

World Suicide Prevention Day 10th September 2023 GET INVOLVED PACK

This pack has been produced to outline plans for a local Nottingham and Nottinghamshire campaign to promote World Suicide Prevention Day (WSPD), The theme for this year's campaign is "Creating Hope Through Action". A co-ordinated programme of communications and events will take place from **Monday 4th September to Sunday 10th September**. This pack provides ideas and resources for how partners and stakeholders can get involved.

What is World Suicide Prevention Day?

SAMARITANS

Every year organisations and communities around the world come together to raise awareness of how we can create a world where fewer people die by suicide.

When is it?

World Suicide Prevention Day is always on 10 September.

Why is it important?

The latest suicides statistics showed that in 2018, in the UK and Republic of Ireland, more than 6,800 people died by suicide. Every life lost to suicide is a tragedy.

And we know that suicide is preventable, it's not inevitable.

Suicide and self-harm can be a difficult topic. Please keep yourself safe and seek support if you need it. You can get support from the following organisations.

- [Nottinghamshire Crisis Line](#) (24/7) 0808 196 3779
- [Samaritans](#) (24/7) 116 123
- Text Notts to 85258 (24/7)

If you are at risk of immediate harm, please call 999 or visit A&E.

The objectives for this campaign are to:

- Raise awareness that suicide can be prevented
- Challenge the stigma around suicide.
- Promote messages of hope and recovery.
- Raise awareness of local support services and encourage individuals to seek support.
- Raise awareness of the local suicide prevention brand.

How to get involved

1. Promote the Stories of Hope Film Project
2. Complete and promote the Zero Suicide Alliance Training
3. Promote and organise Suicide Prevention community stalls.
4. Share the Nottingham and Nottinghamshire branded Suicide Prevention resources locally
5. Create and promote social media communications

1. Promote Stories of Hope Film Project

What it is: Residents with personal experience of suicidality have volunteered to share their own experience and promote messages of hope and recovery.
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How it will help: These films will help to challenge the stigma around talking about suicide, inspire others to seek help and demonstrate that there is hope.
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How to get involved: Share and promote films on your own channels and networks. These films will be published on Nottinghamshire County Council social media (Twitter , Facebook , Instagram) from Monday 4 th September.

2. Complete the free 20 minute online Zero Suicide Alliance Training and promote it to others to complete

What it is: Free introductory training to develop suicide prevention skills, such as spotting warning signs, having a conversation about suicide and understanding that it is ok to talk about suicide.
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How it will help: The training will improve skills and knowledge around suicide prevention and raising awareness that suicide is preventable.
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How to get involved: Complete the training yourself and ask others to do so. Promote the training in your communications and encourage individuals to share once they have completed it.

3. Promote and organise Suicide Prevention Community Stalls

What it is: Nottinghamshire libraries will be promoting WSPD by displaying communications, resources, and literature. Staffed stalls have been arranged with libraries at Beeston, Mansfield Central, Worksop and West Bridgford to support conversations on mental health and wellbeing.

How it will help: These community-based stalls will raise awareness of local support services, encourage conversations to support wellbeing and develop local links with residents.

How to get involved: Encourage people to visit their local library to learn about the campaign and collect printed resources. Promote the following dates & times for when staff will be available at selected libraries to support conversations:

Worksop Library- Monday 4 September, 11:00-13:00

West Bridgford Library- Tuesday 5 September, 11:00-13:00

Mansfield Central Library- Wednesday 6 September, 10:30-12:00

Beeston Library- Friday 8 September, 10:30-12:00.

Nottinghamshire County Council social media pages will be promoting these events. Partners and stakeholders are encouraged to re-share these posts.

We also encourage partners to organise their own stalls at appropriate community venues and are happy to support this by providing resources (see below). Please email Suicide.Prevention@nottscc.gov.uk to discuss ideas.

4. Share Nottingham and Nottinghamshire branded Suicide Prevention resources locally

What it is: A range of resources (posters, banners, credit-sized cards, digital screens, email banners) outlining key suicide prevention messages and local support services is available. These can be printed and distributed at community settings (e.g., food hubs, community centres, GP practices, pharmacies, local mental health groups) or used online (e.g. e-bulletins, websites, social media)

How it will help: Embed a locally recognisable suicide prevention brand to help increase discussions about suicide prevention and reduce stigma. Increase awareness of local support services and how to access these.

How to get involved: Use and share resources where appropriate. The materials can be downloaded [here](#) (under the professionals tile) and printed. If you need posters and credit sized-cards to be mailed out, please email Suicide.Prevention@nottscc.gov.uk with quantities required by 31 August.

5. Create and promote social media communications

What it is: Engaging social media graphics were created with professionals and lived experience experts to promote key suicide prevention messages online.

How it will help: Support awareness of local suicide prevention brand and promote key messages including it's safe to talk about suicide.

How to get involved: Monitor Nottinghamshire County Council social media ([Twitter](#), [Facebook](#), [Instagram](#)) to re-share posts on your own social media platforms. The social media plan is attached in Appendix 1 to support your online communications . Social media graphics are available [here](#) (under the professionals tile) to be downloaded and shared.

Feedback

We are keen to evaluate the impact and reach of this year's campaign. Partners are encouraged to share their involvement, outcomes achieved and provide reflections and feedback on activities and communications.

This can be emailed to [**Suicide.Prevention@nottsc.gov.uk**](mailto:Suicide.Prevention@nottsc.gov.uk)

Thank you for supporting World Suicide Prevention Day and we look forward to hearing about your involvement.

Appendix 1: World Suicide Prevention Day 2023 Social media plan

Facebook- <https://www.facebook.com/nottinghamshire/>

Twitter- <https://twitter.com/NottsCC>


Instagram- <https://www.instagram.com/nottscountycouncil/?hl=en>





Key messages:


- Raise awareness that suicide can be prevented
- Highlight resources and support available
- Promote messages of hope and recovery
- Challenge the stigma around suicide
- Raise awareness of the local suicide prevention brand






Key hashtags (if any): #WSPD








Plan:








Date	Channel	Message	Image/asset	Alt text
Sat 2 Sept	Facebook	<p>🌐 It's World Suicide Prevention Day (WSPD) on Sunday 10 September and this year's theme is "creating hope through action"</p> <p>Throughout next week we will be sharing stories from those with lived experiences.</p> <p>We have teamed up with Inspire to promote the campaign across the libraries in the County. Head to your local library to find out more! The following libraries will be holding</p>		The word Suicide with two speech bubbles saying, It's okay to talk about it and Together we can prevent suicide.



		<p>stalls where you can find out more information about the campaign, access resources and have a friendly chat.</p> <ul style="list-style-type: none"> - Worksop library - West Bridgford library - Mansfield Central library - Beeston library. <p>Find out more about the events and see what support and resources are available to help you or somebody you know that is struggling. </p> <p>https://www.nottinghamshire.gov.uk/care/adult-social-care/mental-health-wellbeing/suicide-prevention</p> <p>#WSDP</p>		<p>Alongside a stat reading 1 in 5 people have had suicidal thoughts at some point in their life.</p>
Sat 2 Sept	Twitter	<p>(280 characters max including emojis and spaces. All links take up 23 characters)</p> <p> 10 Sept is World Suicide Prevention Day & we will be sharing people's lived experiences throughout the week</p> <p>Find the support, resources, and events happening to help you or somebody you know that is struggling. </p> <p>https://www.nottinghamshire.gov.uk/care/adult-social-care/mental-health-wellbeing/suicide-prevention</p> <p>#WSPD</p>		<p>The word Suicide with two speech bubbles saying, It's okay to talk about it and Together we can prevent suicide.</p> <p>Alongside a stat reading 1 in 5 people have had suicidal thoughts at some point in their life.</p>

w/c Mon 4 Sept	<u>Facebook & Twitter</u>	<p>Lived experience content posts</p> <p>Watch other people's stories of hope and what support is available.</p> <p>👉 https://www.nottinghamshire.gov.uk/care/adult-social-care/mental-health-wellbeing/suicide-prevention</p> <p>#WSPD</p>	Video 1/2/3/4/5	
Mon 4 Sept am	<u>Facebook & Twitter</u>	<p>The Zero Suicide Alliance provides FREE suicide prevention training, accessible to all and it only takes 20 minutes to complete!</p> <p>You'll learn:</p> <ul style="list-style-type: none"> - How to spot warning signs - How to have a conversation with someone you're worried about - Where to signpost to for further support <p>https://www.zerosuicidealliance.com/training</p>		
Mon 4 Sept	<u>Instagram Stories</u>	<p>Story will have a link to page:</p> <p>https://www.nottinghamshire.gov.uk/care/adult-social-care/mental-health-wellbeing/suicide-prevention</p>		

<p>Tues 5 Sept</p>	<p><u>Instagram Stories</u></p>	<p>Get out and about for a walk or ride a bike to improve your mental health</p> <p>See our walk and cycle routes (will link to) https://www.nottinghamshire.gov.uk/planning-and-environment/walking-cycling-and-rights-of-way/find-walks-and-rides)</p>		<p>N/A</p>
<p>Tues 5 Sept PM</p>	<p><u>Facebook</u></p>	<p>  Jump on your bike or for a stroll and enjoy some of sights Notts has to offer.</p> <p>Getting out in the fresh air and doing some form or exercise is good for your mental health and wellbeing.</p> <p>Find a walk or cycle route in Notts  https://www.nottinghamshire.gov.uk/planning-and-environment/walking-cycling-and-rights-of-way/find-walks-and-rides</p> <p>#WSPD</p>		<p>An image showing a family cycling through a wooded area.</p>

<p>Tues 5 Sept PM</p>	<p><u>Twitter</u></p>	<p>(280 characters max including emojis and spaces. All links take up 23 characters).   Get out and about and enjoy the great outdoors</p> <p>Fresh air and exercise are great for the mind and for your wellbeing.</p> <p>Find a walk or cycle route in Notts  https://www.nottinghamshire.gov.uk/planning-and-environment/walking-cycling-and-rights-of-way/find-walks-and-rides</p> <p>#WSPD</p>		<p>An image showing a family cycling through a wooded area.</p>
<p>Fri 8 Sept PM</p>	<p><u>Facebook & Twitter</u></p>	<p> If you are feeling low and need free confidential support, anytime, day or night.</p> <p> Text NOTTS to 85258</p> <p>#WSPD</p>		<p>An image of a male on their phone sitting on a bench. Text reads: Feeling low, overwhelmed, or stressed? Text Notts to 85258 for free, confidential support 24/7.</p>

<p>Fri 8 Sept</p>	<p><u>Instagram Stories</u></p>	<p>Post will have the text: #WSPD</p>		
<p>Sunday 10 Sept</p>	<p><u>Facebook</u></p>	<p>i On World Suicide Prevention Day find out more about mental health and what support is available.</p> <p>Mental health can be thought about as a spectrum: we can feel in crisis, in a place where we are struggling, or we can feel mentally healthy and well.</p> <p>We can help with support for:</p> <ul style="list-style-type: none">  Tips to improve mental health  How to maintain good mental health  Support for younger and older people  Mental health and money <p>Plus much more.</p> <p>See what support is available for you or a loved one </p> <p>https://www.nottinghamshire.gov.uk/care/adult-social-care/mental-health-wellbeing</p> <p>#WSPD</p>		<p>An image showing a smiley face in a picture frame with a checklist. Text reads, Protecting and improving your mental wellbeing. #WDPD</p>

	<p><u>Twitter</u></p>	<p>(280 characters max including emojis and spaces. All links take up 23 characters)</p> <p>📄 On World Suicide Prevention Day find out more about mental health and what support is available.</p> <p>We can help with:</p> <ul style="list-style-type: none"> 📄 Tips for good mental health & how to maintain it 👤 Mental health and money <p>Plus much more.</p> <p>See what support is available for you or a loved one  https://www.nottinghamshire.gov.uk/care/adult-social-care/mental-health-wellbeing</p>		<p>An image showing a smiley face in a picture frame with a checklist. Text reads, Protecting and improving your mental wellbeing. #WDPD</p>
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