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**Communications Toolkit**#**ZeroSuicideLDN Campaign**

***December 2019***

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****Introduction**

Nationally, suicide is the leading cause of death in people aged 15 – 29 years and the biggest killer of men under 49.

In fact, every 90 minutes – the duration of a football match – someone in the UK takes their own life. In London, suicide is the cause of death of around 12 Londoners every week.

Thrive LDN partners (Mayor of London, NHS, London Councils, London’s police forces, Transport for London, and other emergency services, such as London Fire Brigade and the Maritime and Coastguard Agency, alongside voluntary & community groups), launched a London-wide campaign on World Suicide Prevention Day, 10 Sept 2019 to encourage 100,000 Londoners to complete free online suicide prevention training.

The #ZeroSuicideLDN campaign can help Londoners to support fellow Londoners, by becoming better prepared to help someone experiencing suicidal thoughts and poor mental health. The campaign is managed as part of Thrive LDN’s on-going suicide prevention work and supports the progress being made towards making London a ‘zero suicide city’.

**Support from London’s football clubs to promote the campaign**  
Working with London’s football community would significantly help promote the campaign and help raise awareness about suicide and to reach our target of 100,000 Londoners completing the online training. Football has previously proved a fantastic tool for suicide prevention strategies to begin and take place, examples of these include ‘Lanarkshire Lost Boys’ and ‘The Twelfth Man’.

Support from football clubs to promote the #ZeroSuicideLDN campaign at their home stadiums would be greatly appreciated. We understand that tactics and elements of the campaign would need to be adjusted and tailored to suit particular clubs and their supporters.

**Types of things clubs could do**

* Club tweet promoting the Zero Suicide Alliance (ZSA) Training on day of home game.
* Tweet on the matchday with link to training.
* Encourage players / coaches to retweet and take the training.
* Include a short article in other social media channels, club newsletters, club apps.
* One page of club program with dedicated #ZeroSucideLDN URL provided to signpost to training.
* Video, provided by Thrive LDN, to be played on screen before match/during half time. There may be scope to localise this for each club.
* Nominate a player or rep from the club to take part in a short video.
* Logo of Thrive LDN and ZSA to be on the club program/website for that game/weekend.
* Manager/club staff to wear ZSA badge/ribbon during the game.

**Campaign aims**

* Ensure a minimum of 100,000 Londoners complete free suicide prevention training
* Encourage people to think and talk more about mental health and wellbeing
* ****Encourage people to take action to improve their mental health and wellbeing  
    
  **Zero suicide training aims**
* Help Londoners identify when someone is experiencing suicidal thoughts/behaviour
* Be able to speak out in a supportive manner
* Empower them to signpost the individual to the correct services or support

**Purpose of this toolkit**

This toolkit aims to support individuals and clubs who want to join and promote the campaign to raise awareness about suicide and ways to support people who might be struggling with their mental health. Additional resources and materials can be developed and issued as required.

We encourage partners and supporters to create their own content, adapt it and add your style and logos so that it resonates with your audiences and followers.

If there is something you would like to do, let us know and we’ll do our best to support and promote it:

Website: [www.thriveldn.co.uk](http://www.thriveldn.co.uk)

Email: [info@thriveldn.co.uk](mailto:info@thriveldn.co.uk)

Twitter: [@ThriveLDN](https://twitter.com/ThriveLDN)

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**Content**

**Template website copy**

We’re supporting the #ZeroSuicideLDN campaign because although we love our match stats at this club, we were taken aback to learn that someone takes their own life every 90 minutes in the UK.

Suicide is the leading cause of death in people aged 15 – 29 years and the biggest killer of men under 49 in the UK. In London, the sad truth is suicide is the cause of death of around 12 Londoners every week.

As a London club, we’ve joined forces with [Thrive LDN](https://www.thriveldn.co.uk/campaigns/zerosuicideldn/) partners including the Mayor of London, the NHS, Metropolitan Police, British Transport Police, London Fire Brigade, London Councils, Charities and many more to support the campaign to get a minimum of 100,000 Londoners to complete free online suicide prevention training. Our aim is to help Londoners to support fellow Londoners, by becoming better prepared to help someone with suicidal thoughts and poor mental health.

This time of year can be an especially challenging and lonely time for Londoners so we are encouraging all our members and supporters to not only take the [free 20 minute online training](https://www.thriveldn.co.uk/campaigns/zerosuicideldn/), but to tell your friends and families about it too. It could save a life.

Save a life, take the training here: <https://www.thriveldn.co.uk/campaigns/zerosuicideldn/>

*If you or someone you know is having suicidal thoughts or need urgent help contact your GP*

*and ask for an emergency appointment or call 111. If you would like to talk to someone*

*in confidence the* [*Samaritans*](http://www.samaritans.org/) *are available 24 hours a day, 7 days a week on: 116 123*

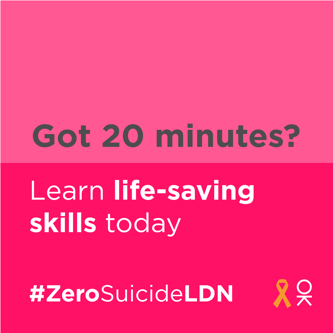
**Website banners and other campaign collateral**A set of print-ready materials have been created that you can use to help the campaign. Digital resources include:

* Graphics to use on social media
* Digital posters to display on TV or digital screens
* A short video to promote the campaign and training

All available to download at: [thriveldn.co.uk/resources](https://www.thriveldn.co.uk/resources/)

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**Social media content**

**This copy can be used to accompany social posts on the day you promote the campaign:**

Today we are joining the campaign to get 100,000 Londoners to take online training to know what to do if a loved one, co-worker or stranger is at risk of suicide. It's free, and only takes 20 minutes. www.thriveldn.co.uk/zerosuicideldn #ZeroSuicideLDN

We are working with @ThriveLDN to make London a Zero Suicide City. To help us get there, we want over 100,000 Londoners to take FREE online suicide prevention training. It only takes 20 minutes www.thriveldn.co.uk/zerosuicideldn #ZeroSuicideLDN

**The below copy can be used and adapted to accompany social posts following the official announcement:**

* Over 12 Londoners a week lose their life to suicide. But #SuicidePrevention is something we can all play a part in. There’s free 20 minute online training to help you know how to spot the signs, what to say and how to help www.thriveldn.co.uk/zerosuicideldn #SeeSaySignpost #ZeroSuicideLDN
* Over 12 Londoners a week lose their life to suicide. But with all of London working together as a team, we can work to make London a Zero Suicide City. Take the free 20 minute online training now www.thriveldn.co.uk/zerosuicideldn #SeeSaySignpost #ZeroSuicideLDN
* We're working with @ThriveLDN to make London a Zero Suicide City. And to help us get there, we need 100,000 Londoners to take the FREE online suicide prevention training. It only takes 20 minutes www.thriveldn.co.uk/zerosuicideldn #SeeSaySignpost #ZeroSuicideLDN
* Living in London can be stressful, and for some it can become too much. Would you be able to spot a fellow Londoner in distress? There’s FREE online training to help you #SeeSaySignpost. Together, we can help make London a Zero Suicide City www.thriveldn.co.uk/zerosuicideldn #ZeroSuicideLDN
* People who feel isolated can be at higher risk of feeling suicidal. But London works best when we’re all on each other’s side. There's FREE online training to help us to be able to #SeeSaySignpost. It only takes 20 minutes. www.thriveldn.co.uk/zerosuicideldn #ZeroSuicideLDN

A short video for Twitter was published on launch day, which is about to hit 24,000 views: <https://twitter.com/ThriveLDN/status/1171341572761444352>

**Copy to use in match day programmes and/or newsletters**

Did you know that by the time the final whistle has gone today, at least one person in the UK will have taken their own life? Sadly, research tells us that every 90 minutes we lose someone in the UK to suicide. It is the leading cause of death in people aged 15 – 29 years and the biggest killer of men under 49 in the UK. In London, the sad truth is suicide is the cause of death of around 12 Londoners every week.

[INSERT CLUB NAME] is supporting the #ZeroSuicideLDN campaign and we are encouraging all our fans to dedicate 20 minutes to take the free suicide prevention online [training](https://www.thriveldn.co.uk/campaigns/zerosuicideldn/). The campaign goal is to get a minimum of 100,000 Londoners to complete the training. Our ambition is to help Londoners to support fellow Londoners, by becoming better prepared to help someone with suicidal thoughts and poor mental health.

INSERT QUOTE FROM PLAYER / PERSONALITY: DRAFT: “Everyone can play their part in suicide

prevention and through the training I learned that even the smallest interventions could

save a life. We live in a very pressurised society and we are all vulnerable to feeling stressed,

worried or down. This free suicide awareness training is now available to everyone, I encourage

all our supporters to look out for each other and to do the training.”

The campaign is being driven by the [Zero Suicide Alliance](https://www.zerosuicidealliance.com/) and London’s mental health

movement [Thrive LDN](https://www.thriveldn.co.uk/campaigns/zerosuicideldn/) (partners include the Mayor of London, the NHS, Metropolitan Police,

British Transport Police, London Fire Brigade, London Councils, Charities and many more) to

improve the mental health of all Londoners and to make the capital a zero suicide city.

This time of year can be an especially challenging and lonely time for Londoners so please join us and tell your friends, co-workers and families about it too. It could save a life.

Save a life, take the training here: <https://www.thriveldn.co.uk/campaigns/zerosuicideldn/>

Find out more about the Zero Suicide Alliance here: [https://www.zerosuicidealliance.com](https://www.zerosuicidealliance.com/about-us/)

**Sample press release**

[INSERT NAME OF CLUB/FOUNDATION/ORGANISATION] joined the

drive to help Londoners support each other and prevent suicides in the capital.

We are proud to join the campaign for 100,000 Londoners to complete the

Zero Suicide Alliance’s free online suicide prevention training so they can help play

their part in saving lives. We are asking our supporters and the wider sporting

community to complete and promote the training too.

Suicide is the highest cause of death for people between 15–29 years, with the most

disadvantaged groups most at risk. Someone takes their own life every 90 minutes in the UK and in London, the sad truth is suicide is the cause of death of around 12 Londoners every week.

This free 20-minute training – which   
[INSERT NAME OF FOOTBALLING/CLUB PERSONALITY/ NUMBER OF STAFF] has completed

– is designed to show how to have a direct and honest conversation about suicide with

friends and family. It combines facts with real life stories to show the impact it has on

people’s lives.

The goal is to break the stigma of talking about the subject, suicidal thoughts and

bereavement, and help London become a ‘zero suicide city’. This follows research that

shows talking honestly and openly about suicide has helped to save lives.

The aim is for 100,000 Londoners to complete the training by September next year and the campaign is being led by Thrive LDN, the citywide social movement to improve the mental health

and wellbeing of all Londoners.

[INSERT CLUB SPOKESPERSON NAME] **said:** “The training really opened my eyes to how I

could help spot the signs that any of our friends, colleagues or loved ones may be in crisis,

and I’ve learned how I could help them to seek help. There is so much stigma attached to

mental health, and suicide in particular – an unwillingness to openly face it and to

discuss it. That is why this campaign is so important. As a club we can show our

supporters that there is nothing to be feared in talking about suicide and mental health.

We can all do our bit to look out for fellow Londoners. “

**[OPTIONAL The Mayor of London, Sadiq Khan, said]:** “Suicide is a tragedy, for those who take

their own life and for the loved ones they leave behind. It’s important that we break

the stigma of talking about suicide so we can all play our part in helping those in need.

That’s why I’m delighted that X CLUB has joined our campaign to take this free online

suicide prevention training. Together, by having more open and honest conversations

we can support each other and move closer to achieving our ultimate ambition of

becoming a zero-suicide city.”

The training can be accessed here: <https://www.thriveldn.co.uk/campaigns/zerosuicideldn/>

**ENDS**

**Notes to Editors**

See [*Thrive LDN: Towards happier, healthier lives* report](https://www.thriveldn.co.uk/)

**Thrive LDN aims to**:

* Enable a citywide movement to encourage Londoners to think, talk and act more about mental health and wellbeing
* Create a shared sense of purpose of what London wants for mental health
* Lead a citywide campaign to reduce mental health stigma and discrimination
* Galvanise political leadership and system leaders around focused action across the six thematic areas
* Build on the foundations laid by the London Health Commission

Thrive LDN was established in 2016 by the Mayor of London, who chairs the London Health Board, which includes the NHS, Public Health England and London Councils.

**MEDIA ENQUIRIES**: [INSERT MEDIA CONTACT DETAILS]