

**Running an event?
Making a poster or leaflet?
Talking to the press?**

Follow this guide.

let's end mental health discrimination

time to change

Wales

**Time to Change Wales
is all about talking.**

We need people to share their stories and experiences. Making these connections is the biggest driver in ending stigma.

We want to start conversations between people with and without mental health problems.

Ambassador

If you are a:

- ✓ champion
- ✓ educator
- ✓ community project team member
- ✓ blogger
- ✓ media worker or
- ✓ volunteer

you are a Time to Change Wales Ambassador!

This means you are the face of the campaign to the people you connect with.

To challenge stigma effectively we all need to give out the same message - see the next page.

**I'm an
ambassador!**



Our key messages

*Arguably the most important bit!

You don't need to be an expert to talk about mental health, you just need to be a friend. **That is extraordinary enough.**

Don't be afraid to **talk** about mental health.

There are **a lot of myths** about mental illness, get the facts.

Mental health problems affect **1 in 4 people**, this means it could be you, someone in your family, a friend or colleague.

A few **small words** can make a big difference.

Tone of voice

*This goes for writing too



We are always:

- **Inspiring** - Yay! We can end mental health stigma!
- **Engaging** - Hey! Why don't you get involved?
- **Supportive** - We can help you learn more...
- **Positive** - Everyone can make a difference.
- **Friendly** - Easygoing and empathetic.
- **Never finger wagging!** - Enabling not critical.

Don't forget to say your project is funded by:

let's end mental health discrimination

time to change

Wales



Get people talking online

Help us start conversations and build the movement to end stigma by promoting our online resources wherever you can:

www.timetochangewales.org.uk

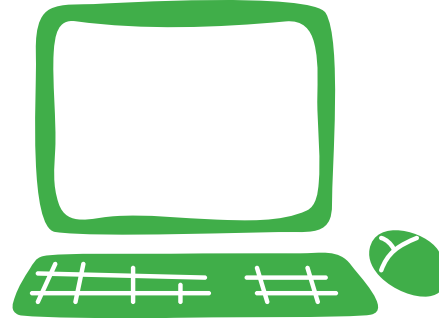
 www.facebook.com/ttcwales

 www.twitter.com/ttcwales

#EndStigma
#GetWalesTalking

 www.flickr.com/ttcwales

 www.youtube.com/ttcwales

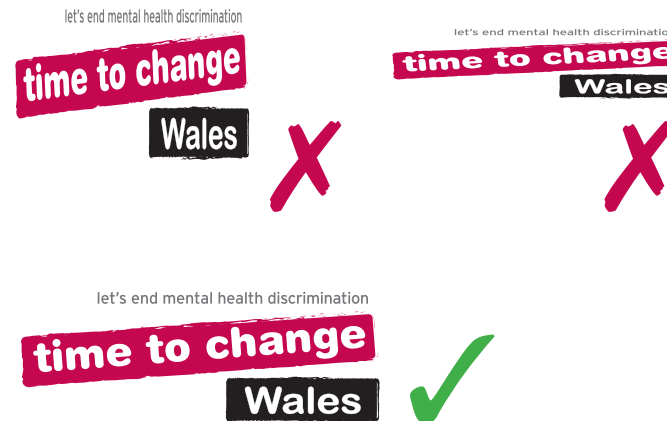


If you want to tell people about us, we are:

The first national campaign to end the stigma and discrimination faced by people with mental health problems in Wales.

Final points

If you use our logo please **MAKE SURE** it's not distorted.



Simple checklist for professional looking design:

- Clear message
- Smallest amount of text possible
- Lots of clear space
- Careful use of colour
- Always spell check

Ensure you get materials signed off by your regional coordinator before use. More detailed branding guidelines and support is available on request.