



Small Talk Saves Lives

Phase 6 communications toolkit



in partnership with



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backgrounder
and Q&A

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How you can
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Small Talk Saves Lives is a campaign to empower the public to act to prevent suicide on the railways and in other settings. The campaign has been running since 2017 and is the rail industry's award-winning flagship suicide prevention campaign delivered in partnership with Samaritans and British Transport Police.

Suicide is preventable and suicidal thoughts are often temporary and can be interrupted. We want to give as many people as possible the tools to notice if someone may be at risk and the confidence to approach them.

Research shows that many people are still not entirely confident on how they should act or what they should say if they see someone who appeared upset or in distress at a train station.

A little small talk and a simple question like **'Hi, where can I get a coffee?'** can be all it takes to interrupt someone's suicidal thoughts and help set them on the journey to recovery.

The challenges that people face up and down the country have been felt even more deeply as the pandemic, and more recently the increased cost of living, have had a profound impact on the nation's mental health. It's so important, now more than ever, that we continue to look out for each other.

(1) Campaign background

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Previous phases of the campaign have shown encouraging results:

100% of those who had seen the campaign last year agreed with the statement 'A little small talk can be enough to potentially help save a life and encourage somebody to get support'.

65% of those who had seen the campaign said that they would be confident about judging if somebody appeared upset or in distress on a platform at a train station and might need help, compared with **46%** who had not seen the campaign.

71% of those who had approached someone said they felt encouraged to do so by the Small Talk Saves Lives campaign.



Press materials in Welsh are available on request. Please email a.shacklady@samaritans.org

Small Talk Saves Lives phase 6 will be launching on Tuesday 21 February and will run for three weeks across a range of paid and owned media channels.

As part of the campaign this year, for the first time, Samaritans rail team members and volunteers will be holding outreach events across stations in Britain to raise awareness with passengers of how small talk can save lives.

Share the template press release with your local media contacts and show your support. The press release is under embargo until Tuesday 21 February. Both Samaritans and Network Rail will be targeting national and trade press.

**Download
Press release**

Please download the full **Q&A document**

Please see Samaritans **Media guidelines** for safe reporting of rail suicide

Small Talk Saves Lives website: **samaritans.org/smalltalksaveslives**

The above is all background information. For any media enquiries then please contact **a.shacklady@samaritans.org**

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To support the campaign, you can:

Download the film and share on your social media channels and website.

Film available with Welsh subtitles. Please email charlie.oven@networkrail.co.uk

30 second film



Download

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To support the campaign, you can:

Download the images and share on your social media channels.

Assets in Welsh are available on request. Please email charlie.oven@networkrail.co.uk

Facebook post



Download

Twitter post



Download

Instagram post



Download

Suggested social copy

If you think somebody needs help, trust your instincts and start a conversation. A little small talk can be all it takes to start someone on a journey to recovery.

samaritans.org/smalltalksaveslives
#SmallTalkSavesLives

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To support the campaign, you can:

Display posters on digital screens and use our PA announcement in your stations.

Landscape OIS screen



Download

Portrait OIS screen



Download

Portrait D6 poster



Download

PA announcement



Download

(1) Campaign background

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To support the campaign, you can:

Print the **static** poster to be displayed in stations or on platforms.

Assets in Welsh are available on request. Please email charlie.oven@networkrail.co.uk

Portrait DR poster
in station



Download

Portrait A0 poster
in station



Download

Portrait A1 poster
in station



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Portrait A2 poster
in station



Download

Portrait A3 poster
in station



Download

Portrait A4 poster
in station



Download

Portrait A5 poster
in station



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Landscape DR poster
in station



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Landscape A0 poster
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Landscape A1 poster
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For further information/support or if you have a case study story of someone who has saved a life using small talk, please contact:

Amy Shacklady

Samaritans media manager
a.shacklady@samaritans.org

Charlie Oven

Network Rail campaigns manager
charlie.oven@networkrail.co.uk

You can also speak to your Samaritans Regional Development Lead (RDL) about plans for promoting the campaign. We're keen to work together to maximise campaign reach and engage: railcompanies@samaritans.org



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