

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

Communications Toolkit

Support the pledge and help save lives

Updated August 2022

What is the Solihull Zero Suicide Pledge?

Suicide is a tragedy for those taking their own life and for their family and friends.

Each death is one too many. Our long-term ambition is therefore to achieve 'zero suicides' in Solihull.

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 this 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?

The pledge was originally launched in September 2018 to coincide with World Suicide Prevention Day and is ongoing.

What do we want you to do?

- Sign up to the Solihull Zero Suicide Organisational Pledge at www.solihull.gov.uk/zerosuicidepledge
- 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](https://twitter.com/SolihullCouncil)) and Facebook page ([@solihullcouncil](https://www.facebook.com/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 sign up to the Solihull Zero Suicide Personal Pledge at www.solihull.gov.uk/zerosuicidepledge
- encourage staff/volunteers to take the Zero Suicide Alliance 20 minute online training at www.zerosuicidealliance.com/training or the more in-depth 60 minute online training by Health Education England at <https://portal.e-lfh.org.uk/Component/Details/544924>
- encourage staff/volunteers to reach out to others if they are worried about them and signpost them to support – a list of support services can be found at www.solihull.gov.uk/suicide-prevention-services

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.

Please make your personal pledge and take the online 20 minute suicide awareness training at: www.solihull.gov.uk/zerosuicidepledge

You can also take the more in-depth 60 minute online suicide awareness training which includes an interactive video at: <https://portal.e-lfh.org.uk/Component/Details/544924>

Both training sessions give some good 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.

If you are worried about someone there are a list of local support services that can help at www.solihull.gov.uk/suicide-prevention-services

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: www.solihull.gov.uk/zerosuicidepledge

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 or 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 <https://bit.ly/3ppYSI9>

Have you taken the Solihull Zero Suicide Pledge? Make your commitment to look out for the wellbeing of others. #SoliZeroSuicide <https://bit.ly/3ppYSI9>

Take the Solihull Zero Suicide Pledge and help save lives. #SoliZeroSuicide <https://bit.ly/3ppYSI9>

Everybody can have a role in preventing suicide. Sign the Solihull Zero Suicide Pledge and make your commitment to help. #SoliZeroSuicide <https://bit.ly/3ppYSI9>

Sign the Solihull Zero Suicide Pledge and join others in preventing suicide. #SoliZeroSuicide <https://bit.ly/3ppYSI9>

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

www.solihull.gov.uk/sites/default/files/2022-08/Zero-Suicide-social-media-assets.jpg

Download the email signature

www.solihull.gov.uk/sites/default/files/2022-08/Stop-Suicide-Email-Signature.jpg

(Please hyperlink the email signature to www.solihull.gov.uk/zerosuicidepledge)

Download the website banner

www.solihull.gov.uk/sites/default/files/2022-08/Stop-Suicide-Web-Banner.jpg

To order posters and contact cards for Samaritans and POPYRUS please email, Public Health at publichealth@solihull.gov.uk

Support services

The services below are also listed at www.solihull.gov.uk/suicide-prevention-services

Birmingham and Solihull Mental Health Helpline - offers emotional help, guidance and reassurance to people in Birmingham and Solihull of all ages. Call 0800 915 9292 / 0121 262 3555 24 hours a day, 7 days a week.

The Kaleidoscope Plus Group – text line for help if you're feeling down, anxious, stressed or in need of urgent support, text TEAMKPG to 85258. For other services visit www.kaleidoscopeplus.org.uk 0121 565 5605.

Mental Health Matters - one-to-one support and group sessions, seven days a week, from community locations in north, central and south Solihull.
www.mhm.org.uk/solihull-drop-in 07977 170456 soldropin@mh.org.uk

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

Cameron Grant Memorial Trust – supporting mental health in young people.
www.camgrant.org.uk

Samaritans - 24 hour helpline and safe space to talk. www.samaritans.org 116 123

Solihull Mind - provides advice, information and support to people with mental health problems.
www.solihullmind.org.uk 0121 742 4941/743 4237

Kooth - online counselling and emotional wellbeing support service for young people aged 11-25 in Solihull. www.kooth.com

Solar - emotional wellbeing and mental health services for children and young people (up to 19).
www.bsmhft.nhs.uk/our-services/solar-youth-services

Birmingham and Solihull bereavement support – if you have been bereaved by suicide there is help available. 0121 687 8010 support@crusebirmingham.co.uk

Share your story

If you promote the Pledge within your organisation, we would love to hear from you. Please email publichealth@solihull.gov.uk

Volunteering opportunities in Solihull - Suicide Prevention

If you would like to get involved in helping others locally, there are local volunteering opportunities at [Samaritans](#), [PAPYRUS Prevention of young suicide](#), [Cameron Grant Memorial Trust](#) and [The Kaleidoscope Plus Group](#)

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.

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

Further information

For more information on the 'Solihull Zero Suicide Pledge' please email Public Health on publichealth@solihull.gov.uk