

**time to
talk day**
03/02/22

See Me
End mental health
discrimination

However you do it, start a conversation about mental health

Talk, Listen, Change Lives

#TimeToTalk



However you do it, start a conversation about mental health this Time to Talk Day

Thank you for being part of Time to Talk Day 2022

After a digital Time to Talk Day in 2021, we're delighted to get back out for this year's campaign and get as many people talking about mental health as we can.

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.

We want everyone to feel comfortable talking about mental health - whenever they like. 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, talking and listening are at the heart of the day as we look at all the different ways you can start a conversation.

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.

"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."

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
- How to talk to the media and a template press release
- Signposts to support

Good luck with your activities! You can let us know what you are doing by sharing on social media with #TimeToTalk. If you have any questions at all, whether it's your first or seventh Time to Talk Day, please email info@seemescotland.org.





What is Time to Talk Day all about?

The day is all about creating supportive communities by having conversations with family, friends, or colleagues about mental health. We all have mental health, by talking about it we can support ourselves and others.

- Time to Talk Day is the nation's biggest mental health conversation.
- Taking place on Thursday 3rd February 2022, it's the day that friends, families, communities, and workplaces come together to talk, listen and change lives.
- We all have mental health and any of us could struggle with it, which is why talking about mental health is so important.

I'm
here
to
Listen

To find out more about the day, visit
[seemescotland.org/seeus/campaigns/
time-to-talk/time-to-talk-day-2022/](https://seemescotland.org/seeus/campaigns/time-to-talk/time-to-talk-day-2022/)

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 handing out See Me materials in your community, organising an event or sharing some of your own lived experience. Or you could do one of the activities listed below. And don't forget to use #TimeToTalk to join the conversation on social media.

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 www.seemescotland.org/seeus/in-my-community.

Or, if you're looking for a few recommendations, check out our ideas on the following pages.

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. 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**.

Communities can

For a range of extra activities, our Communities Can pack is designed to be used by people who want to do a variety of different things in their communities to tackle stigma and discrimination. It has group activities, discussions, quizzes, videos and more. **Download here.**

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. Find out more at FeelsFM.co.uk.



Coffee morning

People all across the country have a chat over a cup of coffee or tea every day. It can be the ideal scenario to help people feel relaxed and comfortable - it's likely that they will be in the mood for talking, and listening! You could hold a coffee morning one 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."

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.

Pub quiz

Adding a mental health round into an existing quiz is a great way to get people talking about mental health. We have some myth-busting quiz questions on our website which you can use as a starting point.

After your quiz round, if you feel comfortable you could talk to the whole pub, saying something about your experience and why you are doing the quiz. Or you could have one to one conversations with people, using your quiz questions as a starting point. Find out more and see example questions in our **See Us Activity pack**.

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. **Find out more.**



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.

Pass the Parcel

Along with our volunteer Dawn, we've created Pass the Parcel, a pack that includes items and materials to start conversations around mental health and challenge stigma. The idea is that when you receive a parcel, you pass one on to someone else to show that it's okay to talk about our mental health, and that it's important to reach out to others who you think might need one.

Find out more and download resources here.

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

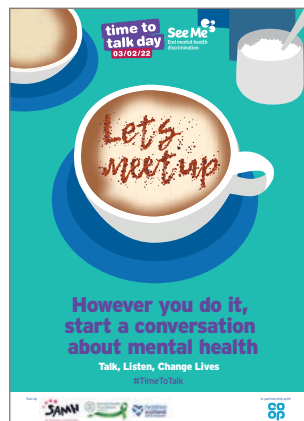
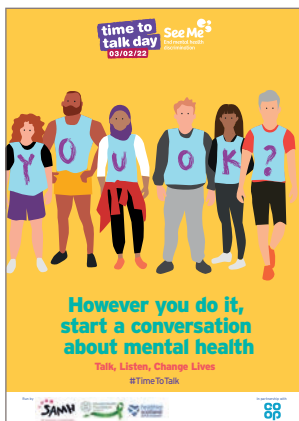


Materials to download and print

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. You can access these 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.

Posters

Use these to inspire people to choose to talk about mental health. They could be displayed in local buildings, libraries, your workplace or place of study - just make sure to get permission before putting them up.



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 and read them.

Conversation starters

Our origami conversation starters combine crafts and conversation in one!

They're always a popular way of starting conversations and work well at events where people can get involved in folding 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

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.

Get involved online

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.

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 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, Twitter and Instagram.



Email banner

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

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.



"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



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:

A simple text, voice note, DM, or even face to face - however you do it, start a conversation about mental health this Time to Talk Day. Opening up is so important when it comes to tackling stigma - so let's do it together.

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. For Time To Talk Day on **3 February**, I'm here to talk and listen.

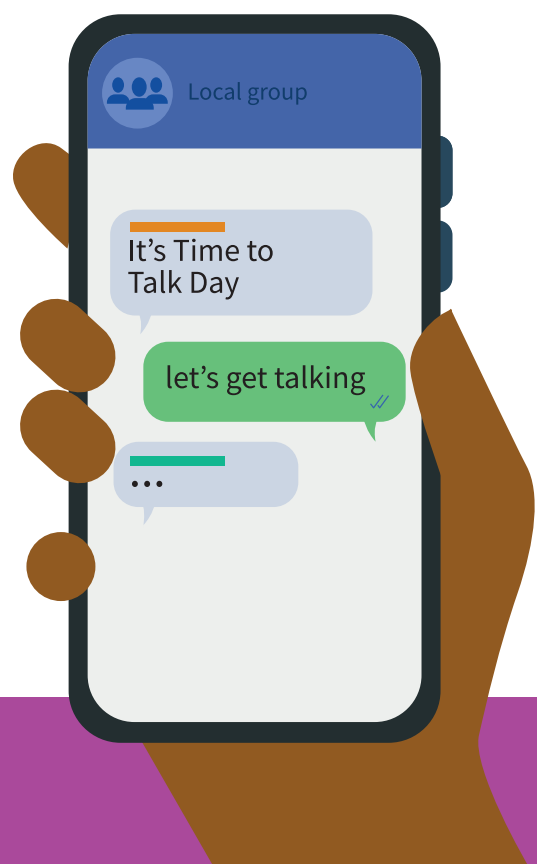
It's Time to Talk Day on Thursday **3 February** 2022. It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives. I'm a See Me volunteer because *[insert reason]*. I'll be getting involved by *[add some details about your plans]* - join us and however you do it, start a conversation about mental health this Time to Talk Day.

Time to Talk Day is the nation's biggest mental health conversation, taking place on **3 February** 2022. Will you join me and **@seemescotland** in opening up about mental health? **#TimeToTalk**.

It's **#TimeToTalk** Day on Thursday **3 February**! How will you join the conversation on mental health?

Half of every conversation is listening: let someone know they're being heard this **#TimeToTalk** Day.

I'm a volunteer with the **@seemescotland** See Us movement to change the way we all think and act about mental health problems. *[You can mention the reason you got involved or something about your own experience]*. That's why on **3 February**, I'm taking part in 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, 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 See Us movement', 'tell your friends' etc.
- Post interesting updates throughout the day to keep the buzz going.

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



@seemescotland



seemescotland



@seemescotland

Want to write a blog for us?

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

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



We'll publish blogs that:

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

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



Speaking to the media

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 Lindsay Cochrane, lindsay.cochrane@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 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 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 officer 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 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 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 3 February, with the aim for the coverage to appear before or on 3 February 2022.



Contacting a journalist by phone or email

Introduce yourself clearly, 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 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.

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.



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 senior communications officer beforehand to get some tips and advice.

A pre-recorded interview means they may spend 10 to 15mins 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.

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.

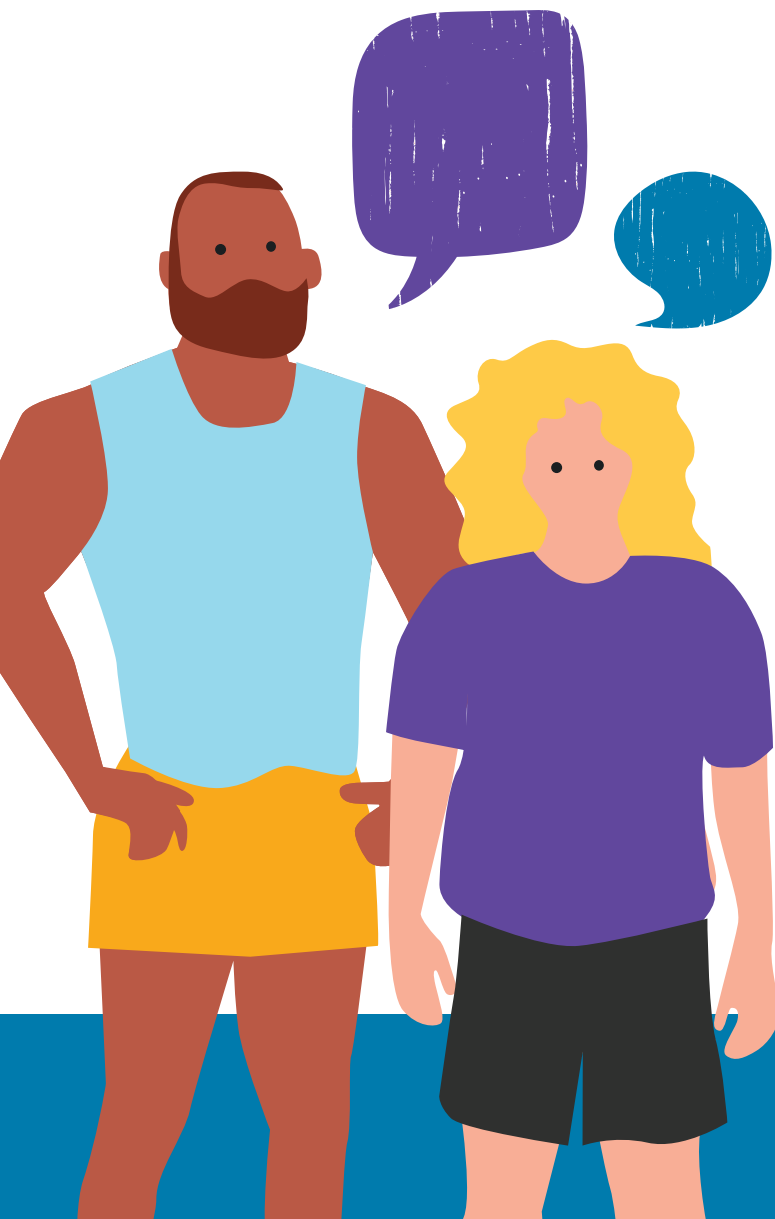
It is also worth thinking about the people around you, and what they would feel about you sharing certain personal stories.

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.

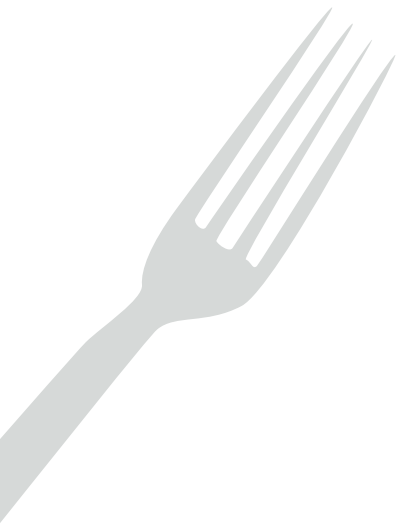
Speaking with style

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 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.

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 media 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 3rd 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 in Scotland by See Me, the national programme to end mental health discrimination.

Time to Talk Day aims to get as many people as possible talking about mental health. This year See Me is looking at all the different ways people can to start conversations on 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.

[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*

Continued overleaf

paragraph in here about what your group is specifically doing].

We all have mental health, and any of us could go through a period where we struggle, but many of us are too afraid 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. More tips can be found at www.seemescotland.org/seeus/campaigns/time-to-talk.

[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.”

Wendy Halliday, Director at See Me, said: “We want everyone to feel comfortable talking about mental health - whenever they like. 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. That’s why opening up the conversation about mental health problems is so important - by talking about it we can support ourselves and others. However you do it, start a conversation about mental health this Time to Talk Day.”

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, supported by the Co-op. It is led by Mind and Rethink Mental Illness in England, See Me in Scotland, Time 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.

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

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.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 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.**

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See Me
End mental health
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Where to find us...



seemescotland



@seemescotland



www.youtube.com/seemescotland



@seemescotland

www.seemescotland.org

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