

Shropshire and Telford and Wrekin Suicide Prevention Network

Suicide Prevention Christmas campaign Communication Toolkit



Whatever you're facing this festive season, we're here to listen

CALL Samaritans for free - 116 123

TEXT Shout - 85258

EMAIL Samaritans - jo@samaritans.org

**Please pick up the phone...
you're not alone**



| Content | Page |
|-----------------------|-------------|
| About the campaign | 3 |
| About this toolkit | 4 |
| Key messages | 5 – 6 |
| Press release/article | 7 – 9 |
| Social media | 10 -13 |
| Printed Material | 14 |

About the campaign

We know Christmas can be a difficult time for some people, especially after a year of uncertainty and change. For those who've been struggling to cope with day to day life, this time of year can be extremely overwhelming.

Shropshire and Telford and Wrekin Suicide Prevention Network want to reach out to those who are suffering in silence and thinking about suicide, to know that there is help available.

To support this, we are relaunching our local campaign based on our [Zcards](#) ***Pick up the phone you're not alone***. The campaign will feature messages around signposting to immediate and longer term support for those suffering from suicidal thoughts, advice and information on how to support your mental health, and stories from those who've been effected by suicide. It will also support the [Samaritans Christmas Campaign](#) with a focus on signposting people to the right help and support.

Our mission is to make suicide prevention everyone's business. We hope you can help us do this by supporting our campaign.

About this toolkit

Thank you for supporting the Shropshire and Telford and Wrekin Suicide Prevention Christmas campaign.

This toolkit provides advice and information on how to raise awareness and promote the campaign to your audiences.

The toolkit also provides you with a range of communication materials including key messages, articles, and social media messages for you to use and cascade to your staff, residents that you support, organisations that you work with, and the wider community.

Key messages

Immediate support

- No one should struggle alone, particularly this time of year as we head into the festive season. Shropshire and Telford and Wrekin Suicide Prevention Network are encouraging people to look out for anyone who may be feeling they can no longer cope with day to day life. If you are struggling, please pick up the phone, you're not alone. <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>
- Christmas will be very different for us all this year which might feel overwhelming. Help is available 24 hours a day 7 days a week. If you're not coping with day to day life and need to talk, please pick up the phone, you're not alone - <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>
- We know that people struggle more at Christmas, as it's a time when loneliness can really hit home. Regardless of what happens with Covid restrictions, we want people to know that confidential support is available 24/7. If you're struggling with day to day life Please call us, we're here for everyone. <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>
- Christmas is a time when feelings of loneliness, depression and anxiety can be overwhelming – not least because of the pressure to be happy and merry. If you do feel lonely or begin to feel down, reach out to someone and don't keep it to yourself. If you need to talk please call us <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>
- We know that this time of year isn't all merry and joy for some people. If you know someone who is really struggling to cope with day to day life and having suicidal thoughts, please take this card <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>. We're here ready to listen and to help.
- While Christmas may be the most wonderful time of year for some, for others it may be sad, stressful, lonely and heart-breaking. Please don't be afraid to talk, we're here for you. Pick up the phone you're not alone <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>.
- It's essential to look after our mental health - and the mental health of others - by continuing to check in on anyone who may be struggling. Talking is good - whether it's with a friend, family member, a qualified therapist or a confidential helpline. Please pick up the phone, you're not alone. <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>.
- Christmas time can be especially difficult for those who have been bereaved recently or in the past. There are a number of bereavement and counseling services able, willing and ready to support. Call 0345 678 9028 to access free and confidential bereavement services and wider council services.
 - More information is available www.shropshire.gov.uk/bereavement-services/, including digital versions of our bereavement booklets.

- Bereavement and grief during the COVID-19 pandemic Supporting yourself and others:
- www.shropshire.gov.uk/media/15135/sc-covid-19-grief-support-a5-aug20-final3.pdf
- Death during the COVID-19 pandemic Guidance:
www.shropshire.gov.uk/media/15134/sc-covid-19-checklist-a5-aug20-final4.pdf

*Stories

- Don't be afraid to talk. Listen to those who have said that talking to others has helped with their concerns and worries. Whatever you're facing, please know that you're not alone. <https://www.youtube.com/c/samaritans/videos>
- There is no shame in reaching out to someone this Christmas. The Samaritans [Real People Real Stories](#) focuses on real stories from men who have been through tough times, encouraging other men to seek help when finding life to be tough.
- You have all the experience you need to help save a life. The Samaritans [Small Talk Saves Lives](#) shows how a little small talk can be all it takes to interrupt someone's suicidal thoughts. Let's make it everyone's business to help save lives this Christmas. Please reach out to someone.

***please note, we'll also be sharing local Shropshire stories as and when we collate them.**

Preventative

- We know Christmas can be a difficult time for some people, especially after a year of uncertainty and change. There's a lot of information to support your mental health and wellbeing here: <https://shropshire.gov.uk/coronavirus/information-for-the-public/mental-health-and-wellbeing/>
- Many of us are worried about our mental health and not being able to see loved ones over the festive period. If you're struggling this festive period, there are some things you can do to help yourself cope during this difficult time <https://shropshire.gov.uk/coronavirus/information-for-the-public/mental-health-and-wellbeing/> or <https://bit.ly/3I8WVeL>
- Christmas can be a tough time for some, even without a pandemic to deal with. But, with restrictions on socialising this year, financial worries, and separation from family and loved ones is one of the biggest concerns facing many people this year. If you are finding it difficult to cope please pick up the phone, you're not alone <https://shropshire.gov.uk/media/13319/pick-up-the-phone-you-are-not-alone.pdf>.
- We're all busy. But we're not too busy to be kind, caring and patient. Remember, the best thing you can give someone this season is your love and kindness. Keep in mind that people are still around you. Just because you may not be with them in person they are still there. Arrange a phone call, video chat or send a video to keep up the spirits. There's a lot of advice to support your mental health and wellbeing here: <https://shropshire.gov.uk/coronavirus/information-for-the-public/mental-health-and-wellbeing/>

Articles

Please use this copy for newsletters, websites, staff intranets and any other appropriate communication channels you use.

Partners join forces to support people and help save lives this Christmas



Shropshire and Telford Suicide Prevention Network are relaunching their suicide prevention campaign to support people's mental health and help save lives this Christmas.

The local campaign ***Need to talk? – pick up the phone you're not alone***, features messages around signposting to immediate and longer term support for those suffering from suicidal thoughts, advice and information on how to support your mental health, and stories from those who've been affected by suicide.

The partnership will be supporting the [Samaritans Christmas Campaign](#) with a focus on signposting people to the right help and support.

Christmas can be a tough time for many people, even without a pandemic to deal with. But, with restrictions on socialising this year, increased financial worries, and separation from family and loved ones, can create even more anxiety and stress for people.

To support people during this time, Shropshire and Telford Suicide Prevention Network want to highlight the support on offer and raise awareness of the Pick up your phone you're not alone advice and information Zcard to help support those suffering from suicidal thoughts and those affected from it.

There is no simple explanation for why someone chooses to die by suicide and it is rarely due to one particular factor. Mental health problems are important influences, as well as alcohol and substance misuse, feeling desperate, helpless or without hope

The pocket sized Zcard, is small enough to be easily carried in a wallet, purse or pocket so as to be used as reference whenever needed and provides:

- Brief advice and guidance on how to address concerns
- Contacts for a confidential, listening ear
- Urgent contacts to seek immediate appropriate support.

Councillor Dean Carroll, Cabinet Member with responsibilities for Public Health and Adult Social Care at Shropshire Council said:

“Christmas can be a difficult time for some people, especially after a year of uncertainty and change. For those who’ve been struggling to cope with day to day life, this time of year can be extremely overwhelming.

“As members of communities, it is our responsibility to look out for those who may be struggling, check in with them, and encourage them to tell their story in their own way and at their own pace. Offering a gentle word of support and listening in a non-judgemental way can make all the difference.

“It’s essential to look after our mental health - and the mental health of others - by continuing to check in on anyone who may be struggling. Talking is good - whether it’s with a friend, family member, a qualified therapist or a confidential helpline. Please pick up the phone, you’re not alone.”

Councillor Andy Burford, Cabinet Member for Health and Social Care, at Telford and Wrekin Council added:

“Suicide is preventable, all of us can do something about it. At this time of year we need to be aware of those around us, a short conversation or just asking if someone is okay, is sometimes all it takes to save a person’s life.

“It’s important for people to talk, whatever they might be going through. These Zcards will let you know where you can find confidential and non-judgmental support.

“We all need to work together to reduce self-harm and suicide. We want to make it easier for people to talk about how they feel, and encourage people to seek help when they feel it is needed.”

Co-chairs of Shropshire and Telford and Wrekin Suicide Prevention Network, Gordon Kochane Public Health Consultant at Shropshire Council and Lyn Stepanian Public Health Practitioner at Telford and Wrekin Council said;

“No one should struggle alone, particularly this time of year as we head into the festive season. We cannot emphasize enough how important it is for people to keep talking to one another in the run-up to Christmas. This can be a very difficult time for a lot of people, who have already had a challenging year

“We are encouraging people to look out for anyone who may be feeling they can no longer cope with day to day life. There is always someone to talk to, and there are many organisations out there ready to offer a listening ear. If you are struggling, please pick up the phone, you’re not alone.”

Richard Dunnill, Samaritans listening Volunteer and Deputy Director Partnerships added;

“We know that Christmas and New Year can be difficult for many people, as it’s a time when loneliness can really hit home and that this might be heightened this year. We want everyone in Shropshire and Telford and Wrekin to know that free support is available 24/7 (including Christmas Day) and that we local Samaritans are volunteering alongside many other great local charities, Council and NHS services to be there for everyone in Shropshire and Telford

and Wrekin this Christmas. If you need support...or you're worried about someone...please pick up the phone - help is at hand."

Anyone, whether you're a child or an adult needing support or just someone to talk to, call the Samaritans 24-hour support service free, on **116 123** or **text Shout** to **85258**.

You can download the **Pick up the phone you're not alone Zcards** online at <https://shropshire.gov.uk/disability-information/mental-health/suicide-prevention/>

If you're struggling this festive period, there are some things you can do to help yourself cope during this difficult time. To find out more go to <https://shropshire.gov.uk/coronavirus/information-for-the-public/mental-health-and-wellbeing/>

To access adult mental health services, in Shropshire call **0300 124 0365**, and for Telford call **0300 303 1601** or visit <http://www.sssft.nhs.uk/services/adult-mental-health>.

For more information about mental health services visit www.shropshire.gov.uk/disability-information/mental-health/.

Further information

Designed by Shropshire and Telford Suicide Prevention Network in collaboration with those who have been affected by suicide, the Zcards are aimed at people of all ages who are experiencing suicidal thoughts or who are concerned for others.

Shropshire and Telford and Wrekin's Suicide Prevention Network is made up of representatives from the following organisations:

- - Shropshire Council
 - Telford and Wrekin Council
 - Shrewsbury and Telford Hospital NHS Trust
 - Midlands Partnership Foundation Trust
 - Shropshire Community Health Trust
 - West Mercia Police
 - Shropshire Fire and Rescue Service
 - West Midlands Ambulance Service
 - Telford and Wrekin Clinical Commissioning Group
 - Shropshire Clinical Commissioning Group
 - Third sector and voluntary sector organisations




The Zcards have been produced as part of the Shropshire and Telford Joint Suicide Prevention Strategy. Shropshire's Joint Suicide Prevention Strategy aims to help those at risk of considering suicide or self-harm. The strategy aspires to prevent all deaths from suicide in the region and sets out actions to ensure those at risk or affected by suicide are signposted to, and can access, the support and agencies that they require at the right time and aims to:





- Reduce stigma of talking about suicide or self-harm to promote seeking early support
- Raise awareness of suicide risk and what support is available
- Provide appropriate support to those bereaved by suicide who are at greater risk themselves.





Social media messages



Please see below messages for you to publish via your social media channels. Alternatively you can retweet our messages by following us at @shropcouncil @TelfordWrekin and @SamaritansShrew

Recommended hashtags #mentalhealth #suicideprevention

| Twitter | Facebook/Instagram | Image/video | URL |
|--|--|---|--|
| <p>No one should struggle alone, particularly this time of year. Please look out for anyone who may be feeling they can no longer cope with day to day life. If you are struggling, pick up the phone, you're not alone. @SamaritansShrew #mentalhealth #suicideprevention</p> | <p>No one should struggle alone, particularly this time of year as we head into the festive season. Shropshire and Telford and Wrekin Suicide Prevention Network are encouraging people to look out for anyone who may be feeling they can no longer cope with day to day life. If you are struggling, please pick up the phone, you're not alone.</p> |  | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |
| <p>We know Christmas can be a difficult time for some people, especially after a year of uncertainty and change. Here are some things you can do which might help you cope, as we head into the festive season @SamaritansShrew #mentalhealth #suicideprevention</p> | <p>We know Christmas can be a difficult time for some people, especially after a year of uncertainty and change. Here are some things you can do which might help you cope, as we head into the festive season</p> |  | <p>https://shropshire.gov.uk/coronavirus/information-for-the-public/mental-health-and-wellbeing/</p> |
| <p>Christmas will be very different for us all this year which might feel overwhelming. If you're not coping with day to day life and need to talk, please pick up the phone, you're not alone. @SamaritansShrew #mentalhealth #suicideprevention</p> | <p>Christmas will be very different for us all this year which might feel overwhelming. Help is available 24 hours a day 7 days a week. If you're not coping with day to day life and need to talk, please pick up the phone, you're not alone.</p> |  | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |

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| <p>Don't be afraid to talk. Listen to those who have said that talking to others has helped with their concerns and worries. Whatever you're facing, please know that you're not alone. @SamaritansShrew #mentalhealth #suicideprevention</p> | <p>Don't be afraid to talk. Listen to those who have said that talking to others has helped with their concerns and worries. Whatever you're facing, please know that you're not alone.</p> |  | <p>https://www.youtube.com/c/samaritans/videos</p> |
| <p>Christmas is a time when feelings of loneliness, depression and anxiety can be overwhelming – not least because of the pressure to be happy. Please reach out to someone and don't keep it to yourself. If you need to talk please call us @SamaritansShrew #mentalhealth</p> | <p>Christmas is a time when feelings of loneliness, depression and anxiety can be overwhelming – not least because of the pressure to be happy and merry. If you do feel lonely or begin to feel down, reach out to someone and don't keep it to yourself. If you need to talk please call us</p> |  | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |
| <p>Many of us are worried about our mental health and not being able to see loved ones over the festive period. If you're struggling this festive period, there are some things you can do to help yourself cope during this difficult time. @SamaritansShrew #mentalhealth</p> | <p>Many of us are worried about our mental health and not being able to see loved ones over the festive period. If you're struggling this festive period, there are some things you can do to help yourself cope during this difficult time.</p> |  | <p>https://shropshire.gov.uk/coronavirus/information-for-the-public/mental-health-and-wellbeing/</p> |
| <p>We know that this time of year isn't all merry and joy for some people. If you know someone who is really struggling to cope with day to day life and having suicidal thoughts, please take this card. We're here ready to listen and to help. @SamaritansShrew #mentalhealth</p> | <p>We know that this time of year isn't all merry and joy for some people. If you know someone who is really struggling to cope with day to day life and having suicidal thoughts, please take this card. We're here ready to listen and to help.</p> |  | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |

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| <p>There is no shame in reaching out to someone this Christmas. The Samaritans Real People Real Stories focuses on real stories from men who have been through tough times, encouraging other men to seek help when finding life to be tough. @SamaritansShrew #mentalhealth</p> | <p>There is no shame in reaching out to someone this Christmas. The Samaritans Real People Real Stories focuses on real stories from men who have been through tough times, encouraging other men to seek help when finding life to be tough.</p> |  <p>Here if you need us this Christmas Talk to us, we'll listen</p> <p>Call free day or night on 116 123 Email jo@samaritans.org</p> <p>SAMARITANS</p> | <p>https://www.samaritans.org/support-us/campaign/real-people-real-stories/</p> |
| <p>While Christmas may be the most wonderful time of year for some, for others it may be sad, stressful, lonely and heart-breaking. Please don't be afraid to talk, we're here for you. Pick up the phone you're not alone. @SamaritansShrew #mentalhealth</p> | <p>While Christmas may be the most wonderful time of year for some, for others it may be sad, stressful, lonely and heart-breaking. Please don't be afraid to talk, we're here for you. Pick up the phone you're not alone</p> |  <p>Whatever you're facing this festive season, we're here to listen</p> <p>CALL Samaritans for free - 116 123</p> <p>TEXT Shout - 85258</p> <p>EMAIL Samaritans - jo@samaritans.org</p> <p>Please pick up the phone... you're not alone</p> | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |
| <p>You have all the experience you need to help save a life .The Samaritans Small Talk Saves Lives shows how a little small talk can be all it takes to interrupt someone's suicidal thoughts. Let's make it everyone's business to help save lives this Christmas. Please reach out to someone. @SamaritansShrew #mentalhealth</p> | <p>You have all the experience you need to help save a life .The Samaritans Small Talk Saves Lives shows how a little small talk can be all it takes to interrupt someone's suicidal thoughts. Let's make it everyone's business to help save lives this Christmas. Please reach out to someone.</p> |  <p>SAMARITANS</p> <p>Worried about friends and family this Christmas? Find out how you can support someone who is struggling.</p> | <p>https://www.samaritans.org/support-us/campaign/small-talk-saves-lives/</p> |
| <p>Christmas can be a tough time for some, even without Covid to deal with. But with restrictions on socialising, financial worries, and separation from family and loved ones has made it more challenging this year. If you're not coping well, call us, we're here to listen.</p> | <p>Christmas can be a tough time for some, even without a pandemic to deal with. But with restrictions on socialising, financial worries, and separation from family and loved ones has made it more challenging many people this year. If you are finding it difficult to cope please pick up the phone, you're not alone.</p> |  <p>Whatever you're facing this festive season, we're here to listen</p> <p>CALL Samaritans for free - 116 123</p> <p>TEXT Shout - 85258</p> <p>EMAIL Samaritans - jo@samaritans.org</p> <p>Please pick up the phone... you're not alone</p> | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |

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| <p>It's essential to look after our mental health - and the mental health of others. Talking is good - whether it's with a friend, family member, a qualified therapist or a confidential helpline. If you're struggling to cope, please call. @SamaritansShrew #mentalhealth</p> | <p>It's essential to look after our mental health - and the mental health of others - by continuing to check in on anyone who may be struggling. Talking is good - whether it's with a friend, family member, a qualified therapist or a confidential helpline. Please pick up the phone, you're not alone.</p> |  <p>Whatever you're facing this festive season, we're here to listen</p> <p>CALL Samaritans for free - 116 123</p> <p>TEXT Shout - 85258</p> <p>EMAIL Samaritans - jo@samaritans.org</p> <p>Please pick up the phone... you're not alone</p> | <p>http://www.shropshire.gov.uk/media/16715/pick-up-the-phone-you-are-not-alone-edit.pdf</p> |
| <p>Christmas time can be especially difficult for those who have been bereaved recently or in the past. There are a number of bereavement and counseling services able, willing and ready to support. Find out more here: @SamaritansShrew #bereavement</p> | <p>Christmas time can be especially difficult for those who have been bereaved recently or in the past. There are a number of bereavement and counseling services able, willing and ready to support. Call 0345 678 9028 to access free and confidential bereavement services and wider council services</p> |  <p>Suffered a bereavement?</p> <p>NEED TO TALK?</p> <p>0345 678 9028</p> <p>www.shropshire.gov.uk</p> <p>FREE COUNSELLING</p> <p>Help is just a phone call away</p> <p>If you live in Shropshire and you're struggling with the loss of a friend or loved one, give us a call.</p> | <p>www.shropshire.gov.uk/bereavement-services/</p> |

Printed material

We've also produced the following poster, which includes a QR code direct to the Pick up the phone you're not alone Zcard. Please do feel free to email or print and cascade to your local communities.

Shropshire Council

shout

SAMARITANS | Shrewsbury

NEED TO TALK?

Whatever you're facing this festive season, we're here to listen

CALL Samaritans for free - 116 123
TEXT Shout - 85258
EMAIL Samaritans - jo@samaritans.org

Please pick up the phone...you're not alone
Scan to find more support

Scan me



You're NOT alone