

Breathing Space is being promoted as an alternative first point of contact to conventional health services.

The service aims to raise awareness of the incidence of depression and low mood amongst the target audience of young men (aged 16 – 40). The intention is to make people aware that listening, advice and signposting is available via Breathing Space as a first confidential port of call.

In order to appeal to the target audience, Breathing Space is independently branded and does not carry government, NHS or other “official” logos. This is because research indicates that the key target audience (young males) may be put off by such branding.

The phone line is promoted through the use of TV, Radio, Press and Online advertising. Ambient media such as posters and pocketcards are also distributed to agencies and outlets across Scotland. The Breathing Space newsletter “Staying Connected” is published twice a year and regular updates are communicated via our website and e-bulletin.

## Publicity Materials

A range of Breathing Space publicity resources are available free of charge. You can request copies by visiting our website and clicking on ‘Order Publicity Materials’ or alternatively you can email [info@breathingspacescotland.co.uk](mailto:info@breathingspacescotland.co.uk) or contact our support officer to discuss your requirements.

## Subscribe

If you would like to subscribe to our newsletter and e-bulletin please email [info@breathingspacescotland.co.uk](mailto:info@breathingspacescotland.co.uk)

## Contacts

If you would like details of your service added to our database, or require further information, please contact us.

Tony McLaren, National Co-ordinator  
email: [tony@breathingspacescotland.co.uk](mailto:tony@breathingspacescotland.co.uk)  
Phone: **0141 435 3901**  
**07796 941 956**

Geraldine Scott,  
Communications and Marketing Assistant  
email: [geraldine@breathingspacescotland.co.uk](mailto:geraldine@breathingspacescotland.co.uk)  
Phone: **0141 435 3901**  
**07766 431 953**

Jennifer McColgan,  
Communications and Marketing Assistant  
email: [jennifer@breathingspacescotland.co.uk](mailto:jennifer@breathingspacescotland.co.uk)  
Phone: **0141 435 3901**  
**07881 511 410**

Janice Malone, Support Officer  
email: [janice@breathingspacescotland.co.uk](mailto:janice@breathingspacescotland.co.uk)  
Phone: **0141 435 3124**  
**07810 507 266**

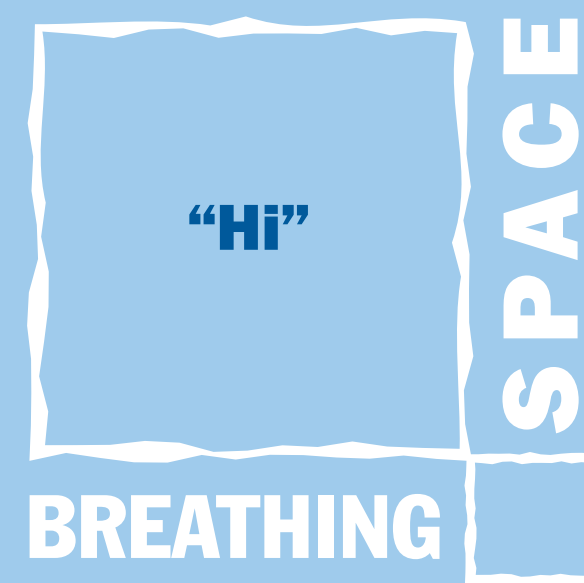
[info@breathingspacescotland.co.uk](mailto:info@breathingspacescotland.co.uk)  
[www.breathingspacescotland.co.uk](http://www.breathingspacescotland.co.uk)

For further information on the Scottish Executive’s National Programme for Improving Mental Health and Well-being visit [www.wellscotland.info](http://www.wellscotland.info)

Open up when you’re feeling down

0800 83 85 87

[www.breathingspacescotland.co.uk](http://www.breathingspacescotland.co.uk)



# The phone-line for people to open up when they're feeling down.

## What is Breathing Space?

Breathing Space is a free, confidential phone line aimed primarily at young men in Scotland (aged 16 – 40) who are experiencing low mood or depression, and for those who are unusually worried and in need of someone to talk to. The phone line is available to the public every day from 6pm – 2am on 0800 83 85 87 (Minicom: 0800 31 71 60).

Breathing Space was commissioned by the Scottish Executive Health Department as part of the National Programme for Improving Mental Health and Well-being, which aims to improve the mental health and well-being of everyone in Scotland. The phone line has been promoted across Greater Glasgow and Argyll and Clyde since 2002 and it became a national service in 2004.

## Who runs the phone-line?

Breathing Space is staffed by a team of trained specialist advisors who have the relevant experience required to assist callers with their problems.

Operationally the service is delivered by NHS 24 and is based at their Clyde Contact Centre, in Clydebank and at Norseman House, South Queensferry.

## What service does Breathing Space provide?

Breathing Space provides an easily accessible and confidential listening service. Callers are offered support, advice and guidance underpinned by empathy and understanding.

The focus is to provide skilled assistance at an early stage and prevent problems escalating. Although not a mental health service as such, it is within the remit of Breathing Space to help those living with mental health problems and those experiencing emotional distress.

Breathing Space also recognises its important role in helping family members, partners and friends who are concerned about the well-being of people they care about.

Breathing Space advisors provide a signposting service to other agencies; this will mean that some individuals who have called Breathing Space may subsequently make contact with statutory and voluntary agencies in their local area. The advisors refer to a database of around 4,000 agencies. This database is updated regularly, ensuring that where necessary, callers can be referred to organisations and agencies best suited to their particular needs.

## When is the service available?

The phone line is open from 6pm to 2am every day of the year. These are hours at which many people find that their worries seem unbearable or insurmountable; and during these hours many other services are likely to be unavailable.

## Why is Breathing Space necessary?

The need for Breathing Space has been established due to serious concerns about the well-being of young men in Scotland today.

In 2005 there were 763 suicides and undetermined deaths in Scotland, and 72% of those were men. Suicide remains one of the most common causes of death among young men in Scotland.

Breathing Space is just one initiative being developed by the Scottish Executive Health Department to counter this trend. It is complementary to the Choose Life strategy, and both Breathing Space and Choose Life are parts of the Scottish Executive's National Programme for Improving Mental Health and Well-being.