

WOULD YOU RATHER

Kiss a jellyfish?



OR

Find out how you can support Time to Talk Day?

Choose talk, change lives.
Together we'll end mental health stigma.

change your mind
**time to
talk day**
06/02/20

#timetotalk

Run by





Choose to talk about mental health this Time to Talk Day

Thank you for being part of Time to Talk Day 2020. This year's event takes place on Thursday 6 February and we need your help to get as many people talking about mental health as possible.

The more conversations we have, the more myths we can bust and barriers we can break down - helping to end the isolation, shame and worthlessness that too many of us feel when experiencing a mental health problem.

This year, conversation is at the heart of the day as we use the popular game 'Would you rather?' to encourage more people to talk than ever before.

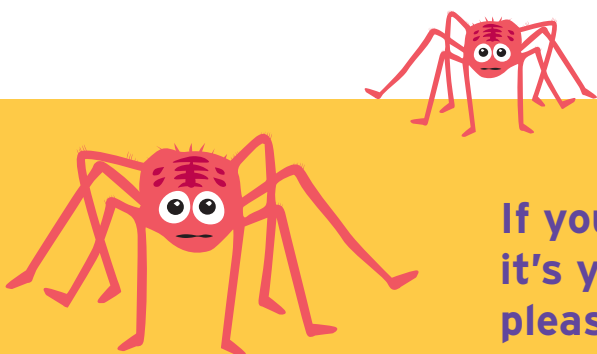
If you're not familiar with the game, don't worry - by asking one of our 'Would you rather' questions you'll be able to start up a mental health conversation with strangers, neighbours, family, colleagues and friends.

This pack is designed to help you make some noise about your activity and spread the message that talking about mental health doesn't need to be difficult.

You'll find inside:

- What is Time to Talk Day all about?
- Activity ideas
- Materials to download and print
- Tips on blogging and template social media posts
- How to talk to the media and a template press release
- Signposts to support

Good luck with your activities! You can let us know what you are doing by sharing on social media with **#timetotalk**.



If you have any questions at all, whether it's your first or seventh Time to Talk Day, please email j.booth@inspirewellbeing.org

What is Time to Talk Day all about?

On Time to Talk Day we aim to get the nation talking about mental health. Here's everything you need to know:

"Time to Talk Day gave me the opportunity to talk openly about mental health and attempt to break the stigma.

Time to Talk Day means a lot to me as I really do hope one day mental health won't have a horrible stigma to it."

Hannah

- Time to Talk Day 2020 is on Thursday 6 February.
- 1 in 4 of us will experience a mental health problem in any given year, which is why talking about mental health is so important.
- It's a chance for all of us to talk about mental health, to listen, to change lives.
- Having a conversation about mental health doesn't have to be awkward. Choose to talk this Time to Talk Day.

To find out more about the day, visit

www.changeyourmindni.org

Activity ideas

Time to Talk Day is all about getting people talking about mental health.

The way you do that is up to you. It could be handing out Change Your Mind materials in your community, organising an event or sharing some of your own lived experience.

And don't forget to use **#timetotalk** to join the conversation on social media.

Community pledge wall

Take a physical pledge wall into your community - set up a board where people can stick up their pledges to change the way we all think and act about mental health.

You could do this in a public space like a shopping centre, at work or in a place of education. Members of the public can write their own pledges, creating a wall of support for ending mental health stigma.

As pledges are added, this can encourage others to join in, and give you the opportunity to talk to them about what you are doing.

Coffee morning

People all across the country have a chat over a cup of coffee or tea every day. It can be the ideal scenario to help people feel relaxed and comfortable - it's likely that they will be in the mood for talking, and listening!

You could hold a coffee morning at your home, workplace or in a community venue such as a village hall.

"We held a coffee morning with a board for people to write up what helped them with their mental health..."

It went so well and there were lots of very genuine conversations with people opening up and talking."





Arts and crafts activities

Art and craft activities are a great way to start conversations. People often love to get involved in making things and you can bring your experience of mental health problems in while you're having fun together.

Here are some activities you could try:

Draw what makes you happy

People can draw or write down anything that makes them happy. The pages are pinned to a board or pegged to string to attract other people to have a look. You can then use your personal experiences to talk more generally about mental health, when it is both good and bad.

Mindfulness salt art

Rolling pastel chalks across cheap table salt creates wonderful colours and can be put into a small jar, with layers of colours on top of each other. The process of creating something colourful and attractive whilst using your hands can help you to talk about mindfulness, bringing mental health into the conversation.

Bracelet making

Using beads and thread, you could encourage people to make bracelets for someone they care about. Some Champions have used beads with letters to spell out names and talk about the importance of being there for others.

Walk and talk

Sometimes it's easier to have a conversation when you're doing something active. Why not arrange a walk and talk event for people in your community or during a work lunch break?

You could also give people tip cards or conversation starters to break the ice and help them start a conversation about mental health.

Sussed: Time to Talk

This year we're teaming up with Sussed, the conversation card game, to help get everyone talking about mental health. You'll find four special edition cards available to download on our website.

You can use the cards as an icebreaker to spark a one on one conversation, or use them as part of a mental health-themed group game. One player holds a card and reads out a scenario. Everyone else tries to guess which answer the reader would choose.

We know that some of you may want to use your Time to Talk Day activities as an opportunity to raise some money for a good cause, for example through cake sales, raffles or pub quizzes.

With your support, we can continue our work to end the stigma and discrimination that people with mental health problems experience.

Materials to download and print

There are lots of materials available on the Change Your Mind website that you can use to promote your activity, or to get your whole community talking about mental health. You can access these at www.changeyourmindni.org/our-campaigns/time-to-talk-day

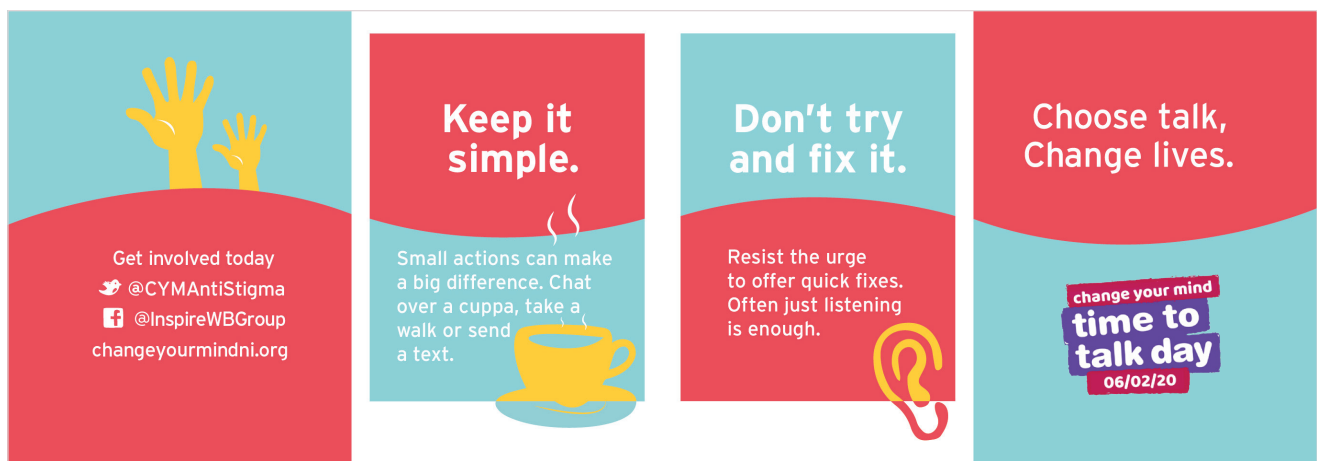
If you don't have a printer you could try approaching a local business, housing association or council to explain what you are planning and ask if they can help with printing.

Posters

Use these to inspire people to choose to talk about mental health. They could be displayed in local buildings, libraries, your workplace or place of study – just make sure to get permission before putting them up.

Tip cards

Filled with ideas around starting a conversation, these are easy to read and the perfect size to pop into a pocket or wallet. Hand them out at an event, or leave them in areas where people will find and read them.





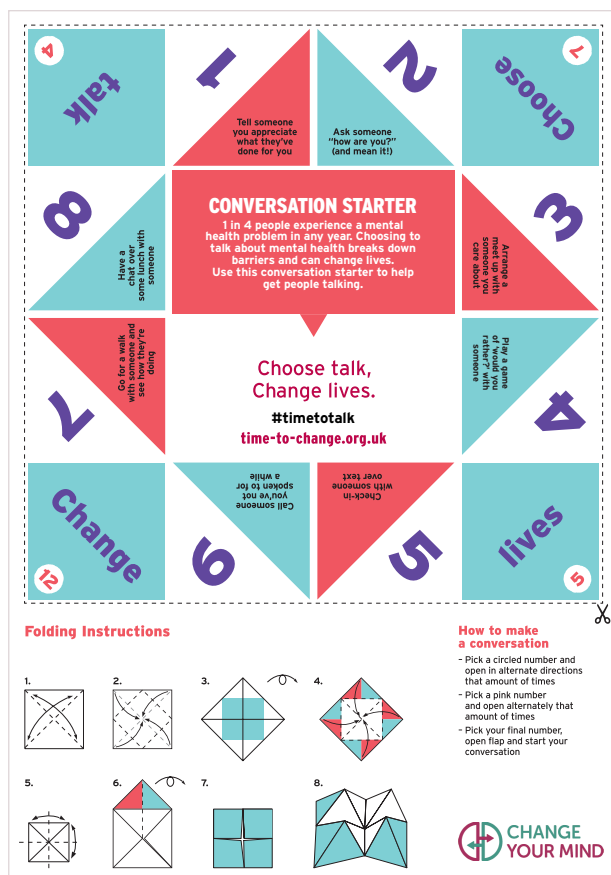
Bunting

This is a great way to attract people over to any activity you're running. You could also ask local shops to put it up for the day.

"We had the Time to Talk quiz up around the park and called it a 'Walk and Talk', we had craft activities in the pavilion and Champions walking around the play area talking to park users."

Conversation starters

Our origami conversation starters combine crafts and conversation in one! They're always a popular way to start conversations and work well at events where people can get involved in folding them.



Online

You don't have to hold an event in person - spreading the word online can be a fantastic way to get people talking about mental health.

Email banner

By using our email signature you can help to spread the word about Time to Talk Day, and encourage people to choose to talk about mental health.



"I opened up about my mental health on Facebook and Instagram to try and help others who may be suffering and do not want to talk about it.

I have had a lot of support and have also been told by a number of people that my story has been inspirational and has even encouraged other people to seek help."

Tara

Social media and blogs

Social media is a great tool to help spread the word about an event or activity and get people interested. 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.

Tell us what you're up to by using the hashtag **#timetotalk** and tagging Change Your Mind in your post.



Facebook and Twitter cover images

Get started by downloading and using these images to show anyone who visits you on social media that you are supporting Time to Talk Day.



Suggested social media posts

Not sure what to write? Use these ideas to get started, or see our tips below for getting involved on social media:

1

Choosing to talk about mental health can make a big difference. Let's start a conversation here on Time to Talk Day, 6 Feb **#timetotalk** @CYMAntiStigma

2

#timetotalk Day is on 6 Feb! How will you choose to talk about mental health? @CYMAntiStigma

3

This **#timetotalk** Day I'm choosing to talk about mental health because *[insert reason that you're getting involved]*. @CYMAntiStigma

4

I'm a Champion with the @CYMAntiStigma movement to change the way we all think and act about mental health problems. *[You can mention the reason you got involved or something about your own experience]*. That's why on 6 February, I'm taking part in Time to Talk Day.

5

It's Time to Talk Day on Thursday 6 February 2020. It's a chance for all of us to be more open about mental health - to talk, to listen, to change lives. I'm a Change Your Mind Champion because *[insert reason]*. I'll be getting involved by *[add some details about your plans]* - join us and choose to talk about mental health.

Tips for social media and blogging

- Use photos and videos to make your posts more engaging.
- It's the human stories that make your posts interesting, so focus on the people, not the leaflets! Why not film some short clips of the people at your event?
- Use the hashtag **#timetotalk** wherever you're posting posts about your activity.
- Include a 'call to action' in your post if appropriate – eg 'get involved', 'join the movement', 'tell your friends' etc.
- Post interesting updates throughout the day to keep the buzz going.

Don't forget to tag us in your social media posts:



@CYMAntiStigma



InspireWBGroup



@changeyourmindni

Want to write a blog for us?

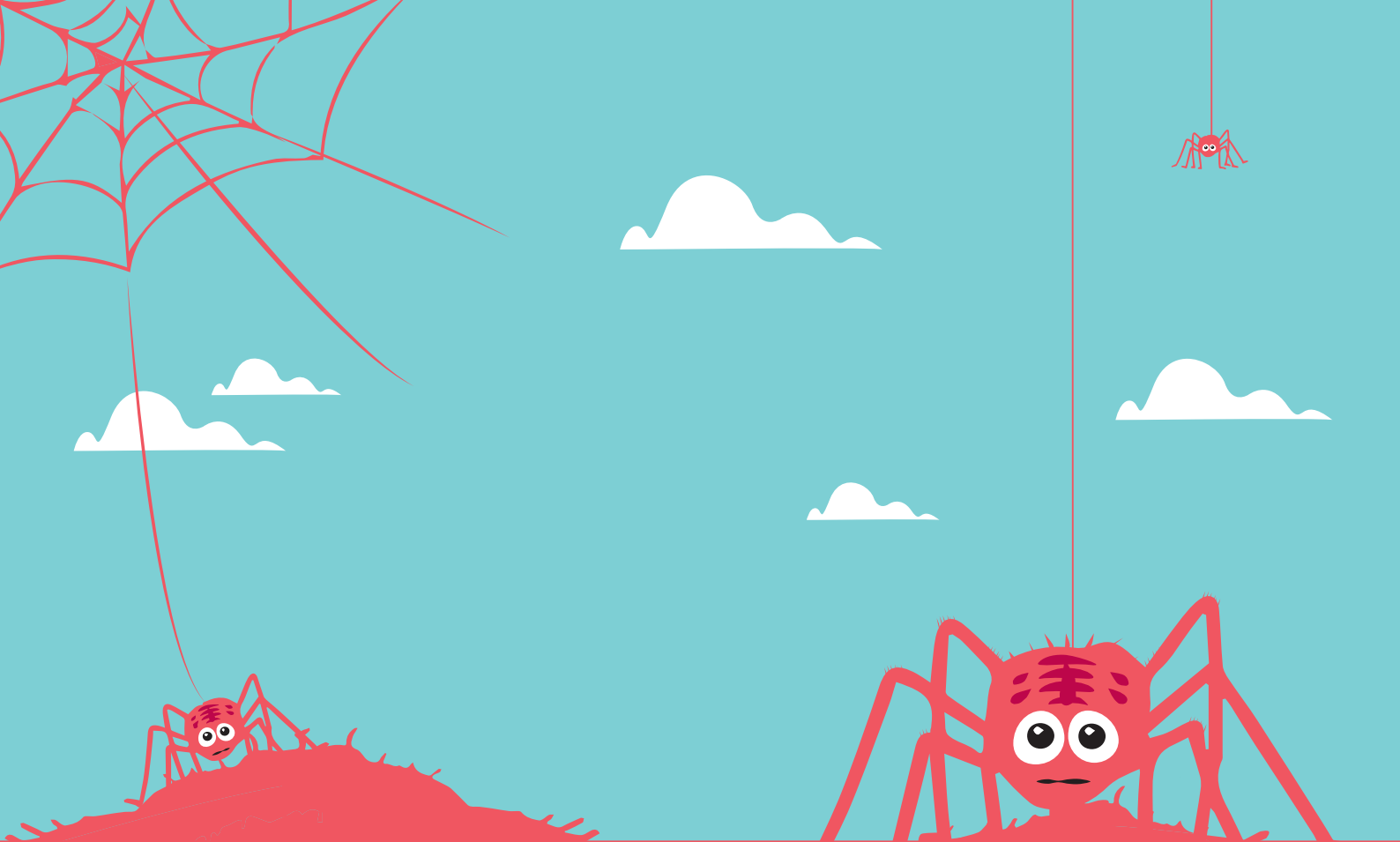
Personal blogs, vlogs and stories can be a powerful way to change attitudes.

By sharing your story, you can spread knowledge and perspective about mental illness that could change the way people think about it.

We'll publish blogs that:

- Are aimed at changing the way people think and act about mental health
- Are about other people's reactions towards your mental health problem, and the impact it had whether positive or negative
- Are aimed at the general public rather than at other people with lived experience





Speaking to the media

If you are holding an event or would like to share your story to promote Time to Talk Day, contacting your local media is a good way to do this. You can use our template press release below to make local media aware of your activity.

If you need any more assistance please contact our Communications and Engagement Manager, Jenna Booth: j.booth@inspirewellbeing.org

Don't forget to let the Communications team at Change Your Mind know about any interviews that appear in the press to promote your Time to Talk Day activity as we may be able to promote these on our own social media channels.

Template media release

For immediate release

[Insert date]

[Name of group] holds [insert event] to support Time to Talk Day

[Name of group] will be holding an event on Thursday 6th February as part of a nation-wide push to get people talking more openly about mental health for one day. Time to Talk Day is organised by Change Your Mind, the campaign to change how we all think and act about mental health problems, led by charities Mind and Rethink Mental Illness.

Time to Talk Day aims to get as many people as possible talking about mental health and this year, for the first time, the event is UK wide. People can struggle to find the right time or place to talk about mental health, so this year, Change Your Mind is asking people to have a conversation wherever they are – at home, at school, or even at the top of a mountain.

Since its launch in 2014, Time to Talk Day has sparked millions of conversations in schools, homes, workplaces, in the media and online, and attracted support from celebrities such as Freddie Flintoff, Stephen Fry and Frankie Bridge.

[Name of group, location] will join thousands of other groups, organisations, schools and members of the public, who will all be having conversations about mental health on Time to Talk Day. Activity planned for the day by [Name of group,] will include [Please add a paragraph in here about what your group is specifically doing].

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. Starting a conversation about mental health might seem daunting but simply sending a text, checking in on a friend or sharing something on social media can break the ice. For more information visit:

www.changeyourmindni.org/our-campaigns/time-to-talk-day

[Name of spokesperson, role at group] 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. The more we talk, the more lives we can change.”

Ends

Notes to Editor: For more information please contact [insert contact details of best person to contact for more info].

Notes to Editors: Change Your Mind is Northern Ireland’s regional campaign to tackle stigma and discrimination around mental health. It is a joint programme run by Inspire and the Public Health Agency. We are funded by Comic Relief and work in partnership with a range of organisations and community networks across Northern Ireland.

For more information go to www.changeyourmindni.org



Signposts to support



Choosing to talk can make a real difference to someone's life. But sometimes these conversations can bring up some difficult things that people may not have spoken about before. This might mean that they need some support.

Change Your Mind is working to change the way we all think and act about mental health problems. This focus means we aren't able to provide individual support, guidance or advice. However, there are plenty of people who can. Below you'll find a list of organisations that can help you, or someone else, to find support:

Lifeline

Telephone: 0808 808 8000

Deaf and hard of hearing, textphone number: 18001 0808 808 8000

www.lifelinehelpline.info

Lifeline is the Northern Ireland crisis response helpline service for people who are experiencing distress or despair. Calls to Lifeline are free to people living in Northern Ireland.

Samaritans

Telephone: 116 123 - 24 hours a day, free to call

Email: jo@samaritans.org

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 to 5pm, Monday to Friday

Email: info@mind.org.uk

Text: 86463

www.mind.org.uk/help/advice_lines

With support and understanding, Mind enables people to make informed choices. The Infoline gives information on types of mental health problems, where to get help, drug treatments, alternative therapies and advocacy. Mind also has a network of nearly 200 local Mind associations providing local services.





Carers NI

Telephone: 028 9043 9843

Email: info@carersuk.org

www.carersuk.org/northernireland

Give expert advice, information and support. They connect carers so no-one has to care alone. They campaign together for lasting change and innovate to find new ways to reach and support carers.

Addiction NI

Telephone: 028 9066 4434

Email: enquiries@addictionni.com

www.addictionni.com

It provides treatment and support for people who are dependent on alcohol or drugs. They provide tailor-made treatment programmes for people with drug or alcohol problems, delivered in community settings.

Rainbow Project

Telephone: 028 9031 9030

www.rainbow-project.org

Promoting the Health and Wellbeing of Lesbian, Gay, Bisexual and Transgender people and their families in Northern Ireland.

Rethink Mental Illness Advice Line

Telephone: 0300 5000 927 - 9.30am to 4pm, Monday to Friday

Email: info@rethink.org

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. They also run **services and groups** across England and Northern Ireland.





Where to find us...



InspireWBGroup



@CYMAntiStigma



Search "Change Your Mind"



@changeyourmindni

www.changeyourmindni.org

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