

Small Talk Saves Lives

Phase 5 communications toolkit



in partnership with



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Small Talk Saves Lives is a campaign to empower the public to act to prevent suicide. The campaign has been running since 2017 and is the rail industry's award-winning flagship suicide prevention campaign.

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.

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

It's more important now than ever that we look out for each other. The challenges that people face up and down the country have been felt even more deeply as the pandemic has had a profound impact on the nation's mental health and continues to be a concern for many people.

(1) Campaign background

(2) Media backgrounder and Q&A

(3) Campaign overview

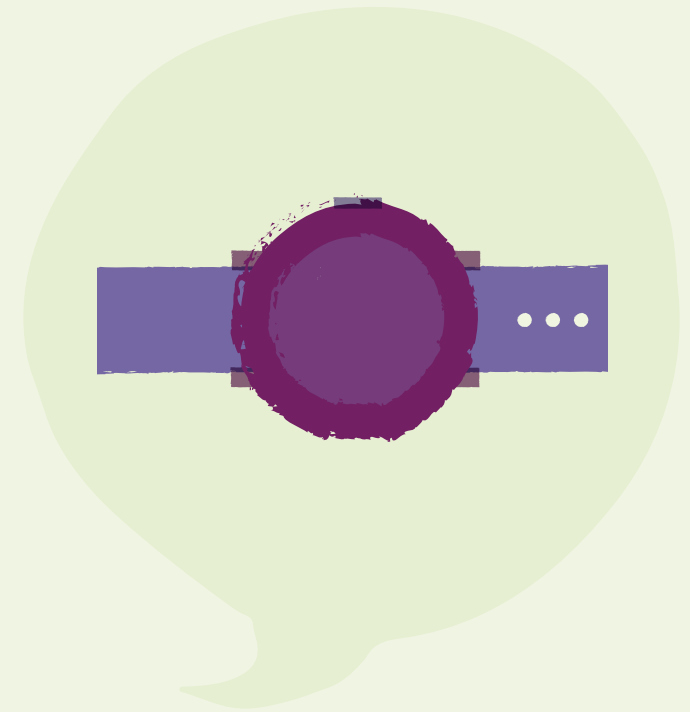
(4) How you can support the campaign

Previous phases of the campaign have shown encouraging results:

76% of those who saw the campaign in the last phase said they would be either likely or very likely to approach and speak to someone who appeared upset or in distress on a platform at a train station.

53% of those who have seen the campaign were able to identify that someone who appeared upset or in distress on a platform at a train station might be considering taking their own life, compared with just **36%** of those who haven't seen the campaign.

42% said that the campaign had increased or reinforced their intent to act if they notice someone who appears withdrawn, alone or upset.



Small Talk Saves Lives phase 5 will be launching in the first week of August and will run for four weeks across a range of paid and owned media channels.

Research has shown that many people still may not be entirely confident on how they should act or what they should say if they found someone in emotional distress

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

Please see our media guidelines: **<https://www.samaritans.org/about-samaritans/media-guidelines/>**

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

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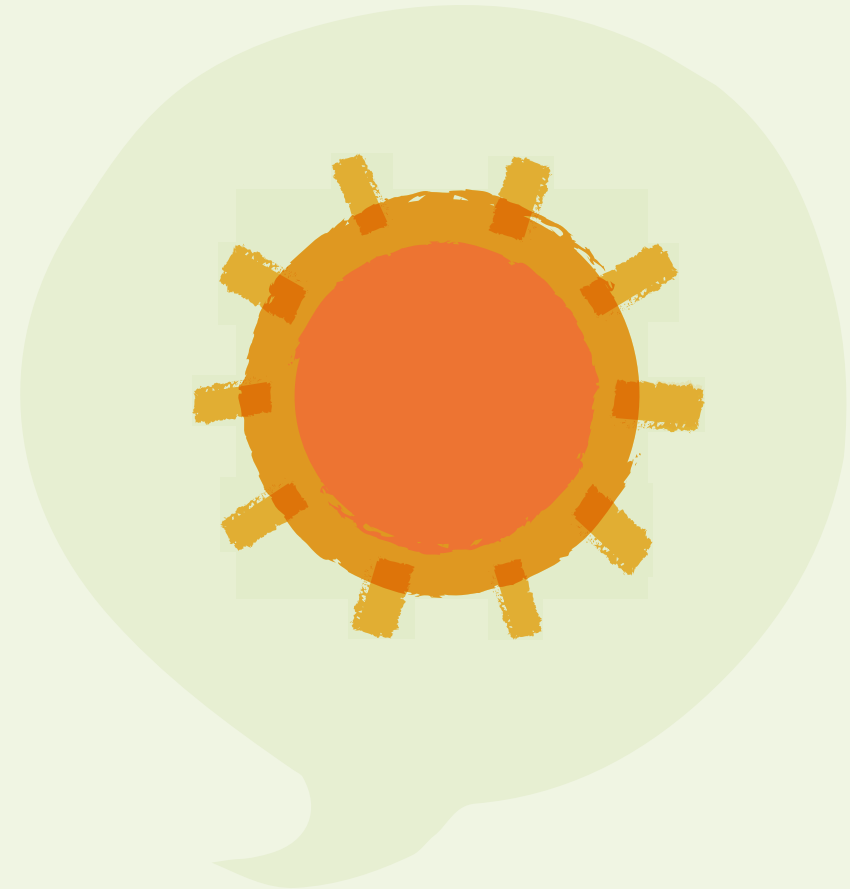
(3) Campaign overview

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Name: **Small Talk Saves Lives phase 5**

Timings: **2nd August 2021** (PR launch 3rd August)

Website: samaritans.org/smalltalksaveslives



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(4) How you can support the campaign

To support the campaign, you can:

Share the campaign on your social media channels.

Welsh and bilingual assets are available on request. Please email lucy.jones2@networkrail.co.uk

Facebook post



Download

Twitter post



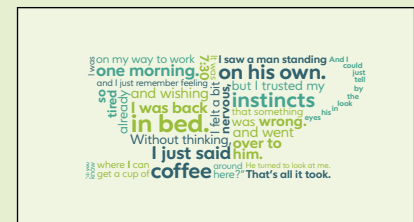
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Instagram post



Download

Animation



Download

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To support the campaign, you can:

Display posters on digital screens.

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Portrait D6 poster in station



Download

Portrait A0 poster in station



Download

Portrait A1 poster in station



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Portrait A3 poster in station



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Portrait A4 poster
in station



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Portrait A5 poster
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Landscape D6 poster
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To support the campaign, you can:

Share on OIS screen, use our PA announcement in your stations and share the template press release.

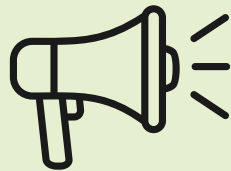
Welsh and bilingual assets are available on request. Please email lucy.jones2@networkrail.co.uk

OIS screen



Download

PA announcement



Download

Press release



Download

Share the template press release with your local media contacts and show your support. The press release is under embargo until Tuesday 3 August. Both Samaritans and Network Rail will be targeting national and trade press too.

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To support the campaign, you can:

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

Welsh and bilingual assets are available on request. Please email lucy.jones2@networkrail.co.uk

Portrait D6 poster
in station



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Portrait A0 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 media manager

charlie.oven@networkrail.co.uk

You can also speak to your RDL about plans for promoting the campaign. We're keen to work together to maximise campaign reach and engagement:

North West & Central Region

Dave Brown

d.brown@samaritans.org

Eastern Region

Aimee Maguet

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Scotland

Haydn Pasi

h.pasi@samaritans.org

Wales & Western Region

Jules Twells

j.twells@samaritans.org

Southern Region

Helen Ranasinghe

h.ranasinghe@samaritans.org



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