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Themes: Advocacy, Mental Health

Aimed at: All People

About us

Grassroots is a UK leader in suicide prevention. We help to create safe spaces in our communities for lifesaving conversations about suicide. We support people to develop the skills and confidence needed to save lives.

What do we believe?

We believe we can all make a difference.

We believe that recovery from suicidal thoughts and suicidal behaviours is possible.

We believe that suicide can be prevented through open and direct conversations.

Grassroots today

Our aim is simple but powerful: no one should have to contemplate suicide alone.

We work locally and nationally with communities, organisations and individuals, helping them to become ready, willing and able to effectively support someone at risk of suicide, experiencing a mental health problem, or someone who self-harms.

Our training, signposting, and innovation helps save lives by enabling the kind of conversations that can really make a difference. We constantly work to fight the stigma that surrounds suicide/mental health difficulties and encourage help-seeking through our thriving social media community and online presence.

We are funded by a mixture of training income, public health contracts, grants, and by the fundraising and donations of our wonderful supporters in the community.

Our history

We can trace our own roots back to 2004 when the four founders – Chris Brown, Miranda Frost, Suzie Marriott and Jenny Pickup – met on an Applied Suicide Intervention Skills Training for Trainers course. Inspired by its simple, robust and intelligent approach to suicide prevention, they formed a CIC in 2006 to bring ASIST to Brighton and beyond. Since then, Grassroots has gone from strength to strength, becoming a charity in 2012 and training over 17,000 people in suicide prevention, mental health first aid, and self-harm awareness.

2004 Founders meet on ASIST Training for Trainers (T4T) course then begin teaching ASIST

2006 ASIST Communities CIC (Community Interest Company) established

2006 ASIST Communities CIC delivers its first ASIST course

2008 The “Grassroots” name is adopted by ASIST Communities CIC

2008 Grassroots organises its first ASIST T4T

2011 Grassroots hosts its first World Suicide Prevention Day event

2012 Grassroots becomes a registered charity

2013 Award of Excellence given by LivingWorks

2014 StayAlive suicide prevention app launched

2014 Grassroots organises its first conference in association with Sussex Partnership NHS Foundation Trust

2015 StayAlive app wins a Patient Safety Award

2016 Grassroots trains its 10,000th trainee

2018 Real Talk community programme launched

2019 Grassroots wins in the GSK Impact Awards

2019 Our Stay Alive app exceeds 100,000 downloads

2020 Ask Now Save Lives campaign launched

Area: Bassetlaw, Bolsover

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