning of something even bigger. Find out more about **See Me See Change, our free resource for schools**. The whole school approach brings together pupils and staff - from senior leaders and pastoral leads to support staff - to work on an equal footing to create a plan to tackle stigma which is unique to their school and circumstances.

## Safeguarding considerations for activities

Safeguarding in mental health conversations is about ensuring people's safety, well-being, and dignity. To create a safe and supportive environment for your Time to Talk Day activities, some considerations are identified below as part of preparing for the workshops:

- Consider limiting group sizes to foster 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 **Its Okay to Talk** Resources. There are links to support at the end of this pack and you can also access See Me's signposting **support page** online.



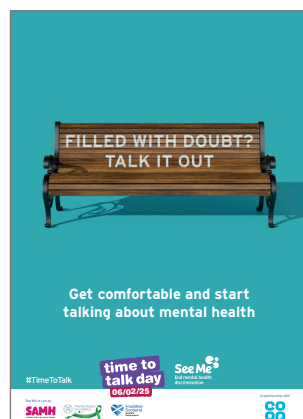
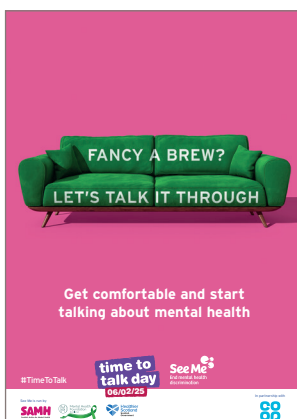
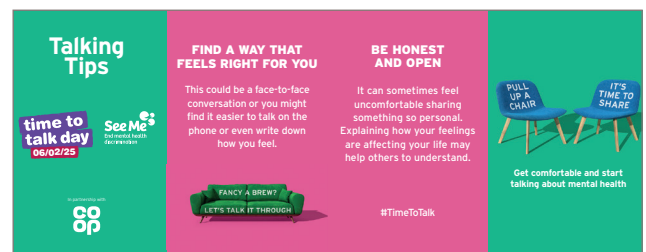
# Materials to download and print

There are lots of materials available on the See Me website that you can use to promote your activity, and get your workplace talking about mental health.

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

## Posters

Use our posters to spread the message about Time to Talk Day in your school or youth club. They are ready to be printed, either in school or by a professional printer.

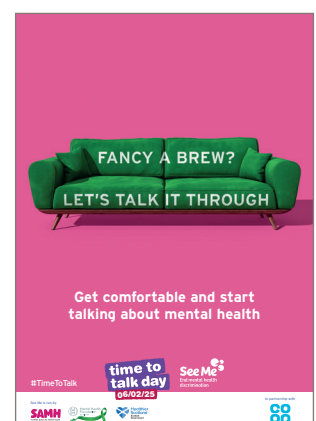
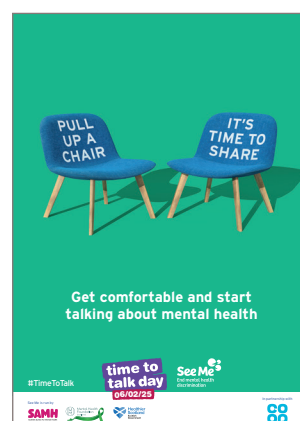


## Tip cards

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

## Postcards

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



**"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."**

## Bunting

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

# 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 or school/organisation site

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

### You can talk about mental health with young people

**Thursday 6 February 2025** 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 email / intranet / Microsoft Teams post

**Below is a template email which you're able to tailor to your school or organisation, either in its current form as an email, or a more bite-sized chunks to be posted on whatever communication platform you use.**

To all staff,

**For Time to Talk Day on Thursday 6 February, we're encouraging everyone 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 the See Us 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.

*[You could include details here of what your organisation is doing for Time to Talk day].*

We want every *[member of our school community or organisation]* 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. Staff and young people could write articles and blogs as part of Time to Talk Day. This can be done individually or as part of a wider session.**

**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 or mental health champions 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 school or 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 on the [See Me website](#).

## **Signpost to relevant support**

Let readers 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](#).



# 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, or youth organisation, 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 X (Twitter) cover images

Get started by **downloading and using these images** to show anyone who visits you on social media that you're 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:

Talking about mental health is one of the first steps towards breaking the stigma that still exists - which is why we're supporting this year's **#TimeToTalk** Day with **@seemescotland** on **6 February**.

It's **#TimeToTalk** Day on **6 February 2025**! How will you get the conversation started on mental health?

Talking about mental health doesn't need to be awkward. This **#TimeToTalk** Day, we'll be *[share your activity plans]*.

For this year's **#TimeToTalk** Day, we're encouraging all members of the *[school name]* community to get talking about mental health. However you do it, have a conversation about mental health on **6 February**.

The mental health of our students and staff is one of our top priorities - so we're getting involved in the country's biggest conversation on mental health. For this year's Time to Talk Day on Thursday **6 February 2025**, we'll be *[information about some of the activity your school/organisation will be doing]*. However you do it, join the conversation on mental health this Time to Talk Day.

## 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 perspectives about mental illness that could change the way people think about it.

**We'll publish blogs that:**

- Are aimed at changing the way people talk, 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 please email [Ana.DaSilva@seemescotland.org](mailto:Ana.DaSilva@seemescotland.org).**



If 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 Ana Da Silva, Communications Officer [Ana.DaSilva@seemescotland.org](mailto:Ana.DaSilva@seemescotland.org).



# Template media release

For immediate release

*[Insert date]*

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

*[Name of school/youth club/organisation]* is supporting Time to Talk Day on **Thursday 6 February 2025** 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's campaign focuses on getting comfortable opening up conversations about mental health and having safe spaces where these conversations can occur. See Me is encouraging the people of Scotland to have open conversations about how we're feeling and what we need to feel comfortable talking about mental health to combat the stigma that still exists.

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

A survey of 1,000 young people aged 16-24 on mental health, found that 66 per cent think that young people are dismissed by adults when they try to speak about their mental health.

*[Insert organisation quote].*

**Wendy Halliday, Director at See Me, said:**

“Talking about mental health can often take someone out of their comfort zone, especially when stigma gets in the way of starting a conversation.

“We know that talking about how we are feeling is the first step we can take to break down the barriers and get the support we need. We all have mental health, and any one of us could go through a period where our mental health is impacted by life events.

“It’s why we’re asking everyone to think about two things - what do you need to have in place to make it confrontable for you to be open about your mental health? And what can you do to make it more comfortable for others?”

For information about Time to Talk Day and how you can get involved please visit the **See Me website**.

**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 6 February 2025, Time to Talk Day is run in Scotland by See Me, with SAMH (Scottish Action for Mental Health), by Mind and Rethink Mental Illness in England, by Inspire in Northern Ireland, and by Time to Change Wales in Wales, all in partnership with the Co-op.
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

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](mailto:jo@samaritans.org)**

**[www.samaritans.org](http://www.samaritans.org)**

Samaritans provides confidential non-judgmental 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](http://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.scot](http://www.nhs24.scot)**

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 out with 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](http://www.childline.org.uk)**

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



# Signposts to support

## Saheliya

[www.saheliya.co.uk](http://www.saheliya.co.uk)

Saheliya is a specialist mental health and well-being support organisation for black, minority ethnic, asylum seeker, refugee and migrant women and girls (12+) in the Edinburgh and Glasgow area.

## Shakti Women's Aid

Telephone: 0131 475 2399

Email: [info@shaktiedinburgh.co.uk](mailto:info@shaktiedinburgh.co.uk)

[www.shaktiedinburgh.co.uk](http://www.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.

## Penumbra

[www.penumbra.org.uk](http://www.penumbra.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.

## Black Minds Matter UK

[www.blackmindsmatteruk.com](http://www.blackmindsmatteruk.com)

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.



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**See Me**  
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discrimination

**where to find us...**



**seemescotland**



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**www.youtube.com/seemescotland**



**@seemescotland**

**www.seemescotland.org**

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