

# Solihull **zero.** **suicide** Pledge



## Communications Toolkit *September 2018*

Support the Pledge and help save lives



# What is the Solihull Zero Suicide Pledge?

Suicide is a tragedy for those taking their own life and for their family and friends. Whilst Solihull has a lower suicide rate compared to the national average, each death is one too many. Our long-term ambition is therefore to achieve 'zero suicides'.

The 'Solihull Zero Suicide Pledge' is all about looking after the wellbeing of family, friends and work colleagues, becoming more aware of any concerning changes and asking if they are ok.

As part of the Pledge we are encouraging people to complete a short online training course on suicide awareness and are advising people to signpost those in need to local support services.

## When?

We will be launching this pledge on Monday 10 September 2018 to coincide with World Suicide Prevention Day. Solihull's Pledge is ongoing.

## What do we want you to do?

- Sign up to the 'Solihull Zero Suicide Organisational Pledge' at: <https://solihull.mylifeportal.co.uk/zerosuicide>
- Promote the example copy provided in your internal communications and on your website to encourage your staff/volunteers and customers to sign up to the 'Solihull Zero Suicide Personal Pledge' and take the short online suicide awareness training.
- Share tweets/posts from Solihull Council's Twitter (@SolihullCouncil) and Facebook page (@solihullcouncil) on your own social media channels and post and tweet the example messages in this toolkit using the assets provided.
- Use the email signature and website banner provided.
- If you have staff/volunteers that travel by train, you may also want to promote the Samaritans 'Small Talk Saves Lives' campaign featured at the end of this toolkit.

## Solihull Zero Suicide Organisational Pledge

By taking the **Pledge** you are agreeing to:

- make a commitment to look after the health and wellbeing of your staff/volunteers
- encourage staff/volunteers to take the online suicide awareness training
- encourage staff/volunteers to sign up to the Solihull Zero Suicide Personal Pledge
- encourage staff/volunteers to reach out to others if they are worried about them and signpost them to support: [PAPYRUS](#), [Cameron Grant Memorial Trust](#), [Samaritans](#) and [Solihull Mind](#)

# Ready-to-use copy

Below are examples of copy that you can use in your internal communications with staff/ volunteers and on your website to encourage sign up to the Pledge. The internal copy can be used in newsletters, on your intranet, e-bulletins, noticeboards and in team briefings.

## Internal copy:

[Title of organisation] has taken the Solihull Zero Suicide Pledge. We are working with Solihull Council, individuals and organisations across Solihull to help prevent suicide.

By taking this Pledge we are making a commitment as an organisation. We have pledged to look out for your wellbeing. We also ask you to look out for the wellbeing of each other.

To be more aware please take the short online suicide prevention training. It gives some great advice on how to spot any concerning changes in our work colleagues, family and friends and how to approach a conversation to ask if they are ok.

You can take the training and also make your personal pledge at:

[solihull.mylifeportal.co.uk/zerosuicide](https://solihull.mylifeportal.co.uk/zerosuicide)

If you are worried about someone there are local support services that can help:

**PAPYRUS** - prevention of young suicide: support for young people up to the age of 35 and their families/friends. [www.papyrus-uk.org](http://www.papyrus-uk.org) 0800 068 4141

**Cameron Grant Memorial Trust** - supporting mental health in young people.

[www.camgrant.org.uk](http://www.camgrant.org.uk)

**Samaritans** - 24 hour helpline and safe space to talk. [www.samaritans.org](http://www.samaritans.org) 116 123

**Solihull Mind** - provides advice, information and support to people with mental health problems.

[www.solihullmind.org.uk](http://www.solihullmind.org.uk) 0121 742 4941/743 4237

## Website copy:

[Title of organisation] has taken the Solihull Zero Suicide Pledge. Have you?

The Pledge is all about looking after the wellbeing of family, friends and work colleagues, becoming more aware of any concerning changes and asking if they are ok.

Join forces with people and organisations across Solihull to prevent suicide.

Take the Zero Suicide Pledge and suicide awareness training on Solihull Council's website here:

<https://solihull.mylifeportal.co.uk/zerosuicide>

# Social media

To help us reach as many people as possible please share tweets/posts from Solihull Council's Twitter and Facebook page on your own social media channels and post and tweet the example messages below using the assets provided.

## Twitter

**Please follow @SolihullCouncil and retweet our messages. We are using the hashtag #SoliZeroSuicide**

[Title of organisation] has taken the Solihull Zero Suicide Pledge, have you? Help to prevent suicide in Solihull. #SoliZeroSuicide <http://ow.ly/ntsn30I6O8M>

Have you taken the Solihull Zero Suicide Pledge? Make your commitment to look out for the wellbeing of others. #SoliZeroSuicide <http://ow.ly/ntsn30I6O8M>

Take the Solihull Zero Suicide Pledge and help save lives. #SoliZeroSuicide <http://ow.ly/ntsn30I6O8M>

Everybody can have a role in preventing suicide. Sign the Solihull Zero Suicide Pledge and make your commitment to help. #SoliZeroSuicide <http://ow.ly/ntsn30I6O8M>

Sign the Solihull Zero Suicide Pledge and join others in preventing suicide. #SoliZeroSuicide <http://ow.ly/ntsn30I6O8M>

## Facebook

**Please share posts from our facebook page @solihullcouncil**

[Title of organisation] has taken the Solihull Zero Suicide Pledge. Have you?

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# Campaign resources

Download the Facebook and Twitter image

<http://www.solihull.gov.uk/Portals/0/SocialServicesAndHealth/Stop-Suicide-Social-Media-Assets.jpg>

Download the email signature

<http://www.solihull.gov.uk/Portals/0/SocialServicesAndHealth/Stop-Suicide-Email-Signature.jpg>

*(Please hyperlink the email signature to <https://solihull.mylifeportal.co.uk/zerosuicide>)*

Download the website banner

<http://www.solihull.gov.uk/Portals/0/SocialServicesAndHealth/Stop-Suicide-Web-Banner.jpg>

To order posters and contact cards for Samaritans and PAPYRUS please email Donna Miller, Public Health Business Support at [dmiller@solihull.gov.uk](mailto:dmiller@solihull.gov.uk)

# Support services

**PAPYRUS** – prevention of young suicide: support for young people up to the age of 35 and their families/friends. [www.papyrus-uk.org](http://www.papyrus-uk.org) 0800 068 4141

**Cameron Grant Memorial Trust** – supporting mental health in young people.  
[www.camgrant.org.uk](http://www.camgrant.org.uk)

**Samaritans** - 24 hour helpline and safe space to talk. [www.samaritans.org](http://www.samaritans.org) 116 123

**Solihull Mind** –provides advice, information and support to people with mental health problems.  
[www.solihullmind.org.uk](http://www.solihullmind.org.uk) 0121 742 4941/743 423

# Share your story

If you promote the Pledge within your organisation, we would love to hear from you. Please email [publichealth@solihull.gov.uk](mailto:publichealth@solihull.gov.uk)

# Volunteering opportunities

If your staff would like to volunteer or you would like to encourage your staff to volunteer as part of your corporate responsibility, opportunities are available at Papyrus, Cameron Grant Memorial Trust and Samaritans. Find out more at <https://solihull.mylifeportal.co.uk/zerosuicide>

# Samaritans Small Talk Saves Lives

Do your staff/volunteers travel by train? Please share the award-winning ‘Small Talk Saves Lives’ campaign from Samaritans and the rail industry.

The campaign encourages members of the public to trust their instinct and intervene if they see someone who needs help, with the aim of reducing suicide on the railways. The key message is that suicide is preventable, and that a short conversation with someone who may be struggling to cope, can go a long way and even save a life.

At the centre of the campaign is a short video based on a real story of someone whose life was saved when another person took the time to talk to them. The video has received over 5.7m views on social media and over 342 pieces of media coverage.

Find out more about the campaign and how to promote it:  
<http://www.samaritans.org/small-talk-local-business>

# Further information

For more information on the ‘Solihull Zero Suicide Pledge’ please email Donna Miller, Public Health Business Support at [dmiller@solihull.gov.uk](mailto:dmiller@solihull.gov.uk)

## Keep informed about future Public Health campaigns

To make sure you don't miss out on future Public Health campaigns join our campaign mailing list by emailing your name, job title and organisation to [publichealth@solihull.gov.uk](mailto:publichealth@solihull.gov.uk)

*You can read more about how we use personal information in our Privacy Notice (also known as a Fair Processing Notice) which is available on the Solihull Council [website](#).*