#timetochange
#asktwice

WORLD MENTAL HEALTH DAY 2018

Let's make it a day we ask twice

Funded by

Run by

let's end mental health discrimination
“Having a colleague in your corner can make all the difference when it comes to mental health. So if someone you work with is acting differently, step in.”

In Your Corner is a Time to Change campaign that encourages us all to look out for others when it comes to mental health – whether they are friends, family or colleagues.

This year for World Mental Health Day, we’re asking you to ask twice.

Why? When we hear “How are you?”, the usual and expected response is “Fine, thanks”.

But the truth is, sometimes we say we’re fine when we’re not. And, with 1 in 4 people experiencing a mental health problem this year alone, if a friend, family member or colleague says they’re fine, they might not be.

To find out for real, if you’re worried about someone, we’re encouraging people to ask twice. That simple act can show you’re genuinely interested in their wellbeing and willing to hear the response – whether that’s now or when someone’s ready.
1 in 4 of us will experience a mental health problem this year, yet many people still don’t believe such problems are likely to affect them, or anyone they know. They also don’t see how the way they think and act about mental health can affect others.

Mental health problems can affect any of us – directly or otherwise. And, without support from those around us, people going through these experiences can lose what they care about most – their friends, family, interests and more.

Creating a space where people know it’s okay to talk about mental health can make all the difference.

Starting a conversation about mental health, or simply being in someone’s corner, can be as easy as asking someone how they’re doing, listening and not judging, and just being there and being yourself.

**GETTING THE MESSAGE OUT**

We’ve created this pack to help you share the message with your employees and colleagues.

A great opportunity to do this is on **World Mental Health Day (Wednesday 10 October)**. World Mental Health Day is a day for us all to raise awareness of mental health issues and advocate against social stigma.

The day provides an opportunity for you to add to the wider conversation that will be occurring on social media, television and across other media. It’s a great opportunity to engage your organisation in the fantastic work you are already doing to address mental health stigma in the workplace.

As well as access to downloadable materials, this pack offers suggested text for your intranet, a staff email, website and social media channels.
Time to Change will be releasing exciting new content and materials for you to use on and around 10 October. This will be available from 1 October, ready for your workspaces, communications, screens, social media platforms and more. Among other things, there will be a new film you can show on your plasma screens and release via email to your employees.

**Time to Change films**

We will be able to provide you with a download link for the latest campaign films.

You can also access films by searching ‘Time to Change’ on YouTube. These could be used as part of a staff presentation or event, or in staff communications. If you have plasma screens at work or office sites, and would like to show the latest campaign film, please email employers@time-to-change.org.uk to request a link to download.
The following content can be included on your intranet or SharePoint system. If you’re planning an event, you could promote this at the same time.

1 in 4 of us will experience mental health problems this year.
Having a colleague in your corner can make all the difference. So, if someone you work with is acting differently, step in this World Mental Health Day and beyond.

When someone asks us how we are, the usual and expected response is “Fine, thanks”.

Of course, sometimes we say we’re fine when we’re not. And, with 1 in 4 people experiencing a mental health problem this year alone, if a workmate or team mate says they’re fine, they might not be.

To really find out, if you’re worried, ask twice. It can show you’re interested for real and willing to hear the response – whether that’s straight away or at a later date. Without support from others, people with mental health problems can lose what they care about most. It’s a time when you need your friends, family and colleagues more than ever.

Mental health problems can happen to any of us.

It’s World Mental Health Day on 10 October. So, be sure to ask twice and be there for your colleague on the 10th, but also any other day.

Time to Change will be releasing exciting new content for you to use for World Mental Health Day on 10 October. This will be available from 1 October, ready for you to use in the workplace, communications, on screens, on social media and more. Among the content, there will be a new film that you can show on your plasmas and release via email to your employees.

You can also find out more about the initiative at time-to-change.org.uk, or contact the [Organisation name] HR team at [email address].

Time to Change is a growing movement of people changing how we all think and act about mental health. It is run by Mind and Rethink Mental Illness, and thousands of organisations like us are joining to help make change happen.
If you want to send a staff email to make some noise about mental health, here is some suggested text. You might want to consider sending it from a senior staff member, someone involved in the Employer Pledge (if your organisation has signed it), or a champion for mental health and wellbeing.

In [month and year your organisation signed the pledge], we signed the Time to Change Employer Pledge, a commitment to change how we think and act about mental health at every level of this organisation.

1 in 4 people experience mental health problems every year, and 9 in 10 say they have faced negative treatment from others as a result. Without our support, people can lose what they care about most, such as their friends, and interest in activities. It’s a time when you need friends, family and colleagues more than ever.

This year, we’re asking our colleagues to ask twice.

Why? When we’re asked how we are, the usual and expected response is “Fine, thanks”. Asking someone how they are a second time - this time with interest - shows you’re asking for real and willing to hear the response. It’s a very simple action to remember if you find you’re worried about a friend, family member or colleague.

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].
With 1 in 4 people experiencing a mental health problem this year alone, if a colleague says they’re fine, they might not be.

To really find out, ask twice.

It’s World Mental Health Day on 10 October and we’re supporting Time to Change, a growing movement that’s changing how we all think and act about mental health.

It’s easy to dismiss mental health problems as something that only affects others. But, with 1 in 4 people experiencing mental health problems every year, it can happen to any of us - a friend, member of the family, or work colleague.

Without support from others, people with mental health problems can lose what they care about most. It’s a time when you need your friends, family and colleagues more than ever. So, if someone you know is acting differently, step in.

This year, the theme of the campaign is ‘asking twice’.

Why? When we’re asked how we are, the usual and expected response is “Fine, thanks”. But the truth is, we often say we’re fine when we’re not. If you’re worried about someone, asking twice can show you’re asking for real and willing to hear the response - whether that’s now or at a later date. It’s a simple but significant thing we can all do for friends, family members and colleagues alike.

You can find out more about Time to Change at time-to-change.org.uk. Time to Change is run by Mind and Rethink Mental Illness, and thousands of organisations like us are joining to help make change happen.
SUGGESTED TEXT FOR SHARING ON SOCIAL MEDIA

Below are some pre-written posts you might want to share through your social media channels. You can find accompanying graphics at www.time-to-change.org.uk/resources or download campaign films by searching ‘Time to Change’ on YouTube.

Twitter 1
1 in 4 of us will experience a mental health problem this year. So, if someone you know is acting differently, step in #timetochange #asktwice #worldmentalhealthday

Twitter 2
Having someone in your corner can make all the difference when experiencing a mental health problem - at home or at work #timetochange #asktwice #worldmentalhealthday

Twitter 3
We’re behind the @TimetoChange movement to change the way we all think and act about mental health problems #timetochange #asktwice #worldmentalhealthday

Facebook 1
1 in 4 of us will experience a mental health problem this year. Without someone in their corner, people with mental health problems can lose what they care about most. So if a mate, family member or colleague is acting differently, step in.

Facebook 2
We believe having someone in your corner can make all the difference when experiencing a mental health problem. It is too easy to dismiss mental health problems as something that happen to other people. But it can happen to any of us. So, if a mate, family member or colleague is acting differently, step in. Now is the time you are needed most.

Facebook 3
We’re behind the @timetochange movement to change the way we all think and act about mental health problems. If a mate, family member or colleague is acting differently, step in. It can be as simple as asking them how they’re doing, checking in with them, listening and not judging - just being there and being yourself.
SUGGESTED TIPS FOR BLOGS WRITTEN BY EMPLOYEES

Blogs are a powerful way to raise awareness and create understanding. By encouraging employees to write about a time when a colleague was there for them, you can show how significant this support is, and that it doesn’t need to be scary.

Here are some suggested tips for any employees who are looking to write blogs:

**Put personal experience first**
Stories about mental health are generally much more compelling if they are told through the eyes of an individual with lived experience.

**Be concise**
The ideal blog length is between 500-800 words, so don’t feel like you have to keep writing forever. Typically, the shorter it is, the more likely it will hold the reader’s attention.

**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.

**Key questions**
- What was it like to go through a challenging or difficult time?
- What did your colleagues do to show that they were there for you? Perhaps they took time to talk, or they sent a positive email each day?
- Why did those actions help?

SUGGESTED ACTIVITY IDEAS

Running staff events or activities is a great way to introduce the campaign and get people talking about mental health.

As well as the template communications above, you could take a look at our website for ideas on how to run activities.
If you need or want to signpost to support outside your organisation, we have listed some suggested organisations below. Feel free to replicate the text, or link to our support page online www.time-to-change.org.uk/mental-health-and-stigma/help-and-support.

If you would like to talk to someone about your mental health, there are lots of people who can support you. We list some of them below:

**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.

**Elefriends**

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

**Mates in Mind**

Website: www.matesinmind.org  
Mates in Mind is a charitable programme to improve and promote positive mental health in construction. We provide programmes with our partners promoting awareness and understanding of Mental Health tailored to the needs of construction.

**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  

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.
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FOR MORE INFORMATION

@timetochange
Search “Time to Change”
@timetochangecampaign