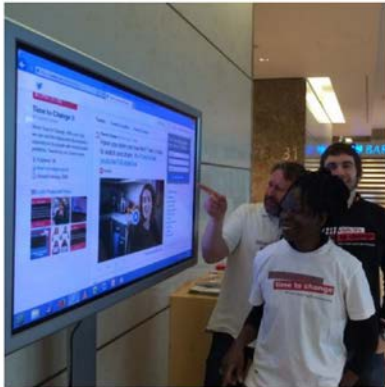


**time to change**

let's end mental health discrimination

# Time to Talk Day 4 February 2016 Media pack



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## About the pack

Thank you for getting involved in Time to Talk Day and doing your bit to get the nation talking about mental health. We have put this pack together to help you make some noise about your activity and spread the message that talking about mental health doesn't need to be difficult.

Included in the pack is a template press release for you to adapt to promote your event; tips on getting your story in the media and on doing media interviews; tips on producing engaging social media content; and blog tips too.

**To promote the day we've also put together a list of key messages about Time to Talk Day. Feel free to use these in your promotional work:**

- We're asking the nation to get involved in Time to Talk Day on Thursday 4 February by having a conversation for their county and logging it on our online map.
- Having a mental health problem is hard enough but sometimes the isolation and stigma can make it even worse.
- Talking about mental health doesn't need to be difficult and can make a big difference.
- 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.
- We're holding this event to break the silence on Time to Talk Day and get the nation talking about mental health.
- Find out more about the day at [www.time-to-change.org.uk/timetotalk](http://www.time-to-change.org.uk/timetotalk)

We hope the information is helpful and easy to use. If you do have any further questions please don't hesitate to get in touch.

Best wishes,

Ellie Stone  
Media Officer  
[e.stone@time-to-change.org.uk](mailto:e.stone@time-to-change.org.uk)

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# Speaking to the media

## 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.

### 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/ activity then we would recommend speaking to the media the week before 4 February with the aim for the coverage to appear before/ or on 4 February 2016.

### 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 any imagery you may wish to use to illustrate your activity.

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### Sharing your story with journalists - interview tips:

If the interview goes ahead and the journalist wants to cover your story, they may choose to do this face to face or over the phone. Find out whether the interview will be live (radio or TV) or if it is pre-recorded.

A pre-recorded interview means they may spend 10-15mins chatting with you and then only use a short segment of what you say (often this could end up less than one minute), whereas a live interview will go straight out on the radio or TV so will be exactly what you say. If you are doing a pre-recorded interview, bear in mind you can ask to try again if you are not happy with your first response.

An interview for a magazine or newspaper is likely to be over the phone and may take longer as they are more in-depth questions. The journalist will write this up as either a first person piece or as a story including short quotes from your conversation.

If you would like them to repeat back something you have said to make sure you are happy with it, simply ask. Good relationships with the media is something we pride ourselves on at Time to Change, however if you have any issues with an interview or journalist please do let us know.

### 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 act as experts, 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 ending mental health prejudice 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.

### 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.

### 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.

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### 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.

### 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. 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.

Don't forget to 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.

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## Template press release:

*For immediate release*

*[insert date]*

### **[Name of school] supports Time to Talk Day**

[Name of school] will be holding an event in [insert county] on Thursday 4<sup>th</sup> February as part of the national Time to Talk Day. The day is organised by Time to Change, the mental health anti-stigma programme run by Mind and Rethink Mental Illness to get as many people as possible across England talking about mental health.

[Name of school, location] will join hundreds of other schools, organisations and members of the public on Time to Talk Day, and this year, the English counties will be pitted against one another to see which region can have the most conversations.

Activity planned for the day by (Name of school) will include [Please add a paragraph in here about what your school is specifically doing]

One in four people experience mental health problems and many of those face stigma and discrimination as a result. On Time to Talk Day it is expected that thousands of individuals and organisations will come together to show that talking about this once-taboo issue does not need to be difficult or scary.

[Name of spokesperson, position at school] 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 and it's only when we start talking about the issue that we see stigma and discrimination being reduced."

**Sue Baker, Director of Time to Change, said:** "So many lives have been blighted by the stigma that surrounds mental health, and lives have been lost because people don't feel they can talk about their mental health problems and are afraid of getting help. We know that talking openly about mental health can make a real difference so we are asking people to do just that and get talking on 4<sup>th</sup> February. This will be our third Time to Talk Day, and this year we are asking the whole nation to join the conversation. Mental health is relevant to every family, workplace, school, sports group, place of worship, social club or community group, so let's get talking..."

For information about Time to Talk Day and how you can get involved please visit <http://www.time-to-change.org.uk/timetotalkday>

**Ends/**

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### 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

Time to Change is England's most ambitious programme to end the stigma and discrimination faced by people with mental health problems. The programme is run by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.

For more information go to [www.time-to-change.org.uk](http://www.time-to-change.org.uk)

### Department of Health

On 2 February 2011 the Department of Health launched *No health without mental health*, a cross-government mental health outcomes strategy for people of all ages which has the twin aims of keeping people well and improving their mental health and, when people are not well, improving their outcomes through high-quality services.

The strategy is based on six shared objectives, developed with partners from across the mental health sector, and focuses on recovery and the reduction of stigma and discrimination as overarching themes.

To reduce the stigma faced by people with mental health problems, the Department has been supporting Time to Change, the anti-stigma campaign run by the charities Mind and Rethink Mental Illness, since 2011.

### Comic Relief

Comic Relief is committed to supporting people living with mental health problems. The projects Comic Relief funds ensure people with mental health problems get their voices heard in the decisions that affect their lives and get the help they need to recover. Comic Relief also helps people to promote their rights and reduce the stigma and discrimination they face so that they feel more included in society. The funding of Time to Change represents Comic Relief's largest UK grant and is part of the organisation's long standing commitment to this issue. For more information go to [www.comicrelief.com](http://www.comicrelief.com).

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### Big Lottery Fund

Big Lottery Fund supported the first phase of Time to Change with funding of over £20million, and in 2013 awarded the programme a further £3.6m from its Well-being programme to build on its success and work with targeted communities. Big Lottery Fund also supported the campaign's roll out across Wales. They will be providing a further £1.1m to support the Time to Change campaign in 2015-16.

The Big Lottery Fund supports the aspirations of people who want to make life better for their communities across the UK. We are responsible for giving out 40% of the money raised by the National Lottery and invest over £650 million a year in projects big and small in health, education, environment and charitable purposes.

Since June 2004 we have awarded over £6.5billion to projects that make a difference to people and communities in need, from early years intervention to commemorative travel funding for World War Two veterans.

Since the National Lottery began in 1994, £33 billion has been raised and more than 450,000 grants awarded.

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## Social media and blogs

Social media is a great tool to use to publicise an event or activity and gain public interest. 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.

When deciding what content to use online try to think about how to make it as engaging as possible. Can you show how your event has made a difference by posting interesting quotes from people who took part, or do you have some fun images to use? Often quotes bring stories to life so it could even come from someone who has helped to organise the event who has learnt something new as a result.

### Other tips include:

- Remember that once a post is made, it's out in the public domain so re-read posts before they are posted.
- You only have 140 characters on Twitter so be short, sharp and to the point.
- Use the hashtag #timetotalk in all tweets about your activity.
- @ anyone on Twitter you would specifically like to tell 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.
- Use images as much as possible but remember on Twitter an image takes 20 characters off your message.

### Want to write a blog for us?

Personal blogs and stories can be an incredibly powerful way to talk about mental health and reach hundreds and thousands of people. By sharing your story, you can help challenge stigma and discrimination and show that mental health problems can affect anyone at any time. For Time to Talk Day, it would be great to hear about what event you did to start a conversation or the interesting people you have worked with and who shared their experiences for Time to Talk Day.

### What we look for in our blogs:

- Personal experience of mental health problems.
- Experience of supporting a friend or family member living with a mental health problem.
- Your experience of talking about mental health and the impact it had on you.
- Personal experience of facing or challenging mental health stigma and discrimination.

Your experience of being involved in a Time to Change project and what it's meant to you

If you'd like to have your blog featured on our website on Time to Talk Day, please email a draft to [webmaster@time-to-change.org.uk](mailto:webmaster@time-to-change.org.uk).

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We hope you have found this pack useful.  
Thank you for taking part in Time to Talk  
Day 2016.

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