



Breathing Space

toolkit 2025

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](#)
-  [Mental health services](#)

[breathingspace.scot](#)

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

Mental health information and tools

-  [Mind to Mind](#)
-  [Mental health self-help guides](#)
-  [Online mental health tools](#)

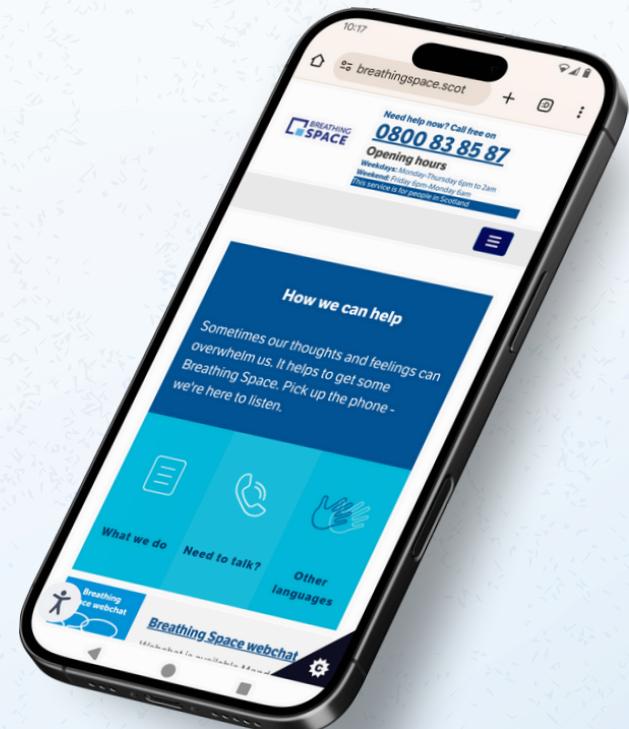
[nhsinform.scot/mind-to-mind](#)

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

[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 for online chat and resources.
- This Breathing Space Day we are calling on everyone to practice their active listening skills. 'Learn to listen' to help those around you who may need some mental health support.

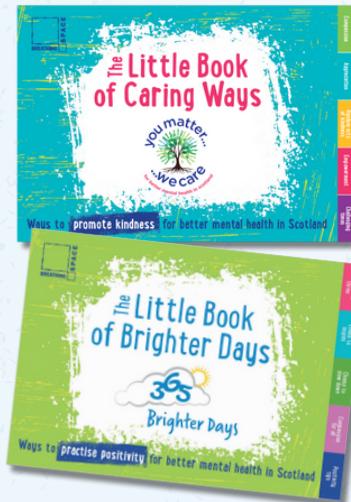


Campaign assets

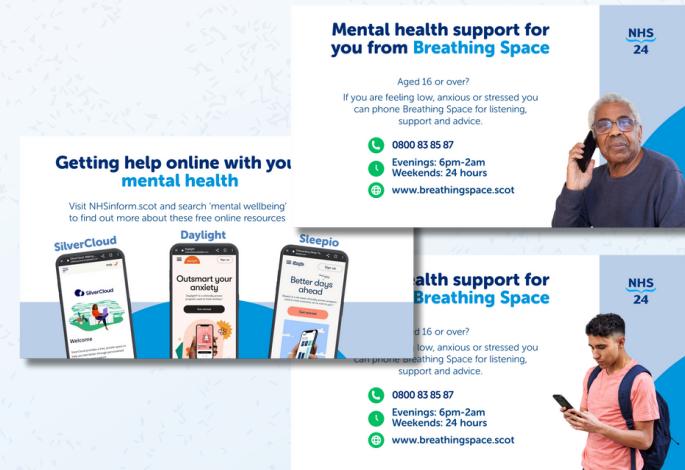
A suite of materials is available to enable partners to promote the service. These are available to download from our distribution email. For other methods of file download or if different formats are required, please contact NHS 24's [Communications Team](#).



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 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



(all images available in 1-1, 9-16, & 16-9 formats)

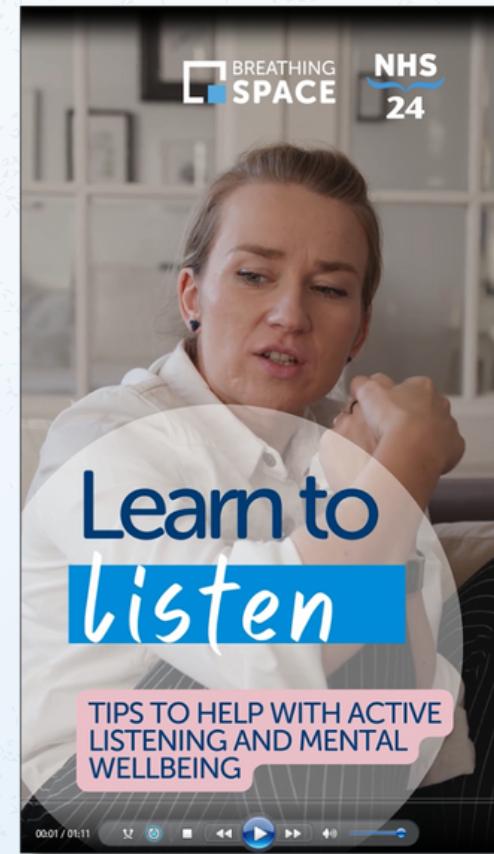


Social media

Learn to listen

This Breathing Space Day, let's all 'learn to Listen'. If someone you love needs to talk, do your best to be attentive, non-judgmental, and empathetic. Sometimes, just being there to listen can make all the difference. #LearnToListen

Learn to listen reel (9-16)



Learn to listen image carousel (1-1)



Long form editorial

(insert organisation name) is supporting Breathing Space Day which this year is encouraging everyone to 'learn to listen' and practice their active listening skills.

Breathing Space Day is celebrated every year on 1st February and serves as an important reminder of the critical role listening plays in mental health support. The day also highlights the invaluable work of NHS 24's Breathing Space service, a free and confidential phone and web chat service available to anyone in Scotland aged 16 and over who is experiencing low mood, depression, or anxiety.

Tony McLaren National Coordinator for Breathing Space said, "During 2024, our skilled Breathing Space colleagues provided a lifeline to those needing support by responding to over 180,000 calls and 8,000 webchats. As listening is the heart of Breathing Space's service, this Breathing Space Day we are promoting the transformative impact that listening—and truly hearing someone—can have on mental wellbeing."

Breathing Space's 'learn to listen' tips include:

- **Be attentive:** Focus entirely on the speaker by eliminating distractions, maintaining eye contact, and demonstrating genuine interest in what they have to say.
- **Listen without judgement:** Allow the speaker to share their thoughts and feelings openly by creating a safe space and withholding judgment and criticism.
- **Reflect and clarify:** Repeat what the speaker has said to show you grasp what they truly mean. Ask more questions if needed to confirm your understanding.

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Long form editorial



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- **Validate feelings:** Demonstrate empathy and support by acknowledging the speaker's emotions and experiences, whether you agree with them or not.
- **Use non-verbal cues:** If you are speaking face-to-face, nod and smile where appropriate and use open body language to signal attentiveness.
- **Be patient and allow for silence:** Allow the speaker to express themselves at their own pace and understand that silence can also be a powerful tool when talking. Avoid interruptions or rushing the chat to allow the speaker to gather their thoughts and fully share their feelings.
- **Ask open-ended questions:** Encourage the speaker to expand on their thoughts by asking questions that require more than a yes or no answer.
- **Offer support, not solutions:** Instead of jumping to provide solutions, simply offer your support and understanding. Sometimes, just being there to listen is the most helpful thing you can do.

Tony continues, "As we celebrate Breathing Space Day, the message is clear: No one should face their struggles alone. Take the time to reach out to a loved one or someone you trust to share your thoughts and feelings. If this feels overwhelming, remember that Breathing Space is also here to help. Whether it's a call or a webchat, Breathing Space's trained advisors are ready to listen and offer a safe and confidential space for anyone in need."

- To access Breathing Space, call 0800 83 85 87 or visit breathingspace.scot for webchat services.
- ENDS//**

Short form editorial

Breathing Space day is celebrated every year on the 1st of February to promote the invaluable work of NHS 24's Breathing Space service. Helping those experiencing low mood, anxiety or depression, anyone aged 16 and over in Scotland can contact Breathing Space for a free and confidential chat on the phone or on web chat.

The theme for Breathing Space Day this year is 'learn to listen' which encourages everyone to practice their active listening skills to encourage those around them to open up about their mental health.

Tony McLaren National Coordinator for Breathing Space said, "During 2024, our skilled Breathing Space colleagues provided a lifeline to those needing support by responding to over 180,000 calls and 8,000 webchats. As listening is the heart of Breathing Space's service, this Breathing Space Day we are promoting the transformative impact that listening—and truly hearing someone—can have on mental wellbeing."

Find out more about Breathing Space's 'learn to listen' tips by visiting breathingspace.scot or following 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](#)



[X](#)



[LinkedIn](#)



[Instagram](#)



[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 [Co-Ordination Team](#).

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