Employers Communication Pack

time to change
time to talk
day 2017

let's end mental health discrimination
On this day, we want to encourage as many people as possible across England to have a conversation about mental health and show that these conversations don’t need to be difficult. This means Time to Talk Day is the perfect opportunity to get your workplace talking about mental health.

This year’s theme is ‘conversations change lives’ and we’ll be encouraging people to talk round the clock – wherever you are, whatever time it is, conversations about mental health can make a real difference.

This communications pack will help you get your organisation involved and give you the tools to start your conversation. It includes:

**Internal communications**
- Intranet copy
- Desktop backgrounds
- Email banner
- Template staff email
- Internal newsletter article copy
- Blog tips
- Information on support for mental health problems

**Social media resources**
- Sample tweets
- Facebook and LinkedIn posts

You can download more resources including posters, bunting and postcards from our website.

Thank you for getting involved, and don’t forget to visit time-to-change.org.uk/timetotalkday on 2 February to log your conversations.
Internal communications

Activity ideas

There are lots of ways you can get your organisation involved in Time to Talk Day. Below we’ve created some messages you can share internally, or take a look at our website for ideas on how to run activities.

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.

Help break the silence around mental health

Thursday 2 February is Time to Talk Day – a day when everyone is encouraged to have a conversation about mental health.

At [ORGANISATION NAME], we want to change the way we all think and act about mental health problems.

Time to Talk Day is run by Time to Change to help spread the word that you don’t need to be an expert to talk about mental health.

Time to Change is England’s biggest programme to change the way we all think and act about mental health problems 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.

[If you are running an event, you can include the information about it here]
Desktop background
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. You can download our Time to Talk Day desktop background here.

Email banner
Another great way to share a campaign message in workplaces is through an email banner. We’ve created some Time to Talk Day email banners for you and your employees to use as part of their email signatures. You can download two different versions of these.

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,

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 nine in ten 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 anyone experiencing a mental health problem feels supported.

As part of our ongoing commitment to this, we are supporting Time to Talk Day. Taking place on Thursday 2 February, this is a day when everyone is encouraged to have a conversation about mental health to help break the silence.

You don’t need to be an expert to talk about mental health. It could be as simple as asking someone how they’re doing, or sharing ways to relax after a stressful 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].

Time to Change are asking everyone who takes part to log their conversations online at time-to-change.org.uk/timetotalkday so let’s get talking across [organisation name]!

[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:

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 and Time to Talk Day 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 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.

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, as well as to the Time to Change website and the organisations noted on the next page.

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?
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  
(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 Mental Illness also runs 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.
Social media communications

Tweets to share from your organisation’s Twitter handle

Here are some tweets you can share from your organisation’s Twitter handle to make some noise about the #TimetoTalk day.

We’re supporting #TimetoTalk day to change how we all think and act about mental health @TimetoChange: http://bit.ly/2gc3uPl

Conversations about mental health change lives. We’re proud to support @TimetoChange’s #TimetoTalk day: http://bit.ly/2gc3uPl

Join us and let’s get the nation talking about mental health round the clock on 2 February: http://bit.ly/2gc3uPl

Social media images to share online

Today is Time to Talk Day! Wherever you are, whatever the time, your conversations about mental health change lives.

We’re getting involved on Time to Talk Day on 2 February

#timetotalk
For more information...

timetochange

@timetochange

Search “Time to Change”

@timetochangecampaign