

## INTRODUCTION

Breathing Space is Scotland's mental health phoneline. When someone calls us when they are feeling low, stressed or anxious, their call is answered by one of our specialist advisors. Our advisors come from a range of mental health, counselling and social work backgrounds. The service is open when other support such as family, friends or GPs may be unavailable. People who call us can speak about what's on their mind or ask about helpful resources in their area.

## CAMPAIGN OVERVIEW

Kindness and everyday positive relationships can affect change and support the wellbeing of individuals and communities.

**'You Matter, We Care'** is a campaign led by Breathing Space, to highlight the caring nature of being human. Making positive emotional connections with others allows us to learn more about ourselves and the wider world but also helps us to more readily notice signs of distress in others and take action.

The campaign signposts to Breathing Space, a service available to anyone in Scotland over the age of 16, where advisors listen and offer a compassionate response to callers who may be going through a difficult time.

The initiative also explores self-compassion, which although sometimes difficult to practise, helps to foster kindness, self-acceptance and helps build emotional resilience.

## NATIONAL BREATHING SPACE DAY

This national awareness day takes place every year across Scotland on 1<sup>st</sup> Feb to promote mental wellbeing and raise awareness of the Breathing Space phoneline. Scots are encouraged to take some 'breathing space' away from life's stresses by taking part in an activity they enjoy to benefit their mental wellbeing. This may mean visiting the great outdoors, going for a coffee or simply taking a few moments to relax.

This year's 'You Matter, We Care' theme encourages caring for self and others.

## KEY CAMPAIGN MESSAGES

### **Being listened to, and knowing someone cares, can help you through a difficult time:**

- Talking things through with friends and family often allows us to see solutions for ourselves in a way that thinking alone cannot. Noticing signs of distress in others and taking action by being there and listening, can be a simple yet effective way to offer support.
- The Breathing Space helpline is available to anyone feeling low, stressed or anxious. Our experienced advisors offer listening and a compassionate response on 0800 83 85 87, Mon-Thurs (6pm-2am) and 24 hours at the weekend.

### **Practising self-compassion can support wellbeing:**

- Self compassion means being gentle and understanding with ourselves – even when we make mistakes. Developing self-compassion has been shown to correlate with greater social connectedness, emotional intelligence, happiness and life satisfaction.<sup>1,2</sup>
- Our 'Brighter Days' A5 booklet includes information on compassion and caring for self, with tips for practising a positive outlook to life and how this can help develop emotional resilience. This is available to download from [www.breathingspace.scot](http://www.breathingspace.scot) or by emailing [info@breathingspacescotland.co.uk](mailto:info@breathingspacescotland.co.uk) for hardcopies.

## HOW YOU CAN SUPPORT THE CAMPAIGN

A pdf of your **'You Matter, We Care'** Calendar 2020 can be downloaded from [www.breathingspace.scot](http://www.breathingspace.scot) with inspiring quotes for every month of the year.

A3 **'You Matter, We Care'** promotional posters are also available to download or request.

Breathing Space will also be launching other materials over the coming year, around noticing signs of distress and practising self-compassion - look out for updates on our website.

## SOCIAL MEDIA

We'd love to hear about methods that you use to approach life in a more caring way and how self-compassion has helped improve your mental wellbeing. Join in the conversation on Twitter @nhs24 and #YouMatterWeCare.

Assets to support the campaign are outlined below. We're also producing videos to coincide with our campaign, so please share on your own social media.

## SOCIAL MEDIA ASSETS

### a) Example tweets/facebook posts

Awareness Day/Theme	Month	Sample text to go with graphics
General signposting	Preferably during opening hours (24 hours at the weekend, 6pm-2am on weekdays)	It's not easy to talk about problems and emotions. That's why there's Breathing Space. They try to make it easier to talk about what we're going through. Call freephone 0800 83 85 87. #openup #YouMatterWeCare
		Breathing Space is a free confidential phone service for anyone in Scotland feeling low, stressed or anxious. Call 0800 83 85 87 #breathingspace #YouMatterWeCare
Pre-Christmas	Dec	Christmas can be a poignant time of year for some. Remember that Breathing Space advisors are there on 0800 83 85 87 for you to talk about what you're going through. #mentalwellbeing #breathingspace
Breathing Space Day	1st Feb	It's Breathing Space Day today. Our friends at Breathing Space are reminding us to take some time out to look after our mental wellbeing. #breathingspaceday
Clocks go forward	29 <sup>th</sup> March	A reminder that the Clocks go forward this evening. Make the most of the lighter evenings and take some breathing space. Spending time in nature and going for a walk can help to boost your mood #breathingspace #mentalwellbeing
Stress Awareness Month	April	Struggling with stress? Talking things through can help. For listening and advice call Breathing Space on 0800 83 85 87. #stressawarenessmonth
Mental Health Awareness Week	May	This #Mentalhealthawarenessweek we're highlighting the support that Breathing Space offers to anyone feeling low, stressed or anxious. They're open in the evenings and weekends to listen and offer advice. Call 0800 83 85 87 #breathingspace
Suicide Prevention Week	7 <sup>th</sup> -13 <sup>th</sup> Sept	It's Suicide Prevention Week this week. Remember that you're not alone and that you can talk to Breathing Space on 0800 83 85 87 if you're feeling low. #youmatterwecare #SPW20
World Mental Health Day	10 <sup>th</sup> Oct	This World Mental Health Day make your mental health a priority. If you're feeling low, anxious or stressed, give Breathing Space a call on 0800 83 85 87. #WMHD #breathingspace
Stress Awareness Day	6 <sup>th</sup> Nov	On #stressawarenessday, take a look at the Little Book of Brighter Days for ways to practise positivity and relieve stress. #breathingspace  [link to online booklet]: <a href="https://issuu.com/yearoflistening/docs/the_little_book_of_brighter_days_pa">https://issuu.com/yearoflistening/docs/the_little_book_of_brighter_days_pa</a>
World Kindness Day	13 <sup>th</sup> Nov	Spread a little kindness on #WorldKindnessDay today. For care and compassion if you're feeling anxious or stressed, you can call Breathing Space on 0800 83 85 87.  #mentalwellbeing #youmatterwecare



**'You Matter, We Care'** is a campaign led by Breathing Space, to highlight the benefits kindness and positive relationships can have on our mental wellbeing.

Creating a caring culture in the workplace not only benefits individuals, but can have a positive impact on businesses through improved productivity, staff morale, staff engagement and work-life balance.

Making positive emotional connections with others allows us to learn more about ourselves and the wider world but also helps us to more readily notice signs of distress in others and take action.

Talking things through with a colleague, friend, or a helpline such as Breathing Space, can help us to see solutions for ourselves in a way that thinking alone cannot.

See below for Breathing Space's 'Top tips' to help you contribute to a more caring workplace.

Breathing Space is a phonenumber available to anyone in Scotland over the age of 16 feeling low, stressed or anxious. Advisors listen and offer a compassionate response to callers who may be going through a difficult time. Speak to an advisor on freephone 0800 83 85 87 (6pm-2am in the evenings and 24 hours at the weekends).

## Top tips to help create a more caring workplace

Brought to you by Breathing Space, Scotland's mental health phonenumber

### TIP 1. Take up a kindness challenge

Helping others is not only kind but can help to reduce stress and improve your own emotional health. Try an act of kindness every day of the week, and see how many you can complete as a team. You can find inspiration online, where there are 'acts of kindness calendars' with ideas to help you get started.

### TIP 2. Listen, and feel listened to

People who actively listening or 'listen to understand', have been shown to have better, happier relationships with others. By practising active listening, whereby we allow pauses, maintain eye contact, postpone a response, and seek further clarification, we can help a person feel valued and understood.

### TIP 3. Support your peers

Whether this is in a formal capacity (many workplaces now have mentoring schemes), or by sharing your knowledge or experience informally, don't underestimate how much peer support can contribute to workplace wellbeing. Indeed it's the number one thing people mention when talking about why they love their work.

### TIP 4. Caring for self

Although the last tip, by no means is it the least important! Standing up to our inner critic is challenging but can help to reduce anxiety and is highly beneficial to our mental wellbeing. Practising techniques such as mindfulness, where we focus on the present moment, can help us to be more gentle and accepting of ourselves, even when we make mistakes.

ENDS

A PDF poster of the 'Top tips' is available.



## **7. FOR MORE INFORMATION**

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## **8. FURTHER READING**

Hall, CW et al. The role of self-compassion in physical and psychological well-being. *The Journal of Psychology* 2013; 147(4):331-323.

Neff, KD et al. An examination of self-compassion in relation to positive psychological functioning and personality traits. *Journal of Research in Personality* 2007; 41(4):908-916.

Firestone, L. The Many Benefits of Self-compassion. Blog Post Accessed Jan '19.  
<https://www.psychologytoday.com/gb/blog/compassion-matters/201610/the-many-benefits-self-compassion>