

#TimeToTalk

time to change **Wales**

**time to  
talk day**

**04/02/21**

let's end mental health discrimination

# Let's start talking

Together we will end mental health stigma



**A small conversation about mental health has  
the power to make a big difference**

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ddyfal neb yng Nghymru fod yn unig  
no one in Wales need be alone



# Let's get everyone talking about mental health this Time to Talk Day

**Thank you for being part of Time to Talk Day 2021. This year's event takes place on Thursday 4 February and it's going to be a little bit different.**

The coronavirus pandemic means that we may not be able to organise the events and activities that we usually would in our communities and workplaces to encourage people to talk about mental health. But one thing remains the same: we know that the more conversations we have, the more myths we can bust and barriers we can break down, and the closer we will come to ending mental health stigma and discrimination.

This year's focus is on the power of small, because however you have a conversation about mental health - whether it's a quick text to a friend, a virtual coffee morning with colleagues, or a socially distanced walk and talk with your family - it has the power to make a big difference.

Every conversation brings us a step closer to ending the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem.

While getting everyone talking about mental health is really important, it's even more important to look after your own mental health. We know that the current situation is difficult for many of us, and not everyone will feel able to take part in Time to Talk Day because of this. That's okay - we really appreciate your support whatever you're able to do.

**If you have any questions at all, whether it's your first or seventh Time to Talk Day, please email [info@timetochangewales.org.uk](mailto:info@timetochangewales.org.uk).**

We have pulled together some ideas of things that you could do to help start conversations in your community. But we'd love to hear and share your ideas too - we're new to virtual events and campaigns but we know that together we can make Time to Talk Day 2021 a huge success.

Remember that just like everything else your Time to Talk Day activities must comply with government guidance. We will make sure that we share the latest guidance ahead of the big day, but it does mean that we will all need to be a little bit flexible when it comes to planning.

This pack is designed to help you 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
- Social media and blogging



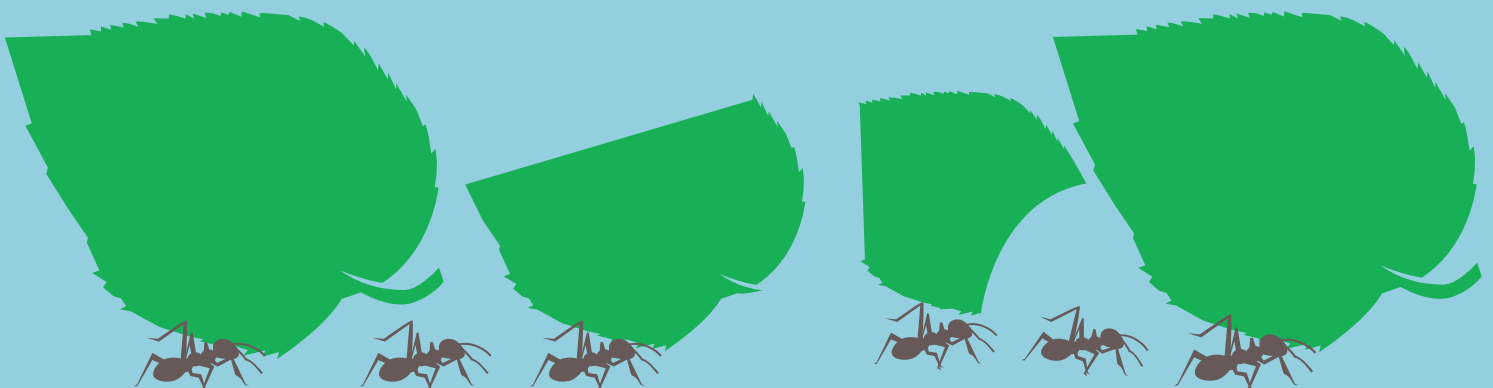
# What is Time to Talk Day all about?

**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 2021 is on Thursday 4 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.
- A small conversation about mental health has the power to make a big difference.
- Let's start talking.

**To find out more about the day, visit**

[www.timetochangewales.org.uk/timetotalkday](http://www.timetochangewales.org.uk/timetotalkday)



# Activity ideas



**Time to Talk Day is all about getting people talking about mental health.**

This year, the coronavirus pandemic means that the ways we do this might look a little different. If you can't meet in person, why not host your conversation with friends and family over video chat, FaceTime, Skype, Google Hangouts or another online platforms. Whatever you do, don't forget to use #TimeToTalk to join the conversation on social media! We've listed some activity ideas below to get you started. Good luck with your activities!

## 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, and can work just as well online as in person.

## Myth-busting quiz

A quiz is a great way to get people talking about mental health. If your local pub is running a quiz why not see if they can include a mental health round, alternatively you could run your own online.

## Crafty activities

Draw what makes you happy - people can draw or write down anything that makes them happy. You can do this in person or on a video call.

If you're using a video call you can try out the share screen option and take it in turns to draw. Once you've all had a go you can then talk more generally about mental health, what is both good and bad.

## Walk and talk

Sometimes it's easier to have a conversation when you're doing something active. Why not arrange a walk and talk event for people in your community or during a work lunch break?

You could also give people tip cards or conversation starters to break the ice and help them start a conversation about mental health.

## Virtual gaming

Catch up online over a game of FIFA, Fortnite, Call of Duty or whatever else takes your fancy, or have a party chat with mates on PlayStation or Xbox. This is a great way to check in with your mates and bring up the topic of mental health.

## Rock painting

Find some stones and get painting. People can use colour, words or illustrations to demonstrate positive attitudes towards mental health.

Each stone can be used a conversation starter and once dried you can hide it in your local park or community space to help inspire more people to have conversations about mental health. You can do this activity in person or virtually.



## Skill swap session

Now's the perfect time to share your skills with friends and family and teach them something new! Whether it's a hobby or business expertise, you could share your knowledge and talent online.

You can then talk about mental health - whether that's your experience of mental health problems, or why tackling stigma and discrimination is so important.

## Virtual bake off

Put your baking skills to the test with a virtual bake off. Choose a recipe and bring everyone together on a video chat to bake it at the same time.

You can talk about mental health while you bake. Don't forget to share photos of your creation on social media with the hashtag #TimeToTalk and tag Time to Change Wales.

## Book club

Why not set your friends, family and/or colleagues the challenge of reading a book about mental health?

It could be an autobiography, historical novel or a good old romance - the important thing is that it helps to spark conversations about mental health and the difference positive attitudes to mental health problems can have.

And you don't have to read the same book - people can select books based on their taste, which means you'll be able to cover a wide variety of experiences.

## Online movie night

Hosting a virtual movie night is a great way to bring people together and talk about mental health.

Choose a movie that you think portrays mental health problems well and download an app that lets you chat with your friends and family while watching.



# Materials to download and print

**There are lots of materials available on the Time to Change Wales website that you can use to promote your activity, or to get your whole community talking about mental health. You can access these at [timetochangewales.org.uk/en/resources/time-to-talk-day](https://timetochangewales.org.uk/en/resources/time-to-talk-day).**

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. Be sure to check that they're open first and that this is permitted with any current COVID-19 restrictions.

## Tips for talking poster

Use our top tip poster to give people the tools and confidence they need to start a conversation about mental health.

## Posters

Use these to inspire people to choose to talk about mental health. They could be displayed in the window of your home, libraries, workplaces or places of study - just make sure to get permission before putting them up.

## Bunting

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



## Postcards

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

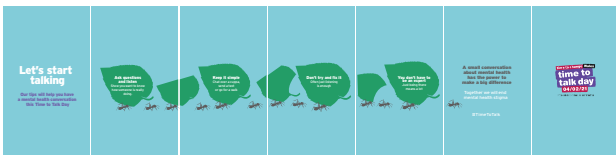
# Online

**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 images

Download and use these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



## 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.

Use the hashtag #TimeToTalk and tagging Time to Change in your post.

## Email banner

Use our email signature to help spread the word about Time to Talk Day and encourage people to have a mental health conversation.



## Virtual meeting backdrop

Upload our virtual meeting backdrop and use it on Time to Talk Day. Whether at work or hanging out with friends and family, the backdrop will provide a great opportunity to start mental health conversations.



## 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.



## 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:

1

A small conversation about mental health has the power to make a big difference. Let's start talking on Time to Talk Day, 4 Feb **#timetotalk** @TTCWales

2

**#timetotalk** Day is on 4 Feb! How will you choose to talk about mental health? @TimetoChangeWales

3

This **#timetotalk** Day I'm choosing to talk about mental health because *[insert reason that you're getting involved]*. @TimetoChangeWales

4

I'm a Champion with the @TimetoChangeWales 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 4 February, I'm taking part in Time to Talk Day.

5

**It's Time to Talk Day on Thursday 4 February 2021.** 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 Time to Change Champion because *[insert reason]*. I'll be getting involved by *[add some details about your plans]* - join us and choose to talk about mental health.



## Tips and suggested copy for social media

- 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** wherever you're posting posts about your activity.
- Include a 'call to action' in your post if appropriate - eg '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:**

 **@ttcwales**

 **ttcwales**

 **@timetochangewales**

## Want to write a blog for us?

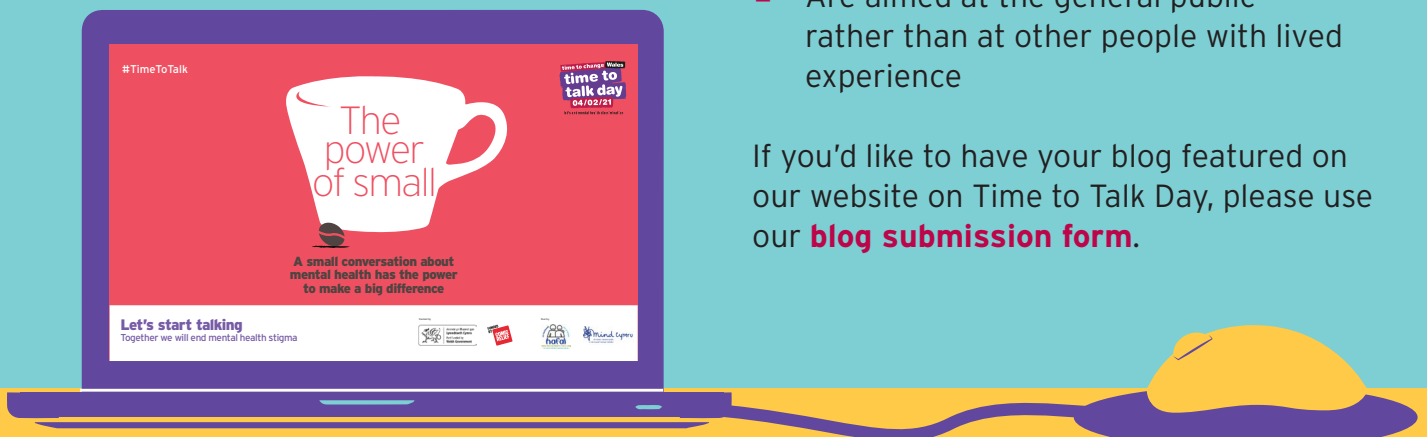
Personal blogs, vlogs and stories can be a powerful way to change attitudes.

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

If you'd like to have your blog featured on our website on Time to Talk Day, please use our **blog submission form**.



# 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 Wales 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:

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## Mind Infoline

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

**Email: [info@mind.org.uk](mailto:info@mind.org.uk)**

**Text: 86463**

**[www.mind.org.uk/help/advice\\_lines](http://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.

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## Hafal

**Telephone: 01792 816 6001 / 832 400**

**Email: [hafal@hafal.org](mailto:hafal@hafal.org)**

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

Hafal leads the way in Wales supporting individuals recovering from mental health illness and their families. They are managed by the people they support - individuals with serious mental illness and their carers. Find out more: [www.hafal.org](http://www.hafal.org).

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## Side by Side

**[www.sidebyside.mind.org.uk](http://www.sidebyside.mind.org.uk)**

Side by Side is a supportive online community run by **Mind** where you can listen, share and be heard.



## Samaritans

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

Email: [jo@samaritans.org](mailto:jo@samaritans.org)

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

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## CALL (Community Advice and Listening Line)

Telephone 0800 132 737

[www.callhelpline.org.uk](http://www.callhelpline.org.uk)

Offers emotional support and information/literature on Mental Health and related matters to the people of Wales. Anyone concerned about their own mental health or that of a relative or friend can access the service. C.A.L.L. Helpline offers a confidential listening and support service.

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## NHS Direct Wales

Telephone 0845 4647

[www.nhsdirect.wales.nhs.uk](http://www.nhsdirect.wales.nhs.uk)

Health advice 24 hours a day, 365 days a year.

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## Meic Cymru

Telephone 0808 80 23456 (8am - midnight, seven days a week)

[www.meiccymru.org](http://www.meiccymru.org)

Meic is a confidential, free helpline service for children and young people up to the age of 25 in Wales. You can call, text or instant message them in Welsh or English for support, advice and information.

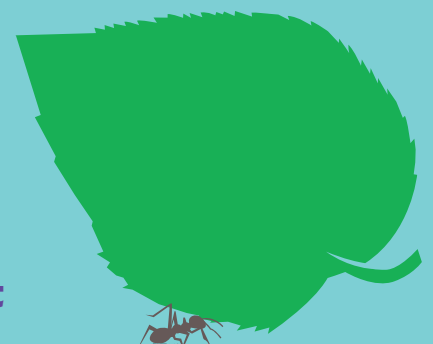
If you're a carer needing support you can also contact:

**Carers Wales Telephone: 0808 808 7777 Email: [info@carersuk.org](mailto:info@carersuk.org).**

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.timetochangewales.org.uk/join-our-movement](http://www.timetochangewales.org.uk/join-our-movement)



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Where to find us...



**ttcwailes**



**@ttcwailes**



**Search "Time to Change Wales"**



**@timetochangewales**

**[www.timetochangewales.org.uk/timetotalkday](http://www.timetochangewales.org.uk/timetotalkday)**

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