



#MakeTimeTo Toolkit

As part of our #AyeFeel initiative, we are running a social media campaign from 22nd November until 19th December encouraging young people to **#MakeTimeTo** look after their mental health.

This toolkit has more information about the campaign and the different ways that you can get involved – from sharing content on social media to running an activity with the young people you work with.

What is #AyeFeel?

#AyeFeel is a national mental health and emotional wellbeing hub, with lots of information and tips on support, for young people aged 11-26-years-old. It provides information from different national organisations as well as tips from young people on how to look after your mental health.

The Health Panel at Young Scot has been instrumental in shaping #AyeFeel ensuring that it is relevant for young people. There is information on a range of key mental health topics including body image, sleep, eating disorders, eco-anxiety, mindfulness, bullying, self-harm and much, much more.

Find out more at young.scot/ayefeel

What is #MakeTimeTo?

#MakeTimeTo is a campaign to raise awareness of #AyeFeel and encourage young people to make time to look after their mental health and emotional wellbeing. The campaign has been created with input from young people from the Young Scot Health Panel and builds on our initial campaign 'Make Your Mental Health a Priority'.

The aim of #MakeTimeTo is to:

- Encourage young people to #MakeTimeTo prioritise their mental health
- Provide information on how young people can #MakeTimeTo support their mental health
- Provide ideas on how young people use their time to support their mental health

Good mental health helps people think positively, feel confident and act calmly. Having good wellbeing doesn't mean always being happy and it's normal to feel sad, angry, or low sometimes. But poor mental health can impact the way people think, feel and act in a negative way. It can impact the way people enjoy things they usually like or feel sad or angry for a longer time than usual.

This is why it's important for young people (and all of us) to #MakeTimeTo look after their mental health and this campaign aims to help inform young people on how they can do that and take actions to do so.

There are four campaign themes:

- (1) Week One – 22nd November - Getting outdoors and nature – focused on the importance of #MakingTimeTo get outside and explore nature.
- (2) Week Two – 29th November - Hobbies and creativity – focused on the role of hobbies and getting creative in supporting mental health, from sport to crocheting and gaming to painting.
- (3) Week Three – 6th December - Learning something new – focused on learning new activities that can support mental health and emotional wellbeing, such as breathing exercises, mindfulness, coping strategies and how to get a good night's sleep.
- (4) Week Four – 13th December - Family and friends – the role of family and friends in supporting mental health, including doing new activities with family and friends.

Find out more visit young.scot/MakeTimeTo

#MakeTimeTo Day on 8th December

On 8th December, in the third week of the campaign, we will be encouraging people to get involved in #MakeTimeTo day. Add this date to your diary and see how you can get involved!

On this day, we will be:

- Encouraging young people to share how they #MakeTimeTo look after their mental health on their own social media platforms
- Working with experts, influencers and content creators to share stories across our platforms about how different people #MakeTimeTo look after their mental health
- Running events in the evening where young people can learn how to #MakeTimeTo look after their mental health. Keep an eye on young.scot/AyeFeel for more information as we publish the events.

You can get involved by:

- Encouraging young people you work with to get involved with #MakeTimeTo day
- Put on your own #MakeTimeTo Day event, take a look at the activities section of this toolkit for ideas on activities you could run
- Share information on your own social media channels on how young people can #MakeTimeTo look after their mental health. This could be sharing information from the #AyeFeel page or from partner websites such as SAMH, See Me, Beat, NSPCC, Mental Health Foundation and Samaritans.
- Promote the #MakeTimeTo day events with young people you work with.



Get involved on social media

We have put together some sample posts that you can use and some ideas for how you can get involved or encourage young people you work with to get involved.

To kickstart the campaign we will be sharing a video on Monday 22nd November, you can [share our YouTube video](#) on your own social media channels or use it as a starting point for discussion with young people you work with.

You can download the videos and a range of social media assets from the [Google Drive toolkit](#) or our [corporate website](#). Additional imagery and videos will be added to the toolkit throughout the campaign.

You can find Young Scot on the following social media channels:

- [Twitter - @YoungScot](#)
- [Instagram - @YoungScot](#)
- [Facebook - fb.com/YoungScot](#)
- [TikTok - @Young.Scot](#)
- [Snapchat - @YoungScotSnaps](#)
- [YouTube - youtube.com/YSTheFeed](#)

Twitter (@youngscot)

Here are some example tweets that you could share on Twitter to encourage people to get involved:

- Today, @YoungScot is launching a campaign that encourages you to #MakeTimeTo look after your mental health! Making time to look after your mental health is so important for your wellbeing. Get involved and share what you #MakeTimeTo do to support your mental health
- What do you #MakeTimeTo do to look after your mental health? @YoungScot is encouraging you to make time in your day to do something for you. Let us know what you do by using #MakeTimeTo & visit young.scot/ayefeel for more information & resources on mental health & wellbeing
- Making time to look after your mental health is so important for your wellbeing. We've joined @YoungScot & are encouraging you to make time in your day to do something for you! Let us know what you do by using #MakeTimeTo & visit young.scot/ayefeel for more information

Facebook (fb.com/youngscot)

Some of examples of posts you might want to share on Facebook are:

- Today, @YoungScot is launching a campaign that encourages you to #MakeTimeTo look after your mental health, whether it's taking regular short breaks to do breathing exercises, taking time to chat to a pal about how you really feel or making time to learn a new skill. Making time to look after your mental health is really important for your wellbeing.

Watch the video to find out more about the campaign and find out how you can #MakeTimeTo look after your mental health at young.scot/ayefeel. [[Insert video from Google Drive toolkit](#)]

- Making time to look after your mental health is important for your wellbeing. Watch this video of young people sharing how they look after their mental health and visit @Young Scot's page young.scot/ayefeel to find out more about how you can support your mental health and emotional wellbeing. [[Insert video from Google Drive toolkit](#)]
- What do you do to look after your mental health? @Young Scot are encouraging you to #MakeTimeTo look after your mental health and join the conversation by sharing how you #MakeTimeTo and what you do.

Visit young.scot/ayefeel to discover ideas on how you can look after your mental health, try new coping strategies and hear from other young people. [[Insert image from Google Drive](#) or [corporate website](#) toolkit]

- On 8th December, @YoungScot is encouraging you to share how you #MakeTimeTo as part of the day encouraging everyone to #MakeTimeTo look after their mental health.

Keep an eye on young.scot/AyeFeel for more information and make sure you get involved [[Insert image from Google Drive](#) or [corporate website](#) toolkit]

Instagram (@youngscot)

Some example posts you might want to include on Instagram include:

- Today, @YoungScot is launching a campaign that encourages you to #MakeTimeTo look after your mental health, whether it's taking regular short breaks to do breathing exercises, taking time to chat to a pal about how you really feel or making time to learn a new skill. Making time to look after your mental health is so important for your wellbeing. Get involved and share what

you #MakeTimeTo do to support your mental health. [[Insert image from Google Drive](#) or [corporate website](#) toolkit]

- What do you #MakeTimeTo do to look after your mental health? @YoungScot is encouraging you to make time in your day to do something for you. From meditation to breathing exercises, having a hot chocolate with a pal or taking part in a gaming session or just simply doing nothing. Taking time to look after your mental health is so important. Let us know what you do in the comments and visit [young.scot/ayefeel](#) for more information. [[Insert image from Google Drive](#) or [corporate website](#) toolkit]
- On 8th December, @YoungScot is encouraging you to share how you #MakeTimeTo as part of the day encouraging everyone to #MakeTimeTo look after their mental health.

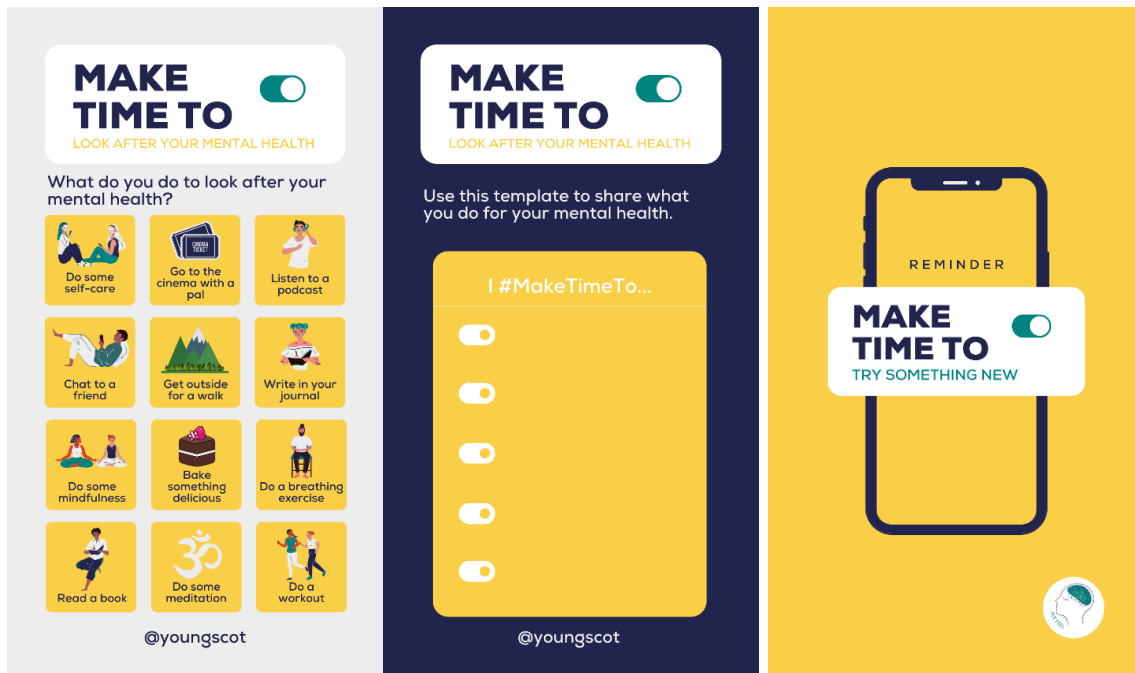
Keep an eye on [young.scot/AyeFeel](#) for more information and make sure you get involved [[Insert image from Google Drive](#) or [corporate website](#) toolkit]



You can also get involved on Instagram by:

- Sharing different ways young people can #MakeTimeTo with ideas and inspiration whether it's in a short video, a Reel or an Instagram takeover of your channels.
- Encourage young people to take part in our #MakeTimeTo bingo by sharing the template on your stories and encouraging people to screenshot the template and circle the things they do to look after their mental health.
- Encourage young people to complete our #MakeTimeTo template where they can share the things they do to support their mental health.

Download the templates from the [Google Drive](#) or [corporate website](#) toolkit.



TikTok (@young.scot)

You might also want to get involved on TikTok, over the four weeks of the campaign we will be sharing different content and working with influencers and content creators. You can get involved in the conversation too by encouraging young people you work with to create content about how they #MakeTimeTo, different ideas for activities to support mental health or providing tips on how they make time in their day to look after their mental health.

Other ways to get involved

#AyeFeel has a blog where young people can share their own experiences of mental health for other young people. Young people are encouraged to [pitch an idea for a blog](#) and can [read existing blogs](#) on our website too.

We have [created a page on #AyeFeel with information about how young people can get involved directly in the campaign too.](#)

MAKE TIME TO

USE OUR RESOURCES



Activities

We have put together a range of activities to support you to get involved in #MakeTimeTo with your youth group, school, family, friends or colleagues.

You can also access the resources below plus other #AyeFeel resources for use at school or in youth groups on our [Learning Resources page](#).

You can access work sheets in our [Google Drive](#) or [corporate website](#) toolkit to support some of the below activities.

If you take part in any of these activities, please do tag Young Scot on social media and share what you've been up to – we would love to see how you get involved in the campaign.

Activity One: #MakeTimeTo.. Quiz

Here's a quick quiz to get you thinking about mental health and the importance of making time to prioritise yours. You can use this as an activity in a lesson, at a youth club, in a tea or lunch break at work or as a starting point for discussion with friends and family.

- (1) Everyone has mental health
 - a. True
 - b. False
- (2) How many young people in Scotland say they have struggled with their mental health?
 - a. 13%
 - b. 46%
 - c. 72%
- (3) A recent study found that 81% of people said being more active positively impacted their mental health
 - a. True
 - b. False

- (4) Research by Young Scot's Youth Loneliness Panel found how many young people advised they had experienced loneliness or felt isolated?
- 71%
 - 84%
 - 91%
- (5) What amount of people stated they were coping very or quite badly with their mental health during the initial months of the pandemic?
- 24%
 - 45%
 - 36%
- (6) Building a healthy routine can help support good mental health and emotional wellbeing
- True
 - False
- (7) How many hours typically does a 14 – 17 year old need per night
- Between 9 and 11 hours
 - Between 8 and 10 hours
 - Between 7 and 9 hours
- (8) What percentage of young people said feelings about climate change negatively affects their daily lives?
- 23%
 - 36%
 - 45%

Answers:

1. True - [Find out how you can look after your mental health at #AyeFeel.](#)
2. C - [Find out more in research by See Me Scotland](#)
3. True - [Find out more about the Feel Your Personal Best Campaign](#)
4. B - [Find out more about tackling youth loneliness.](#)
5. B - [Find out more on SAMH's website.](#)
6. True - [Find out more in Childline's guide on Taking Care of Yourself](#)
7. B - [Find out more in our article with Sleep Scotland.](#)
8. C - [Find out more in our article about eco-anxiety.](#)

Some of the suggested activities below are taken from our #AyeFeel site and you might find the following links useful:

- [Ideas to support your mental health](#)
- [How to talk about your feelings](#)
- [How to improve your sleep routine](#)
- [Tammy's Techniques](#) – a series of short videos with coping strategies for young people if they're feeling anxious, stressed or struggling to sleep.
- [Young Scot's YouTube channel](#) where you can access a range of free mindfulness activities, including yoga sessions, breathing exercises and face massage
- Our [relaxation exercises article](#).

Activity Two: #MakeTimeTo Questions

This activity asks young people to think about the following questions and answer them by writing or drawing a picture. You can also use these questions as a starting point for discussion with friends, family or colleagues to start a conversation about mental health.

- What do you enjoy doing in your spare time?
- Is there something you'd like to do, but you never have time to?
- What holds you back from making time for yourself?
- Who do you think you could talk to about making more time for your mental health?

You can access work sheet in our [Google Drive](#) or [corporate website](#) toolkit.

Activity Three: #MakeTimeTo Bingo

This activity encourages young people to think about the things they do to look after their mental health and make a record of them over a period of time. This activity isn't about completing every task but encourages young people to think about what they currently do and could do to support their mental health.

You might want to give young people two weeks to use the grid and tick off the things that they've completed in that time or make notes of other things they've done to support their mental health and follow up with a conversation.

You could also use this activity as an icebreaker for people bingo. The players move around trying to be the first to get their bingo card filled up with names of other young people who use that activity as a way to look after their mental health.

Young Scot Reward points are available for taking part in this activity and are on the activity sheet.

You can access work sheet in our [Google Drive](#) or [corporate website](#) toolkit.

Activity Four: #MakeTimeTo Diary

This activity asks young people to think about how they can make time in their day to day lives to prioritise their mental health. Using the #AyeFeel information shared in this toolkit, young people can make a diary to plan their time and get ideas about small and big actions they can take to prioritise their mental health.

Young people might have a very busy schedule with clubs, homework, school, activities, chores and more to fit in, but it is important to make time to relax and do enjoyable things.

Use this diary to encourage young people to make a note of their school day, clubs and time for homework.

Once they have added everything they have to do, you could encourage them to make time for some new activities to boost their mental health.

Young Scot Reward points are available for taking part in this activity and are on the activity sheet.

You can access work sheet in our [Google Drive](#) or [corporate website](#) toolkit.

Young Scot Membership and Discounts

[Young Scot Membership](#) is the home of our Discounts, Rewards and Special Opportunities.

Any young person in Scotland aged 12-25, inclusive, [can sign up to](#) Young Scot Membership and access Rewards. Once signed up, they'll be able to complete positive activities which award points for participation. Examples include volunteering, attending a youth club or event, staying informed through reading short information articles and using their voice by completing surveys and consultations. Young people can earn Rewards points for taking part in #MakeTimeTo activities.

Once they've accumulated enough points, a young person can exchange them for a range of exciting rewards from online vouchers to technology and unique experiences. Rewards is a fantastic way to recognise young people's participation, remove barriers and support their mental health and wellbeing.

We also offer a wide range of [Young Scot Discounts](#), both in-store and online which can support young people to #MakeTimeTo prioritise their mental health. Discounts include:

- [20% off Isle of Skye Candle Company](#) – making time for self-care.
- [Unlimited data for £24 at Your Co-op](#) – keeping in touch with loved ones can improve wellbeing.
- [10% off at PureGym](#) – staying active can have a big impact on mental health and wellbeing.
- [£1 entry](#) to National Trust for Scotland, Historic Environment Scotland and Historic Houses destinations – spending time at heritage properties and being in nature can have a huge impact on health and wellbeing.
- [20% off Citylink](#) - visiting friends and family can be beneficial to mental health.

Other useful information and activities

#AyeFeel has a range of other useful information and activities that you might find useful, including:

- A [list of organisations](#) that can support young people with their mental health and emotional wellbeing, including phone, live chat, text and email options.

- [Mindfulness activities](#) – from face massage to yoga to exercise classes to breathing activities. There are seventeen different activities that range from just a few minutes to 45 minutes.
- [AyeFeel blogs](#) where young people have shared their own experiences for other young people to read.
- [Young Scotcast](#) our podcast in partnership with Capital Scotland where a range of topics are discussed including bullying, LGBTQIA+ acceptance and men's mental health.

There is a range of other useful information, articles and blogs on #AyeFeel, visit young.scot/ayefeel for more information.

More information

For more information about this campaign, please get in touch with:

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