**“It takes balls to talk” social media campaign briefing**

‘It Takes Balls to Talk’ is a campaign which uses sporting themes to encourage people, particularly men, to talk about how they feel.

**So why are we focusing on men?**

* Suicide is the biggest cause of death in men under the age of 45
* Over three quarters of people who kill themselves are male (Reference: [ONS](http://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/suicidesintheunitedkingdom/2014registrations#main-points))
* 12.5% of men in the UK are suffering from one of the common mental health disorders, for example, anxiety or depression.

Mental health issues can affect anyone and can be caused by a number of factors, including bereavement, unemployment, finance and debt issues, family and relationship problems, social isolation, low self-esteem, drug and alcohol issues and many other personal factors.

Suicide continues to be three times more common in men than in women. It is also the single most common cause of death in men under 45.

Shocking statistics reveal 84 men take their own life each week.

Another area worthy of mention is that of emotional illiteracy. In general, many men across all social classes are reluctant to talk about their emotions, it says. They tend not to deal with emotional problems, and let them build up to breaking point. Men are far less positive about getting formal emotional support for their problems than women. And when they do, it's at the point of crisis.

“It can be difficult to talk about mental health and we hope that the campaign will help men understand it is important not to keep their feelings to themselves.”

We need to create a society where men are comfortable to talk about how they are feeling in the knowledge that the person they are speaking to will offer them the best help and solutions they can."

We will only be able to bring about sustainable change with the active participation of men and men’s organisations to encourage a positive way forward.

**How You Can Help**

This year the suicide prevention action group has developed an action plan, of which the social media campaign plays a large part. The campaign will run throughout the year.

We are asking our partners, communities and colleagues to help share the “It takes balls to talk campaign” message.

We are asking men to film themselves answering a set of questions. You can film on your own or with other people – whatever you prefer. Your responses will be edited into a short clip with lots of other speakers, and shared as part of the social media campaign.

Anyone taking part must be made aware that there visual image and voice may be used on social media and at the annual event in 2019. **Please see attached consent form.**

Please try to keep your answers to the questions to about 30 seconds long. It might help if you read them through and have a rough idea of what you want to say, before you start filming. Try to film somewhere quiet. Remember, just answer honestly – we don’t expect anyone to be an expert! The filmed clip must ideally be no more than 45 words to include the question, and be no more than 30 seconds long in length. The clips can be filmed on your phone in landscape mode please and then emailed to *public.health@telford.gov.uk*

**Please try to ensure that the films are of the best sound quality as possible, try to avoid background noise as much as possible.**

**Process:**

1. Find a volunteer or a small group of volunteers. If you have more than 5 people, it is best to split into two smaller groups and submit two videos.
2. Get everyone to sign a consent form.
3. Identify a quiet place to film. This could be an office, in front of a wall, or outside – anywhere you like, so long as it is quiet and you won’t be interrupted.
4. Take a look through the questions below and think about your answer. Don’t over-think it, say what comes naturally.
5. Stand the ‘picture frame’ so that it is within shot when you film, and have your volunteer/s stand a couple of feet behind it so that their image is framed by the picture frame.
6. Start filming. You may want to have one person asking questions and the other person answering, or you could have the group ask each other the questions.
7. Remember to answer as many of the questions as you can in 30 seconds.
8. Send your finished film(s) to public.health@telford.gov.uk

**Questions -**

As a man how do you communicate your feelings? Passible prompts

Prompt physically emotionally

Suicide is the biggest killer of man aged 25-45 why do you think this is?

How might you help a friend you think might be finding it hard to cope?

**Help and Support**

**If you need someone to talk to the Samaritans are free to call on 116 123, or call CALM on 0800 58 58 58.**

The [Campaign Against Living Miserably (CALM)](https://www.thecalmzone.net/) is a charity dedicated to preventing male suicide.

They offer support, challenge a culture which stops men seeking help, support people bereaved by suicide and push for changes to policy.

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A petition started by Matthew Smith, who lost his brother Dan to suicide, is backed by the Campaign Against Living Miserably (CALM).

It is calling on the Government to appoint a minister for suicide prevention and bereavement support.

With more than 117,000 signatures, you can find out more and sign [here](https://www.change.org/p/jeremy-hunt-make-suicide-prevention-and-support-a-government-minister-s-responsibility).

[Support Organisations - Papyrus](https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=2ahUKEwjSh_GF8sHdAhWGyaQKHa0RABUQFjABegQIChAB&url=https%3A%2F%2Fwww.papyrus-uk.org%2Fhelp-advice%2Fsuicide-bereavement-support%2Fsupport-organisations&usg=AOvVaw1hbY8QmT6XzRiCyMFRBjk6)

*https://papyrus-uk.org/*

Survivors of Bereavement by **Suicide** (SOBS) **Support**, information, **help** by email, **support** ... Database of information about **sources** of **support** for bereaved children.

[www.theblackdog.net](http://www.theblackdog.net/) - Supportive site for men who suffer from depression and/or suicidal thoughts

[Movember United Kingdom - Men's Health - Mental health and suicide ...](https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=8&cad=rja&uact=8&ved=2ahUKEwjSh_GF8sHdAhWGyaQKHa0RABUQFjAHegQIAxAB&url=https%3A%2F%2Fuk.movember.com%2Fmens-health%2Fmental-health&usg=AOvVaw11CM2xIzw2nv-oFUiDJHZt)

*https://uk.movember.com/mens-health/mental-health*