



**#TALK  
SUICIDE**

**Together we can help  
prevent suicide.**

## Partner information and resource kit.

Staffordshire County Council, Stoke-on-Trent City Council and NHS community services are working together to launch the #TalkSuicide campaign.

The campaign has been funded by the Staffordshire and Stoke-on-Trent Sustainability and Transformation Partnership and is part of the work we are doing to meet the ambition in our Zero Suicide charter.

In this pack you'll find the information and resources you need to get involved and help us share the campaign.

# 1. Campaign Overview

#TalkSuicide aims to tackle the stigma around suicide and encourage open conversations in our communities, through which people at risk of suicide can be supported to get the help they need.

The campaign will target individuals, community groups/organisations and businesses across Staffordshire and Stoke-on-Trent, recruiting them to sign up to the campaign.

Once signed up, they'll receive a series of six emails, nudging them to take up simple online training, notice the signs someone is at risk, gain the skills to talk directly about suicide and help someone who is suicidal get the support they need.

**Timescale:** The campaign will initially run from the end of October 2020 to March 2021.

# 2. Campaign messages

## **Together we can help prevent suicide.**

- You can gain the skills to save a life in just 20 minutes.
- Be alert to the warning signs of suicide in your family, friends and workmates.
- If you are worried that someone is suicidal, ask them. It could save their life.
- Phone the Samaritans if you are worried on 116 123 for free from any phone anytime, day or night.

## 3. How do people sign up?

People can sign up quickly and easily through a pop-up box on this page [www.staffordshire.gov.uk/TalkSuicide](http://www.staffordshire.gov.uk/TalkSuicide), or by following this link: <https://public.govdelivery.com/accounts/UKSTAFFORDSHIRECC/signup/18007>

They'll be asked to fill in an online form to tell us their email address and whether they're an individual, business or organisation, to help us make sure that the content they get is relevant.

We then send them a series of six emails with resources, links to training and information about how they can get involved.

## 4. How you can support the campaign

Please use the resources in this pack to reach the general public, professionals, organisations and businesses about the campaign and encourage them to sign up.

- Post about the campaign on your social media channels using the suggested posts on page 7.
- Share the campaign posts on Staffordshire County Council's social media channels. [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#).
- Use the suggested copy on page 6 in emails and newsletters you send out to the public
- Use the suggested copy for internal channels on page 6 in emails or newsletters to your colleagues.
- Add some information and a link to sign up to the campaign on your web pages.

Any questions? Email: [ema.roberts@staffordshire.gov.uk](mailto:ema.roberts@staffordshire.gov.uk)

# 5. Digital assets

Images of the artwork are shown below. Please email [ema.roberts@staffordshire.gov.uk](mailto:ema.roberts@staffordshire.gov.uk) to request the artwork you need.

## Logo



## Social media images



Flyers



Digital/Email Banner:



TV/Digital screen:



A4 posters:



# 6. Pre-Written Promotional Copy

Please use the copy below 'as is' or feel free to experiment with the copy to make it more appropriate for your organisation's audiences and your relevant channels. **Please remember that the main 'call-to-action' is to encourage people to sign up to the campaign by visiting** page [www.staffordshire.gov.uk/TalkSuicide](http://www.staffordshire.gov.uk/TalkSuicide), or by following this link: <https://public.govdelivery.com/accounts/UKSTAFFORDSHIRECC/signup/18007>

## Long version

### Can you help prevent suicide in Staffordshire and Stoke-on-Trent?

Most of us really don't like to talk about suicide, but simply talking and listening to someone who is thinking about suicide can be lifesaving.

A new campaign is helping individuals, organisations and businesses across Staffordshire and Stoke-on-Trent gain the skills they need to talk about suicide in their community.

#TalkSuicide has been developed by Staffordshire County Council, working in partnership with Stoke-on-Trent City Council and NHS community services.

They want to get 1,000 local people, from all walks of life, signed up to take a simple, online, suicide awareness session.

The session will help people gain the knowledge and skills to:

- Be alert to the warning signs someone is considering suicide
- Understand the myths and facts about suicide
- Talk directly about suicide with someone they are concerned about
- Help those who are suicidal to stay safe

Anyone and everyone can sign up to #TalkSuicide and help tackle the stigma around suicide. Find out more and sign up now at [www.staffordshire.gov.uk/talksuicide](http://www.staffordshire.gov.uk/talksuicide).

## Short version

### Can you help prevent suicide in Staffordshire and Stoke-on-Trent?

A new campaign called #TalkSuicide is bringing individuals, organisations and businesses together to help prevent suicide in Staffordshire and Stoke-on-Trent.

#TalkSuicide aims to:

- Make it easier for people to talk about suicide.
- Increase awareness about the [myths, facts and stats](#) around suicide.
- Give local people access to simple online training, to gain the skills to talk with someone who is suicidal.

Find out more about the campaign at [www.staffordshire.gov.uk/talksuicide](http://www.staffordshire.gov.uk/talksuicide).

# 8. Social media

You'll find some suggested social media posts below. It would be great if you could post these from 26<sup>th</sup> October onwards.

Facebook	Image	Twitter
<p>We're <b>(joining/supporting/working with)</b> #TalkSuicide #Staffordshire and #Stoke-on-Trent help prevent suicide. Will you join us? Together we can help prevent suicide. Find out more at <a href="https://bit.ly/32YW1Kz">https://bit.ly/32YW1Kz</a>.</p>		<p>We're <b>(joining/supporting/working with)</b> #TalkSuicide #Staffordshire and #Stoke-on-Trent to help prevent suicide. Will you join us? Together we can help prevent suicide. Find out more at: <a href="https://bit.ly/32YW1Kz">https://bit.ly/32YW1Kz</a>.</p>

Whoever you are and whatever you do, you can help prevent suicide in #Staffordshire and #Stoke-on-Trent.

Sign up now to find out how you can get involved.

Together we can help prevent suicide.

Find out more at <https://bit.ly/32YW1Kz>.



Whoever you are and whatever you do, sign up now to find out how you can help prevent suicide in #Staffordshire and# Stoke-on-Trent. #TalkSuicide

<https://bit.ly/2DsSAD8>

We're supporting #TalkSuicide to help prevent suicide in Staffordshire and Stoke-on-Trent.

Anyone and everyone can join us. Whether you're an individual, organisation or business, sign up now.

Together we can help prevent suicide. <https://bit.ly/32YW1Kz>.



We're supporting #TalkSuicide to help prevent suicide in Staffordshire and Stoke on Trent. Anyone and everyone can join us. Whether you're an individual, organisation or business, sign up now to find out more

<https://bit.ly/2DsSAD8>

The highest suicide rate in Staffordshire and Stoke on Trent is among men in their 40's and 50's.

They are brothers, dads, sons, uncles, best mates, team mates, work mates.

They're someone you know.

We're supporting #TalkSuicide to help prevent suicide in #Staffordshire and #Stoke-on-Trent – will you join us?

Together we can help prevent suicide.

Find out more <https://bit.ly/32YW1Kz>.

**Choice of image:**



The highest suicide rate in Staffordshire and Stoke on Trent is among men in their 40's and 50's.

We're supporting #TalkSuicide to help prevent suicide in #Staffordshire and #Stoke-on-Trent – will you join us?

<https://bit.ly/32YW1Kz>.



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