

#TimetoTalk

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

let's end mental health discrimination

CONVERSATION PACK FOR EMPLOYERS



Funded by



Run by



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

Too often, people who experience a mental health problem are also expected to take the lead on talking about mental health in the wider sense. Time To Talk Day encourages everyone to talk about mental health.

Mental health problems affect one in four of us yet people are still afraid to talk about it. For people with mental health problems not being able to talk about it can be one of the worst parts of the illness. So by getting people talking about mental health we can break down stereotypes, improve relationships, aid recovery and take the stigma out of something that affects us all.

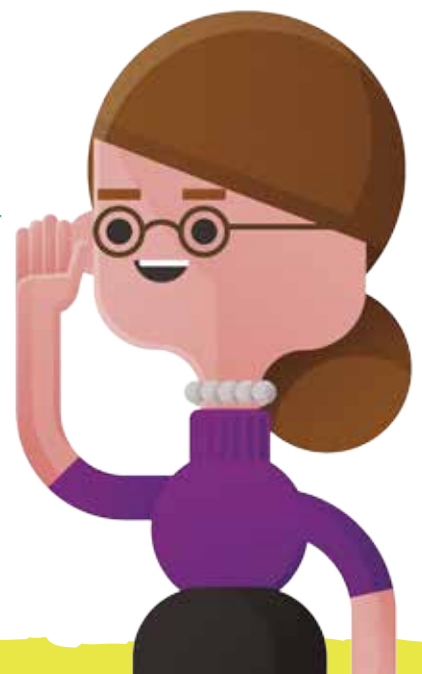
Since Time To Talk Day first launched in 2014, it has sparked millions of conversations in schools, homes, workplaces, in the media and online.

This means Time to Talk Day is the perfect opportunity to get your workplace talking about mental health.

This pack is full of tips, ideas and resources to help get your workplace involved and start the conversation.

This year we are encouraging everyone to think about the different ways to have a conversation about mental health. Whether that's listening to a colleague over a cuppa or spending part of a meeting busting mental health myths.

"Time to talk day was another great way to break down the stigma and start the 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



ACTIVITY IDEAS

There are lots of ways you can get your organisation involved in Time to Talk Day. These can range from large events and PR stunts to starting conversations within meetings or on your intranet. We've included ideas throughout this pack to use as inspiration. Or get creative and design your own - we'd love to hear what you get up to.

For example:

- Create your own campaign film to spread awareness of Time to Talk Day, and how talking about mental health benefits all of us. Thames Water created **their own version** of our In Your Corner marketing campaign. Could your organisation do something similar?
- Raise awareness on your intranet pages about Time to Talk Day and what it is all about [see page 12 for an example intranet story].
- Empower your Champions to design activity for the day, have a look at if you can spare a small budget and allow them time to think about and deliver something that engages your wider organisation
- Run lunch and learn sessions about mental health. You could use our quick quiz to open up the conversations: **time-to-change.org.uk/mental-health-quiz**
- Run a 'walk and talk' event to encourage colleagues to get outside and have conversations.
- Set up a discussion on Yammer or other internal message board where employees can highlight unusual places that they started a conversation or what stopped them having a conversation about mental health.

Have a look at our website for **ideas on how to run activities**.

To help you with these take a look below for materials you can download and use, along with messages to share internally.



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"At Rochdale Boroughwide Housing we used Time to Talk Day to launch 'Wellbeing Champions'. Fifteen people from across the organisation were chosen to become certified Mental Health First Aiders and to support and promote employee wellbeing from providing emotional support to promoting healthy living.

On the day we used the printable resources from the Time to Change Website to get people talking. There were conversations happening all over the office and it felt like everyone got a little closer. Inspired by Time to Change we put encouraging people to talk and breaking stigma at the top of our agenda.

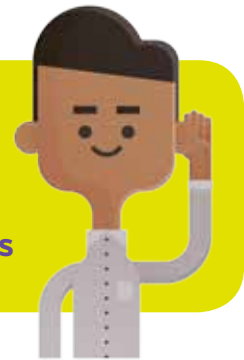
We even use 'Let's Talk' as our catchphrase. We are really looking forward to Time to Talk Day 2019 to celebrate one year of improving mental health and wellbeing in our workplace." Jen



MATERIALS TO DOWNLOAD AND PRINT

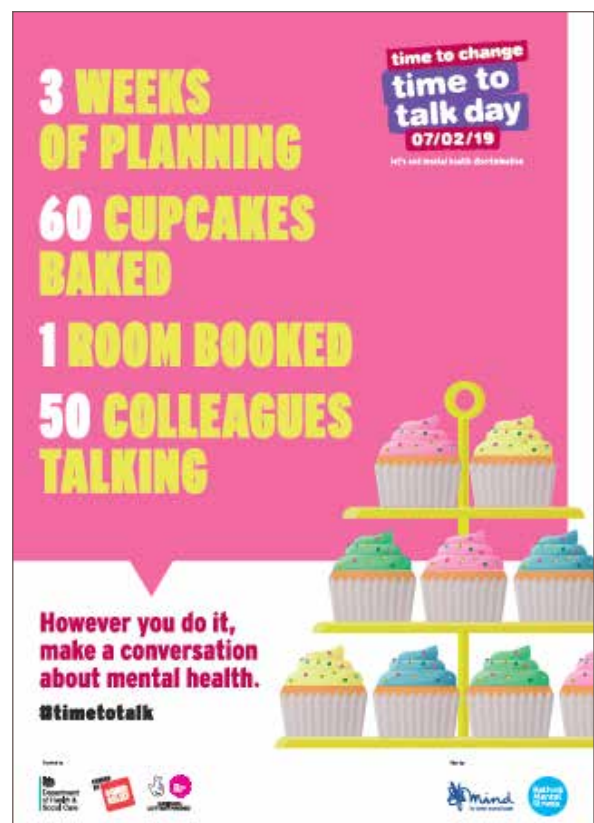
We have created a set of downloadable Time to Talk Day materials for use in the workplace, whether that is in the office, out on site, in a warehouse, driving a lorry or train. You can access these at time-to-change.org.uk/resources

"I spent the day going around the business, arranging talks with teams and team leaders about the importance of taking the time to talk. I also placed leaflets and reading material in visible, high traffic areas and saw many people reading!" James



POSTERS

These are ready to be printed, either in the office or by a professional printer. Editable posters will be available in December.



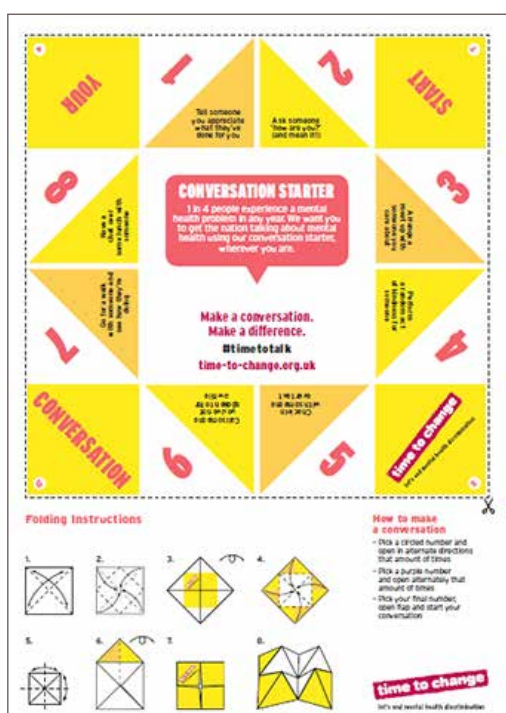
TIP CARDS

Filled with ideas around starting the 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 people 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 colleagues to send to one another. Print-ready artwork for office or professional printing.

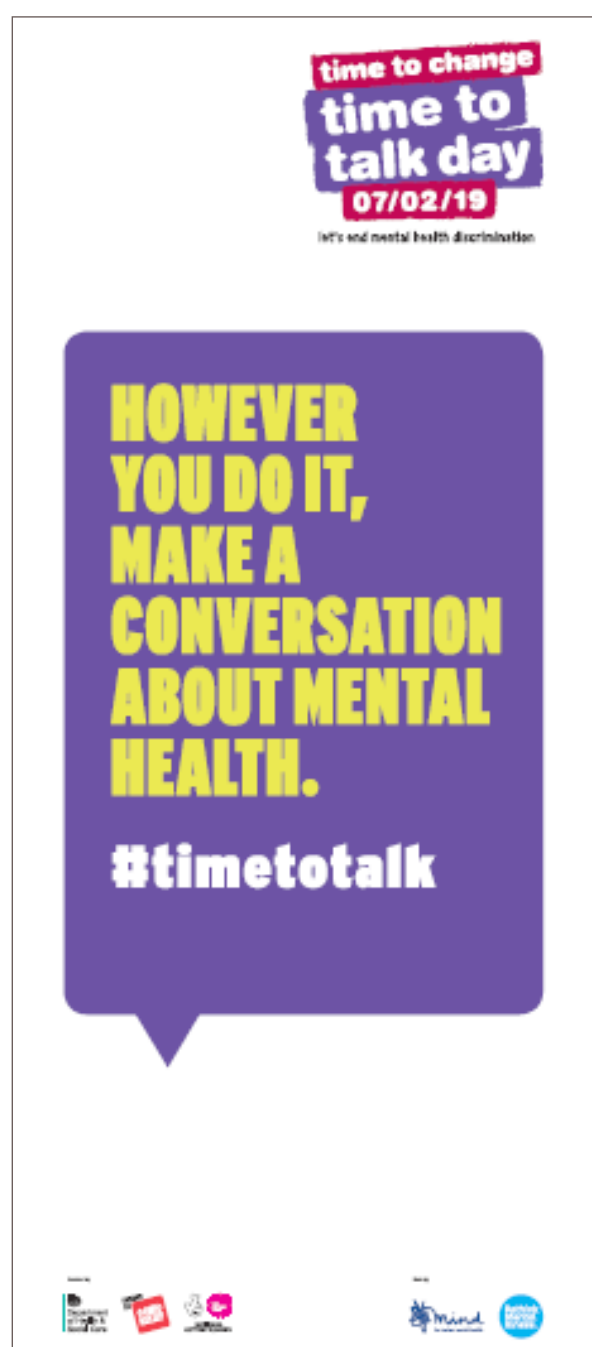


CONVERSATION STARTER

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

WATER COOLER WRAP

The water cooler is a popular place for a catch-up - so why not use this wrap to remind colleagues that they can talk about mental health here too? Encourage people to keep a tally of conversations they've had so you can see them add up over the day! Print-ready artwork for office or professional printing.



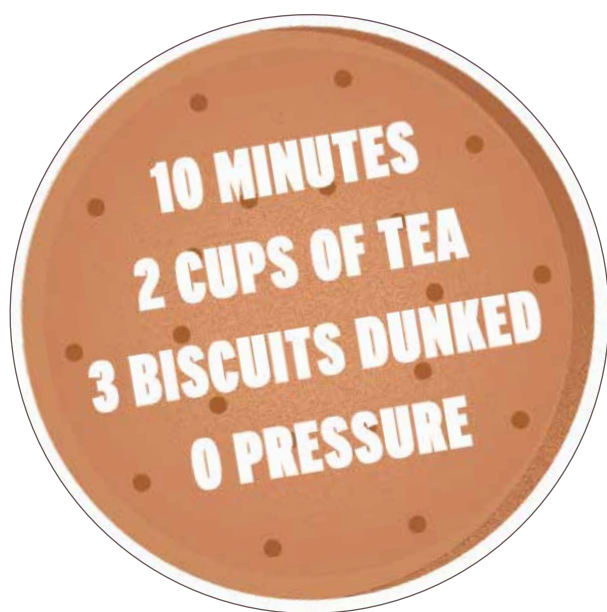
PULL UP BANNERS

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

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 canteen or breakout area? 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 a canteen, on desks or in reception - anywhere can be the right place to talk about mental health! Print-ready artwork for professional printing.



BUNTING

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



Back (read from inside the car)

Front (read from outside the car)

WINDSHIELD INSERT

Perfect for colleagues who spend a lot of time on the road, these include tips for talking. Print-ready artwork for office or professional printing.

CHAMPIONS

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Why not enlist champions to help lead the conversations about mental health amongst their colleagues.

Read our **tips** for workplace champions, designed to help people think through how to talk about mental health at work.

Our **workplace activities** are the perfect way to start conversations. They take between 5 and 25 minutes to run and include quizzes, discussions, games and group activities.

There are even ideas for champions to hold easy mindfulness sessions, pick and choose from our mindfulness activity pack [here](#).

“We held a fuddle at work with a variety of snacks, fresh fruit and hot dishes. I got the conversation started by opening up about my own experiences... It was satisfying to see colleagues openly discussing their wellbeing with no stigmatisation.” Antonia



INTERNAL COMMUNICATIONS

DESKTOP BACKGROUND / SCREENSAVER

A great way to share a message in an office is through an all-staff desktop background. It's the first thing people will see when they login in the morning and often one of the last things they will notice at the end of the day too.



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 displays internal communications on landscape plasma screens, these can be a fantastic way to spread the Time to Talk Day message in high footfall areas and to your organisation's guests and visitors.

We have static images and subtitled videos you can make use of depending what suits your set up best.



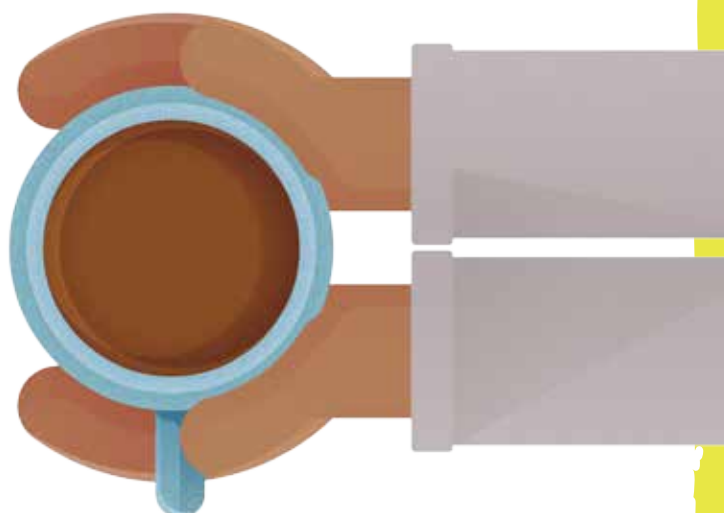
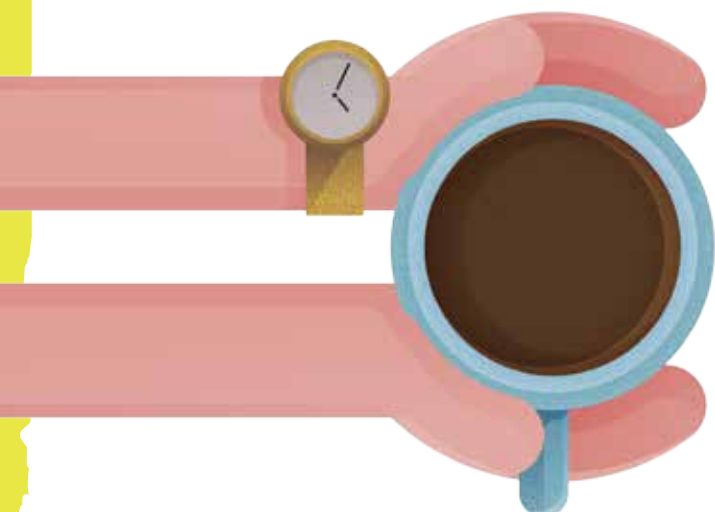
1 'HOW ARE YOU?'
2 COMMENTS ABOUT THE WEATHER
3 MENTAL HEALTH FACTS
1 VIEW BROADENED

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

Funded by
Department of Health & Social Care
FUNDED BY
COMIC RELIEF
NATIONAL LOTTERY FUNDED
Partner
mind
Rethink Mental Illness

A large, colorful umbrella with segments in yellow, green, blue, purple, and red is positioned on the right side of the screen. The background is a solid blue color.



INTRANET UPDATE

Below is a brief update you can include on your organisation's intranet or Sharepoint site to introduce Time to Talk Day and encourage employees to get involved. If you are planning to run an event in your workplace you could also use this as an opportunity to promote this too.

YOU CAN TALK ABOUT MENTAL HEALTH AT WORK

Thursday 7 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 to help spread the word that there are lots of different ways to have a conversation about mental health. And you don't have to be an expert to talk.

[If you are running an event, you can include the information about it here].

Time to Change is England's biggest programme to challenge mental health stigma and discrimination and is run by the charities Mind and Rethink Mental Illness.

There are posters and top tips cards around the office, giving ideas on how to start your conversation. There is also information about how to support colleagues, and where to go if you need support.

TEMPLATE STAFF EMAIL

We recommend sending a staff email from the most senior contact possible (perhaps whoever signed your organisation's Pledge or senior champion for mental health and wellbeing) and preferably not in the HR team in order to 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,

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.

In [month and year your organisation signed the Pledge] we signed the Time to Change 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 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 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]

STAFF NEWSLETTER OR MAGAZINE ARTICLE

Below are some tips about how to build a strong article for your newsletter or magazine about Time to Talk Day:

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.

THE ORGANISATION'S PERSPECTIVE

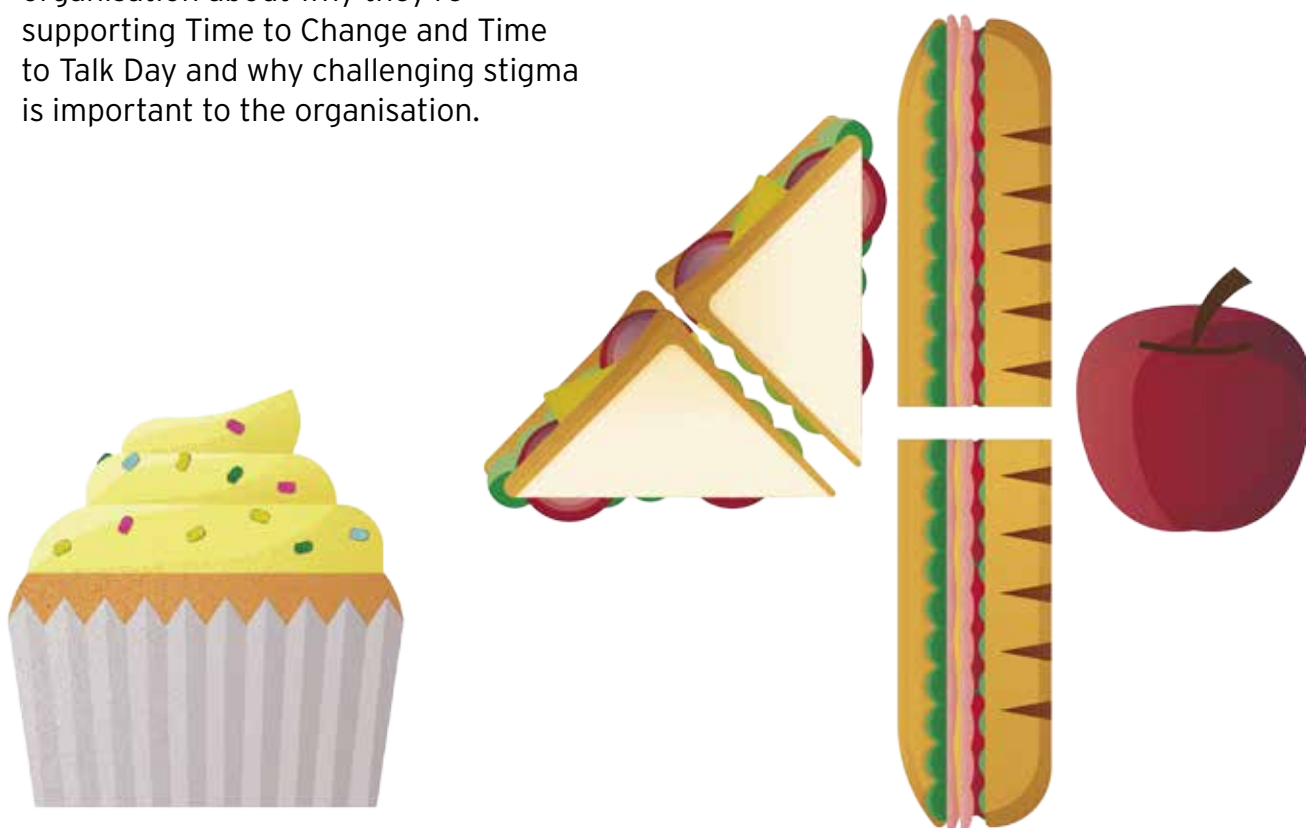
Include a quote or paragraph from someone senior within your organisation about why they're supporting Time to Change and Time to Talk Day and why challenging stigma is important to the organisation.

INFORMATION ABOUT THE CAMPAIGN

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

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.



EMPLOYEE BLOG TIPS

You can make a huge difference to how open people feel in discussing their mental health in your workplace by getting employees with experience of mental health problems to write a blog. Here are some tips for any employees who are looking to write blogs about the small things that helped them with their mental health.

PUT PERSONAL EXPERIENCE FIRST

Stories about mental health are more compelling if they are told through the eyes of 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.

THINK ABOUT STRUCTURE

Each paragraph should have a clear purpose, and it should be clear to the reader from the first sentence.

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.

SIGNPOST

Make sure to include links to useful websites. For example: signpost to workplace wellbeing resources on your organisation's intranet, as well as to the Time to Change website.

WRITE ABOUT THESE KEY QUESTIONS

- What was it like to go through a challenging or difficult time?
- What was the small thing that your colleague/manager did that helped to support you?
- Why was that small thing so helpful?



SPREADING OUR MESSAGE FURTHER

Help get the word out by talking about your plans on your organisation'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 anywhere.

FACEBOOK AND TWITTER COVER IMAGES

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 POSTS

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 [organisation name] is supporting **#TimetoTalk** day on 7 Feb @timetochange
- **#TimetoTalk** Day is on 7 Feb! How will you have your conversation about mental health? At [organisation name] we'll be [your activity, eg holding a lunchtime drop-in session]. @timetochange

SUGGESTED FACEBOOK POSTS

- We're behind the @timetochange movement to change the way we all think and act about mental health problems. That's why on February 7, we're taking part in Time to Talk Day - because we should all be able to talk about mental health anywhere, including at work.
- There are lots of different ways to talk about mental health. And however you do so, talking breaks down barriers. That's why, on February 7, we're taking part in Time to Talk Day and having conversations about mental health at [organisation name/ location] **www.time-to-change.org.uk/get-involved/time-talk-day-2019**
- **It's Time to Talk Day on Thursday 7 February 2019.**
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 [organisation name/ location]. However you do it, join us and have your conversation about mental health. **www.time-to-change.org.uk/get-involved/time-talk-day-2019**

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 @timetochangecampaign in your photos - 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 in particular looks fantastic on Instagram.

TEMPLATE PRESS 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 press officer Jessica Rudd: j.rudd@time-to-change.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 7 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, the campaign to change how we all think and act about mental health problems, led by charities Mind and Rethink Mental Illness.

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

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 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 www.time-to-change.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."

Jo Loughran, Director of Time to Change, 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.time-to-change.org.uk/timetotalkday**

Ends

NOTES TO EDITOR

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

For access to a range of free images to accompany mental health news stories please visit: **www.time-to-change.org.uk/getthepicture**. These images have been developed by the anti-stigma campaign Time to Change, run by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.

TIME TO CHANGE

We are Time to Change, 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 Department of Health and Social Care, Comic Relief and the Big Lottery Fund using funding from the National Lottery. Our campaign is run by Mind and Rethink Mental Illness, and thousands more organisations have joined us to make change happen.

For more information go to www.time-to-change.org.uk

SIGNPOSTS TO SUPPORT

It's great to start the conversation in your workplace and we hope that our campaign materials and ideas help you to do this. Sometimes this can mean that people currently experiencing mental health problems will need some support as sensitive conversations may bring up difficult things. We would encourage you to highlight the support tools that you currently offer employees within your organisation but you may also like to use some of ours too so please feel free to use the below text or link to our **support page** online.

If you are experiencing mental health problems or need urgent support, there are lots of places you can go to for help. Time to Change is focusing on changing how we all think and act about mental health. We're not able to provide individual or emergency support for people in crisis, but there are lots of people who can. They are listed here:

SAMARITANS

Telephone: 116 123 (Free 24 hours a day)

Email: jo@samaritans.org

Website: 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.

MIND INFOLINE

Telephone: 0300 123 3393

(9am-5pm Monday to Friday)

Email: info@mind.org.uk

Website: www.mind.org.uk/help/advice_lines

Mind provides confidential mental health information services. With support and understanding, Mind enables people to make informed choices. The Infoline gives information on types of mental distress, where to get help, drug treatments, alternative therapies and advocacy. Mind also has a network of nearly 200 local Mind associations providing local services.

ELEFRIENDS

Website: www.elefriends.org.uk

Elefriends is a supportive online community where you can be yourself. Elefriends is run by **Mind**.

RETHINK MENTAL ILLNESS ADVICE LINE

Telephone: 0300 5000 927

(9.30am-4pm Monday to Friday)

Email: info@rethink.org

Website: www.rethink.org/about-us/our-mental-health-advice

Provides expert advice and information to people with mental health problems and those who care for them, as well as giving help to health professionals, employers and staff. Rethink also runs **Rethink services and groups** across England and Northern Ireland.

SANELINE

Telephone: 0845 767 8000

(6pm-11pm)

Website: www.sane.org.uk/what_we_do/support/helpline

Saneline is a national mental health helpline providing information and support to people with mental health problems and those who support them.

If you're a carer needing support you can contact all of the above as well as **Carers Direct** and the **Princess Royal Trust** for Carers, both of whom are able to provide support and advice on any issues affecting you.

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FOR MORE INFORMATION



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Search "Time to Change"



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