

#TimetoTalk



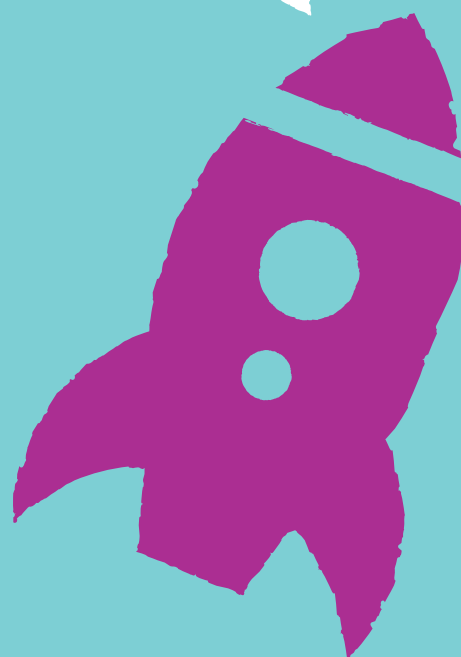
Hi how
are you?

time to change
time to talk
day 2018

let's end mental health discrimination

COMMUNICATIONS PACK FOR EMPLOYERS

Fancy a
cuppa?



Funded by



Run by



TIME TO TALK DAY 2018 WILL TAKE PLACE ON THURSDAY 1ST FEBRUARY

This year, we want to show that anywhere can be the right place to talk about mental health - whether you're in the workplace, at home or even on top of a mountain!

This means Time to Talk Day is the perfect opportunity to get your workplace talking about mental health.

This pack is full of tips, ideas and resources to help get your workplace involved and start the conversation.



ACTIVITY IDEAS

There are lots of ways you can get your organisation involved in Time to Talk Day.

For example:

- Raise awareness on your intranet pages about Time to Talk Day and what it is all about [see page 7 for an example intranet story].
- Ask your champions to come up with ideas on how to start a conversation across different teams and carry these out on 1st February or throughout February.
- Run lunch and learn sessions about mental health. You could use our quick quiz to open up the conversations: time-to-change.org.uk/mental-health-quiz
- Set up a discussion on Yammer or other internal message board where employees can highlight unusual places that they started a conversation or what stopped them having a conversation about mental health.

Have a look at our website for more **ideas on how to run activities**.

To help you with these we have developed materials you can download and use, along with messages to share internally.

MATERIALS TO DOWNLOAD AND PRINT

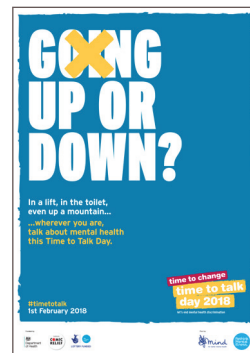
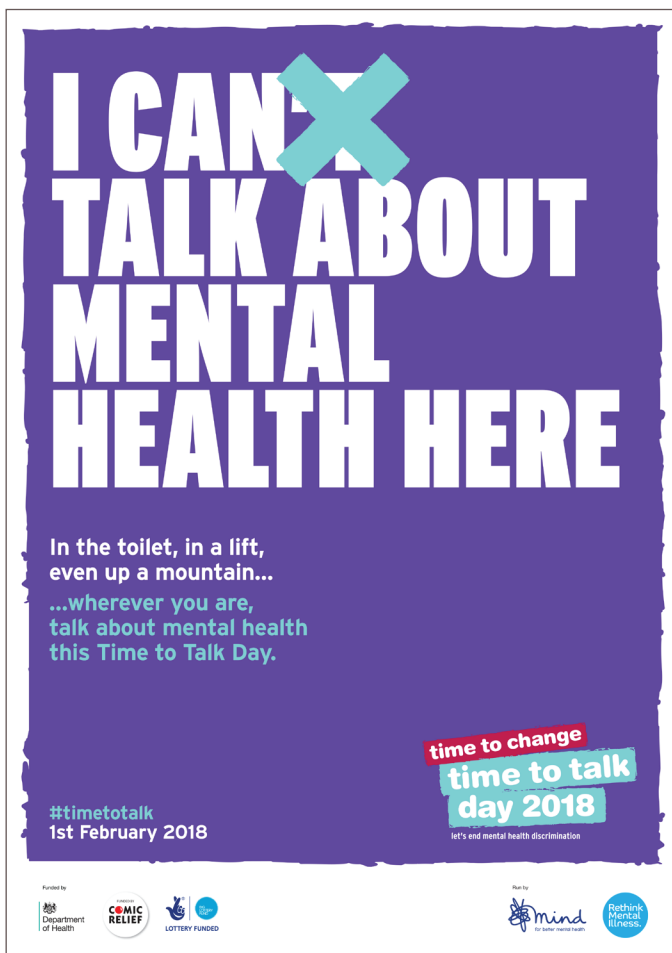
We have created a set of downloadable Time to Talk Day materials for use in the workplace, whether that is in the office, out on site, in a warehouse, driving a lorry or train.

You can access these at

[time-to-change.org.uk/resources /create-download-materials](http://time-to-change.org.uk/resources/create-download-materials)

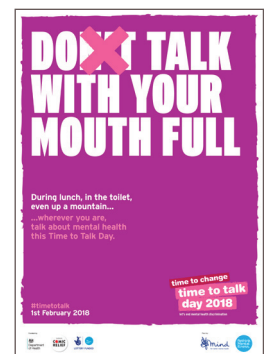
POSTERS

These are ready to be printed, either in the office or by a professional printer. Use them in different locations to show that we can talk about mental health anywhere, including in the lift, washrooms and the canteen.



Lift

Canteen



Washroom



WATER COOLER WRAP

The water cooler is a popular place for a catch-up - so why not use this wrap to remind colleagues that they can talk about mental health here too? Encourage people to keep a tally of conversations they've had so you can see them add up over the day!

Print-ready artwork for office or professional printing.



DOOR SIGN

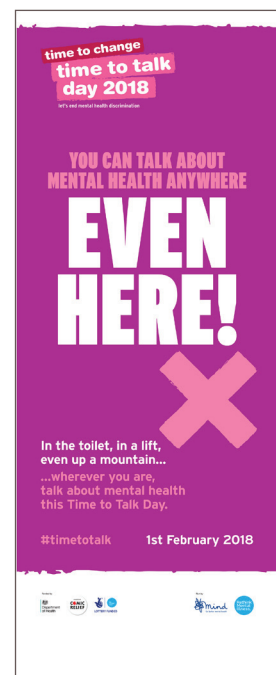
A great way to mark the location of an event, or encourage conversations before a meeting starts. You could set a challenge to see how many times the room is used on 1st February to have a conversation about mental health.

Print-ready artwork for office or professional printing.

PULL UP BANNERS

Fully artworked and ready to be professionally printed - these banners are a great way of marking your Time to Talk Day event and helping people find it.

Print-ready artwork for professional printing.



CANTEEN STAND

These stands have tips for getting the conversation started. Why not combine them with a lunchtime drop-in session, or hold an event in your canteen or breakout area?

Print-ready artwork with folding instructions - for office or professional printing.



COASTERS

These colourful coasters can be used anywhere to encourage conversations. Use them in a canteen, on desks, in a site portacabin, in a warehouse or in reception - anywhere can be the right place to talk about mental health!

Print-ready artwork for professional printing.

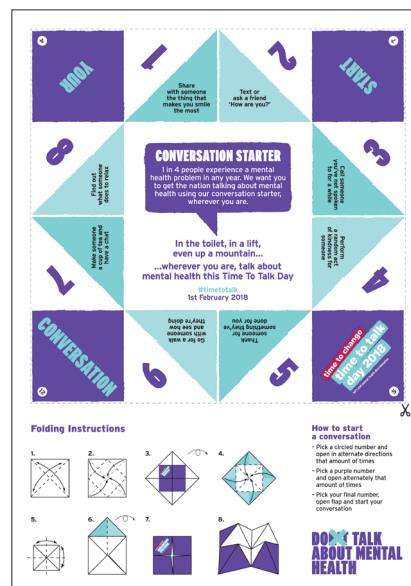


BUNTING

Brighten up your workplace and get people talking. Print-ready artwork to print and make in the office, in a warehouse, in a bakery, anywhere.

CONVERSATION STARTER

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



INTERNAL COMMUNICATIONS

DESKTOP BACKGROUND/ SCREENSAVER

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.



EMAIL BANNER

By using our email signature on your messages you can help to spread the word about Time to Talk Day, and encourage conversations.



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.

You can talk about mental health at work

Thursday 1 February is **Time to Talk Day** - a day when everyone is encouraged to have a conversation about mental health.

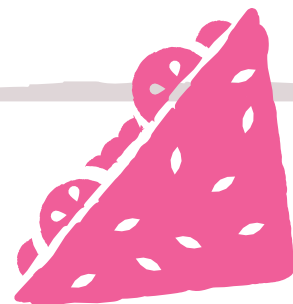
At [*Organisation Name*], we know that it benefits all of us to talk about mental health.

Time to Talk Day is run by Time to Change to help spread the word that anywhere can be the right place to talk about mental health - including at work.

[If you are running an event, you can include the information about it here]

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.

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.



TEMPLATE STAFF EMAIL

We recommend sending a staff email from the most senior contact possible (perhaps whoever signed your organisation's Employer 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,

How are you?

Many of us will answer 'fine', even when we're not.

Too often, mental health problems are treated as a taboo subject - something not to be talked about, especially at work.

However, mental health affects us all and we should feel able to talk about it.

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 at every level of this organisation.

One in four of us will experience a mental health problem and 9 in 10 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 no one is made to feel isolated or alone for having a mental health problem.

As part of our ongoing commitment to this, we are supporting Time to Talk Day. Taking place on Thursday 1 February, this is a day when everyone is encouraged to have a conversation about mental health.

[You could include details here of what your organisation is doing for Time to Talk 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]*.

[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

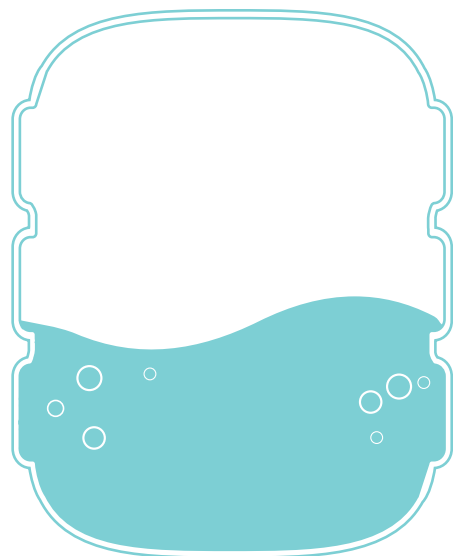
Include a quote or paragraph from someone senior within your organisation about why they're supporting Time to Change and Time to Talk Day and why challenging stigma is important to the organisation.

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.



SPREADING THE WORD EXTERNALLY

FACEBOOK AND TWITTER COVER IMAGES

Download and use these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



SHARING YOUR ACTIVITY ON SOCIAL MEDIA



Help get the word out by talking about your plans on your organisation's social media channels. The more shares, likes and comments we get, the further we can spread the message that it's ok to talk about mental health anywhere.

It can work really well to share photos and videos of your activity on social media, especially on the day itself. Make sure you tag **@TimetoChange** and include **#TimetoTalk** so we can see what you're doing!

In the run-up to Time to Talk Day you can use the posts below or our **ready-made Twitter and Facebook images** to let all of your followers know you will be taking part.





TWITTER

- We should be able to talk about mental health anywhere. That's why [organisation name] is supporting **#TimetoTalk** on 1st Feb @TimetoChange
- **#TimetoTalk** is on 1st Feb! Where will you have your conversation about mental health? At [organisation name] we'll be talking at [place]. @TimetoChange

FACEBOOK

- We're behind the @TimetoChange movement, to change the way we all think and act about mental health problems. That's why on February 1st, we're taking part in Time to Talk Day - because we should all be able to talk about mental health anywhere, including at work. <http://bit.ly/2yknV2Z>
- 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. That's why, on February 1st, we're taking part in Time to Talk Day and having conversations about mental health at [organisation name/ location]. <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. We'll be getting the conversation started at [organisation name/ 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>

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 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

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**.

Rethink Mental Illness Advice Line

**Telephone: 0300 5000 927
(10am-2pm 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 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

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.

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INFORMATION**



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Search "Time to Change"



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