



# Breathing Space

toolkit 2026

## Introduction

NHS 24's Breathing Space is a free and confidential phone and web chat service available to anyone in Scotland aged 16 and over experiencing low mood, depression, or anxiety.

Celebrated annually on 1st February, Breathing Space Day aims to remind everyone to make time for activities which improve mental wellbeing as well as promoting the service.

We would appreciate your support in raising awareness of Breathing Space. This toolkit contains resources and suggested messaging to help promote the service on your own platforms including:

- Useful links
- Key messages
- Campaign assets and suggested copy
- Editorial copy

## Useful links

### NHS 24 services

-  [Breathing Space](https://breathingspace.scot)
-  [Mental health services](https://nhs24.info/mental-health-services)

[breathingspace.scot](https://breathingspace.scot)

[nhs24.info/mental-health-services](https://nhs24.info/mental-health-services)

### Mental health information and tools

-  [Mind to Mind](https://nhsinform.scot/mind-to-mind)
-  [Mental health self-help guides](https://nhs24.info/mental-health-self-help)
-  [Online mental health tools](https://nhs24.info/mental_wellbeing)

[nhsinform.scot/mind-to-mind](https://nhsinform.scot/mind-to-mind)

[nhs24.info/mental-health-self-help](https://nhs24.info/mental-health-self-help)

[nhs24.info/mental\\_wellbeing](https://nhs24.info/mental_wellbeing)

## Key messages

- NHS 24 mental health services are available to everyone in Scotland. The services we offer include listening, offering advice, and guiding you to further help if required.
- A friendly voice and a listening ear are just a phone call away. To access Breathing Space, Scotland's free and confidential service, call 0800 83 85 87 or visit their website at [breathingspace.scot](http://breathingspace.scot) for online chat and resources.
- This Breathing Space Day, we are encouraging everyone to embrace this year's theme 'Open Air, Open Mind', - taking small moments outdoors to calm the mind and improve mental wellbeing.



## Campaign assets

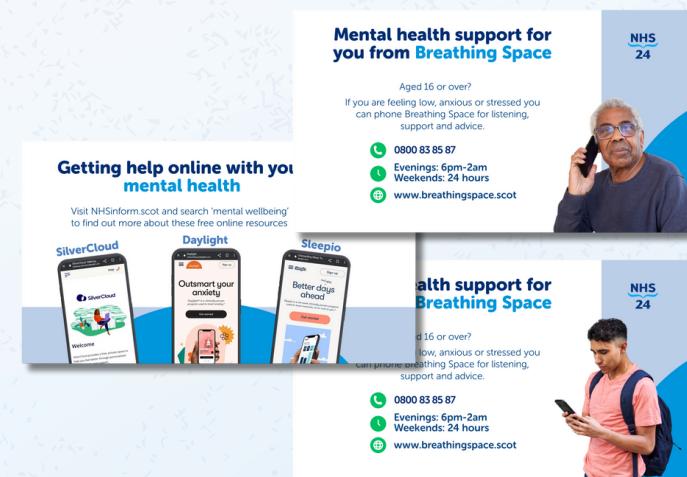
A suite of materials is available to enable partners to promote the service. These are available to download from our distribution email. For other methods of file download or if different formats are required, please contact NHS 24's [Communications Team](#).



Posters



Little books - PDF downloads



Digital wallboards

## Social media

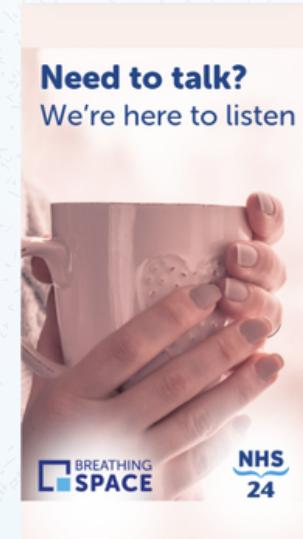
### Breathing Space and Breathing Space Day

Feeling low, anxious, or depressed? Breathing Space is here to help. The free and confidential phone and web chat service is available 365 days a year for anyone in Scotland aged 16 and over.

- Call 0800 83 85 87 or visit [www.breathingspace.scot](http://www.breathingspace.scot) for support.

Join us in celebrating Breathing Space Day on February 1st! Let's highlight the importance of listening in mental health support and the invaluable work of Breathing Space. Remember, no one should face their struggles alone.

- Find out more: [www.breathingspace.scot](http://www.breathingspace.scot)



(all images available in 4-5,  
9-16, & 16-9 formats)

## Social media

Open Air, Open Mind

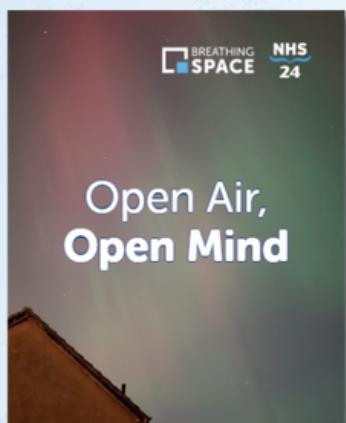
This Breathing Space Day, we're encouraging everyone to spend small moments outdoors each day to calm the mind and improve mental wellbeing. If you're finding things difficult, Breathing Space is here to listen.

Contact 0800 83 85 87 or [www.breathingspace.scot](http://www.breathingspace.scot)

Reels



imagery



## Editorial - e.g. blogs, news articles, etc.

### **Breathing Space Day 2026 - Open Air, Open Mind**

Breathing Space Day is celebrated every year on 1st February to promote the invaluable work of NHS 24's Breathing Space service. Supporting people in times of difficulty, the service offers anyone in Scotland aged 16 and over a free and confidential space to talk by phone or webchat.

This year's theme, 'Open Air, Open Mind', shines a light on the positive impact of spending time outdoors on our mental wellbeing. Fresh air, natural light, movement, and even brief moments with nature, like listening to birdsong or noticing colours, textures and water, can all help ease stress and lift mood. The campaign encourages people across Scotland to take small outdoor moments each day to pause, reset, and reconnect with themselves.

Tony McLaren, National Coordinator for Breathing Space, said:

"Our dedicated Breathing Space team will always be here to offer vital support to anyone in need. However, if you are looking to calm a busy mind, simply stepping outside, even for a few minutes, can help you regain a sense of balance. This Breathing Space Day, we want to remind people that taking time outdoors, and talking when you need to, can make a real difference to mental wellbeing."

Find out more about Breathing Space, by visiting [breathingspace.scot](https://breathingspace.scot). For more tips on how to manage mental wellbeing follow NHS 24 on [social media](#).

**ENDS//**

## NHS 24 social media channels

Breathing Space content will be featured on NHS 24's social media channels throughout the year.

We would be grateful if you could share any content promoted by NHS 24 on your own social media channels, and please remember to tag us in any of your own posts!



[Facebook](#)



[YouTube](#)



[Instagram](#)



[LinkedIn](#)



[Bluesky](#)

## Contact

We are grateful for your support.

For assistance with Breathing Space's partnership and engagement programme, including information on Breathing Space benches please contact the Breathing Space [Coordination Team](#).

If you have any questions or need help with the Breathing Space campaign resources, please contact NHS 24's [Communications Team](#).