Communications Campaign Pack
for Employers
We know how many of you want to get your workplaces talking about mental health and World Mental Health Day on Monday 10 October is the perfect opportunity to do that.

We’ve created this internal communications campaign pack to help your organisation run an activity or event for World Mental Health Day and encourage everyone to change the way they think and act about mental health.

**Activity ideas**
There are lots of ways you can start the conversation about mental health in your workplace - whether that’s simply by sharing the messages below or taking it a step further and running activities in your workplace. We’ve provided some tips below and further ideas can be found on our website.

**Posters, flyers and tip cards**
You can customise and print posters, flyers and tip cards to help spread the word that no one should feel ashamed to talk about mental health using our online tool.

**Desktop backgrounds and email signatures**
Another great way to share these messages is through an all-staff desktop background. It’s the first thing people will see when they log-in in the morning and often one of the last things they will notice at the end of the day too. Make your own online.

You can also encourage staff to use a Time to Change email signature banner. Make your own online.
Intranet update

Below is a brief update you can include on your organisation’s intranet or Sharepoint site to encourage employees to get involved. If you are planning to run an event in your workplace around World Mental Health Day you could also use this as an opportunity to promote this too.

It’s World Mental Health Day - let’s change how we all think and act about mental health problems

In [Month and year your organisation signed the Pledge] we signed the Time to Change Employer Pledge.

Time to Change is a growing movement of people changing the way we all think and act about mental health across England. By signing the Time to Change Pledge we demonstrated our commitment to changing how we all think and act about mental health in our workplace.

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. We want everyone with a mental health problem to be free from fear and feel supported.

We know it can be difficult to talk about mental health. That’s why, on World Mental Health Day we want to encourage everyone to open up to mental health, to talk and to listen.

To help us all open up to mental health you will notice we have posters and top tips cards around the office. [include details about what your organisation is specifically doing and signpost them to the key activity you want them to undertake].

Why not have a conversation with your team about mental health today?
Template staff email

We recommend sending a staff email from the most senior contact possible (perhaps whoever signed your organisation’s Pledge or a 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 template, though of course you will want to tailor this to your own organisation.

To all staff,

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 problems, 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. We want everyone with a mental health problem to be free of fear and feel supported.

That’s why, to mark World Mental Health Day on Monday 10 October, we are [include details about what your organisation is specifically doing and signpost them to the key activity you want them to undertake].

[sign off]
Staff newsletter article
Below are some tips about how to build a strong article for your newsletter or intranet about how your organisation is changing its approach to mental health problems:

1. **Personal story**
   Try to open with a quote or a paragraph from a colleague who has experienced a mental health problem. If you have Employee Champions they may be happy to provide this. An individual employee writing about their experience and the small things that helped them will provide an engaging introduction to your blog.

2. **The organisation’s perspective**
   Include a quote or paragraph from someone senior within your organisation about why they’re supporting Time to Change, 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.
Employee blog tips

You can make a huge difference to how comfortable 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.

1. **Put personal experience first**
   Stories about mental health are more compelling if they are told through the eyes of an individual with personal experience. Allow your colleagues who have their own experience of mental health problems to tell their story in their own words.

2. **Think about structure**
   Each paragraph should have a clear purpose, and it should be clear to the reader from the first sentence.

3. **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.

4. **Signpost**
   Make sure to include links to useful websites. For example: signpost to workplace wellbeing resources on your organisation’s intranet, to the Time to Change website and the organisations noted at the end of this pack.

5. **Write about these key questions**
   - What was it like to go through a challenging or difficult time?
   - What did your colleague/manager do that helped to support you?
   - Why was that helpful?
Signposts to support
It’s great to start the conversation in your workplace and we hope that our tips 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.

Sources of support
If you are experiencing mental health problems or need 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 problems; 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 (24 hours a day, free to call)
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.

**Rethink Mental Illness Advice Line**
Telephone: 0300 5000 927 (10am-2pm Monday to Friday)
Email: info@rethink.org
Website: http://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.

Elefriends
Website: http://elefriends.org.uk/
Elefriends is a supportive online community where you can be yourself. Elefriends is run by Mind.

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.

We hope you found this pack useful.

Share your photographs and stories with us on Twitter, @timetochange, using the hashtag #WMHD16, or by emailing employers@time-to-change.org.uk