

**time to change**

**Wales**

**You don't have to be a .....  
Be extraordinary just by being a friend.**

**TTCW social marketing campaign 2013.**

## Be extraordinary.

We all know someone who has experienced a mental health problem. Our latest campaign shows that just a few simple words like 'how are you?' can really make a big difference. You don't need to be an expert, you just need to be a friend. That is extraordinary enough.

The campaign features 6 of our Champions and people in their lives with whom they speak about their mental health. It uses a light hearted creative to deliver our key messages, highlighting the different relationships. These will be reinforced by filmed on our website and social media of these pairs in conversation, discussing just how important those conversations have been.

We know how hard it can be to start your first conversation about mental health, so we've developed tips to help. We've also created a huge range of free resources from 'talking tips wallet cards' to 'myths and facts booklets', toolkits for organisations to postcards, fridge magnets and personal action packs. These will be available to order on our new website.

You can help us to raise awareness of the campaign by using your internal and external communication channels. You can also sign our online pledge for individuals and invite your friends and family.

**Contact [helenrobinson@gofal.org.uk](mailto:helenrobinson@gofal.org.uk) for more information**

It's time to talk about mental health.

