



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 excited to be reaching out to health and social care services across Scotland for this year's campaign, to get as many 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.

This year's campaign theme is 'Get Comfortable and Start Talking About Mental Health', emphasising the importance of creating safer spaces in health and social care services for open dialogue. It emphasises the fact that people must feel at ease discussing their mental health to break down barriers and encourage understanding.

Mental health stigma and fear of discrimination can create significant obstacles for people trying to discuss their mental health. Providing non-judgmental and compassionate support in health and social care settings can facilitate these important conversations.

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. It's full of tips, ideas, and resources to create a supportive atmosphere in your service, and to encourage open conversations.

"It's amazing how many people do open up and talk when they're given time to do so."

You'll find inside:

- **Key messages**
- **Activity ideas**
- **Materials to download and print**
- **Get involved online**
- **How to help spread our message further**
- **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 email info@seemescotland.org.





What is Time to Talk Day all about?

Time to Talk Day is all about creating supportive communities by having conversations with family, friends, colleagues, and service users about mental health. We all have mental health, by talking about it we can support ourselves and others.

- 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

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

We've included ideas throughout this pack which you can use as inspiration or get creative and design your own - we'd love to hear what you do. Don't forget to share your activities on social media with #TimeToTalk.

Where can I get ideas?

Head over to the [See Us in Health](#) and [Social Care](#) 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...

"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."



Conversation cafés

You could have a coffee morning or wellbeing space available on this day and include conversation prompts on the table or around the room to get people chatting about mental health.

These could be tailored to suit your service - you could, for example, look to arrange a menopause cafe for staff and service users to raise awareness of stigma surrounding mental health in the context of the menopause.

Or what about hosting a peer-led Men's Coffee Catch-Up? You could talk about how they could challenge harmful norms and stigma around the experiences of mental ill health that particularly impact men.

The conversations could build on questions such as:

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

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

Zine making workshop

A zine making workshop is a great platform for service users to self-advocate for the support they need by exploring their experiences of mental health stigma.

A targeted example of where this has worked well was when service users who identify as trans and non-binary created a zine exploring gender identity and their experience of mental health stigma.

Resource stall

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

"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."

Film screenings

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

Pledge wall

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

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.

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

Mental health quiz

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

Good support sharing circle

You could host a small group session for staff or service users to share what compassionate, non-judgmental mental health support looks and feels like to them.

Artist talk

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

FeelsFM

Run a FeelsFM activity with young people to chat about mental health using our online emoji powered jukebox and activity packs.

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

Culturally informed mental health sessions

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

Events like this will help create an important space to explore mental health stigma in the context of ethnicity and culture.

Myth vs. fact workshop

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

Peer-led sessions

You could enlist local community partners to co-host or co-create space for, for example, people of colour to come together in an informal setting to discuss their experiences of mental health stigma in the context of race when engaging in the service.



Lunch and learn panel discussion

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

Inclusivity sessions

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

Safeguarding considerations for activities

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

What else?

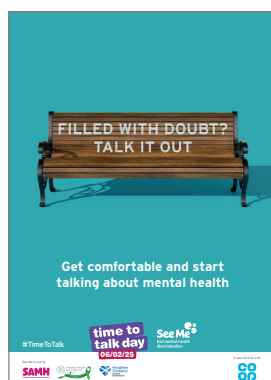
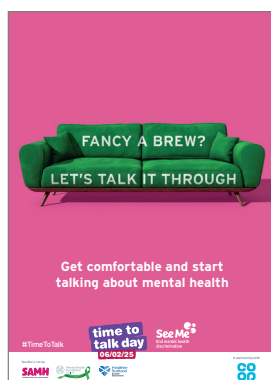
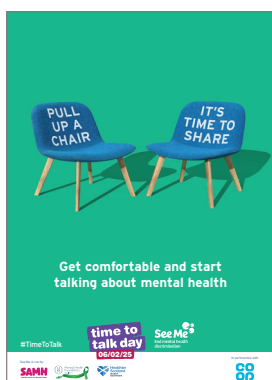
Time to Talk Day is a great place to start to take action in health and social care settings, **find more of our resources** to support ongoing change.

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 to get talking about mental health in your health and social care service. Everything is on the [Time to Talk page](#).

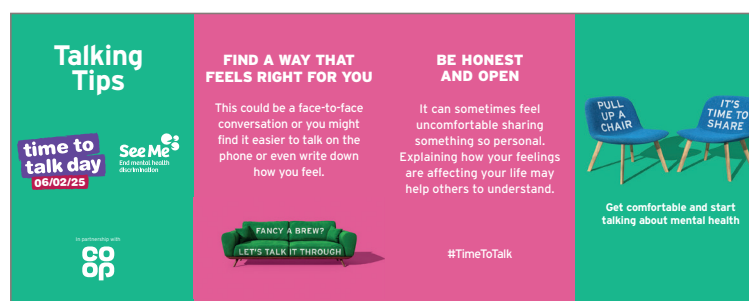
Posters

These are ready to be printed, either in the office or by a professional printer. There are also editable posters if you're hosting your own event to help you drum up some interest.



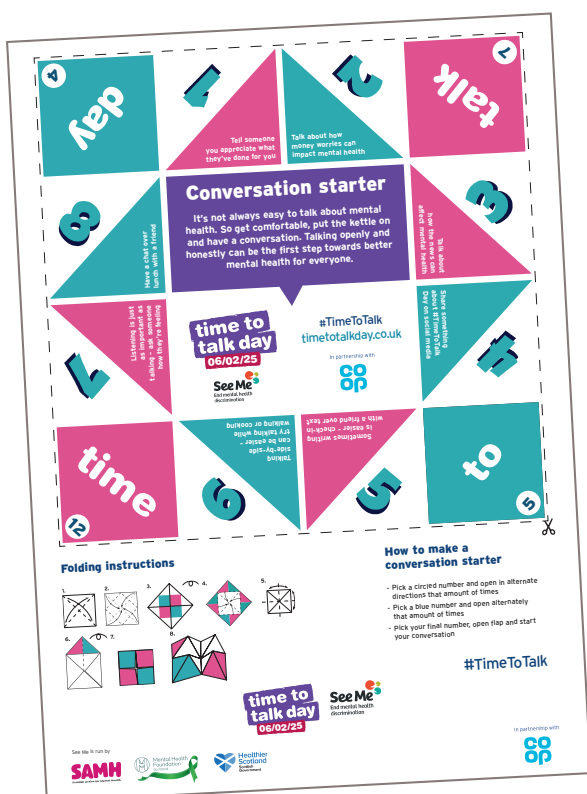
Conversation starters

Our origami conversation starters combine crafts and conversation in one! Hand them out at a workplace stand or get colleagues involved in cutting out and folding them during a meeting.



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 leave them in areas where people will find them.



Get involved online

Internal communications

We've got plenty of internal communications tools and ideas to help get your colleagues, patients or service users talking.

You can download the following digital materials to spread the message about Time to Talk Day:

- Email banner
- Digital Bingo

Update for Intranet

Below is a brief update you can include you on your organisation's intranet or SharePoint site to introduce Time to Talk Day and encourage colleagues, patients and service users to get involved. If you are planning to run an event in your service, you could use this as an opportunity to promote this too.



You can talk about mental health at work

Thursday 6 February 2025 is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

At *[organisation name]*, we know that it benefits all of us to talk about mental health.

Time to Talk Day is run by See Me in Scotland to help spread the word that you can talk about mental health anywhere - including in health and social care settings.

See Me is Scotland's programme to end mental health stigma and discrimination.

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

Around the building, you'll find posters and top-tip cards packed with ideas on how to start your conversation. There is also information about how to support colleagues, and where to go if you need support.



Template employee email

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

To all staff,

For Time to Talk Day on 6 February, we're choosing to talk about mental health.

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

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.

We are working with See Me, the national programme to end mental health discrimination, to ensure that people don't experience stigma and discrimination if they're struggling with their mental health.

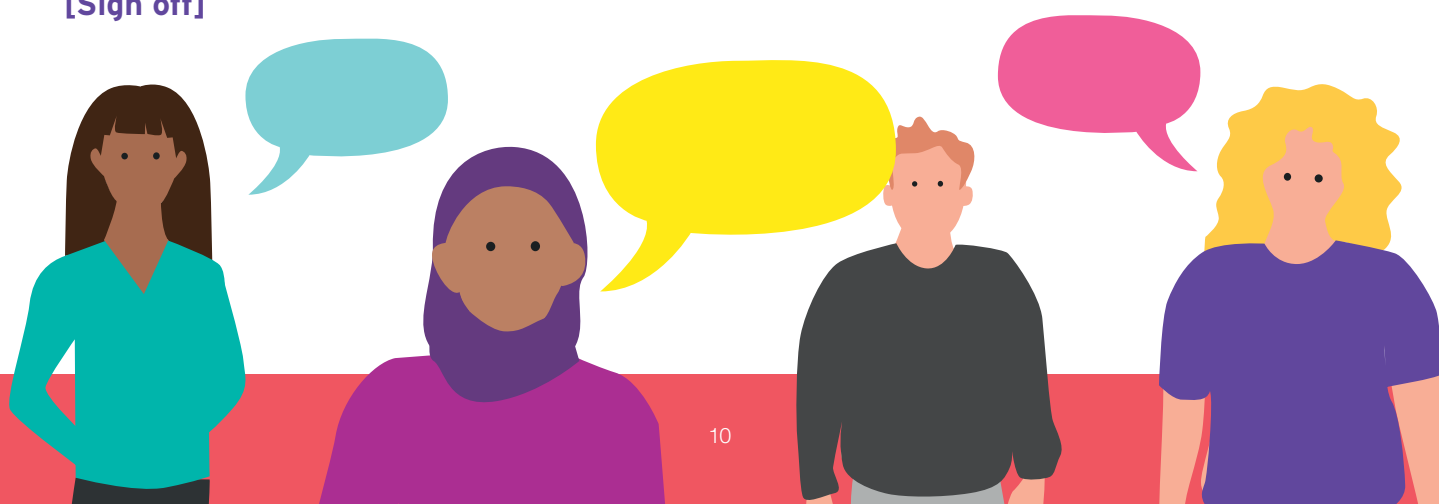
We all have mental health, and anyone can experience challenges at times. By embracing non-judgemental and compassionate approaches to mental health, we contribute to the See Us movement, which is transforming the conversation and ensuring that everyone feels supported.

As part of our ongoing commitment to this, we are supporting Time to Talk Day. Taking place on Thursday 6 February, this is a day when everyone is encouraged to have a conversation about mental health.

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

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

[Sign off]



Newsletter articles and employee blogs

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

Here are some tips for building a strong article or blog about Time to Talk Day:

Put personal experience first

Stories about mental health are more compelling when they are told by an individual with lived experience of struggling with their mental health. Allow your colleagues, patients and service users who have their own experience of mental health problems to share their stories about what validating, blame-free support feels like and why it's important.

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.

Take a holistic approach

When having conversations about mental health it is important to think about intersectionality and people holistically beyond their mental health. An intersectional approach to mental health recognises how our identity can also impact on wellbeing and any stigma and discrimination faced.

Being intersectional when it comes to conversations about mental health involves

creating inclusive spaces and addressing systemic issues that contribute to mental health disparities and stigma.

Information about See Me

Include a short description of See Me and its aims, and how people can find out more and get involved themselves. You can find out more at seemescotland.org/about-see-me.

Signpost to relevant support

Let your colleagues, patients and service users know what resources are available. Signpost them to See Me's information and resources for **people working in health and social care** on our website.



Spreading our message further

Help get the word out by talking about your plans on your organisation's social media channels and using #TimeToTalk.

Your activities might also be of interest to local media. The more shares, likes and comments we get, the further we can spread the message that it's okay to talk about mental health anywhere.

Facebook and Twitter/X images

Share our social media images to tell anyone who visits your channels that you're supporting Time to Talk Day.

You can also add our cover images to your social media channels to make your support really stand out. **Download** and use these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



Tips and suggested copy for social media

- If you're sharing your Time to Talk Day activities on social media, be sure to use #TimeToTalk to help spread the message even further.
- Tag us in your photos and posts - we love to see all the events and activities that services are delivering across the day.
- If you've been making use of our free downloadable resources - make sure to get them in shot!

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



@seemescotland



seemescotland



@seemescotland

Suggested Tweets

We're supporting **#TimeToTalk** Day 2025! The mental health of our colleagues is our top priority, and on **Thursday 6 February 2025**, we'll be [\[insert plans\]](#).

Opening up the conversation about mental health problems is so important - which is why we're supporting this year's **#TimeToTalk** Day on **6 February**. Join us in opening up the conversation on mental health.

Suggested Facebook posts

We all have mental health, and any of us could go through a period where we struggle.

We want everyone to feel comfortable talking about how they feel at [\[organisation name\]](#) which is why we're supporting this year's Time to Talk Day on **6 February 2025**.

We'll be [\[insert plans\]](#) - join us to get the conversation started!

On Thursday **6 February 2025**, we'll be joining the nation's biggest mental health conversation through Time to Talk Day. Mental health is a key priority for our service.

By opening up the conversation, 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 with mental health problems are made to feel. However you do it, have a conversation about mental health.

If your organisation is holding a large event, or you want to publicise the work you are doing around mental health, you may want to speak to the media. You can use this template press release to do so. If you need more support please contact our Communications Officer Ana Da Silva, Ana.DaSilva@seemescotland.org.



Template media release

For immediate release

[Insert date]

***[Name of organisation]* holds *[insert event]* to support Time to Talk Day**

[Name of organisation] will be holding an event on **Thursday 6 February** as part of a nationwide push to get people talking more openly about mental health for one day. Time to Talk Day in Scotland is organised by See Me, the national programme to end mental health stigma and discrimination.

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 take place. 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.

Since its launch in 2014, Time to Talk Day has sparked millions of conversations in health and social care services, schools, homes, workplaces, in the media and online, and attracted support from Scottish celebrities such as Des Clarke, Gail Porter and actor Daniel Portman.

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

We all have mental health, and anyone can experience challenges at times. By embracing non-judgemental and compassionate approaches to mental health we contribute to creating cultures of acceptance and support.

More tips can be found at **seemescotland.org/TimeToTalk**.

[Name of spokesperson, role at organisation] 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 without judgement about. Having these all-important conversations can make a big difference to many people. The more we can talk openly, the more lives we can change."

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 **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 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

Hosting compassionate conversations about mental health in your service improves patient and service user confidence and we hope that our campaign materials and ideas help you to do this. Sometimes this can mean that people currently experiencing mental health problems will need some support as sensitive conversations may bring up difficult things. We would encourage you to highlight the support tools that you currently offer patients or service users within your organisation, but you may also like to use some of ours too so please feel free to use the below text or link to our **support page** online.

If you are supporting someone who is experiencing mental health problems or who needs urgent support, there are lots of places you can direct them to for help.

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



Samaritans

Telephone: 116 123

Text: 07725 90 90 90

Email: jo@samaritans.org

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

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

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

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

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

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

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

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...



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www.youtube.com/seemescotland



@seemescotland

www.seemescotland.org

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