



Working together to improve the health and wellbeing of our communities



# World Suicide Prevention Day

## Creating Hope Through Action

September 10

Communications  
toolkit

**This toolkit is designed to help you support World Suicide Prevention Day (WSPD), for the day itself and beyond. Help us create hope this September by sharing these messages. This toolkit has been prepared by the BLMK Suicide Prevention Campaign group.**



**World Suicide Prevention Day**  
**Creating Hope Through Action**

**September 10**

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SHINING A LIGHT ON  
**SUICIDE**

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# What is World Suicide Prevention Day ?



World Suicide Prevention Day is an opportunity to raise awareness of suicide and promote action through proven means that will reduce suicides and suicide attempts. The day is hosted on 10 September each year by the [International Association for Suicide Prevention](#) and provides the opportunity for people, across the globe, to raise awareness of suicide and suicide prevention. Each year has a different theme.



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This year's  
theme is



# Suicide Prevention

One in every 100 deaths worldwide is the result of suicide\*.

Suicide can affect everyone of us. Each and every suicide is devastating and has a profound impact on those around them. However, by raising awareness, reducing the stigma around suicide and encouraging well-informed action, we can reduce instance of suicide.



# Creating Hope Through Action

Creating Hope Through Action is a reminder that there is an alternative to suicide and aims to inspire confidence and light in us all, that our actions no matter how big or small may provide hope to those that are struggling. Suicidal thoughts are complex. No single approach works for everyone. What we do know that there are certain factors or life events that may make someone more vulnerable to suicide.

People who are suicidal may feel trapped or like a burden to their friends, family and those around them and thus feel like they are alone and have no other options. By creating hope through action, we can signal to people experiencing suicidal thoughts that there is hope and that we care and want to support them.

# ACTION



# Facts & figures

An estimated 703,000 people die by suicide worldwide each year\*.

The global suicide rate is over twice as high among men than women.\*

Suicide is the biggest killer of young people aged 16 – 24, and the suicide rate for young women is now at its highest on record.\*\*

Over half (58%) of all deaths by suicide occur before the age of 50 years old.\*

Every 90 minutes someone dies by suicide in the UK and Republic of Ireland.\*\*

Suicide is preventable. Knowing the risk factors and recognising the warning signs for suicide can help prevent suicide. Preventing suicide requires strategies at all levels of society.

Suicide is a major public health problem in the UK, with the highest rates among men aged 45 – 49.\*\*



\*<https://www.iasp.info/wp-content/uploads/WSPD-Facts-Figures-Infographic.pdf>

\*\*<https://www.samaritans.org/about-samaritans/research-policy/suicide-facts-and-figures/latest-suicide-data/>



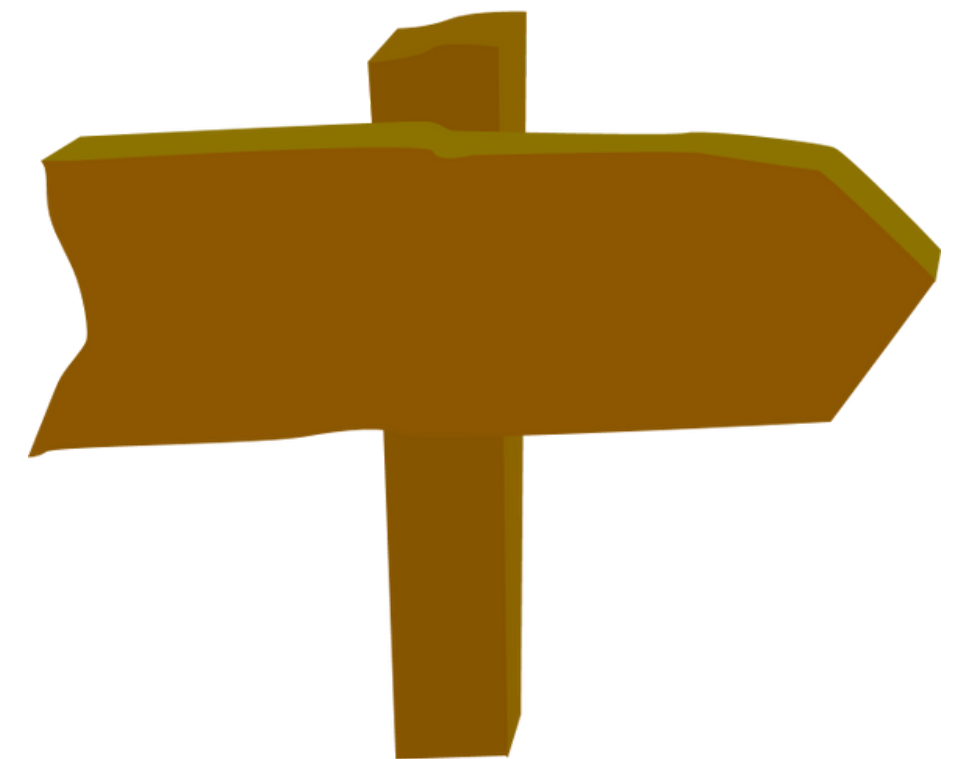
# Ways to support World Suicide Prevention Day



Share suicide prevention messages on your social media platforms



Put an article in your newsletter or send an email brief supporting the campaign



Signpost and support local campaigns, resources and services on your website. Undertake training to be informed on suicide.

**You can use this information beyond the month of World Suicide Prevention Day to support suicide prevention**

A close-up photograph of a person's eye, looking slightly to the right. The eye is framed by a red speech bubble graphic. The background is a solid blue color.

See the signs –

One way you can get involved this September and beyond is to take part in suicide awareness training and promote the training to others.

The 20-minute [Zero Suicide Alliance](#) training course, is available for free to the public nationwide. The training helps participants to recognise the warning signs that someone may be thinking about suicide, understand how to ask them if they are thinking about suicide and help them access appropriate support. Link [here](#)

Mind BLMK run free [See the Signs](#) training. The training is an introduction to basic suicide awareness for those who live or work in, Bedfordshire, Luton & Milton Keynes.

This training is delivered online, and the session is 2 hrs 30 minutes. To book a place [visit here](#)

# World Suicide Prevention Day Learning Event

## Thursday 8th September

Hear from guest speakers on proactive suicide prevention initiatives and how communities can come together to prevent suicide. This event is for frontline professionals, voluntary and community groups working across BLMK. The day will cover a variety of topics including domestic abuse and suicide, bereavement by suicide, online safety for young people, local campaigns and provide a networking opportunity for local services.

The event is a face to face event taking place on **THURSDAY 8TH SEPTEMBER**. Book your place [here](#)

Please share this information as widely as possible.



The screenshot shows a Facebook event page for 'World Suicide Prevention Day Learning Event'. The event is scheduled for September 8th (SEP 08) and is free. It is organized by the 'BLMK Suicide Prevention Campaign Group'. The event description reads: 'Hear from guest speakers about proactive suicide prevention initiatives and how communities can come together to talk about suicide'. The date and time are listed as 'Thu, 8 September 2022, 09:15 - 17:00 BST'. A green 'Register' button is visible at the bottom right of the event details.

# Example social media messages

- *Just ask if you are concerned about someone. Small talk can save lives.*
- *There is always hope. Together we can help prevent suicide*
- *If you are struggling to cope call the Samaritans on 116 123*
- *Suicide affects us all. Help shine a light on suicide this World Suicide Prevention Day.*
- *Learn to save a life with free online training - visit here*
- *The global suicide rate is over twice as high among men than women*



Use the hashtags #WorldSuicidePreventionDay, #WSPD, #bethelight #Seethesigns or #WSPD2022

# More example social media messages

- You are not alone it is ok to talk about it . There is always hope.
- Have you heard of the Stay Alive app? The app is a pocket resource packed full of useful information and tools to help you stay safe in crisis or if you are concerned about someone else who may be considering suicide. Download today.
- If you are worried that someone you know is struggling with life, try to encourage them to talk openly about how they are feeling.
- We are living through difficult times but you can get through it. There is always hope.
- Losing someone to suicide is beyond painful, there is support to help you deal with your grief. You are not alone.



Use the hashtags #WorldSuicidePreventionDay, #WSPD, #bethelight #Seethesigns or #WSPD2022



# Newsletter template

Copy and paste this  
article into your  
newsletter or into an  
email brief



World Suicide Prevention Day is an opportunity to raise the consciousness of suicide around the world, to highlight efforts that take place globally, nationally and regionally but to also highlight the role of the individual. We can all play a role in preventing suicides.

Suicidal thoughts are more common than people realise, with suicide being the biggest killer of men under 49 and women aged 20 to 34. Research shows that using the word 'suicide' appropriately let's other people know it is ok to talk about suicidal feelings and that the person asking is there to listen.

Suicide can affect everyone of us. Each and every suicide is devastating and has a profound impact on those around them. However, by raising awareness, reducing the stigma around suicide and encouraging well-informed action , we can reduce instance of suicide.

To play your part in suicide prevention undertake the [Zero Suicide Alliance Training FREE online training](#). This 20 minute course will teach you the skills and confidence to have a potentially life-saving conversation with someone you're worried about.

It is important to note that if you are really struggling with your mental health and it is disrupting your everyday life seek professional help, talk to your GP.

*The Samaritans are there 24 hours a day, 7 days a week to listen. Call them anytime on 116 123 if you need to somebody to talk to.*

*You can also text Shout on 85258*

*Call Papyrus [Hopeline](#) UK on 0800 068 4141*



## #shiningalightonsuicide

The League Managers Association (LMA) worked with Greater Manchester suicide prevention partnership to develop a campaign to encourage premier league football clubs to undertake the Zero Suicide Alliance free 20-minute online training and raise awareness of the issue through harnessing the power of football. We are working with local Football Associations this September, to target local football clubs, encouraging them to get involved in the campaign and undertake the Zero Suicide Alliance training.

Purpose of campaign/call to action

- 1.To encourage club staff/players and volunteers to undertake Zero Suicide Alliance training (free 20-minute training)
- 2.Highlight the topic of suicide - bring suicide out of the dark/breakdown stigma
- 3.Harness the power of football to help raise awareness of the issue of suicide

To find out more or get your local club involved please email [Emma.Bates@milton-keynes.gov.uk](mailto:Emma.Bates@milton-keynes.gov.uk)





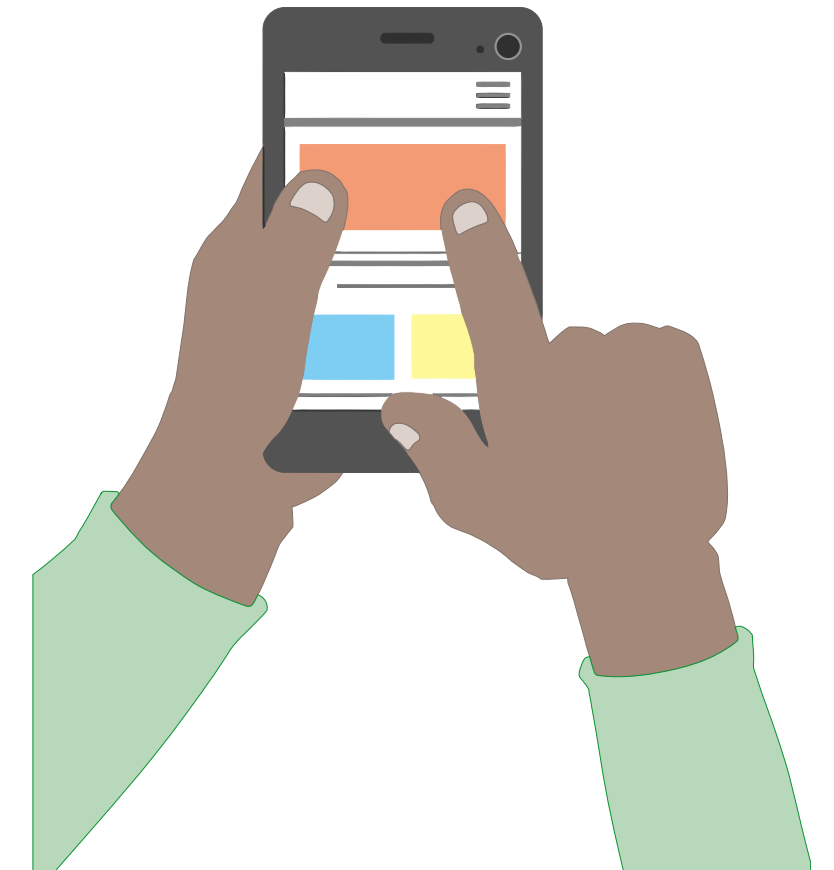
The Stay Alive app is a suicide prevention resource for the UK, packed full of useful information and tools to help you stay safe in crisis. You can use it if you are having thoughts of suicide or if you are concerned about someone else who may be considering suicide.

The app includes:

- A safety plan with customisable reasons for living
- A LifeBox where you can store photos and memories that are important to you
- Strategies for staying safe and tips on how to stay grounded when you're feeling overwhelmed
- Guided-breathing exercises and an interactive Wellness Plan

The app also links you directly to local and national crisis resources, with space to add in your own as well. Please share information about the app widely.

You can download the Stay Alive app from your app store.







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# Resources & Further information

For supporting WSPD



## [International Association for Suicide Prevention](#)

- Branding for week and images for social media
- [Information briefings](#)

[www.iasp.info/2022](http://www.iasp.info/2022)

## [National Suicide Prevention Alliance](#)

- Toolkit for the day (available from 31st August)
- Newsletters
- Resources around suicide prevention

[www.nspa.org.uk/world-suicide-prevention-day-2022](http://www.nspa.org.uk/world-suicide-prevention-day-2022)

## [Samaritans](#)

- Downloadable content available to promote the day

[www.samaritans.org/support-us/campaign/world-suicide-prevention-day/](http://www.samaritans.org/support-us/campaign/world-suicide-prevention-day/)

# Signposting & useful links



- THE HUB OF HOPE -is the UK's leading mental health support database. It is provided by national mental health charity, Chasing the Stigma. Find mental health support in your area. [www.hubofhope.co.uk](http://www.hubofhope.co.uk)
- OLLIE (One Life Lost Is Enough)- is a charity dedicated to delivering suicide awareness, intervention and prevention training by empowering professionals and young adults in their own communities to lead suicide prevention activities. [www.theolliefoundation.org](http://www.theolliefoundation.org)
- SAMARITANS - offers a listening service which is open 24 hours a day, PHONE on 116 123 Email [jo@samaritans.org](mailto:jo@samaritans.org) [www.samaritans.org](http://www.samaritans.org)
- PAPYRUS HOPELINE UK - For children and young people under the age of 35 who are experiencing thoughts of suicide. For anyone concerned that a young person could be thinking about suicide. Monday-Friday 9am-midnight. Call 0800 069 4141, Text 07860039967, email [pat@papyrus.org](mailto:pat@papyrus.org) [www.papyrus-uk.org](http://www.papyrus-uk.org)
- CALM-(the Campaign Against Living Miserably) helpline open 5pm-midnight, 365 days a year, on 0800 58 58 58, webchat service. [www.thecalmzone.net](http://www.thecalmzone.net)
- SHOUT - text SHOUT to 85258 24/7 free text service for anyone in crisis anywhere [www.giveusashout.org](http://www.giveusashout.org)
- 4MENTALHEALTH- Staying Safe from Suicidal Thoughts, A helpful guide that will explain how to create your own safety plan. [www.stayingsafe.net](http://www.stayingsafe.net)

# Useful contacts -BLMK

- SUICIDE PREVENTION PATHWAYS SERVICE -aims to provide support for individuals who have mental health/wellbeing needs and may have accessed medical, clinical or emergency services. Individuals will not be at immediate risk of suicide but may need support to improve their mental health and wellbeing. Call: 01525 203 778 or email: [spps@mind-blmk.org](mailto:spps@mind-blmk.org) [www.mind-blmk.org](http://www.mind-blmk.org)
- CRISIS CAFE -Adults (18+) who are experiencing severe mental distress or crisis, drop-in service. Visit here to find locations- [www.mind-blmk.org/how-we-can-help-crisis-support](http://www.mind-blmk.org/how-we-can-help-crisis-support) .Milton Keynes also has a Crisis phonenumber, which can be contacted between 5.00pm - 11.00pm on: 01525 722 225
- KOOTH - mental health support and advice for 11-19-year-olds, available 365 days a year [www.kooth.com/](http://www.kooth.com/)
- HEADS UP- Men Mental Health support and information <https://thisisheads-up.uk>
- FOR MEN TO TALK- - chance for men suffering with anxiety, depression and grief to talk with other fellow sufferers [www.formentotalk.co.uk](http://www.formentotalk.co.uk)



# Support for bereavement by suicide


- BSBS - Bedfordshire Suicide Bereavement Service supports people living anywhere in Bedfordshire and Luton of any age who have been bereaved by suicide
- MILTON KEYNES - Bereavement by Suicide Support Service for people living in Milton Keynes call 0300 330 0648 or email [imogen.harrison@mind-blmk.org.uk](mailto:imogen.harrison@mind-blmk.org.uk).
- SOBS - Survivors of bereavement by suicide. Local support groups in Bedford ([bedford@uksobs.org](mailto:bedford@uksobs.org)) and Milton Keynes ([milton.keynes@uksobs.org](mailto:milton.keynes@uksobs.org)). Resources for professionals available
- GAMBLING WITH LIVES - Support for families who have been bereaved by gambling related suicides. [www.gamblingwithlives.org](http://www.gamblingwithlives.org)
- HELP IS AT HAND BOOKLET - A guide to support you after someone may have died by suicide [www.supportaftersuicide.org.uk/resource/help-is-at-hand](http://www.supportaftersuicide.org.uk/resource/help-is-at-hand)



# Crisis Support

If you are concerned about a deterioration in your mental health or feel unable to keep yourself safe, please call 0800 0234 650 if you live in Milton Keynes or 111 if you live in Central Bedfordshire or Bedford Brough.

Mind BLMK's dedicated Crisis Café team are there to support people across Bedford, Luton, and Milton Keynes. This free service is available 365 days of the year and there to support you. To speak to a member of the team, please call 01525 722 225 between 5.00pm to 11.00pm, or for further information about their work and the support offered through the Crisis Cafés, please visit - <https://www.mind-blmk.org.uk/how-we-can-help/crisis-support>



**Alternatively, if you need immediate help contact the emergency services or go to your nearest Accident and Emergency Department (A&E)**

**Thank you for supporting World  
Suicide Prevention Day, and helping  
create hope.  
Together we can all help prevent  
suicide.**



*This toolkit has been produced by the BLMK Suicide Prevention Campaign group. For further information on the toolkit or work of the group please email [Sophie.Jordan@milton-keynes.gov.uk](mailto:Sophie.Jordan@milton-keynes.gov.uk)*



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improve the health  
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