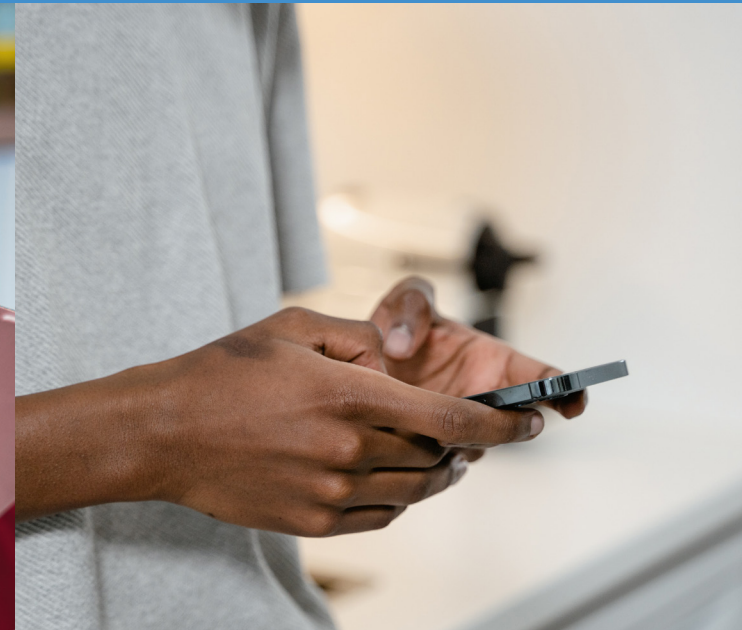


Shout - rail industry communications toolkit

shout
85258
here for you 24/7

 National Rail

NetworkRail

Introduction

Every 34 hours, a suicide occurs on the railway.

Although railway suicides only account for around 4 – 5% of all suicides in Great Britain, the emotional, human and financial costs are disproportionately high. Whilst the total number may appear small, they have a massive impact on our industry.

The rail industry has a part to play in preventing these suicides both on the network and in the wider community.

The most effective ways are through the promotion of help-seeking behaviour amongst the vulnerable and intervening in suicide attempts.



Background

Research commissioned on behalf of the rail industry investigated the social psychology of 'dissuasion' to consider whether there might be additional or alternative ways to dissuade people from attempting suicide on the railways or within society in general. The recommendations included preventing suicides earlier, through a greater awareness of the support that is available.

Since the research recommendations were received, the rail industry has expanded our signposting partnerships and collateral to reach a wider audience, helping people to support themselves before reaching crisis point.



Shout

Shout is a free, confidential and 24/7 text support service for anyone in the UK who is struggling to cope.

More than 2,400 trained volunteers offer anonymous, free support for anyone feeling alone, overwhelmed or suicidal. Powered by charity Mental Health Innovations, Shout is a silent and confidential service that does not appear on phone bills.

The rail industry has partnered with Shout as part of its wider efforts to encourage help-seeking behaviour for anyone who may be struggling with their mental health in and around the railway.

Through the Shout service, people can text the bespoke word 'JOURNEY' to 85258 to receive mental health support at any time.



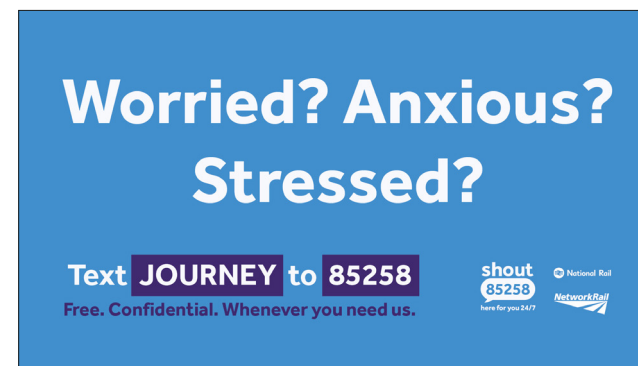
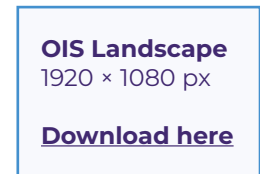
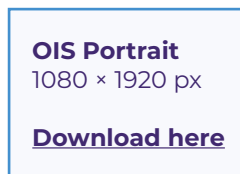
Toolkit

This toolkit contains links to a variety of assets, including station posters, OIS graphics, a pull up banner, business cards and social media assets.

Download and print these to display at your station or post on your social channels.

Digital displays

For use across digital display screens in stations or other railway buildings.



Toolkit

Social media assets

For use across social media channels.

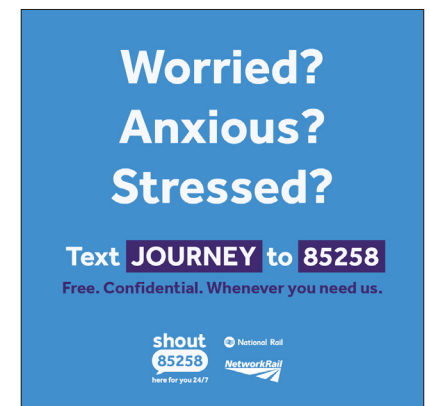
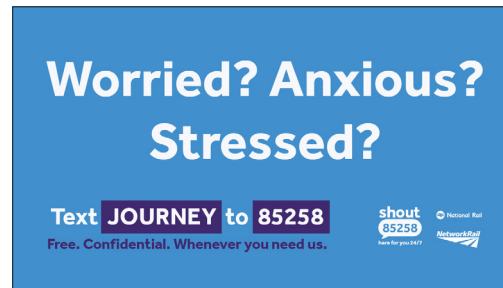
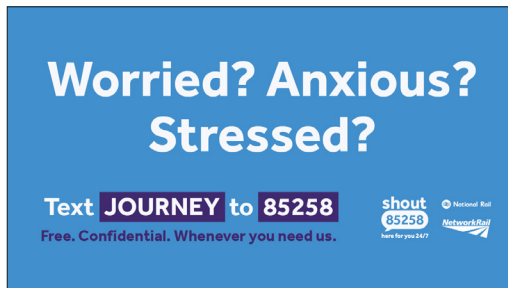
This toolkit is only for use in agreed locations for Year One of the partnership between Shout and the rail industry. Please consider any promotional activity across social media channels very carefully.



Facebook
1280 × 720px
[Download here](#)



Twitter
1200 × 675px
[Download here](#)



Suggested social media copy

If you're struggling with your mental health, help is just a text away with [@GiveUsAShout](#). Text JOURNEY to 85258 for free and confidential support, 24/7.

[@ GiveUsAShoutInsta](#) [GiveUsAShout](#) [GiveUsAShoutUK](#)

Instagram
1080 × 1080px
[Download here](#)

Toolkit

Posters

These posters can be displayed in available spaces inside and outside of the station.



**Worried? Anxious?
Stressed?**

Support is just a text away.

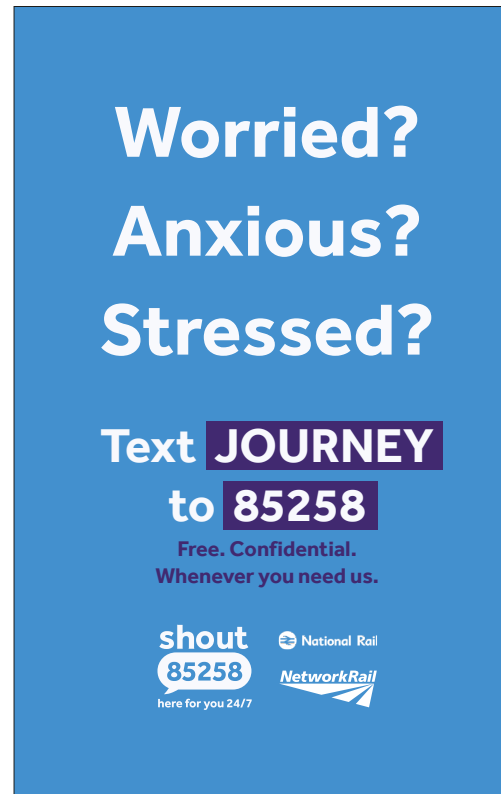
**Text JOURNEY
to 85258**

Free. Confidential.
Whenever you need us.

shout 85258 here for you 24/7
National Rail NetworkRail

DR Poster
635 x 1000mm

[Download here](#)

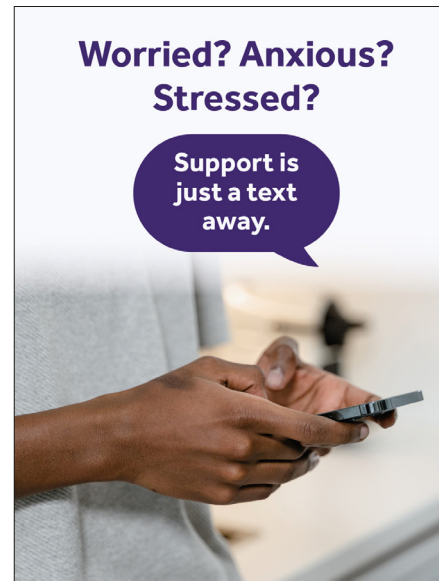


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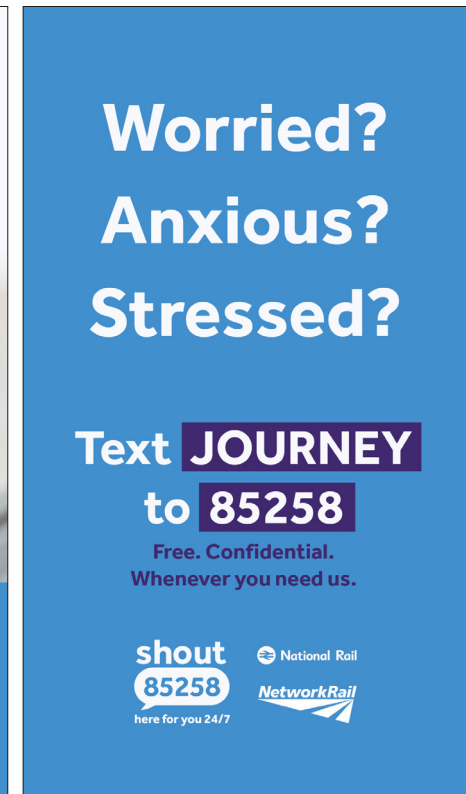
Text JOURNEY to 85258

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National Rail NetworkRail

D6 Poster
1080 x 1920 px

[Download here](#)



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Toolkit

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A2 Poster (Portrait)
420 x 594mm

[Download here](#)

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A4 Poster (Portrait)
210 x 297mm

[Download here](#)

A3 Poster (Portrait)
297 x 420mm

[Download here](#)

Toolkit

Additional assets

These promotional materials can be printed out for conferences and industry events.



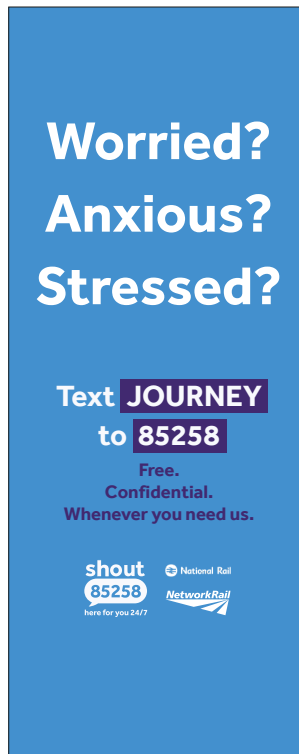
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to **85258**

Free.
Confidential.
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shout here for you 24/7 National Rail
85258 Network Rail




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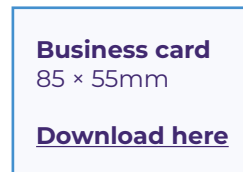
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85258 Network Rail



Business card
85 × 55mm

[Download here](#)

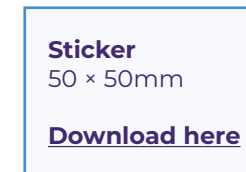


Worried?
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Text **JOURNEY** to **85258**

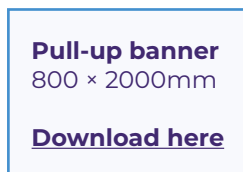
Free. Confidential. Whenever you need us.

shout here for you 24/7 National Rail
85258 Network Rail



Sticker
50 × 50mm

[Download here](#)



Pull-up banner
800 × 2000mm

[Download here](#)

Contact

For more information, or if you have a case study story connected to the campaign to share, please contact:

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