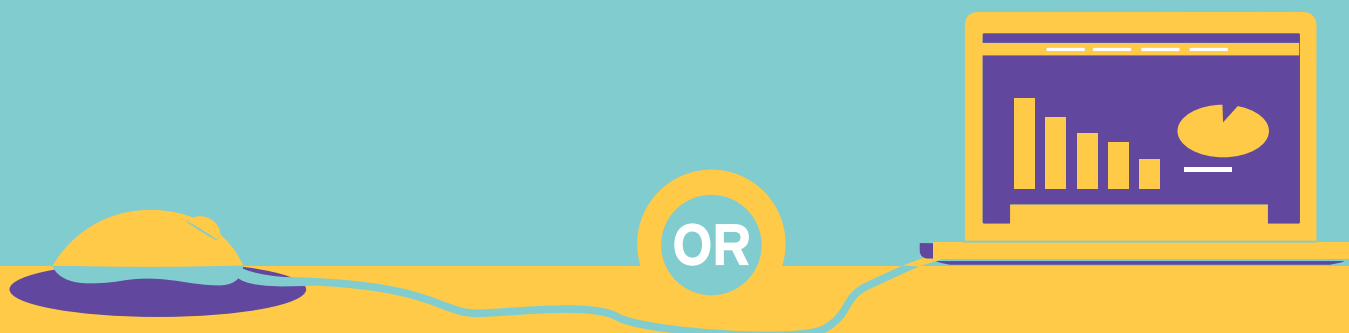


WOULD YOU RATHER

**Sort through a
mountain of emails?**



**Find out how your
workplace can support
Time to Talk Day?**

Choose talk, change lives.
Together we'll end mental health stigma.



#timetotalk

Funded by



Run by



Choose to talk about mental health this Time to Talk Day

Time to Talk Day 2020 will take place on Thursday 6 February. With 1 in 4 of us experiencing a mental health problem in any given year, there has never been a better time for your workplace to get involved in Time to Talk Day.

The more conversations we have about mental health, 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.

This year conversation is at the heart of the day as we use the popular game 'Would you rather?' to encourage more people to talk than ever before. If you're not familiar with the game, don't worry - by asking one of our 'Would you rather' questions you'll be able to start up a mental health conversation with your colleagues. This pack is full of tips, ideas and resources to help get your workplace talking.

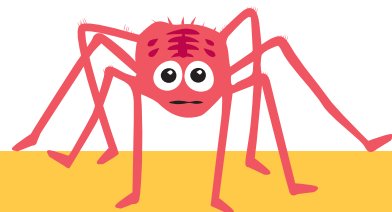
You'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Materials to download and print
- Internal communications ideas
- How to help spread our message further
- Signposts to support

"These activities had a massively positive impact on our organisation. It was great to see everybody come together and open up the conversation in a way that hadn't been done before..."

It definitely brought us closer together and as a result we have seen a much more open culture where mental health is talked about across the business on a day to day basis."

Split the Bills, pledged employer



If you have any questions at all, whether it's your first or seventh Time to Talk Day, please email info@time-to-change.org.uk.

What is Time to Talk Day all about?

On Time to Talk Day we aim to get the nation talking about mental health. Here's everything you need to know:

"Time to Talk Day gave me the opportunity to talk openly about mental health and attempt to break the stigma.

Time to Talk Day means a lot to me as I really do hope one day mental health won't have a horrible stigma to it."

Hannah

- Time to Talk Day 2020 is on Thursday 6 February.
- 1 in 4 of us will experience a mental health problem in any given year, which is why talking about mental health is so important.
- It's a chance for all of us to talk about mental health, to listen, to change lives.
- Having a conversation about mental health doesn't have to be awkward. Choose to talk this Time to Talk Day.

To find out more about the day, visit

www.time-to-change.org.uk/timetotalkday

Activity ideas

There are lots of ways you can get your organisation involved in Time to Talk Day. These can range from large events and PR stunts to starting conversations within meetings or on your intranet.

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 get up to.

Don't forget to share your activities on social media with **#timetotalk**.

Sussed: Time to Talk

This year we've teamed up with the conversation card game Sussed to help everyone get talking. You'll find four special edition cards available to download on our website.

You can use the cards as an icebreaker to spark a one on one conversation, or use them in a meeting as part of a mental health-themed group game.

Get your colleagues together and learn something new about each other!

Find out more.

"Our workplace did a 'Behind the Mask' exercise asking people to write on one side of the mask how they like to be perceived at work and recording on the other side how they really feel.

A massive eye opener to many, which just goes to prove that what you see on the outside is not necessarily true of the internal struggles people may be having."

Walk and talk

Organise a lunchtime walk and talk to encourage your colleagues to get outside and have conversations.





Create your own film

Create your own campaign film to spread awareness of Time to Talk Day, and how talking about mental health benefits all of us. Thames Water and Dell have created their own versions of our In Your Corner marketing campaign.

Could your organisation do something similar? You can find useful guidance to help you get started [here](#).

Lunch and learn

Run a lunch and learn session to teach people more about mental health and how to support each other.

[Find out more.](#)

Pledge wall

Set up a board somewhere visible in your workplace, so that staff can stick up their pledges to change the way we all think and act about mental health in the workplace.

Mental health quiz

Use our quick mental health quiz to start conversations, test staff's mental health knowledge and help people learn something new.

[Find out more.](#)



We know that some of you may want to use your Time to Talk Day activities as an opportunity to raise some money for a good cause, for example through cake sales, raffles or quizzes. If you would like to donate any funds you raise to Time to Change, you can find out how on our website: time-to-change.org.uk/donate

With your support, we can continue our work to end the stigma and discrimination that people with mental health problems experience.

Take a look at our website for more [ideas on how to run activities](#).

Materials to download and print

We have created a set of downloadable Time to Talk Day materials for you to use in the workplace, whether that's in the office, out on site, in a warehouse, or driving a lorry or train. You can find these on our website.

Posters

These are ready to be printed, either in the office or by a professional printer. Editable posters will be available in December.

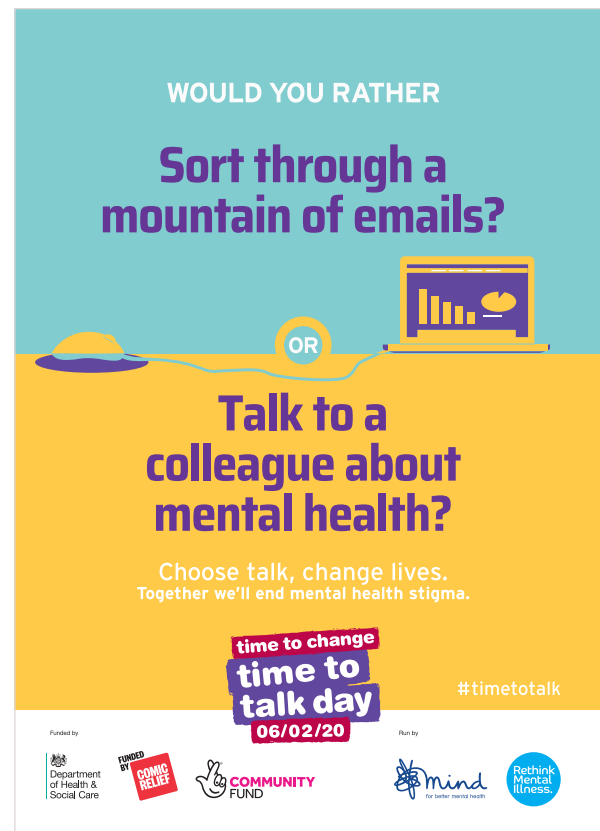
Tip cards

Filled with ideas around starting a 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. *Print-ready artwork for office or professional printing.*



Postcards

A fun way to encourage conversations, these postcards feature 'would you rather' scenarios and tips to get people talking. Hand these out to colleagues to use as an ice breaker. *Print-ready artwork for office or professional printing.*





Bunting

Brighten up your workplace and get people talking. *Print-ready artwork to print and make in the office.*

Coasters

These colourful coasters can be used anywhere to encourage conversations.



Put them in a canteen, on desks or in reception – anywhere can be the right place to talk about mental health!

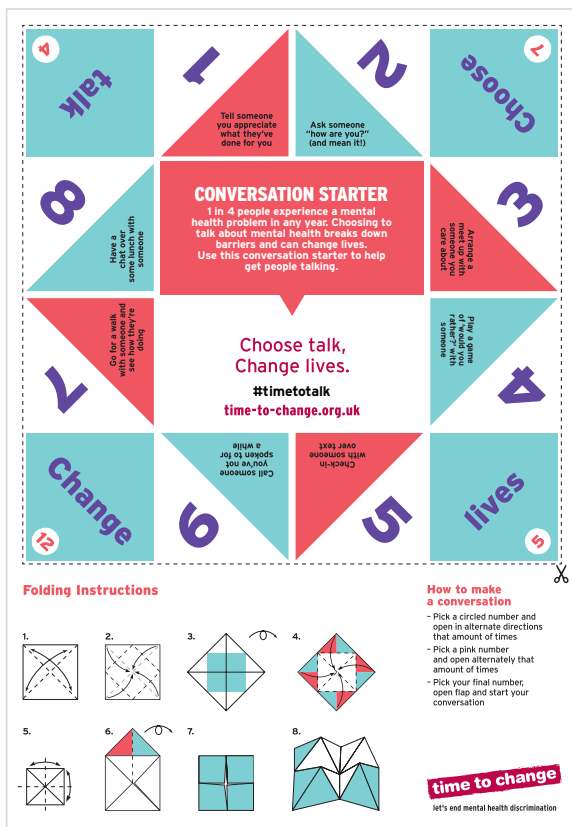
Print-ready artwork for professional printing.



Water cooler wrap

The water cooler is a popular place for a catch-up – so why not use this wrap to remind colleagues that they can talk about mental health here too? *Print-ready artwork for office or professional printing.*

"I spent the day going around the business, arranging talks with teams and team leaders about the importance of taking the time to talk. I also placed leaflets and reading material in visible, high traffic areas and saw many people reading." James



Conversation starters

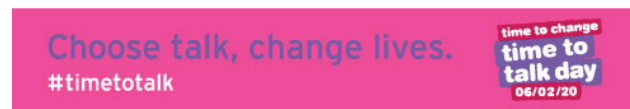
Our origami conversation starters combine crafts and conversation in one! Hand them out at a workplace stand or get colleagues involved in cutting out and folding them during a meeting. *Print-ready artwork to print and make in the office.*

Internal communications

We've got plenty of internal communications tools and ideas to help get your workplace talking.

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

- Desktop background/screensaver
- Email banner
- Plasma screen advertisements
- Animated videos



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 employees to get involved. If you are planning to run an event in your workplace you could use this as an opportunity to promote this too.

You can talk about mental health at work

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

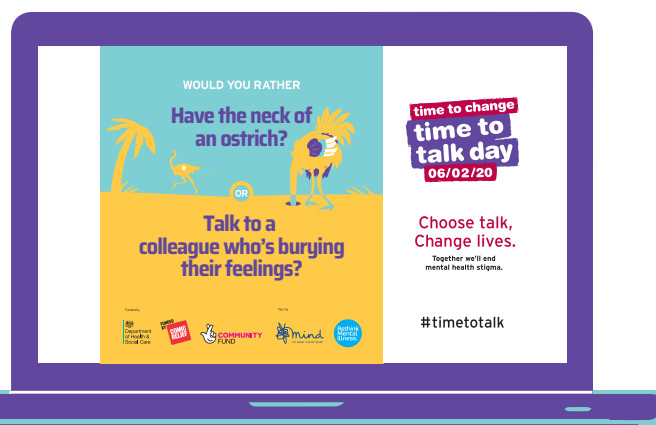
At *[organisation name]*, we know that it benefits all of us to talk about mental health.

Time to Talk Day is run by Time to Change to help spread the word that you can talk about mental health anywhere - including at work.

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

Time to Change is England's biggest programme to challenge mental health stigma and discrimination and is run by the charities Mind and Rethink Mental Illness.

Around the office, you'll find posters and 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 staff email

We recommend sending a staff email from the most senior contact possible (perhaps whoever signed your organisation's Pledge or a senior champion for mental health and wellbeing). Preferably, it should not come from someone in the HR team, in order to break the subject of mental health out of the 'HR box'. 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.

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.

In *[month and year your organisation signed the Pledge]* we signed the Time to Change Employer Pledge, a commitment to you all to change how we think and act about mental health at every level of this organisation.

One in four of us will experience a mental health problem and 9 in 10 say they have faced negative treatment from others as a result. By choosing to be open about mental health, we are all part of a 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. 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 everyone who works 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 organisation's support offer such as Employee Assistance Line or HR policies here, or include the information about support services 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 your employees. 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 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 organisation about why they're supporting Time to Change and Time to Talk Day and why challenging stigma is important to the organisation.

Information about Time to Change

Include a short description of Time to Change and its aims, and how people can find out more and get involved themselves. You can find out more at: time-to-change.org.uk/about-us

Signpost to relevant support

Let your colleagues 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: time-to-change.org.uk/support

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 ok to talk about mental health anywhere.

Facebook and Twitter cover 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.

"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



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 our pledged employers are delivering across the day
- If you've been making use of our free downloadable resources - make sure to get them in shot! Our Time to Talk Day bunting looks particularly fantastic in photos.

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



@timetochange



timetochange



@timetochangecampaign

Suggested Tweets

1

The more we talk about mental health, the better life is for all of us.

That's why *[organisation name]* is choosing to talk this **#timetotalk** Day on 6 Feb @timetochange

2

#timetotalk Day is on 6 Feb! How will you choose to talk about mental health? At *[organisation name]* we'll be *[your activity, eg holding a lunchtime drop-in session]*.
@timetochange

Suggested Facebook posts

1

It's Time to Talk Day on Thursday 6 February. It's a chance for all of us to choose to talk about mental health, to listen, to change lives. We'll be getting the conversation started at *[organisation name]*. **#timetotalk**

2

We're supporting the @timetochange movement to change the way we all think and act about mental health problems. That's why for **#timetotalk** on 6 February, we're choosing to talk about mental health.

3

Talking about mental health doesn't have to be awkward. However you do it, talking breaks down barriers and can change lives. That's why, on 6 February, we're taking part in Time to Talk Day and choosing to talk about mental health at *[organisation name]*.

Template media release

If your organisation is holding a large event, or you want to publicise the work you are doing around mental health, you may want to speak to the media. You can use this template press release to do so. If you need more support please contact our Media Officer, Bryony Acketts: b.acketts@time-to-change.org.uk

For immediate release

[Insert date]

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

[Organisation name] is supporting Time to Talk Day (Thursday 6 February) and encouraging as many people as possible to choose to talk about mental health.

[Event details].

Time to Talk Day is organised by Time to Change, the campaign to change how we all think and act about mental health problems, led by charities Mind and Rethink Mental Illness. Time to Talk Day aims to get as many people as possible talking about mental health.

1 in 4 of us will experience a mental health problem in any given year, 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.time-to-change.org.uk/timetotalkday

[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 about. Having these all important conversations can make a big difference to many people. The more we talk, the more lives we can change."**

Jo Loughran, Director of Time to Change, said: **"Conversations have the power to change lives - helping to end the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem. Time to Talk Day is the one day of the year when we want the whole nation to have a mental health conversation."**

For information about Time to Talk Day and how you can get involved please visit **www.time-to-change.org.uk/timetotalkday**

Ends



Notes to Editor

For more information please contact *[insert contact details of best person to contact for more info]*.

Notes to Editors

** For access to a range of free images to accompany mental health news stories please visit: **www.time-to-change.org.uk/getthepicture**.

Time to Change

We are Time to Change, a growing movement of people changing how we all think and act about mental health problems. Our voice is stronger and louder thanks to funding from the Department of Health and Social Care, Comic Relief and The National Lottery Community Fund. Our campaign is run by Mind and Rethink Mental Illness, and thousands more organisations have joined us to make change happen.

For more information go to www.time-to-change.org.uk





Signposts to support

Choosing to talk can make a real difference to someone's life. 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.

Time to Change is working to change the way we all think and act about mental health problems. This focus means we aren't able to provide individual support, guidance or advice.

However, there are plenty of people who can. Below you'll find a list of organisations that can help you, or someone else, to find support:

Mind Infoline

Telephone: 0300 123 3393 - 9am to 5pm, Monday to Friday

Email: info@mind.org.uk

Text: 86463

www.mind.org.uk/help/advice_lines

With support and understanding, Mind enables people to make informed choices. The Infoline gives information on types of mental health problems, where to get help, drug treatments, alternative therapies and advocacy. Mind also has a network of nearly 200 local Mind associations providing local services.

Rethink Mental Illness Advice Line

Telephone: 0300 5000 927 - 9.30am to 4pm, Monday to Friday

Email: info@rethink.org

www.rethink.org/about-us/our-mental-health-advice

Provides expert advice and information to people with mental health problems and those who care for them, as well as giving help to health professionals, employers and staff. They also run **services and groups** across England and Northern Ireland.



Elefriends

www.elefriends.org.uk

Elefriends is a supportive online community run by **Mind** where you can be yourself.

Samaritans

Telephone: 116 123 - 24 hours a day, free to call

Email: jo@samaritans.org

www.samaritans.org

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

SANEline

Telephone: 0300 304 7000 - 4.30pm to 10.30pm, everyday

www.sane.org.uk/what_we_do/support/helpline

A national out-of-hours helpline offering emotional support, guidance and information to anyone affected by a mental health problem, including family, friends and carers.

If you're a carer needing support you can also contact **Carers Direct** and the **Princess Royal Trust** both of whom are able to provide support and advice on any issues affecting you.

Want to keep the momentum going after Time to Talk Day?

Find out more about how your organisation can help tackle mental health stigma and discrimination:

www.time-to-change.org.uk/get-involved



time to change
time to
talk day
06/02/20

Where to find us...

 **timetochange**

 **@timetochange**

 **Search "Time to Change"**

 **@timetochangecampaign**

www.time-to-change.org.uk/timetotalkday

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