

NORTH EAST AND NORTH CUMBRIA

Suicide Prevention

NETWORK

World Suicide Prevention Day

10th Sept 2021

“Creating Hope Through Action”

Campaign toolkit

Look after yourself - Look out for others - Get help early

#MoveNENC

NORTH EAST AND NORTH CUMBRIA
Suicide Prevention
NETWORK

Join the Challenge

10th September - 10th October

About the NENC Suicide Prevention Network

Guided by national policy and based on evidence of how best to prevent suicide and promote wellbeing and resilience, the aim of the North East and North Cumbria Suicide Prevention Network is to work together to take action to reduce suicide, so that fewer people die by suicide and we improve support for those affected.

Our aims:

- Promote wellbeing and resilience.
- Reduce the number of suicides, including in high-risk groups, across the North East and North Cumbria.
- Reduce the incidence of self-harm and repeated self-harm.
- Reduce the impact of self-harm and suicide.
- Reduce the stigma of self-harm and suicide.

The Network consists of professionals from the NHS, public health, local authorities, police, prisons, third sector organisations, other relevant stakeholders, and individuals with lived experience of suicide. It is overseen by a regional Core Leadership Group, which reports to the **North East and North Cumbria Integrated Care System (ICS)** Mental Health Steering Group. Network members work collaboratively to coordinate, support and monitor suicide prevention activity across the region, with the ambition to do everything possible to reduce suffering and prevent all suicides, and to reduce the impact where this does happen.

Key information about suicide prevention – why is this a priority?

- Over **6,000** people die by suicide in the UK each year. Approx. three-quarters of these deaths are among men.
- Suicide is the **leading cause of death** in males age 20-49 years. Self-harm is a known risk factor for suicide and is particularly high in younger age groups and women.
- The devastating **impact of suicide** to the individual, their family and friends, colleagues and wider community is immeasurable.
- The majority of people who feel suicidal **do not actually want to die** - they do not want to live the life they have.
- Often, feeling actively suicidal is **temporary**, even if someone has been feeling low, anxious or struggling to cope for a long period of time. This is why getting the **right kind of support** at the right time is so important.
- **1 in 5 people** have thought about suicide at some time in their life. And not all people who die by suicide have mental health problems at the time they die.
- Talking to someone about suicide will not give them the idea to try it. By asking someone directly about suicide, you give them permission to tell you how they feel. Evidence shows asking someone if they're suicidal can protect them. **Reaching out can save a life.**
- We believe that every **suicide is preventable** if we work together to enable timely and evidence-based interventions.

Supporting World Suicide Prevention Day responsibly

World Suicide Prevention Day (WSPD), observed on 10th September each year, is an opportunity for all sectors of the community – the public, charitable organisations, researchers, clinicians, practitioners, politicians and policy makers, volunteers, those bereaved by suicide, other interested groups and individuals – to join with the [International Association for Suicide Prevention \(IASP\)](#) to focus public attention on the needs of people at risk of suicide, suicide attempt survivors and people bereaved by suicide, with diverse activities to promote understanding about suicide and highlight effective prevention activities.

Naturally, as in 2020, WSPD this year will be held in the context of the Covid-19 pandemic and the additional emphasis on mental health and wellbeing which this has led to in the last 18 months. It is a good opportunity to share some positive messages and advice for people to look after themselves and others, but it is equally important not to imply an increased risk of suicide as a result of the difficult situations people may have been faced with.

The following guidance is offered by the Samaritans, which we advise should be adhered to when planning your coverage for WSPD:

- Focus on the **potential mental health risks** of the ongoing pandemic, recognise the importance of supporting people's mental health and wellbeing needs at this time, and ensure people are signposted to sources of support if they are distressed.
- Use the opportunity presented by WSPD to encourage people to **connect with each other**, and with activities they can enjoy safely, to help them manage their mental health and give people hope.
- Please do not directly reference suicide as an inevitable consequence of the pandemic, and avoid making any assumptions or predictions about the potential impact on suicide rates. This risks over-simplifying the issue – remember that **suicide is extremely complex** and seldom the result of a single factor.
- **Avoid sensationalising suicide** by inadvertently promoting the idea that suicidal behaviour is becoming a common response to the difficulties people are facing as a result of Covid-19.

Please be mindful of this, especially when interacting with the public on social media. There will be lots of people who are keen to engage with the topic for WSPD, but won't always be aware of the risks involved if they don't have the knowledge of how to do this safely.

If you do have any contact with the media on behalf of your own organisation, remind them of the wider [Samaritans Media Guidelines](#), and encourage them to include sources of support in any coverage.

Suggested social media posts

We recommend posting on your social media channels about WSPD from Monday 6th September, to raise awareness of the upcoming event in advance of the day itself on the 10th. We would encourage retweeting and sharing of posts from other Network member organisations to help amplify the key messages, along with the **National Suicide Prevention Alliance (@NSPA_UK)**, of which our Network is a member.

This year's international theme set by the IASP is **Creating Hope Through Action**, and we will be sharing stories of hope and recovery from people with lived experience of being suicidal on the Suicide Prevention Network website. These can be widely shared to support the suggested content below.

Content will focus on three key themes:

- **Look after yourself** – are you ok?
- **Look out for others** – worried about someone?
- **Get help early** – what support is available?

In addition to our key messages, we will be using the opportunity to promote our **#MoveNENC** Challenge, which will run from 10th September until World Mental Health Day on 10th October. Information about the challenge is available on our website and we encourage as much participation from our Network members as possible!

A suggested plan of content with template Tweets is below. You can complement these with relevant content/links from your own organisation, or share the same messages to Facebook or Instagram. The Network can be tagged on Twitter, Instagram and Facebook **@StopSuicideNENC** and we can share members' posts.

A selection of graphics to support these messages is available to download from our website www.stopsuicidenenc.org. Our key message **animation videos** are shareable from YouTube, accessible via our website here: <https://www.stopsuicidenenc.org/campaign-toolkit/our-key-message-animations/>. Further **WSPD graphics** including a selection of infographics can be found on the IASP website <https://www.iasp.info/wspd2021/>

Monday 6th September

- This week marks World Suicide Prevention Day, so along with @StopSuicideNENC we will be focusing on how to look after yourself and others to play an active part in suicide prevention #WSPD
- Take the @ZeroSuicide free online suicide prevention training to give you the skills to have open conversations that could save a life: <https://www.zerosuicidealliance.com/training> @StopSuicideNENC #WSPD

Tuesday 7th September

- Ahead of World Suicide Prevention Day on Friday, why not join the #MoveNENC Challenge and donate your miles to raise awareness of suicide prevention www.stopsuicidenenc.org #WSPD @StopSuicideNENC
- There may be times when we need some extra support to get through. It's ok to ask for help, and there's lots of support out there. Find out more: www.stopsuicidenenc.org #WSPD @StopSuicideNENC

Wednesday 8th September

- You might be feeling down, worried or anxious right now, and that's ok. Be kind to yourself and ask for help: www.stopsuicidenenc.org #WSPD @StopSuicideNENC
- Download the @StopSuicideNENC wellbeing booklet for self-help advice and sources of support ahead of World Suicide Prevention Day:
<http://www.stopsuicidenenc.org/resources/coronavirus-and-your-wellbeing/> #WSPD

Thursday 9th September

- Tomorrow is World Suicide Prevention Day. We'll be sharing ways to look after your own wellbeing, and ideas on how you can look out for others to help prevent suicide #WSPD @StopSuicideNENC
- Join the @StopSuicideNENC #MoveNENC Challenge for World Suicide Prevention Day – walk, run, cycle or move however you like to raise awareness and save lives:
www.stopsuicidenenc.org #WSPD

Friday 10th September - World Suicide Prevention Day

- On World Suicide Prevention Day and every day, we can all work together to prevent suicide. Look after yourself, look out for others, and get help early www.stopsuicidenenc.org #WSPD @StopSuicideNENC

Look after yourself

- It's important to take care of your mind as well as your body. Take on the @StopSuicideNENC #MoveNENC Challenge to count up the miles and enhance your mental wellbeing too www.stopsuicidenenc.org #WSPD
- In changing times, we may need to be more creative and thoughtful about how we look after ourselves. Get some ideas and advice in the @StopSuicideNENC digital booklet:
<http://www.stopsuicidenenc.org/resources/coronavirus-and-your-wellbeing/> #WSPD
- If you are struggling to cope, @GiveUsAShout offers a free crisis text support service. Simply text SHOUT to 85258 #WSPD @StopSuicideNENC #WSPD

- It's important to have open discussions about mental health. Find out how to make your own safety plan and encourage others to do the same: www.stayingsafe.net/ #WSPD @StopSuicideNENC
- Suicide is preventable. There is always a way through tough times. Read stories of hope and recovery on the @StopSuicideNENC website: www.stopsuicidenenc.org #WSPD

Look out for others

- Are you worried about someone? It can be difficult and upsetting if you care about someone who is struggling with their mental health. Search for sources of support and advice: <http://www.stopsuicidenenc.org/visitor/concerned/> #WSPD @StopSuicideNENC
- Enquire about a @StopSuicideNENC Resource Tin for your workplace or community setting, which contains info and advice for suicide and self-harm prevention: <http://www.stopsuicidenenc.org/tins> #WMHD
- We can all play a role in helping people whose mental health and wellbeing is at risk. Showing you care, offering support and a listening ear can all go a long way: <http://www.stopsuicidenenc.org/resources/coronavirus-and-your-wellbeing/> #WSPD @StopSuicideNENC
- Encourage friends and colleagues to join you in the @StopSuicideNENC #MoveNENC Challenge to help improve their physical and mental wellbeing as the days get shorter www.stopsuicidenenc.org #WSPD @StopSuicideNENC
- One of the most important things you have to offer right now is your time. Make contact with others, reach out, check-in and show you care: <http://www.stopsuicidenenc.org/resources/coronavirus-and-your-wellbeing/> #WSPD @StopSuicideNENC

Get help early

- Whether you are struggling to cope with difficult emotions, or are having thoughts of suicide, there is hope and you are not alone: www.stopsuicidenenc.org #WSPD @StopSuicideNENC
- If you feel overwhelmed by difficult feelings, then reach out for professional help. It's OK to ask for more support to see you through this difficult time: www.stopsuicidenenc.org/ #WSPD @StopSuicideNENC
- Trust your gut instincts. If you are at all concerned that someone is having thoughts of suicide: ASK them directly - LISTEN compassionately - GET HELP early: www.stopsuicidenenc.org/ #WSPD @StopSuicideNENC

- There are sources of support listed on the @StopSuicideNENC Resource Tins, which contain lots of advice and info for suicide prevention. Have you got one in your workplace yet? www.stopsuicidenenc.org/tins #WSPD
- It's a common myth that talking to someone about suicide will 'put the idea in their head'. In fact, having an open conversation can be a vital first step to getting help. Learn more with @ZeroSuicide training: <https://www.zerosuicidealliance.com/training> #WSPD @StopSuicideNENC

To close the day

- Light a candle at 8pm this evening to remember all those lost to suicide around the world #WSPD @StopSuicideNENC
- Thank you for taking actions today to help prevent suicide and support those affected. Follow @StopSuicideNENC to keep informed about suicide prevention activity across the North East and North Cumbria www.stopsuicidenenc.org #WSPD

#MoveNENC Challenge

The Suicide Prevention Network is joining the IASP (International Association for Suicide Prevention) virtual global cycle with our own #MoveNENC Challenge beginning on World Suicide Prevention Day as part of our **Creating Hope Through Action** campaign.

Starting on **10th September** until **10th October**, we will be on the move - cycling, walking, running or moving in any way you prefer – to help raise awareness of how to help prevent suicide, reduce the stigma, and start a conversation that might just help save lives.

We hope that Network members, their friends and families, and people from across our communities will join us – anywhere and anytime between these dates - so that we can do as many miles as possible.

The Network will be actively promoting the challenge across our social media accounts for the duration. There is more information about the challenge and how you can get involved and promote within your organisation on our website www.stopsuicidenenc.org.

Follow-up activity

It is a good idea to stress to your audience that suicide prevention isn't just about World Suicide Prevention Day, and that there are things we can do all year round to help prevent suicide. We would suggest following up your WSPD activity with some themed days of social media content the week after the 10th in order to remind people of the key messages from the day and encourage ongoing action.

An introductory tweet on each day can be followed by copying some suggested messages from each relevant theme above.

Theme day 1 – Monday 13th September: Look after yourself

- There was a lot to take in on World Suicide Prevention Day last week, and suicide prevention doesn't all happen in one day, so this week we'll be sharing more tips and advice for taking action for yourself and others #WSPD @StopSuicideNENC
- Today we'll be focusing on looking after for yourself and your own mental wellbeing. Are you ok? @StopSuicideNENC

Theme day 2 – Wednesday 15th September: Look out for others

- Following World Suicide Prevention Day last week, today we're focusing on how to look out for others and what to do if you're worried about someone. Everyone can play an active part in preventing suicide. @StopSuicideNENC

Theme day 3 – Friday 17th September: Get help early

- There is lots of advice and support available if you or someone you know is struggling with their mental health. Today we will be focusing on how to get help early to prevent suicide. @StopSuicideNENC

Template copy for newsletters, websites and other publications

World Suicide Prevention Day, observed on 10th September each year, is an opportunity to focus public attention on what we can all do to help prevent suicide. The North East and North Cumbria Suicide Prevention Network will be publicising actions that individuals and organisations can take to help prevent suicides.

The Network's campaign for World Suicide Prevention Day this year will focus on how people can look after themselves, look out for others, and get help early. They will also be hosting virtual live event on the international theme for the day of *Creating Hope Through Action*.

Additionally, the Suicide Prevention Network is joining the IASP (International Association for Suicide Prevention) virtual global cycle with their own #MoveNENC Challenge beginning on World Suicide Prevention Day and ending on World Mental Health Day on 10th October.

Participants in the challenge are asked to cycle, walk, run or move in any way they prefer, to help raise awareness of how to help prevent suicide, reduce the stigma, and start a conversation that might just help save lives.

Network members, their friends and families, and people from across local communities are encouraged to join in – anywhere and anytime between these dates - so that as many miles as possible are collectively completed.

For more information on the #MoveNENC Challenge, visit the Suicide Prevention Network website www.stopsuicidenenc.org.

Ongoing activity

Sharing our key messages about suicide prevention – look after yourself, look out for others, get help early – is a really useful way to raise awareness about the topic all year round. Resources for social media and other content will be available on the Suicide Prevention Network website www.stopsuicidenenc.org for use at any time after World Suicide Prevention Day, and we would encourage scheduling posts to highlight the key messages on a regular basis, alongside your own organisation's content.

The next important date for your diary is 10th October – World Mental Health Day. An updated campaign toolkit will be made available for download on our website.

Contact

For any queries we can be reached by email england.everylifematters@nhs.net.