Communications and activities pack
for employers
Time to Talk Day 2016 will take place on Thursday 4 February. 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 makes Time to Talk Day the perfect opportunity to get your workplace talking about mental health.

This communications and activities pack will help you get your organisation involved and give you the tools to start your conversations.

It includes:

- **Internal communication resources**
  - Intranet copy
  - Desktop backgrounds
  - Email banner
  - Template email to staff
  - Tips on how to write a good internal newsletter article
  - Employee blog tips
  - Information on support for those mental health problems

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

- **Suggested activities**
  - Mental Health quiz
  - Mental health myth buster quiz
  - Mental Health Taboo game
  - Stigma Activity for Audiences
  - Parity of Esteem exercise
  - Do you wear a mask at work exercise
  - Stigma word map
  - Stigma force field analysis exercise

You can order a work pack which you will receive by the end of January [here](#).

You can download more resources including posters, bunting and postcards [here](#).

Don't forget to visit [time-to-change.org.uk/timetotalkday](http://time-to-change.org.uk/timetotalkday) on 4 February to log your conversations on our interactive map – let's get the nation talking!
Internal communications resources

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 4 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 help break the silence and end the stigma around mental health. Mental health problems affect 1 in 4 people every year, and 9 in 10 of those experiencing a mental health problem say they have faced negative treatment from others as a result.

That’s why we’re participating in Time to Talk Day, 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 challenge mental health stigma and discrimination and is run by the charities Mind and Rethink Mental Illness.

[Edit this paragraph to fit with what you’re planning in your workplace]
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 spread the word 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 backgrounds – for the build-up and for the day itself - here.
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 banners for the build-up to the day, and for the day itself, [here](#).

For the build-up to Time to Talk Day:

For Time to Talk Day itself:
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,

As part of our ongoing commitment to tackling mental health stigma and discrimination, we are supporting Time to Talk Day. Taking place on Thursday 4 February, this is a day when everyone is encouraged to have a conversation about mental health to help break the silence.

On Time to Talk Day we are excited to run the following activities: [Insert activity list here and location of activity]

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. 1 in 4 of us will experience a mental health problem. 9 in 10 of those experiencing a mental health problem say they have faced negative treatment from others as a result.

By choosing to take action and speak about mental health, we are all part of a movement that is improving mental health awareness in the workplace. Let’s use our activities planned this Time to Talk Day to add momentum to this movement.

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].

[For organisations based in England please add] 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 and put [organisation name] on the map!

[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.

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 Time to Talk Day and why talking about mental health is powerful and important.

1. **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.

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 (see below)**
   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.

5. **Think about some key questions**
   - What was it like to go through a challenging or difficult time?
   - Can you remember the first time you had a conversation about mental health?
   - Why is talking about mental health so important in challenging stigma?

**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 focuses on challenging discrimination in society, we're not able to provide individual or emergency support for people in crisis. But there are lots of people who can. You can find these [here](#).*
Social media resources

Social media is a great way to get the word out about Time to Talk Day to your staff and stakeholders, and to showcase your activities on the day. We’ve included some ideas about what to post below.

In addition, download our social media images here and add your organisational logo to show your support. For example:

For more ways to show your support, including using a Time Talk Day Twibbon, visit our Get Involved online webpage.

And remember, these are just a guide. Don’t forget to post about the activities you’re running at your workplace on the day (with pictures)!

Sample tweets:

**Before the day:**

@TimetoChange

Time to Talk Day is on 4th February. Join us to get the nation talking about mental health #timetotalk [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk

@TimetoChange

At [organisation], we’ll be getting the nation talking about mental health on 4 Feb, #TimetoTalk day. Will you? [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk
On the day:

@TimetoChange
At [organisation], we’re supporting #TimetoTalk day on 4 Feb – join in to break the silence around mental health [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ)

# timetotalk

@TimetoChange
At [organisation], we could talk for England! Join us on 4 Feb, #timetotalk day, in talking about mental health [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ)

# timetotalk

@TimetoChange
At [organisation], we want a world where no one feels ashamed to talk about mental health. Join us on #timetotalk day: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ)

# timetotalk

A world where no one feels ashamed to talk about mental health?

# timetotalk

@TimetoChange
It’s #timetotalk Day today! Join us to get the nation talking about mental health: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ)

# timetotalk
Conversations about mental health should be normal in the workplace. We're proud to support #timetotalk day: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk

No-one should be ashamed to talk about their mental health. We're proud to support #timetotalk day: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk

For staff to share on the day:

Great to see [@employer](http://bit.ly/1RGkDfZ) supporting #timetotalk day today - let's get the nation talking about mental health: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk

I'm talking for [county](http://bit.ly/1RGkDfZ) this #timetotalk day. Let's get the nation talking about mental health: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk

I want to live in a world where no one feels ashamed to talk about mental health. Join me on #timetotalk day: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk

Mental health problems affect 1 in 4 people every year, let's get the nation talking on #timetotalk day: [http://bit.ly/1RGkDfZ](http://bit.ly/1RGkDfZ) #timetotalk
Facebook and LinkedIn posts:

Before the day:

Time to Talk Day is on the 4th February. 1 in 4 people will experience a mental health problem every year: no one should be ashamed to talk about their mental health.

On the day:

It's Time to Talk Day today, and we are proud to be taking action and speaking about mental health at [insert organisations name]. Mental health problems affect 1 in 4 people every year, and no-one should be ashamed to talk about their mental health.

Find out how to take part in Time to Talk Day, and get the nation talking: http://bit.ly/1RGkDfZ

By choosing to take action and speak about mental health, we are all part of a movement that is improving mental health awareness in the workplace. Let’s use Time to Talk Day to add momentum to this movement; http://bit.ly/1RGkDfZ

For staff to share on the day:

I’m proud to see my employer supporting Time to Talk Day. 1 in 4 people will experience a mental health problem every year, and no one should be ashamed to talk about their mental health.

Get involved in Time to Talk Day, and let’s get the nation talking: http://bit.ly/1RGkDfZ
Suggested activities
There are lots of ways to get your colleagues talking on Time to Talk Day. Below are just some ideas of activities you could do in your workplace to kick start conversations about mental health.

Download the activities [here](#).

Note: Some activities could bring up difficult feelings, and it is important to remember that there is likely to be at least one person in the group who has personal experience of mental health problems. Create a safe environment and positive learning environment by agreeing ground rules at the outset. People should not be asked to disclose personal information unless they choose to.

At the end of the activity, make sure everyone knows where support is available in and out of the workplace and how to access this support.

<table>
<thead>
<tr>
<th>Mental Health pub quiz</th>
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<tbody>
<tr>
<td>Find out how much your colleagues know about mental health.</td>
</tr>
<tr>
<td>Run our mental health quiz in your workplace.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mental Health Myth buster quiz</th>
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<tbody>
<tr>
<td>Play our myth buster quiz to challenge misconceptions, and understand the real facts about mental health problems are and how they can affect people.</td>
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</tbody>
</table>
What does stigma feel like?

This is a great activity to help an audience you are speaking to learn what it feels like to experience stigma.

How are mental and physical health treated differently?

What does parity of esteem mean for mental health?

This experiential exercise is designed to highlight the differences between how physical and mental health issues are treated.

Do you wear a mask at work?

We all tell versions of our lives. Does how you appear at work differ from how you really feel?

Help your colleagues understand the mask we all wear and discuss how you can bring your true self to work.
What Goes Through Your Mind at Work?

What do we mean by self-stigma? Fill in the blank speech bubbles.

Who would you share these thoughts with? What would you tell a colleague in the same situation?

It’s ok to say you are not coping.

Stigma word map

What does stigma mean to you?

Fill in the work map with words you associate with mental health stigma.

How can we reduce stigma about talking about mental health?

Stigma Force Field Analysis exercise

What are barriers to seeking help? This activity looks at the pros and cons about talking about mental health?

Fill in the blank handout.

You can also read about other organisations and what they’ve done in their workplace [here](http://example.com).