

A man in a blue denim jacket and a dark face mask is shown in profile, looking towards the right. The background is a blurred train station with a train visible. The overall lighting is soft and slightly dim, with a blueish tint.

There Is Always Hope

Communications Toolkit

Contents

3	Campaign Background	15	Campaign Assets: Video
6	Media Backgrounder	16	Campaign Assets: Statics
8	Hub of Hope & Chasing the Stigma Background	19	Campaign Assets: Stakeholder versions
10	Campaign Overview	20	Campaign Assets: Social
13	Your Support	21	Campaign Assets: Supporting Interviews
14	Campaign Press Release	25	Chasing the Stigma Posters

Campaign Background

Suicide Prevention and the Rail Industry

On average, around 250 people come to the railway to end their life every year. Although this is only between four and five percent of the overall number of suicides generally, these fatalities have a devastating impact on the families of the deceased, our staff and passengers, and to the industry more broadly.

So far this year, 184 people have taken their own lives on the railway (between 1st April 2020 and 10th January 2021). Suspected suicides this year have cost the industry c. £25.5m in resulted in c. 276,676 minutes of delay.

Those most at risk are 30-50-year-old White, British men, with 80 per cent of rail suicides in 2019/20 carried out by men. The pandemic has meant new audiences are beginning to emerge and there's been a small shift - increasingly we are seeing younger people and more women coming to the railway, but these shifts are small and the number of men still greatly outweighs the number of women.



Campaign Background

Background on the Campaign

The purpose of this campaign is to target vulnerable people further upstream, and signpost them towards local support services earlier on, rather than when they are at crisis point. The idea was born out of the in-depth study carried out by James Bannerman looking at dissuasion techniques that have been used successfully across the globe.

We have partnered with national mental health charity, Chasing the Stigma, who have created an app called the Hub of Hope – a directory of more than 2,000 UK-based support services that can be found by typing in your postcode. We are keen that we do not displace people, but instead signpost them towards help and support before they have the conscious idea of ending their life on the railway.



Campaign Background

Post Coronavirus – the Mental Health Pandemic

Experts are forecasting that there will be a **mental health crisis** this year as a result of Covid 19, and the challenges it has brought for many.

Calm have warned us that the effects of this crisis are likely to be felt in 2021 (they highlighted that numbers contacting their helpline **rose by 25% in April and May** of this year after the first lockdown, and that there was a spike in suicides in 2009, following the financial crisis in 2008).

That, coupled with the fact that once lockdowns are eased and mental health impacts start to bite, there will be more access to means, with many of those in crisis much more able to find their way to the railway than during lockdown.

In April 2020 over **30% of adults** reported levels of mental distress indicative that treatment may be needed, compared to around 20% between 2017 and 2019.

Media Backgrounder

What is the 'There Is Always Hope' campaign?

The 'There Is Always Hope' campaign is a multichannel campaign by Network Rail in partnership with national mental health charity, Chasing the Stigma. The campaign aims to humanise and normalise mental health by highlighting the help and support options available to vulnerable people before they reach crisis point. This includes the 'Hub of Hope', a free mental health application by Chasing the Stigma which lists the most relevant and readily available support near you when you need it.

Why is Network Rail launching this campaign?

This campaign seeks to re-frame the association of the railway as a place to take your own life. The aim is to subtly dissuade those in crisis from taking their life on the railway by highlighting the railway as a positive and uplifting place where connections are made and journeys begin.

What are the main objectives of 'There Is Always Hope'?

The objective of this multichannel campaign is three-part:

- Increase downloads to the Hub of Hope application
- Increase awareness of Network Rail's commitment to mental health outside suicide prevention
- Position the railway as a positive community space where life happens

Which audience is this campaign trying to reach?

The primary audience are males aged 30-50.

The secondary audience includes, females aged 30-50, youth cohort aged 18-25 and the general public for awareness of the campaign and mental health partnership.

Network Rail wants audiences to:

- Think the railway is an uplifting community hub where positive connections are made.
- Feel there is always hope and access to help and support is available if they are suffering with their mental health before they arrive in crisis on the platform
- Download the Hub of Hope app for local support to start their mental health journey

Media Backgrounder

What are the key messages behind this campaign?

Primary key messages – for those struggling with mental health:

- There's always hope
- If you're struggling with your mental health download the Hub of Hope app

Secondary key messages - for wider public:

- Network Rail is working with Chasing the Stigma to help people who are struggling with their mental health find access to local support through the Hub of Hope app
- Mental health is at an all-time low following the covid-19 pandemic
- This campaign is part of the rail industry's commitment to mental health and reducing suicides on the railway
- Network Rail cares about the safety and wellbeing of its staff and passengers

Why is Network Rail not partnering with Samaritans for this campaign?

In January 2010, Samaritans and Network Rail formed a partnership to help reduce the number of railway suicides and improve the support available to those affected by them – including rail staff and passengers. This has now developed into a rail industry-wide programme running until 2025, funded by Network Rail on behalf of the rail industry and supported by the British Transport Police and train operating companies across the UK. Network Rail continue to work in partnership with Samaritans on the award-winning campaign 'Small Talk Saves Lives'.

In addition, Network Rail and the rail industry supported Samaritans' successful awareness and behavioural change campaign 'Real People, Real Stories' in 2019 and 2020. Building on the success of the partnership, Network Rail have expanded their charity partnership work for their 'There Is Always Hope' campaign.

Samaritans volunteers are always here to listen – day or night, 365 days a year. Call free on **116 123** or email jo@samaritans.org

Please contact
Amy Shacklady, Samaritans Media Manager (Network Rail partnership) –
a.shacklady@samaritans.org.uk for use in external media.

Hub of Hope & Chasing the Stigma

CHASING THE STIGMA

Chasing the Stigma is a national mental health charity, which aims to remove unnecessary stigma attached to mental health by humanising and normalising the topic and making help as easy as possible to find.

The charity has created the Hub of Hope, the UK's leading mental health support database, which brings local, national, peer, community, charity, private and NHS mental health support and services together in one place for the first time.



Twitter: [@ChasingStigma](https://twitter.com/ChasingStigma)



Facebook: [Chasing The Stigma](https://www.facebook.com/ChasingTheStigma)



Instagram: [@ChasingTheStigma](https://www.instagram.com/ChasingTheStigma)



LinkedIn: [Chasing the Stigma](https://www.linkedin.com/company/chasing-the-stigma)



chasingthestigma.co.uk

Hub of Hope

The Hub of Hope app uses the location of a web browser or mobile device to find the nearest and most relevant support to the user, as well as providing a direct link to Samaritans or Crisis Text Line via its “Need Help Now?” Button.

To date, the Hub of Hope has directed hundreds of thousands of people to life-changing and even life-saving support and it is now the UK's go-to mental health support signposting tool, with more than 2,000 local, regional and national support groups and services listed.

The Hub of Hope is also the foundation of Chasing the Stigma's accessible 20-minute **Ambassador of Hope** training, which focuses on how to talk about mental health, how to effectively signpost those who need help to appropriate support and how to deal with a mental health crisis.

The app is free to download and use and free for organisations to register and list their details and services.

Available from the App Store, Play Store and via hubofhope.co.uk

Hub of Hope & Chasing the Stigma

Help us grow the Hub of Hope

To date we have more than 2,000 services registered on the Hub of Hope, but we know there are more out there and we need **your** help to continue growing and populating the app.

We've come a long way from where we started, with a simple spreadsheet listing a few local services, but we want to go further. We want to ensure that everyone in the UK can access their nearest and most relevant mental health support. Join us on our mission.

- Register your service for free
- Tell local mental health support organisations about the Hub of Hope and encourage them to register
- Tell us if there are areas with low coverage so we can address them

Registering a Service on the Hub of Hope

It's free, quick and easy to register a service on the Hub of Hope, simply go to: hubofhope.co.uk/register-your-service and complete the form.

Our team will check and verify the entry and if we need any other information, we'll get in touch. If not, the service should appear on the app within 14 days. Services are regularly prompted to check their details are accurate and up-to-date and there is also a button on each service that allows users to report any out-of-date or inaccurate information.

For more information about registering on the Hub of Hope, contact hubofhope@chasingthestigma.co.uk.



Campaign Overview

Campaign Name:

There Is Always Hope

Timings:

March & April 2021

Website:

hubofhope.co.uk

Approach:

We are connecting with people who may be quietly struggling with their mental health in a meaningful way and signposting them to tangible support while re-framing the mental associations that people have with the railway and suicide by showing it in a positive light, full of moments of hope and connection.

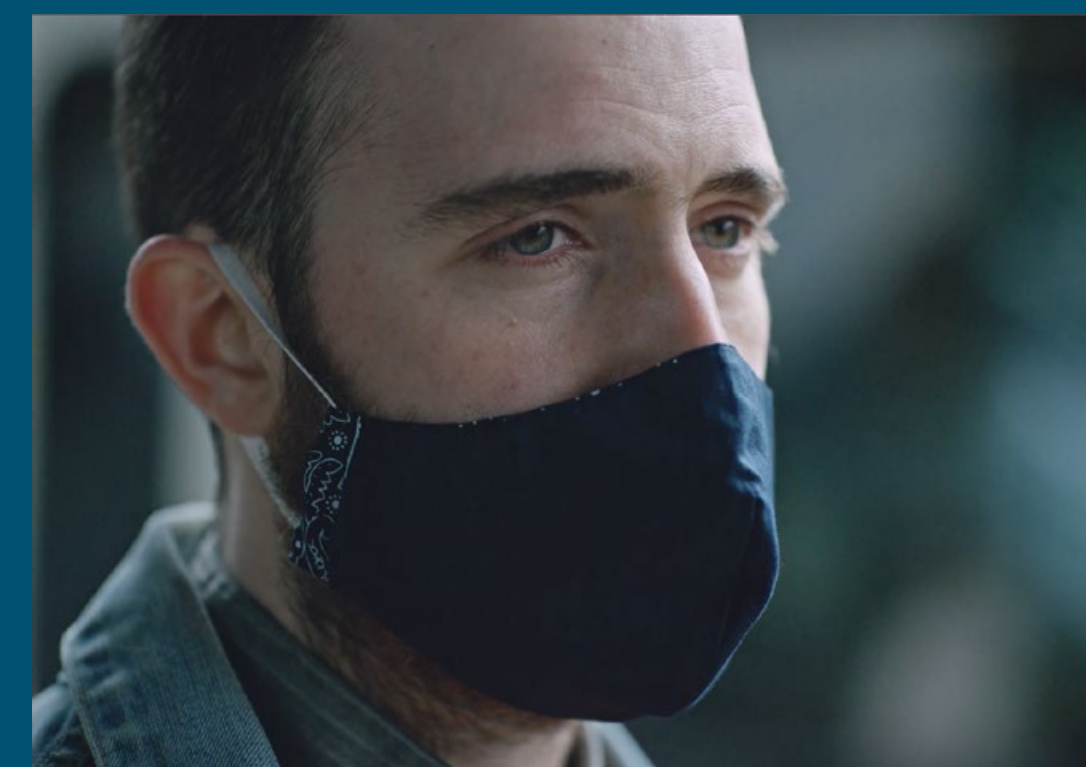
Campaign Overview

Creative Rationale

Some people are in a dark place, they don't necessarily want to end their life they just want to end the pain. They unfortunately currently associate the railway as a place you can end it effectively but the truth is the railway is a safe place; one filled with hope, connections and brimming with energy.

To build a strong positive association with the railway the creative message had to be based on this truth. A truth that can be substantiated, identified with and one that people will continue to want to be a part of. We spent time in train stations people-watching, observing the comings and goings, the different walks of life each with different personalities, relationships, destinations, reasons for travel and different purposes. So many differences yet all united by one commonality: they are all starting something.

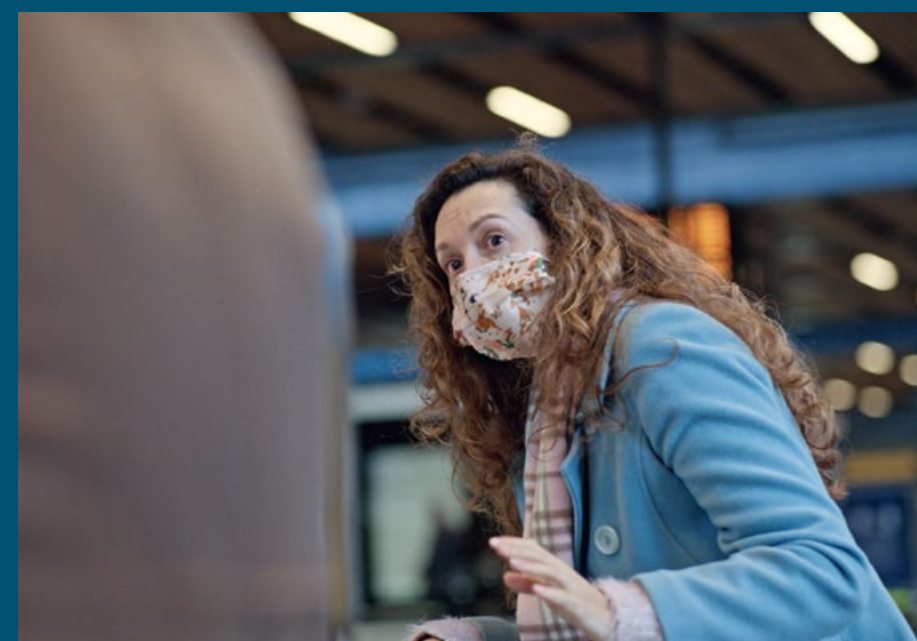
Some people are starting a day of work, some returning and starting their well-earned family time; some are meeting people for the first time, some for the hundredth time, there will be concerts, parties, make-ups and break-ups, football matches, nights out, nights in and nights off but all are the start of something, and that is what stations and the railway are the beating heart of... There is always hope.



Campaign Overview

So we created film, and static assets that portray this feeling found in stations we wanted to capture the ebb and flow of everyday life passing through a station. From the mundane to the surprising, the drab to the dramatic, nothing is off-limits, this is exactly what you would see were you in that very station. Indeed the camera observes station life as if through the eyes of a fellow commuter. The prevailing sense you are left with is that these are places of energy, hives of activity, colourful, vibrant, emotional and real. They are life affirming - connecting, positive places of hope

Across all our creative we see individuals in differing states of vulnerability, but who are supported within each scenario in a way that encapsulates the life and energy of the railway as well as the connections and symbols of hope that can be found there.



Your Support

There are a number of things you can do to support the campaign, including:



Share the campaign video on your social media channels



Share the social media assets on your social media channels throughout the campaign



Embed the campaign video on your website alongside the campaign narrative and images



Display the posters on digital screens in stations or on platforms



Print the static poster and display it in stations or on platforms

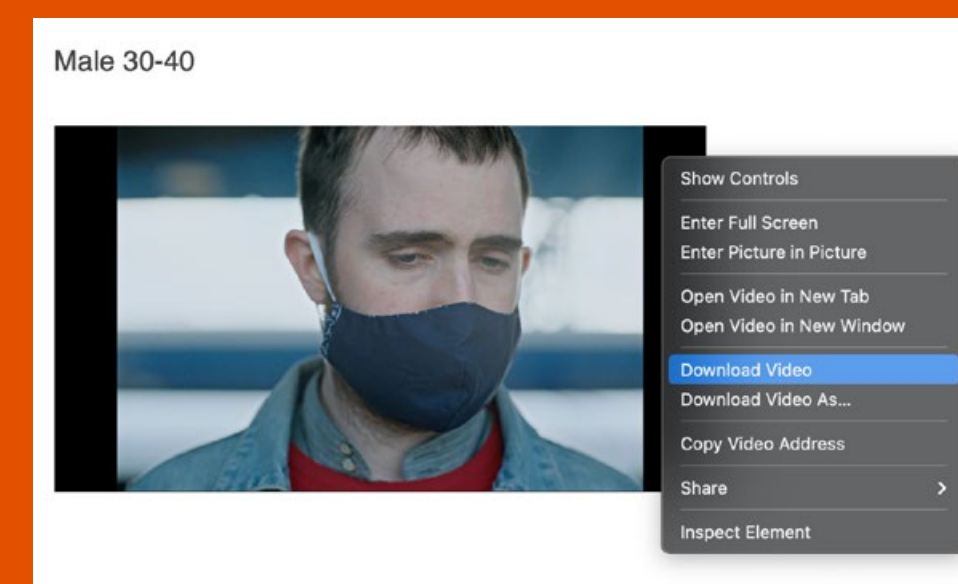


Share the video with your employees alongside the campaign narrative and encourage them to share it via social media too



Share some of the latest facts from the campaign press release on your website and social media channels

To download the videos from the asset library, click play first then right click the video for download options.



The campaign is due to launch on **Monday 8th March**. Please do not share any campaign assets externally prior to this.

All assets are available to download in our asset library [Download](#)

Campaign Press Release

‘There Is Always Hope’ campaign launched as new research shows huge rise in mental health issues across Britain as a result of the pandemic

- 69% of 18-24 year olds say their mental health has been negatively impacted by the pandemic
- Almost half (48%) of all adults across Britain are struggling with their mental health
- Network Rail launches new ‘There is Always Hope’ campaign with national mental health charity, Chasing the Stigma.

Young people have seen their mental health deteriorate the most since the pandemic began, according to new research from Network Rail and national mental health charity, Chasing the Stigma.

Almost three quarters of 18-24-year-olds (69%) say that Covid-19 has had a negative impact on their mental health compared to 28% of over 65s, while nearly half of Brits (48%) agreed that their mental health has taken a hit since the pandemic began.

The research was carried out as part of Network Rail’s new ‘There is Always Hope’ campaign aimed at encouraging those struggling with their mental health to seek help before they reach crisis point.

According to the study, mental health symptoms have surged among all age groups over the last 12 months, with respondents reporting increases in anxiety (40%), loneliness (31%) and depression (31%).

The study of more than 2000 GB adults by research agency Yonder, reveals that the pandemic has also had a significant impact on students, with 64% claiming it has affected their mental health, along with 65% of those who identify as being LGBT+.

The rail infrastructure giant has partnered with charity, Chasing the Stigma to create a new film which portrays a young man looking distressed and withdrawn, who finds himself surrounded by positive moments of hope as he moves through a railway station.

At the end of the film, he finds himself having a moment of connection with a fellow passenger, which leads to them striking up a conversation as they embark on their journey. By showing these moments of care and connection throughout the film, the aim is to show that no matter how desperate you may feel, there are people around you who care and there is always hope.

The film ends with a call to action encouraging people to download the Hub of Hope app if they are struggling with their mental health. The Hub of Hope app is provided by Chasing the Stigma and brings together all of the mental health support available to someone in any given area, from NHS support and national charities like Mind and Samaritans to voluntary, private and third sector services.

Andrew Haines, chief executive of Network Rail said: “We have a huge responsibility to keep people safe and support the wellbeing of both our staff and passengers. Through this campaign, we are trying to help vulnerable people who are at risk before they even come to the rail network by signposting them towards support services through the Hub of Hope.”

Jake Mills, founder and CEO of Chasing the Stigma, is featured in the ‘There is Always Hope’ film. Jake set up the charity and developed the Hub of Hope following his own suicide attempt. He realised when talking through his own personal experience that many people didn’t know

where to turn within their own mental health issues and he wanted to offer support to others who found themselves in a similar situation.

Jake commented: “Mental health has never been more important, especially as the results show the Covid-19 pandemic is having a real impact on people, particularly young adults, across the UK.

“Breaking down the stigma around mental health and giving people access to the right support at the right time, is essential as it can make such a difference, and it’s the reason why we set up the Hub of Hope.

“These are challenging times but help and support is available and there is always someone to talk too, so there is always hope.”

There were some hopeful findings however, with three in five claiming to know where to go for mental health support in a crisis (58%), two in five people saying they have saved money as a result of the pandemic (40%), and a quarter reported having been able to spend more time with loved ones (26%). Meanwhile, half of those surveyed said they were feeling hopeful about the future due to the vaccine rollout (49%).

Additional findings from the research revealed:

- One in ten have accessed mental health support during the pandemic
- Social isolation has been felt by almost half of respondents (43%)
- Three quarters of those who struggled before the pandemic say their mental health has got worse (75%)
- More than a third (36%) of those who did not struggle

with their mental health prior to the pandemic have done so since it began

- A quarter said they have had more time to devote to hobbies and interests (25%)
- Just under half have concerns about the economy (42%)

The latest campaign forms part of the rail industry’s efforts to reduce suicides across the rail network – sadly an ongoing challenge faced by Network Rail, train operating companies and the British Transport Police. Ongoing measures are being taken to prevent such incidents from taking place, such as training thousands of industry staff and running campaigns such as Small Talk Saves Lives, which calls on people to look out for one another and intervene safely if they see someone who might need help.

‘There is Always Hope’ however, has been created with the input of suicide prevention and mental health experts to signpost those at risk of suicide towards support services much earlier on in their mental health journey, before the idea of ending their life on the railway becomes a conscious thought.

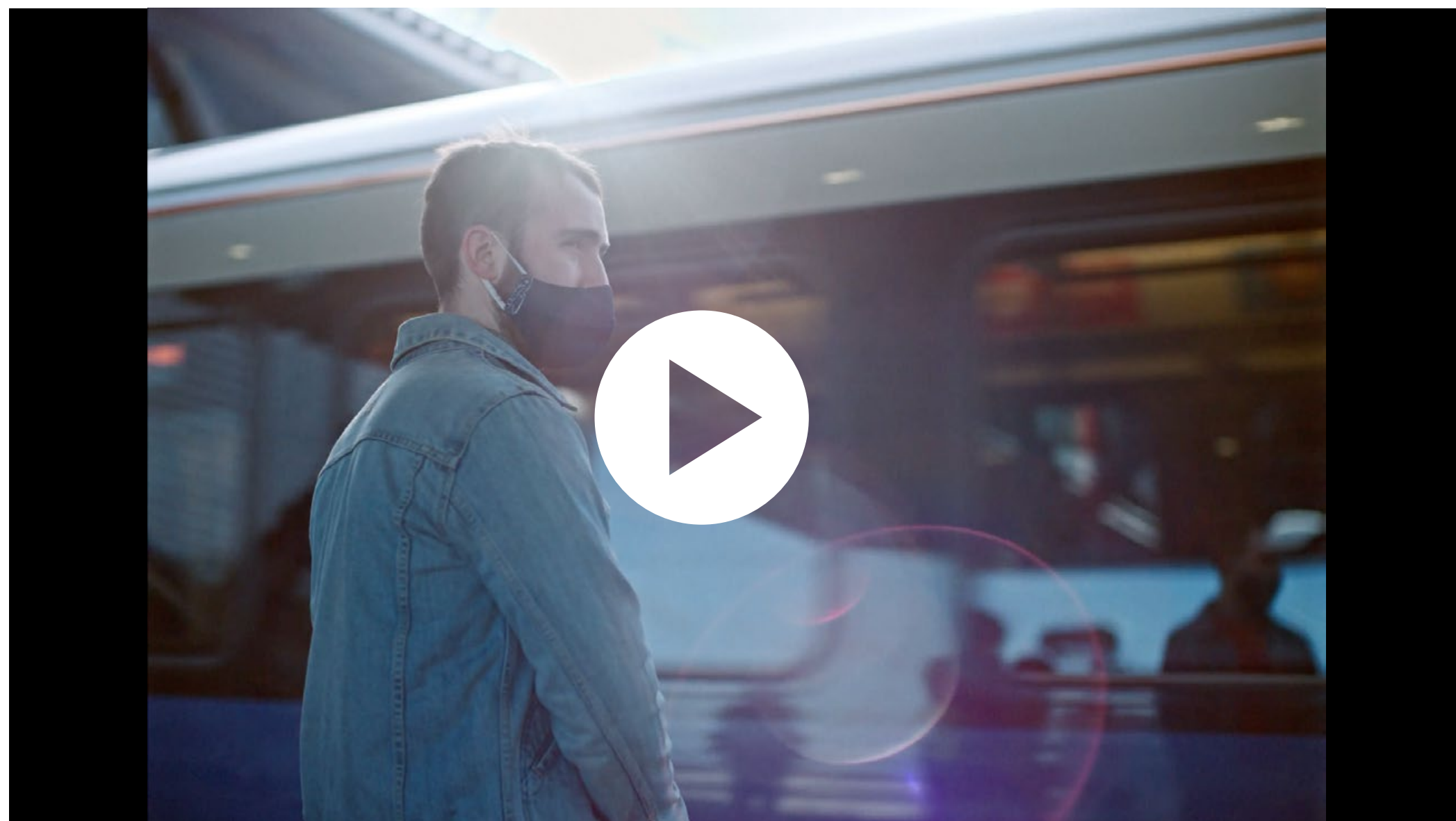
The campaign will go live on 8 March across national media outlets, social media platforms and music and podcast streaming sites (view the ‘There is Always Hope’ film here). Anyone struggling with their mental health can download the Hub of Hope app. The Hub of Hope can be accessed through the app, Chasing the Stigma website or at www.hubofhope.co.uk. The app also has a Need Help Now? button that links straight through to Samaritans and Crisis Text Line.

Download

This is embargoed until 11th March 2021.

Campaign Assets: Video

Hero



[Download](#)

Download this editable stakeholder version and show your support by adding your logo to the end of the film before sharing.

[Download](#)

30" Cutdown



[Download](#)

Campaign Assets: Statics

48 Sheet

Download



If you need help & support with your mental health download the app



[hubofhope.co.uk](https://www.hubofhope.co.uk)

Provided by
CHASING THE STIGMA

#ThereIsAlwaysHope

Campaign Assets: Statics

Digital D6

Download


Network Rail

THERE'S

ALWAYS

HOPE

If you need help & support with your mental health download the app

 [hubofhope.co.uk](https://www.hubofhope.co.uk)

Powered by CHASING THE STIGMA

#ThereIsAlwaysHope

Campaign Assets: Statics

6 Sheet

Download



Campaign Assets: Stakeholder versions

48 Sheet



Download

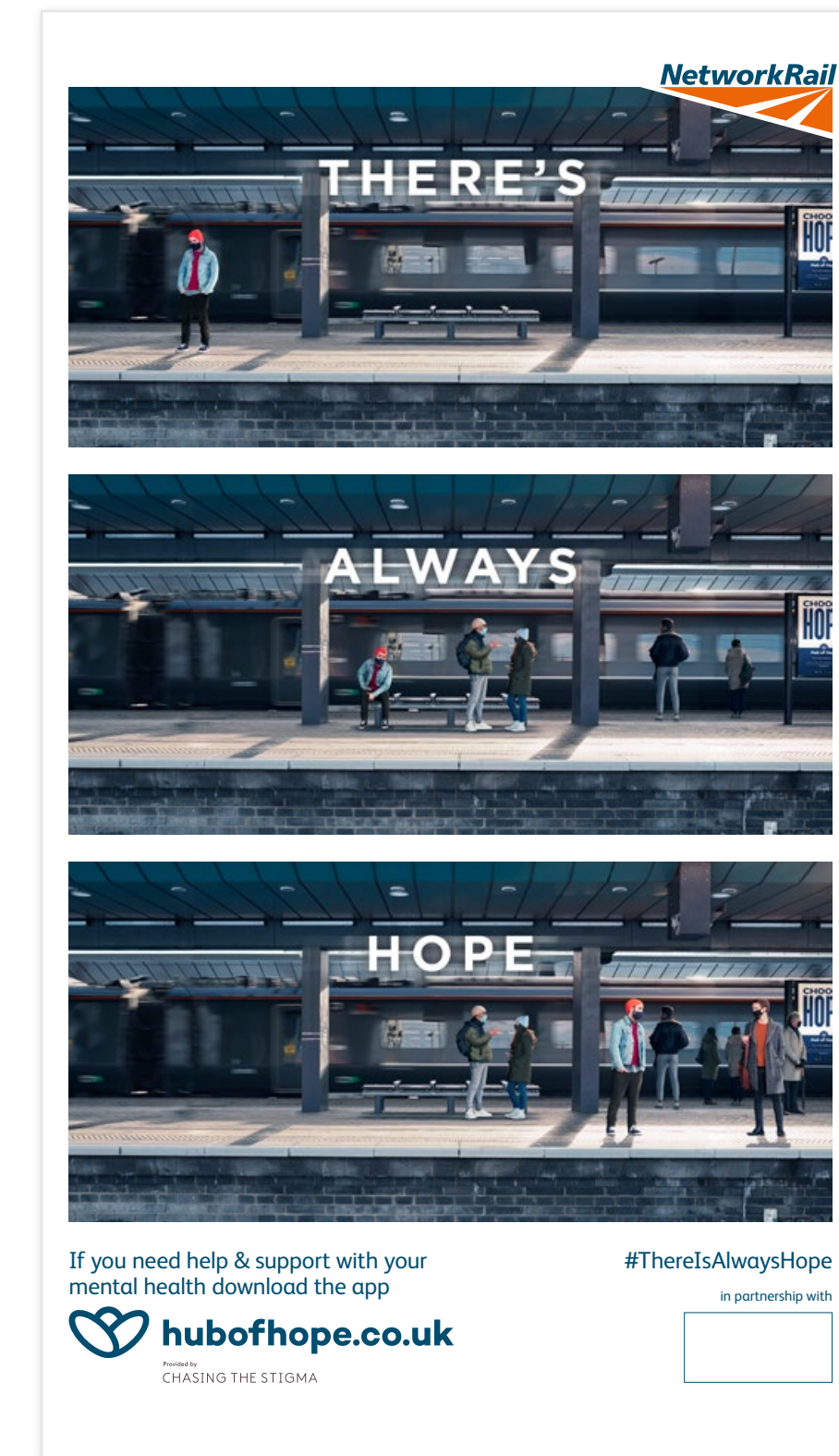
Place your logo here.

6 Sheet



Download

Digital D6



Download

Campaign Assets: Social

20" Cut Downs



Male, 18-24

Download



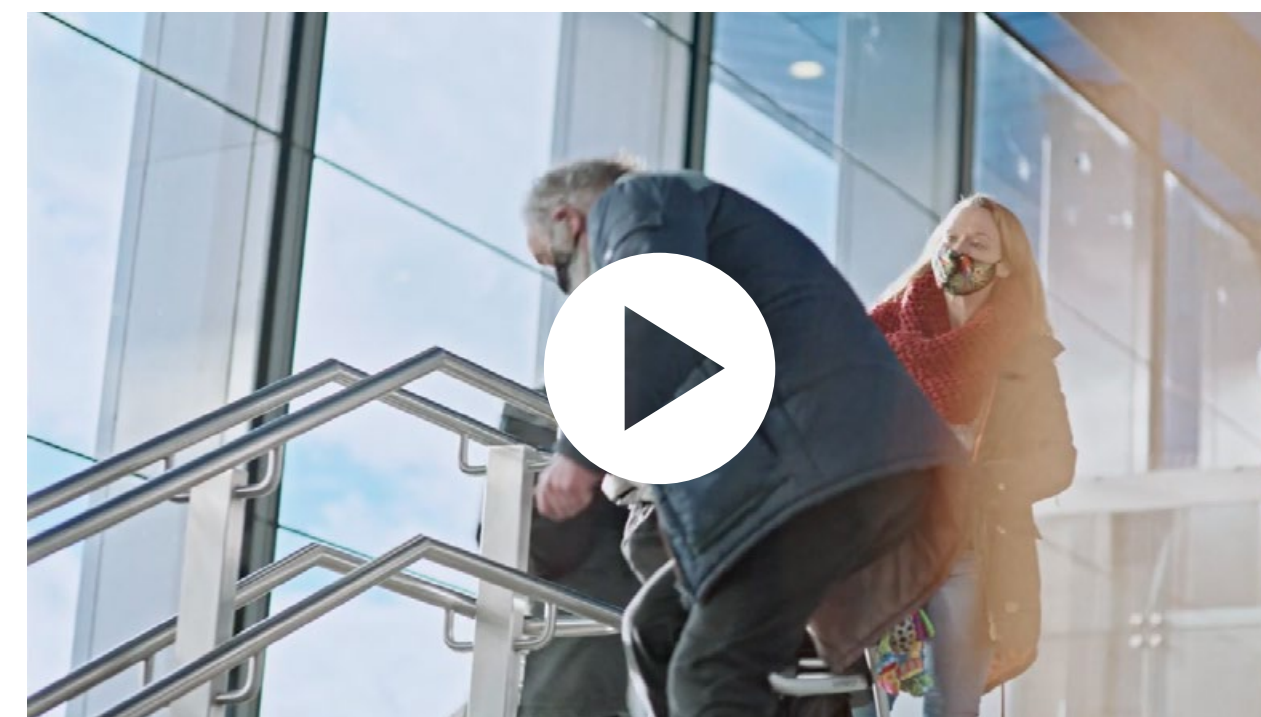
Male, 30-40

Download



Female, Late 20s

Download

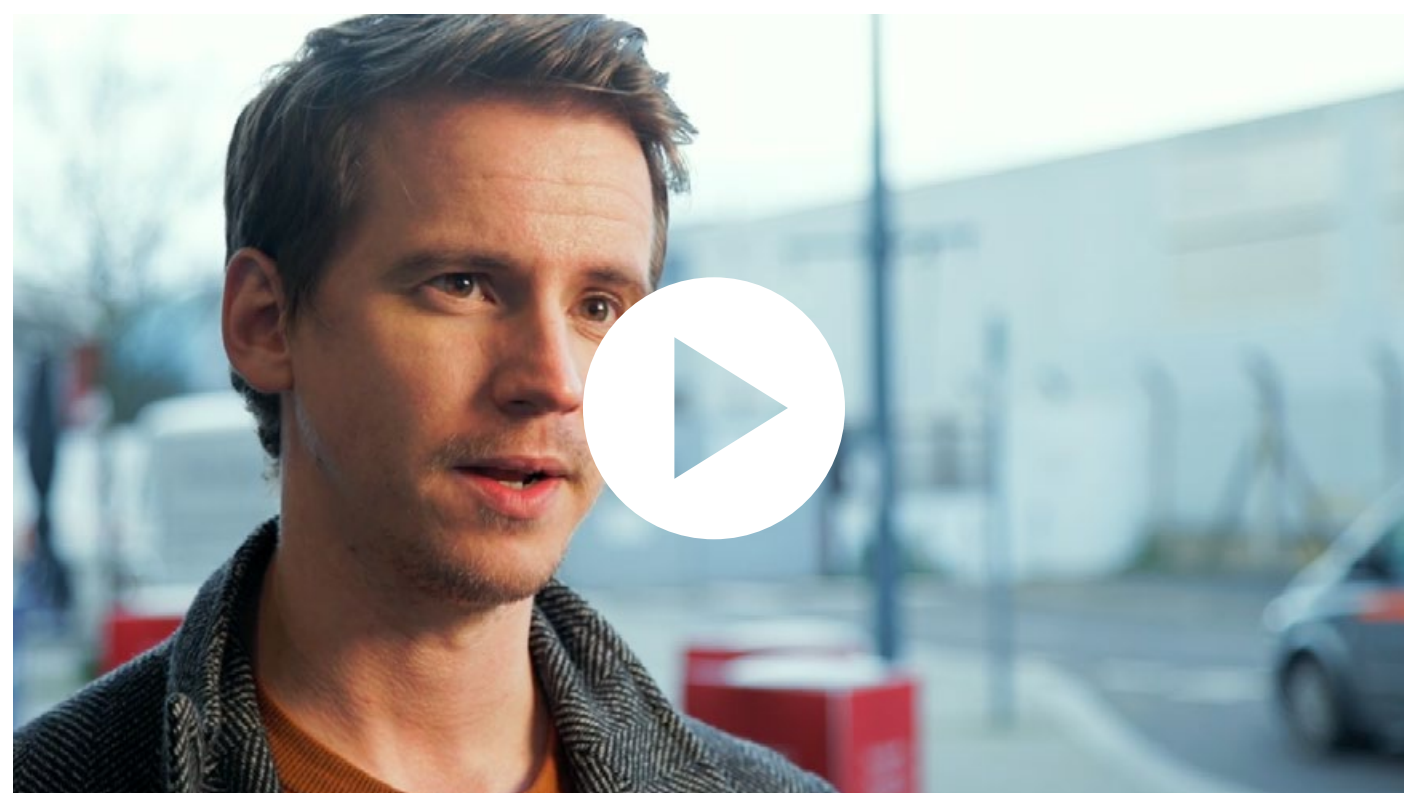


Moments of Life

Download

Campaign Assets: Supporting Interviews

Long Videos



Jake Mills - Finding Hope

An interview with Jake Mills, the founder of Chasing the Stigma, his lived experience with mental health and suicide and why that led him to set up the charity.

What Chasing the Stigma's focus is and further details on what the Hub of Hope is.

Warning! Discussion of suicide.

[Download](#)

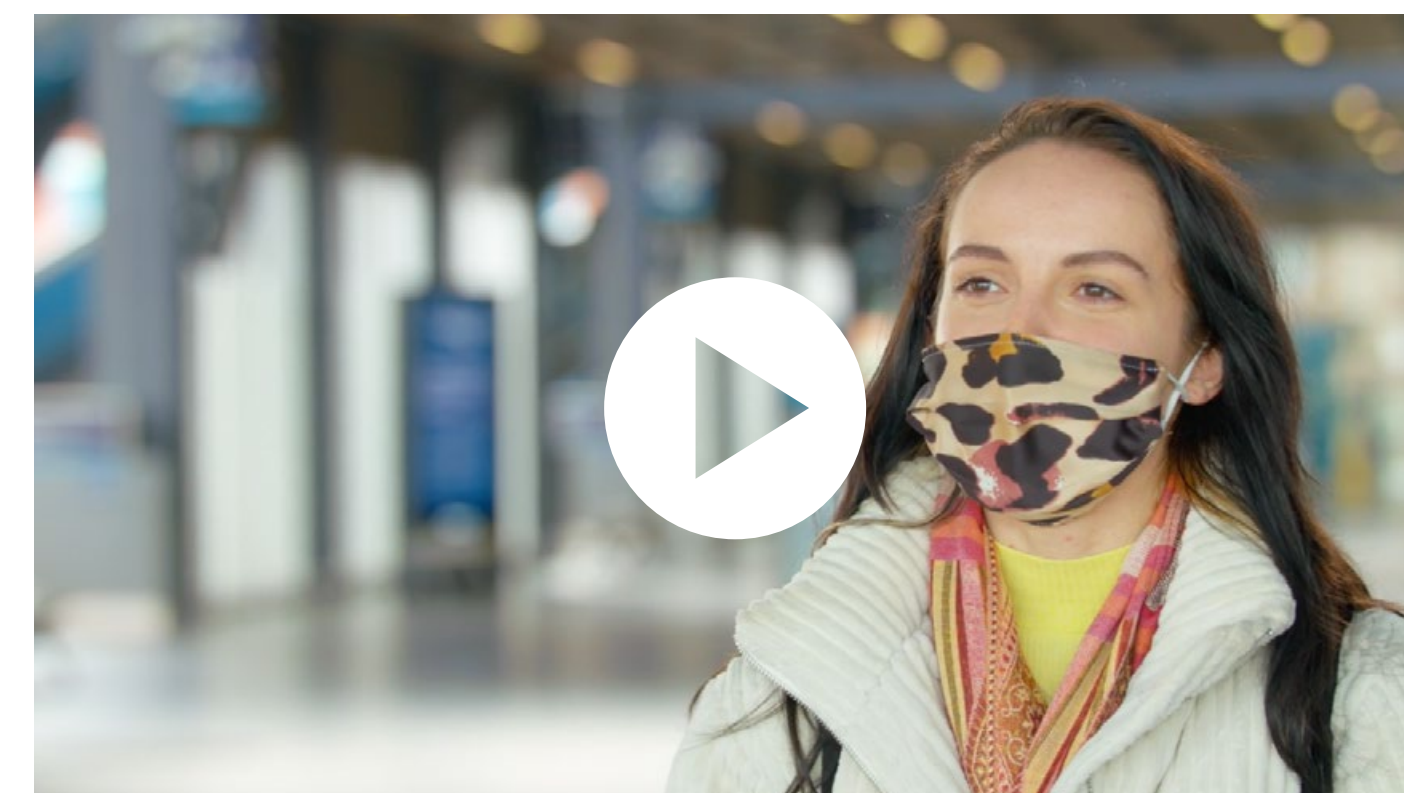


We All Have Mental Health

We want to normalise the conversation around mental health, it's something that can effect anyone. To show this, we asked everyone we spoke with to candidly speak about their own experiences. It's perfectly normal and seeking help and reaching out is imperative, there is always someone to talk to.

Warning! Discussion of suicide.

[Download](#)



Life at the Station

Staff at the station and the cast of our advert talk about their positive experiences and memories of train travel and life in the station.

This positive video aligns with our strategy by showing audiences that stations are hopeful busy places that are full of life.

[Download](#)

Campaign Assets: Supporting Interviews

Short Videos

These shorter videos cover the same topics as the previous page but in less detail.



Looking After Your Mental Health

Download



There's Always Hope

Download



Reaching Out

Download



Train Travel

Download



The Hub of Hope

Download



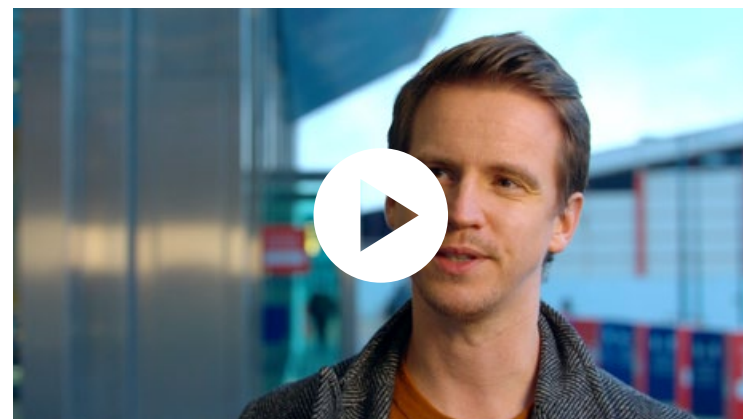
We All Have Mental Health

Download

Campaign Assets: Supporting Interviews

These single subject videos are sound bite comments that summarise the topics covered in the longer videos. They can be used as quick prompts to start the conversation and lead into the longer form content.

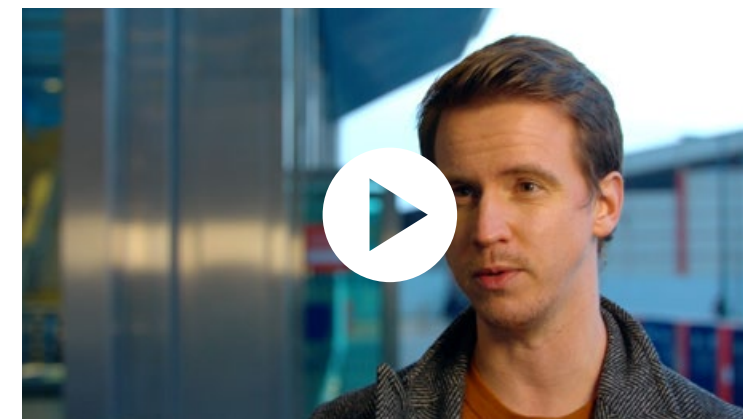
Soundbites - Train Travel



**Train Travel
- Jake**

[Download](#)

Soundbites - The Hub of Hope



**The Hub of Hope
- Jake 1**

[Download](#)



**The Hub of Hope
- Jake 2**

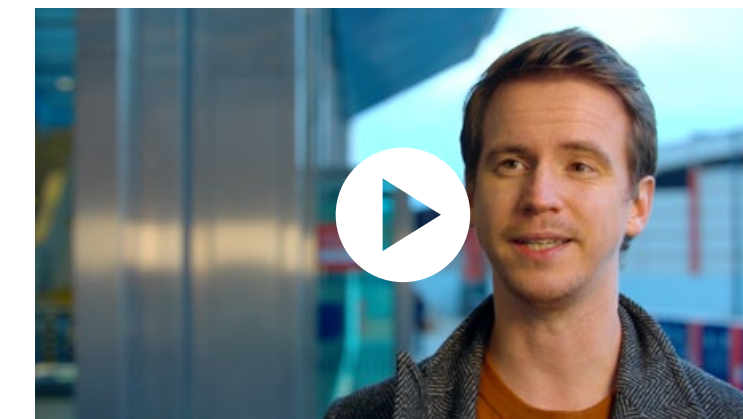
[Download](#)



**The Hub of Hope
- Jake 3**

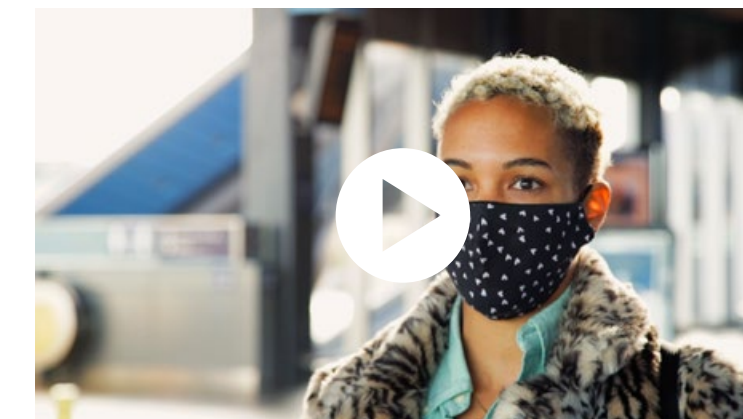
[Download](#)

Soundbites - Mental Health



**Mental Health
- Jake**

[Download](#)



**Mental Health
- Jasmine**

[Download](#)

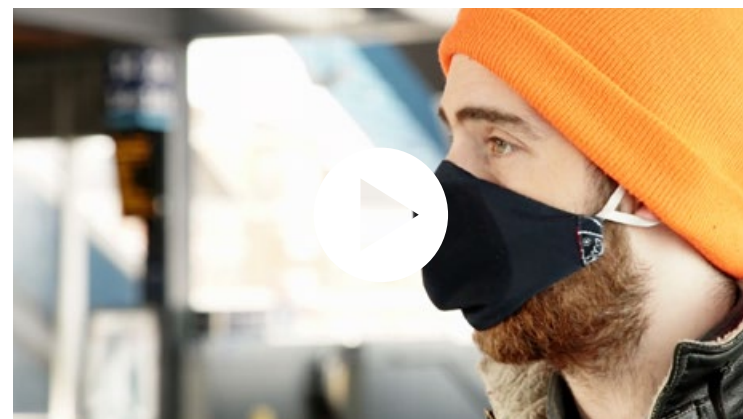


**Mental Health
- Yasmin**

[Download](#)

Campaign Assets: Supporting Interviews

Soundbites - Reaching Out



Reaching Out
- Abraham

Download



Reaching Out
- Jake 1

Download



Reaching Out
- Michael

Download



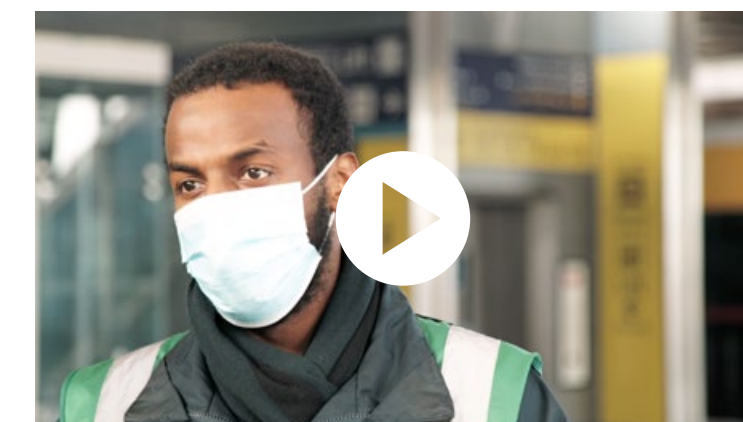
Reaching Out
- Alexa

Download



Reaching Out
- Jake 3

Download



Reaching Out
- Sam

Download



Reaching Out
- Daphne

Download



Reaching Out
- Jasmine

Download

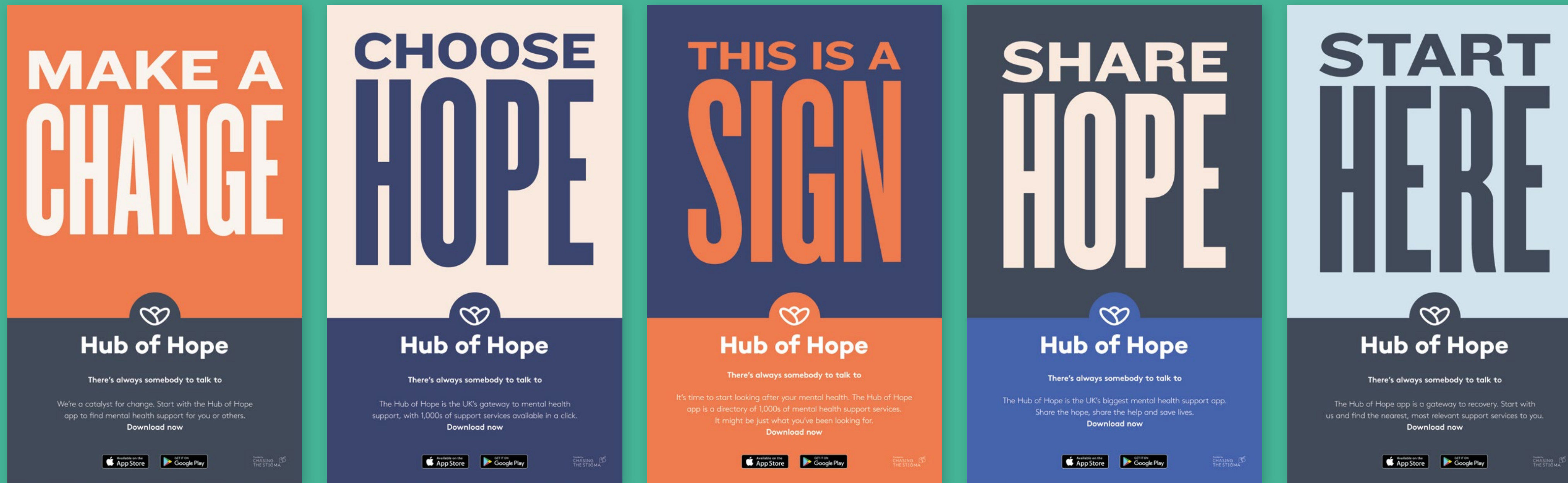


Reaching Out
- Susan

Download

Campaign Assets: Chasing The Stigma Posters

Posters highlighting the Hub of Hope, created by Chasing the Stigma



[Download](#)



Thank you
