

time to change

Wales

let's end mental health discrimination

Employer Pledge

Communications pack



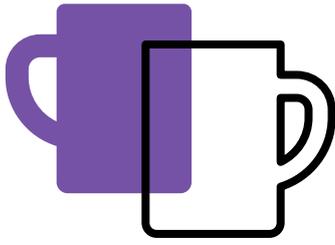


Congratulations on committing to sign the Time to Change Wales Employer Pledge.

Thank you for joining the growing movement to change the way we think and act about mental health at work.

This resource will support you in amplifying the Time to Change Wales message and help you communicate your commitment with the rest of your organisation. It can also be used more widely to communicate to customers, supply chains, partners and other stakeholders that you have made a commitment to making your organisation a place where people can speak openly about mental health and ask for help when they need it.

This resource has been developed by Time to Change in England and adapted to a Welsh audience.



Internal Communications

To increase engagement amongst the staff in your organisation, you are advised to let them know that you have signed the pledge. Involve as many of your staff as possible during the pledge signing event so that they are aware that mental health is a priority in the workplace.

Staff who are better informed are more likely to engage in future Time to Change Wales activities and want to get involved. The more people that get involved the lighter the load and the stronger the voice is within your organisation.

This will help in delivering the action plan and the activities included within it.

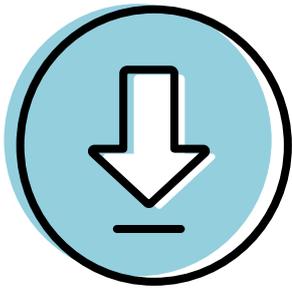


Champions

Individual staff members can become drivers of the anti-stigma agenda through signing up to become Time to Change Wales Champions. We recommend that all pledged organisations recruit employee Champions and access the free training offered by Time to Change Wales.

A Champion can make a real difference to your workplace culture and to the lives of colleagues, working with you and your organisation to make mental health a normal topic of conversation, dispelling myths and making it easier for people to seek support.

If you have already recruited Time to Change Wales Champions, you may wish to include this in your internal communications. If you are at an early stage, you could use internal communications as a recruitment tool for signing up potential Champions.



Internal Communications Templates

Intranet

At [Organisation Name] we want to help break the silence and end the stigma around mental health. One in four of us will be experiencing a mental health problem at any one time. Nine in ten people who have experienced a mental health problem have faced negative treatment from others as a result.

That's why we have signed the Time to Change Wales Employer Pledge. This pledge is a public commitment to changing the way we think and act about mental health at every level of this organisation.

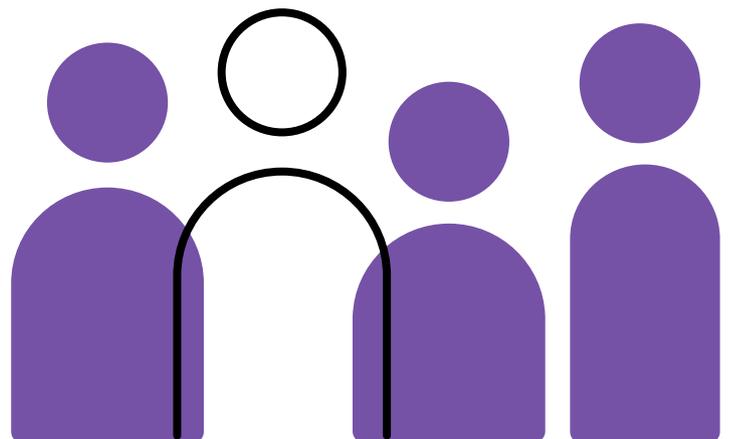
In order to sign the Pledge we have submitted an action plan detailing what we will do including: [add details of your organisation's action plan]

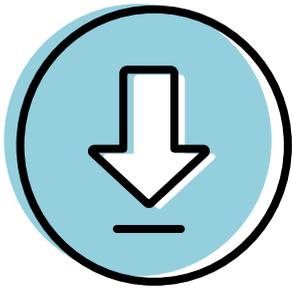
Time to Change is Wales' national programme to challenge mental health stigma and discrimination and is run by the charities Hafal and Mind Cymru.

For further details on the programme and how to get involved further, visit our website at www.timetochangewales.org.uk

One in four

of us will be experiencing a mental health problem at any one time.





Internal Communications Templates

Template Staff email

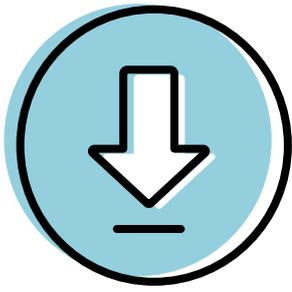
We recommend sending out a staff email from the most senior staff member possible (perhaps whoever signed the pledge board or a senior manager Champion for mental health and wellbeing). Below is a suggested wording for including in a staff email which can be tailored to your own organisation.

To all staff

In [month and year your organisation signed] 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. Our plans to change how we all think and act about mental health include: [include details from your action plan]

For further details please contact (add name of person who was responsible for submitting the action plan). 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 information about support services.]

[sign off]



Internal Communications Templates

Internal Presentation

This can be used at staff briefings, meetings or other events to explain why it's important that we all open up to mental health, and the benefits of signing the Employer Pledge.

[create Wales-specific presentation slide deck to be hosted in employer area of website password protected]

Time to Change Wales Affiliated Logo

[link to downloadable stamp on website]

This stamp can be added to your intranet and website to show that you have signed the Pledge.

Time to Change Wales Short Videos

[link to TTCW videos]

Use one of our videos to show how stigma and discrimination can affect people and why it's important that everyone take responsibility to change how we think and act about mental health. You could show these videos during a staff briefing or team meeting.

Time to Change Wales Resources and Materials

Use our repository of materials in the workplace to demonstrate your support to Time to Change Wales. These are also very good for conversation starters.

Email signatures
Screensavers
Downloadable workplace posters
[link to files]



Blog

You may want to ask a member of staff (potentially a Champion) to write a blog post sharing their personal experience. Below are some of our tips:

1. Personal story

Try to open with a quote or a paragraph from a colleague who has experienced a mental health problem. An individual employee writing about their experience and how being able to be open about it has helped them will make a powerful introduction. If you have Champions in your workplace they may be happy to provide this.

2. The organisation's perspective

Include a quote or paragraph from someone senior within your organisation about why they're supporting Time to Change Wales and why challenging stigma is important to the organisation.

3. Information about the campaign

Include a short description of what the campaign is, and how people can find out more and get involved themselves.

4. 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.

5. Be concise

The ideal blog length is between 500-800 words, so don't feel like you have to keep writing forever. The shorter it is, the more likely it will hold the reader's attention.



External communications

Template press release

Use this press release [\[enter hyperlink to TTC Wales template press release\]](#), including statistics, and quotes from the Time to Change Wales Programme Manager, to announce that your organisation has signed the Pledge.

Social Media

Using your social media channels is a great way to get the word out about your Pledge signing. Here are some top tips for communicating the pledge on social media channels like Facebook, Twitter or LinkedIn:

- Tell your followers why you're signing the pledge and what it means to you.
- Why does your organisation think it's important to change the way we think and act about mental health?
- Include compelling images: show your staff getting behind the Pledge, not just one person signing the Pledge board.
- Following these tips will also make it more likely that Time to Change Wales will share your posts and give you some extra publicity!

Here are some examples from [\[enter Wales pledged organisations\]](#) using social media to promote their pledge:



As you'll notice, both these posts show a range of employees getting behind the cause - not just senior managers - and they demonstrate why it's important to take action on mental health.



External communications

Signing the Pledge is fantastic, but saying why you are signing it is better. Here are some statistics you can use to illustrate why it's important to address mental health in the workplace.



9/10 people with a mental illness report experiences of stigma and discrimination



1 in 6 workers are dealing with anxiety, depression or stress



95% of employees calling in sick with stress gave a different reason

We've also created some images to help you announce your Pledge on social media - you can find them on our resources page.

Let us know what you're doing in your workplace by tweeting at us **@TTCWales**

Be part of Time to Change Wales' movement for change in workplace mental health.

 [@ttcwales](https://twitter.com/ttcwales)  [/ttcwales](https://www.facebook.com/ttcwales)

 [@timetochangewales](https://www.instagram.com/timetochangewales)  [/timetochangewales](https://www.youtube.com/timetochangewales)

