

#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**

Funded by



Run by



Thank you for being part of Time to Talk Day 2021.

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.

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 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 message to a colleague, a virtual coffee morning, or a socially distanced walk and talk - 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.

This pack is full of tips, ideas and resources to help get your workplace talking.

Remember that just like everything else your Time to Talk Day activities must comply with government guidance and your organisation's Covid-19 policies. 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.

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

If you have any questions at all, please don't hesitate to contact us at info@timetochangewales.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 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



Activity ideas

There are lots of ways you can get your organisation involved in Time to Talk Day, whether in person or virtually. These can range from online 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**.

Walk and talk

If you're able to, you could organise a socially distanced lunchtime walk and talk to encourage small groups of colleagues to get outside and have conversations on Time to Talk Day.

Lunch and learn

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

If anyone within the organisation is happy to talk about their own experiences, this can be a great way to bring the issue to life.

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.

This can also work virtually - start a thread on an internal communications platform like Microsoft Teams where everyone can post their pledge.



Materials to use online 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.

Email banner

Use our email signature to help spread the word about Time to Talk Day and encourage conversations within your organisation and externally.



Screensaver

Encourage your colleagues to use our Time to Talk Day screensaver to help spark conversations.

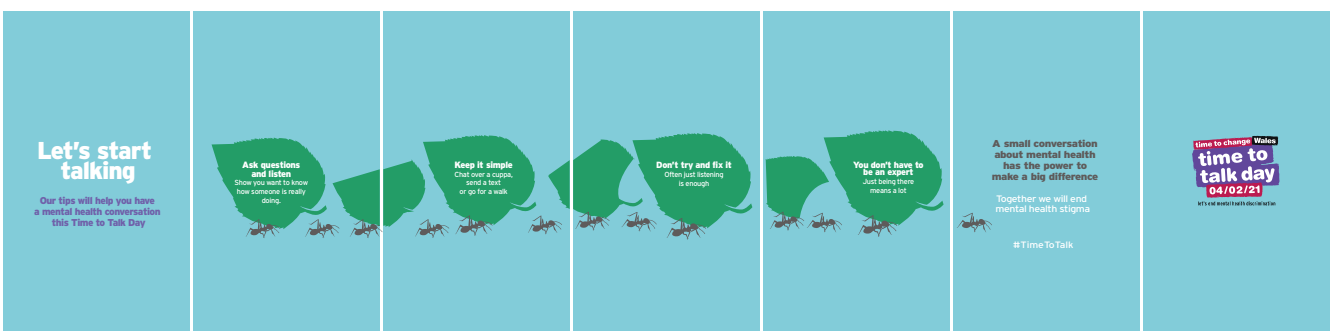
Virtual meeting backdrop

Upload our virtual meeting backdrop and use it for all your meetings on Time to Talk Day. The backdrop will provide a great opportunity to start mental health conversations.



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. You can also use these to communicate the message internally via platforms like Slack or Microsoft Teams.





Bunting

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

Posters

Use our posters to spread the message about Time to Talk Day in your workplace. They are ready to be printed, either in the office or by a professional printer.

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!



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.



Update for Intranet

Below is a brief update you can include on your organisation's intranet, or post to Microsoft Teams or Slack to introduce Time to Talk Day and encourage employees to get involved. If you're planning to run an event or activity you could use this as an opportunity to promote it too.

Let's start talking about mental health at work.

Thursday 4 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 Wales 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 Wales is Wales' first national programme to challenge mental health stigma and discrimination and is run by the charities Hafal and Mind Cymru.



Template staff email

We recommend sending a staff email from the most senior contact possible (perhaps whoever signed your organisation's Time to Change Wales Employer Pledge or a senior champion for mental health and wellbeing). Preferably, it should be sent from someone outside of the HR team, to help 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 4 February, we're encouraging everyone 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 Wales 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 4 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 Wales and Time to Talk Day and why challenging stigma is important to the organisation.

Information about Time to Change Wales

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: timetochangewales.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: timetochangewales.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.

Social media 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.



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:



@ttcwailes



ttcwailes



@timetochangewailes

Suggested Tweets

1

We're talking about mental health this #TimeToTalk Day on 4 Feb to help bust myths, break down barriers and end the stigma **@ttcwailes**

2

#timetotalk Day is on 4 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]*. **@ttcwailes**

Suggested Facebook posts

1

It's Time to Talk Day on Thursday 4 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 **@Time to Change Wales** movement to change the way we all think and act about mental health problems. That's why for **#timetotalk** on 4 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 4 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 Marketing and Communications Officer, Hanna Yusuf: h.yusuf@timetochangewales.org.uk

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 4 February as part of a nationwide push to get people talking more openly about mental health for one day. Time to Talk Day is organised by Time to Change Wales, the campaign to change how we all think and act about mental health problems, led by mental health charities Hafal and Mind Cymru.

Time to Talk Day aims to get as many people as possible talking about mental health. This year Time to Change Wales is highlighting the importance of choosing to talk about mental health. Since its launch, Time to Talk Day has sparked millions of conversations in schools, homes, workplaces, in the media and online.

[Name of organisation, location] will join thousands of other groups, 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]*.

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 timetochangewales.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."**

Lowri Wyn Jones, 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. It's easy to think there's no right place to talk about mental health. But the more we talk about it, the better life is for all of us and Time to Talk Day is a chance for everyone to open up – to talk, to listen, to change lives."

For information about Time to Talk Day and how you can get involved please visit www.timetochangewales.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

Time to Change Wales

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 and Comic Relief.

Our campaign is run by Hafal and Mind Cymru, and thousands more organisations have joined us to make change happen.

For more information go to www.timetochangewales.org.uk


Let's start talking

Together we will end
mental health stigma

#TimeToTalk



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



The
power
of small

Signposts to support

Mental health conversations have the power to make a big difference, 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:

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.

Hafal

Telephone: 01792 816 6001 / 832 400

Email: hafal@hafal.org

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.

Side by Side

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

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.

CALL (Community Advice and Listening Line)

Telephone 0800 132 737

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.

NHS Direct Wales

Telephone 0845 4647

www.nhsdirect.wales.nhs.uk

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

Meic Cymru

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

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.

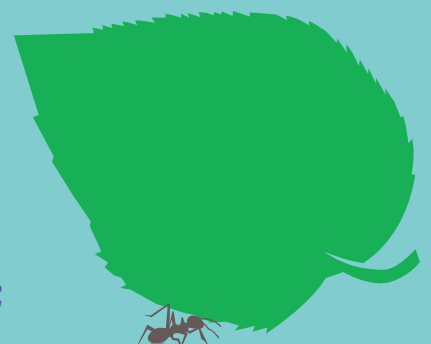
If you're a carer needing support you can also contact:

Carers Wales Telephone: 0808 808 7777 Email: info@carersuk.org.

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



time to change **Wales**

**time to
talk day**

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let's end mental health discrimination

Where to find us...



ttcwales



@ttcwales



Search "Time to Change Wales"



@timetochangewales

www.timetochangewales.org.uk/timetotalkday

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