

# #TimetoTalk

time to change **Wales**  
**time to  
talk day**  
**07/02/19**

let's end mental health discrimination

# CONVERSATION PACK FOR SCHOOLS



Funded by:



Delivered by:

ar gyfer pobl  
gydag affeichyd  
meddal ddirifol

**hafal**

for people  
with severe  
mental illness



# #TimetoTalk



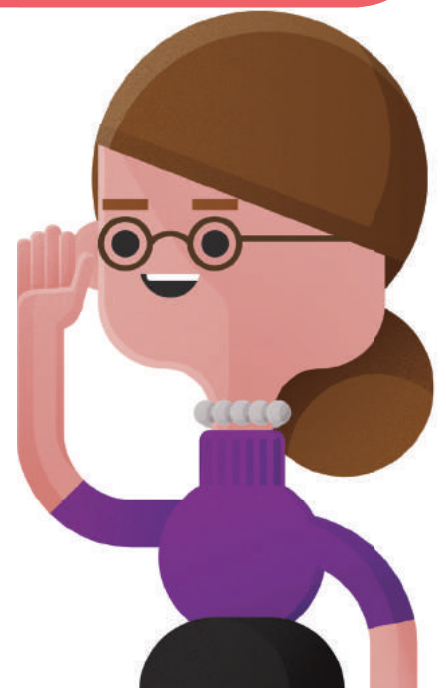
## TIME TO TALK DAY 2019 WILL TAKE PLACE ON THURSDAY 7 FEBRUARY

This year, we want to show that there are lots of different ways to have a conversation about mental health. This means Time to Talk Day is the perfect opportunity to get everyone in your school talking.

Sign up on our website to be emailed lesson and assembly plans to help you encourage your students to talk about mental health.

This pack is full of tips, ideas and resources to help get your staff involved and spread the word externally.

"Time to Talk Day was another great way to break down the stigma and start conversations around mental health. We spoke very frankly about how mental health is treated and managed within our work place and came up with group agreements on how we would handle conversations around mental health and wellbeing." Kat



# MATERIALS TO DOWNLOAD AND PRINT

We have created a set of **downloadable Time to Talk Day materials** for use in your school, whether that is in your staff room, office, or classroom.

You can find them at [timetochangewales.org.uk/time-to-talk-day](http://timetochangewales.org.uk/time-to-talk-day)

"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

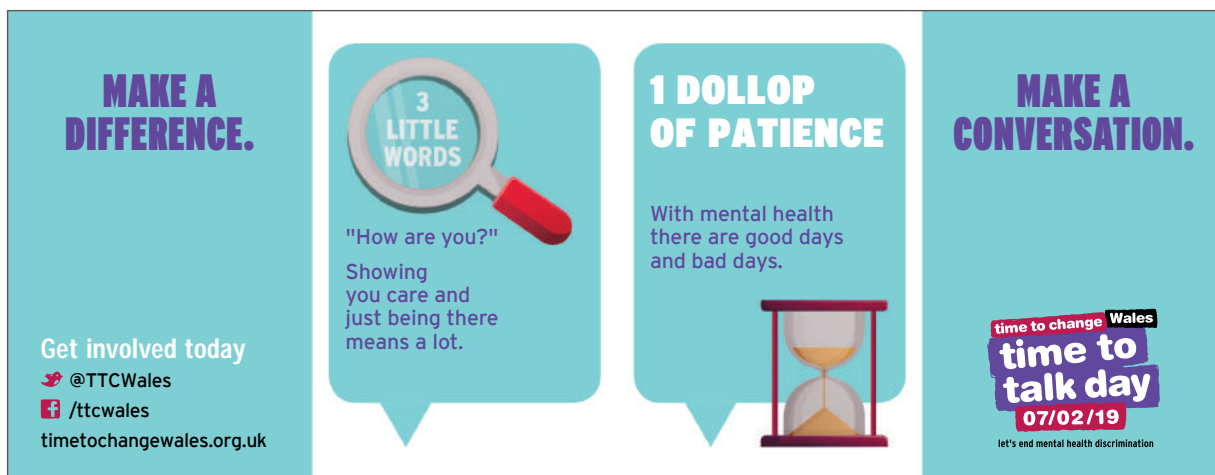
## POSTERS

These are ready to be printed, either in the office or by a professional printer.



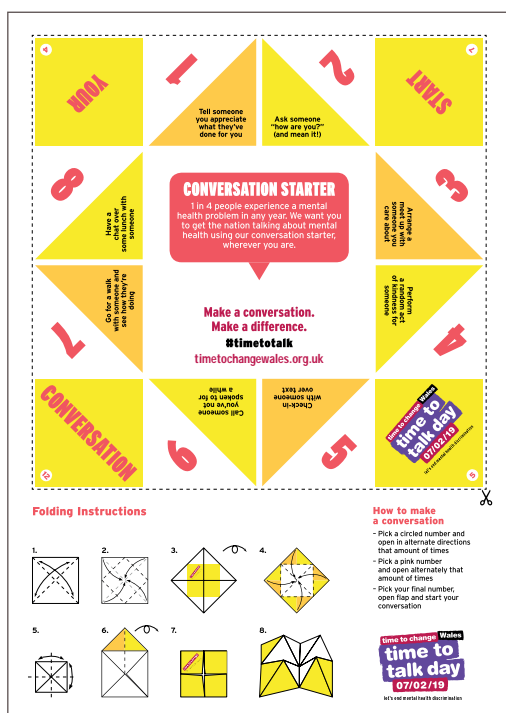
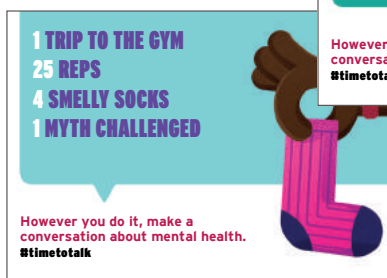
# TIP CARDS

Filled with ideas around starting a conversation, these are easy to read or pop into a pocket or wallet. Hand them out at an event, or leave them in areas where students and staff members will find them and read them. Print-ready artwork for office or professional printing.



# POSTCARDS

A fun way to encourage conversations - have these at an event for people to fill in, or make them available for students to send to one another. Print-ready artwork for office or professional printing.



# CONVERSATION STARTER

These origami conversation starters are a popular way of starting conversations and work well at events where people can fold and use them. These could work well in a classroom or during registration. Print-ready artwork to print and make in the office

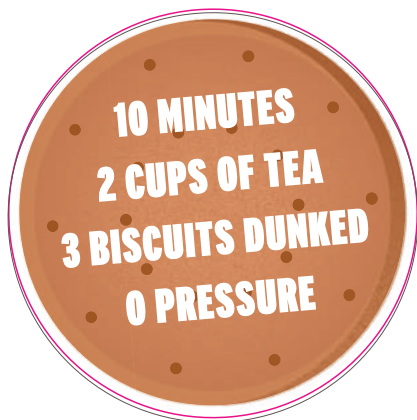
# PULL UP BANNERS

Fully designed and ready to be professionally printed – these banners are a great way of marking your Time to Talk Day event and helping your colleagues and students find it. Print-ready artwork for professional printing.



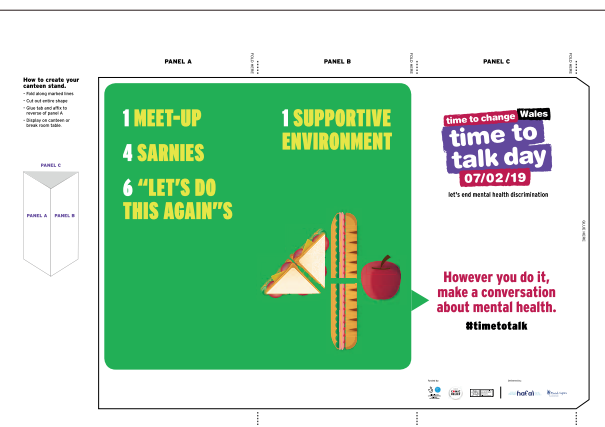
# BUNTING

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



# CANTEEN STAND

These stands have tips for getting the conversation started. Why not combine them with a lunchtime drop-in session, or hold an event in your school canteen? Print-ready artwork with folding instructions – for office or professional printing.



# COASTERS

These colourful coasters can be used anywhere to encourage conversations. Use them in your staff room, pop one on your desk or use them in reception – anywhere can be the right place to talk about mental health! Print-ready artwork for professional printing.

# DESKTOP BACKGROUND / SCREENSAVER

A great way to share a message in your school is by using desktop backgrounds. It's the first thing staff and students will see when they log in.



# EMAIL BANNER

By using our email signature on your messages you can help to spread the word about Time to Talk Day, and encourage conversations.





# PLASMA SCREEN ADVERTISEMENTS

If your office or reception area has plasma display screens you can use these images.

**1 'HOW ARE YOU?'**  
**2 COMMENTS ABOUT THE WEATHER**  
**3 MENTAL HEALTH FACTS**  
**1 VIEW BROADENED**

**time to change Wales**  
**time to talk day**  
**07/02/19**  
let's end mental health discrimination

**However you do it, make a conversation about mental health.**  
**#timetotalk**

Funded by:  
Comic Relief  
Lancashire Learning Foundation  
Lancashire Learning Foundation

Delivered by:  
hafal  
Mind Cymru



# TEMPLATE STAFF EMAIL

**We recommend sending a staff email from the most senior contact possible (perhaps a senior champion for mental health and wellbeing or the head teacher). Below is a suggested email which you can tailor to your own school.**

To all staff,

How are you?

Many of us will answer 'fine', even when we're not.

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. There are lots of different ways to have a conversation about mental health. And you don't have to be an expert to talk.

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 7 February, this is a day when everyone is encouraged to have a conversation about mental health.

[you could include details here of what your school 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 school's support offer, or include the information about support services included in this pack].

[sign off]



# SPREADING OUR MESSAGE FURTHER

Help get the word out by talking about your plans on your school's social media channels. Alternatively consider whether your activities might 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.

## SUGGESTED TWEETS

- There are lots of different ways to talk about mental health. And however you do so, talking breaks down barriers. That's why [school name] is supporting **#TimetoTalk** day on 7 Feb @ttcwales
- **#TimetoTalk** Day is on 7 Feb! How will you have your conversation about mental health? At [school name] we'll be [your activity, eg holding a lunchtime drop-in session]. @ttcwales

## SUGGESTED FACEBOOK POSTS

- There are lots of different ways to talk about mental health. And however you do so, talking breaks down barriers. That's why, on 7 February, we're taking part in Time to Talk Day and having conversations about mental health at [school name/location] [www.timetochangewales.org.uk/time-to-talk-day](http://www.timetochangewales.org.uk/time-to-talk-day)
- **It's Time to Talk Day on Thursday 7 February.**  
It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives. We'll be getting the conversation started at [school name/location]. However you do it, join us and have your conversation about mental health. [www.timetochangewales.org.uk/time-to-talk-day](http://www.timetochangewales.org.uk/time-to-talk-day)

## TIPS FOR INSTAGRAM

- If you're sharing your Time to Talk Day activities to Instagram be sure to use our hashtag **#timetotalk** to help share our message even further
- Tag @timetochangewales in your photos - we love to see all the events and activities our pledged employers are delivering across the day

# TEMPLATE PRESS RELEASE

If your school 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 Hanna Yusuf: [h.yusuf@timetochangewales.org.uk](mailto:h.yusuf@timetochangewales.org.uk)

## For immediate release

[insert date]

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

[Name of school] will be holding an event on Thursday 7th 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 by Time to Change Wales, a national campaign to end the stigma and discrimination faced by people with mental health problems, led by charities Hafal and Mind Cymru. Time to Talk Day aims to get as many people as possible talking about mental health. People can struggle to talk about mental health, so this year, Time to Change Wales is asking people to have a conversation however they like - whether at work, on a walk or over a cup of tea.

Since its launch in 2014, Time to Talk Day has sparked millions of conversations in schools, homes, workplaces, in the media and online, and attracted support from celebrities such as Freddie Flintoff, Stephen Fry and Frankie Bridge.

[Name of school, 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 paragraph in here about what your school is specifically doing].

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.timetochangewales.org.uk/time-to-talk-day](http://www.timetochangewales.org.uk/time-to-talk-day)

[Name of spokesperson, role at school] 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."

**Karen Roberts, Time to Change Wales Programme Manager, said:**

"Mental health problems are common and can affect any one of us, yet too often people are afraid to talk openly about mental health for fear of being judged. There are lots of different ways to have a conversation about mental health. And you don't have to be an expert to talk. Whether you're talking on a walk, or listening over a cuppa, your chat can make a big difference. However you do it, make 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.timetochangewales.org.uk/time-to-talk-day](http://www.timetochangewales.org.uk/time-to-talk-day)

**Ends**

---

## NOTES TO EDITOR

For more information please contact [\[insert contact details of best person to contact for more info\]](#).

---

## TIME TO CHANGE

We are Time to Change Wales, 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 Welsh Government, Comic Relief, and the Big Lottery Fund. Our campaign is run by Hafal and Mind Cymru, and hundreds more organisations have joined us to make change happen.

**For more information go to [www.timetochangewales.org.uk](http://www.timetochangewales.org.uk)**

# SPEAKING TO THE MEDIA

**If you are holding an event, you may want to talk to the local media about it. Use this section for advice.**

## SELLING YOUR STORY 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 Time to Change Wales. 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 Time to Change Wales, they will get in touch with our press team and we will provide an approved quote about the programme and our work. 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 diagnosis? 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.

### 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, TV channel etc. on their website.
- 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 then we would recommend speaking to the media two weeks before 1 February, with the aim for the coverage to appear before or on 1 February 2018.

## CONTACTING A JOURNALIST BY PHONE OR EMAIL

- Introduce yourself clearly, explain what you are calling/ emailing about.
- Explain what you want them to do, i.e. ask them if they would be interested in covering the story/ attend and film 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.

## 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. Find out whether the interview will be live (radio or TV) or if it is pre-recorded.

A pre-recorded interview means they may spend 10-15mins chatting with you and then only use a short segment of what you say (often this could end up 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 Time to Change Wales, however if you have any issues with an interview or journalist please do let us know.



## 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.

Time to Change Wales can provide journalists with background information on the campaign and we also have our own organisational spokespeople to offer an expert view, so it's important you're yourself and tell your story. However we would encourage you to talk about your support for Time to Change Wales and also why changing how we all think and act about mental health is so important.

### 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.

## 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 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.





## 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

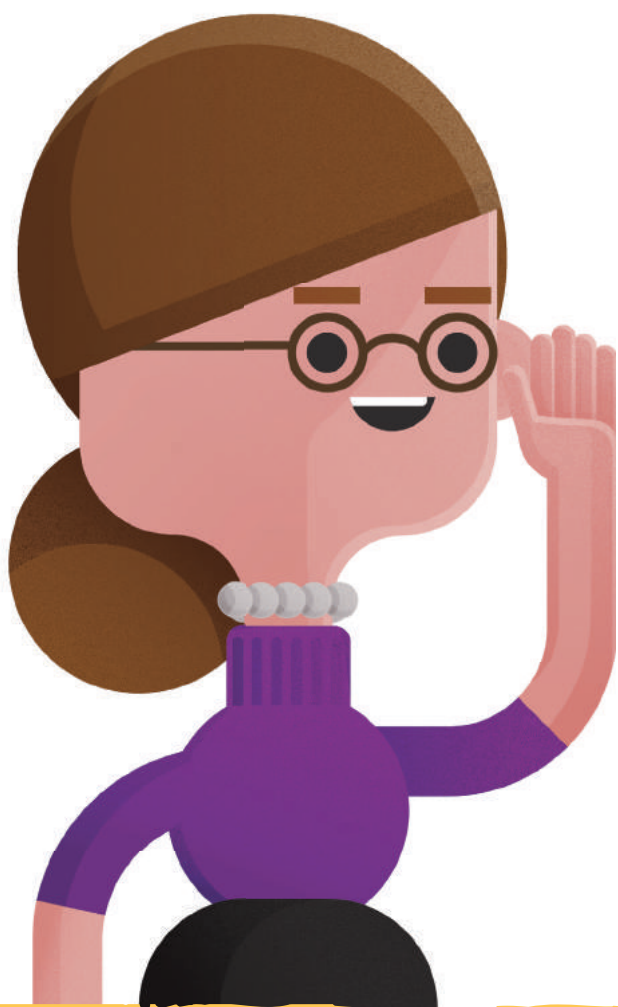
If you don't have a lot of experience talking to the media and have an interview scheduled, do some practice interviews with a friend.

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.

## DON'T FORGET

Let the Time to Change Wales Communications Team 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.



# #TimetoTalk

time to change **Wales**  
**time to  
talk day**  
**07/02/19**

let's end mental health discrimination

# FOR MORE INFORMATION



ttcwales



@ttcwales



Search "Time to Change Wales"



@timetochangewales



Funded by:



Delivered by:

ar gyfer pobl  
gydag affeichyd  
meddal ddirfwr

**hafal**

for people  
with severe  
mental illness

