#TimetoTalk

Hi how are you?

Fancy a cuppa?

COMMUNICATIONS PACK FOR COMMUNITIES

Funded by

Run by
Thank you for getting involved and doing your bit to show that anywhere can be the right place to talk about mental health.

This pack is designed to help you make some noise about your activity and spread the message that talking about mental health doesn't need to be difficult.

**What you’ll find inside:**

- Key messages
- Activity ideas
- Materials to download and print
- Tips for getting involved online including email signatures, template social media posts and advice on blogging
- How to talk to the media, and a template press release
- Signposts to support

Good luck with your activities - let us know what you are doing by sharing online or emailing info@time-to-change.org.uk.
To promote Time to Talk day we have put together a list of key messages. Feel free to use these in your promotional work:

- It’s Time to Talk Day on Thursday 1 February 2018 – the day to get the nation talking about mental health
- It’s a chance for all of us to be more open about mental health – to talk, to listen, to change lives.
- 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.
- Wherever you are – at home, at work or up the top of mountain! – have your conversation about mental health
- To find out more about the day, visit www.time-to-change.org.uk/get-involved/time-talk-day-2018
- Don’t forget to use #timetotalk to join the conversation on social media

Activity Ideas

Time to Talk Day is all about getting people talking about mental health. The way you do that is up to you. It could be texting a friend to ask how they are, or leaving some Time to Change materials in a place where they will start conversations.

If you’d like to run an activity, there are lots of ideas and guides on our website. Here are a few to get you started...

Community pledge wall

Take a physical pledge wall into your community – set up a board where people can stick up their pledges to change the way we all think and act about mental health. You could do this in a public space like a shopping centre, at work or in a place of education. Members of the public can write their own pledges, creating a wall of support for ending mental health stigma.

As pledges are added, this can encourage others to join in, and give you the opportunity to talk to them about what you are doing. Find out more.
**Arts and crafts activities**

Art and craft activities are a great way to start conversations. People often love to get involved in making things and you can bring your experience of mental health problems in while you’re having fun together.

Activities you could try:

- **Draw what makes you happy** - people can draw or write down anything that makes them happy. The pages are pinned to a board or pegged to string to attract other people to have a look. You can then use your personal experiences to talk more generally about mental health, when it is both good and bad.

- **Mindfulness salt art** - rolling pastel chalks across cheap table salt creates wonderful colours and can be put into a small jar, with layers of colours on top of each other. The process of creating something colourful and attractive whilst using your hands can help you to talk about mindfulness, bringing mental health into the conversation.

- **Bracelet making** - using beads and thread, you could encourage people to make bracelets for someone they care about. Some Champions have used beads with letters to spell out names and talking about the importance of being there for others.

Find out more here.

**Coffee Morning**

People all across the country have a chat over a cup of coffee or tea every day. It can be the ideal place to help people feel relaxed and comfortable - it’s likely that they will be in the mood for talking, and listening!

You could hold one at your home, workplace or in a community venue such as a village hall. **Find out more.**

**Pub quiz**

Add a mental health round into an existing quiz at a pub as a great way to get people talking about mental health.

Often pub quizzes are in two halves - you could present a mental health round just before the break so you can talk to people about it immediately after asking the questions.

After your round, if you felt comfortable you could talk to the whole pub, saying something about your experience and why you are doing the quiz, or have one to one conversations with people in the break, using the questions as a starting point.

Find out more and see example questions.
There are a range of materials available on the Time to Change website that you can use to promote your activity, or to get your whole community talking about mental health. You can access these at time-to-change.org.uk/resources/create-download-materials

If you don't have a printer you could try approaching a local business, housing association or council to explain what you are planning and ask if they can help with printing.

**POSTERS**

**TABLE STAND**

These stands have tips for getting the conversation started.

Why not combine them with a coffee morning event, use them at a pub quiz, or ask a local café or restaurant to put them on their tables for the day?
**BUNTING**

This is a great way to attract people over to any activity you're running. You could also ask local shops to put it up for the day.

**CONVERSATION STARTER**

These origami conversation starters are always a popular way of starting conversations and work well at events where people can fold and use them.

**DOOR SIGN**

A great way to mark the location of an event, or encourage conversations.

You could set a challenge to see how many times the room is used on 1 February to have a conversation about mental health.
By using our email signature on your messages you can help to spread the word about Time to Talk Day, and encourage conversations.

**SOCIAL MEDIA AND BLOGS**

If you use social media we would love for you to join the conversation and create a buzz in the run up to and on Time to Talk Day.

To follow the activity use the hashtag #timetotalk and tell us what you’re up to by tagging Time to Change in your post. We’ll be looking out for your post on the day on Facebook, Twitter and Instagram.

**FACEBOOK AND TWITTER COVER IMAGES**

Get started by downloading and using these images to show anyone who visits you on social media that you are supporting Time to Talk Day.
TIPS FOR USING SOCIAL MEDIA AND BLOGGING

- Use photos and videos to make your posts more engaging.
- It’s the human stories that make your posts interesting, so focus on the people, not the leaflets! Why not film some short clips of the people at your event?
- Use the hashtag #timetotalk in all tweets and Instagram posts about your activity.
- Include a ‘call to action’ in your tweet if appropriate - i.e. ‘get involved’, ‘join the movement’, ‘tell your friends’ etc.
- Post interesting updates throughout the day to keep the buzz going.

TEMPLATE SOCIAL MEDIA POSTS

Not sure what to write? Use these templates to get started, or see our tips below for getting involved on social media:

- We should be able to talk about mental health anywhere. I’ll be having a conversation in/at [location] #TimetoTalk on 1st Feb @TimetoChange
- #TimetoTalk is on 1st Feb! Where will you have your conversation about mental health? I’ll be talking at [place]. @TimetoChange
- I’m a Champion with the @TimetoChange movement to change the way we all think and act about mental health problems. [reason you got involved or something about your own experience] That’s why on 1st February, I’m taking part in Time to Talk Day. http://bit.ly/2yknV2Z
- It’s Time to Talk Day on Thursday 1st February 2018.
  It’s a chance for all of us to be more open about mental health – to talk, to listen, to change lives. I’m a Time to Change Champion because [insert reason] and I’ll be getting the conversation started at [location]. Wherever you are – at home, at work or up the top of mountain! – join us and have your conversation about mental health: http://bit.ly/2yknV2Z
WANT TO WRITE A BLOG FOR US?

Personal blogs, vlogs and stories can be a powerful way to change attitudes. By sharing your story, you can spread knowledge and perspective about mental illness that could change the way people think about it.

We’ll publish blogs that:

- Are aimed at changing the way people think and act about mental health
- Are about other people’s reactions towards your mental health problem, and the impact it had whether positive or negative
- Are aimed at the general public rather than at other people with lived experience

If you’d like to have your blog featured on our website on Time to Talk Day, please use our blog submission form.

SPEAKING TO THE MEDIA

If you are holding an event or would like to share your story to promote Time to Talk Day, contacting your local media is a good way to do this.

Here are some things to think about, along with a template press release. If you need any more assistance please contact Media Officer Ellie Stone: e.stone@time-to-change.org.uk

Selling your story to a journalist – think about what you want to speak to them about

Whether you phone or email the journalist, be clear about what you want to speak about. Do you just want to speak about your Time to Talk Day event, or would you also be happy to share your personal experiences, if appropriate?

In all instances, remember you are speaking as an individual, and not as a representative of Time to Change. This means you don’t have to remember lots of information about the campaign or what we do, if a journalist wants a quote from Time to Change, they will get in touch with our press team and we will provide an approved quote about the programme and our work. Please feel free to give our Media Officer’s contact details as above.
Think about the level of detail you want to give to the journalist and don’t over promise. For instance, are you happy for your full name to be used? Can they include where you’re from and your diagnosis? How much detail do you want to go into about your experiences? It’s useful to think about this before you approach a publication as they will want to know how much of your story they will be allowed to cover.

**SOME USEFUL TIPS**

- News-desks are looking for *news* - think about why they will want to write about your story at this point in time. In this instance it will be because you are holding an event for Time to Talk Day.

- You can usually find contact details for your local newspaper, radio station, TV channel etc. on their website.

- You can try to phone or email the appropriate contact but remember journalists can get hundreds of emails every day so they might not get back to you straight away and if particularly busy, they may not respond at all, but try not to take this personally.

- If you need public participation to your event or activity then we would recommend speaking to the media two weeks before 1 February, with the aim for the coverage to appear before or on 1 February 2018.

**CONTACTING A JOURNALIST BY PHONE OR EMAIL**

- Introduce yourself clearly, explain what you are calling/ emailing about.

- Explain what you want them to do, i.e. ask them if they would be interested in covering the story/ attend and film the event (where appropriate).

- Feel free to chase them up later that day or the next day to check they have received the email, for example, or to see if they are looking to cover the activity.

- Attach your completed press release to the email, and copy it into the body, along with any pictures you may wish to use to illustrate your activity.
Be yourself

The most important thing to remember is that the journalist or presenter is interested in your story and in what you have to say, so it’s important to just be yourself during the interview.

Time to Change can provide journalists with background information on the campaign and we also have our own organisational spokespeople to offer an expert view, so it’s important you’re yourself and tell your story.

However we would encourage you to talk about your support for Time to Change and also why changing how we all think and act about mental health is so important.

What do you want to say?

Preparation is key and often jotting down three key messages ahead of the interview is helpful.

This could be the three most crucial bits of information that you want to get across, for example, dates, times and venue of your event, why you’re holding it etc.
Speaking with style

While we want you to be as comfortable as possible when talking to the media, it is important to try to be as clear and concise as possible, especially when asked a direct question. Give short, snappy answers, particularly in pre-recorded interviews where your interview could be edited to just a few seconds.

For radio or television interviews, speaking in a calm, steady manner will also go a long way to ensuring you are well understood and able to get your story across successfully.

Pictures

If the interview is for a newspaper or magazine, a journalist is likely to want to use photographs. It’s a good idea to have a think about these ahead of time. They may send someone to get professional photos of you or they may ask for you to submit your own. If you submit your own, make sure anyone else in the picture has given their approval, and think about appropriate pictures that will go well alongside the article.

You will also need to provide as high quality photos as you can, usually this means using a digital camera or good quality phone camera. If you do take part in a photo shoot, it can be helpful to ask a friend or family member to go with you for support.

What don't you want to say?

If you are going to speak about your personal experience, it might be helpful to take a few moments to think about anything you do not want to discuss.

For instance, you may not want to name friends or family members or you may not want to say if there was a certain trigger for your mental health problems. It’s good to think about these ahead of time so if an interview starts veering towards these questions you can say to the interviewer that you would rather not go into detail on that topic.

It is your interview, and it is your choice how much or how little you say about different aspects of your life. If you are uncomfortable with a question, you don’t have to answer it.

Practice makes perfect

If you don’t have a lot of experience talking to the media and have an interview scheduled, do some practice interviews with a friend.

It’s important to listen to the question that has been asked and think on your feet, so practicing interviews ahead of time goes a long way to ensuring you are ready when the time comes.

DON’T FORGET

Let the Communications team at Time to Change know about any interviews that appear in the press to promote your Time to Talk Day activity as we can promote these on our own social media channels. To join in the conversation online you can use the hashtag #TimetoTalk on Twitter or spread the word on Facebook that Time to Talk Day is happening.
For immediate release
[insert date]

[Name of group] holds [insert event] to support Time to Talk Day

[Name of group] will be holding an event on Thursday 1st 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 and this year, for the first time, the event is UK wide. People can struggle to find the right time or place to talk about mental health, so this year, Time to Change is asking people to have a conversation wherever they are - at home, at school, or even at the top of a mountain.

Since it’s 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 group, location] will join thousands of other groups, organisations, 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 group] 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:  
https://www.time-to-change.org.uk/get-involved/time-talk-day-2018

[Name of spokesperson, role at group] 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.”

Sue Baker OBE, 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. 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:  
https://www.time-to-change.org.uk/get-involved/time-talk-day-2018

Ends

Notes to Editor
For more information please contact [insert contact details of best person to contact for more info]

Notes to Editors
** For access to a range of free images to accompany mental health news stories please visit: http://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, Comic Relief and the Big Lottery Fund. 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
It’s great to start the conversation about mental health and we hope that these 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.

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](http://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](http://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](http://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](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](http://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.
#TimetoTalk

**FOR MORE INFORMATION**

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Search “Time to Change”

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