

Make a Connection

Communications toolkit



shout
85258

Supported by



National Rail



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Introduction

Suicide prevention and the rail industry

On average around 250 people come to the railway to end their life every year. This represents between four and five percent of the overall number of suicides in Great Britain. These fatalities have a devastating impact on the families and communities of those who take their lives and on the rail industry staff and passengers who find themselves involved in these incidents.

Last year there were 240 suspected rail suicides, causing over 600,000 minutes of delay to our passengers with a direct cost of circa £68m to the rail industry. In recent years, there has also been a sharp increase in the number of people presenting on the railway network who are in crisis or in distress. With increased uncertainty in the world, more people than ever now need support with their mental health.

About the campaign

Shout is partnering with Network Rail and the wider rail industry on a nationwide campaign, launching on Tuesday 10 October 2023. The purpose of the *'Make a Connection'* campaign is to engage with people upstream and signpost them to mental health support services before they reach crisis point and consider ending their life on the railway.

Research by Shout for the rail industry explored a subset of Shout data, which comprises more than two million text message conversations with 680k people across the UK, to understand loneliness and the importance of making connections for positive mental health and protection against suicide. The analysis found that many Shout texters feel lonely or disconnected after relationship breakups, bereavement and relocation to new areas without friends, family or community networks. To read the report in full, [click here](#) or visit: mentalhealthinnovations.org/loneliness-and-connectivity.

Make a Connection encourages people in and around railway stations across Britain to text the keyword 'Journey' to 85258 to access the Shout service and receive free and confidential mental health support, 24/7. This toolkit includes a range of promotional material for you to use across your channels, including display posters, a station announcement and social media assets.

Social media assets

For use across social media channels.



Facebook
1280 × 720px

[Download here](#)



Twitter
1200 × 675px

[Download here](#)



Instagram
1080 × 1080px

[Download here](#)

Suggested social media copy

If you're struggling with your mental health, make a connection with someone who can help. Text the word 'Journey' to 85258 for free and confidential support, 24/7 with Shout.

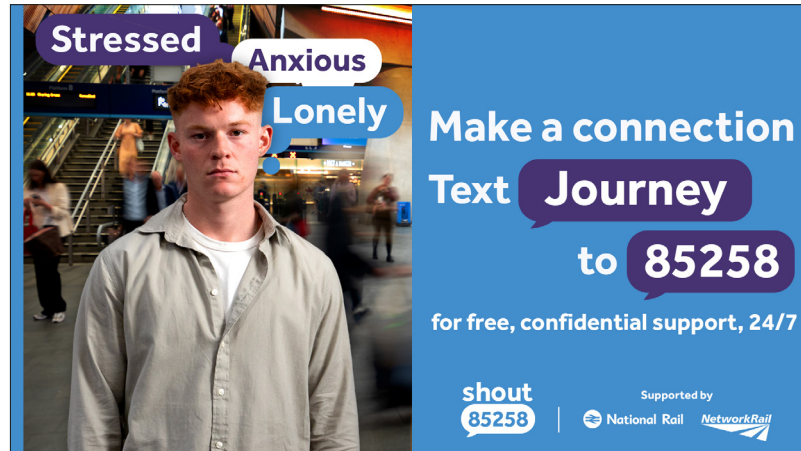
📍 GiveUsAShoutInsta 🐦 GiveUsAShout 📘 GiveUsAShoutUK

In station assets

For use in available spaces inside and outside your station.



OIS Portrait
1080 × 1920 px
[Download here](#)



OIS Landscape
1920 × 1080 px
[Download here](#)



PA announcement
[Download here](#)

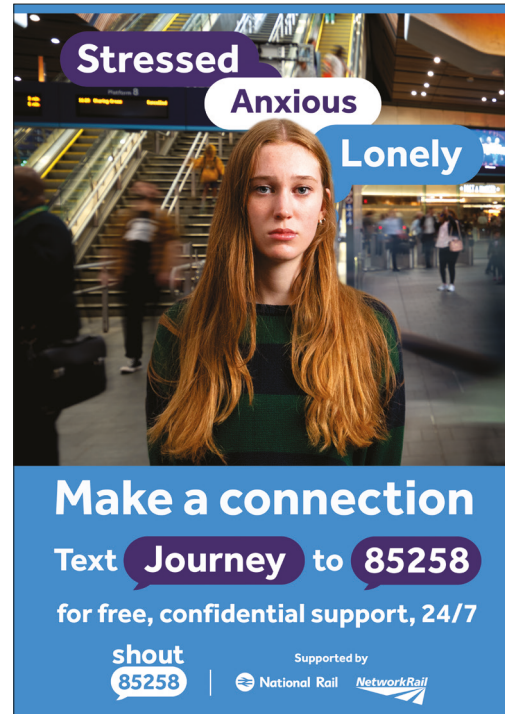
Posters

For use in available spaces inside and outside your station.



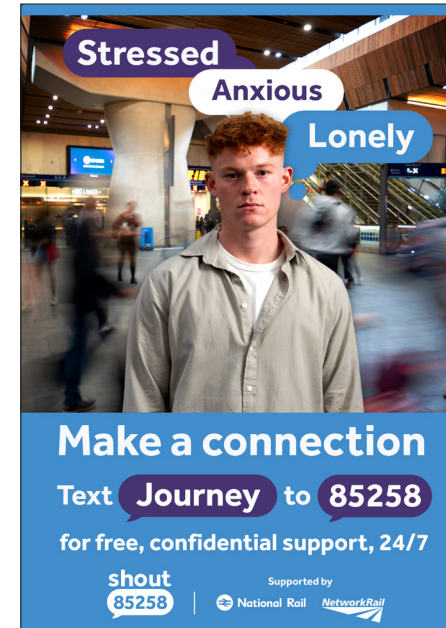
A0 Poster (Portrait)
841 x 1189 mm

[Download here](#)



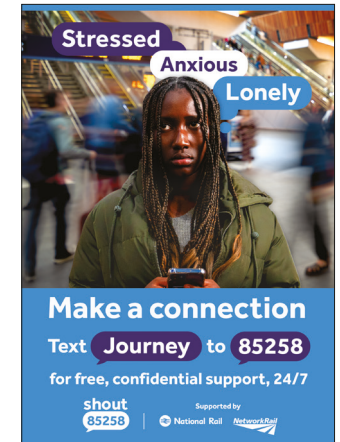
A1 Poster (Portrait)
594 x 841 mm

[Download here](#)



A2 Poster (Portrait)
420 x 594mm

[Download here](#)



A3 Poster (Portrait)
297 x 420mm

[Download here](#)

Posters (cont.)

For use in available spaces inside and outside your station.



A4 Poster (Portrait)
210 × 297mm

[Download here](#)



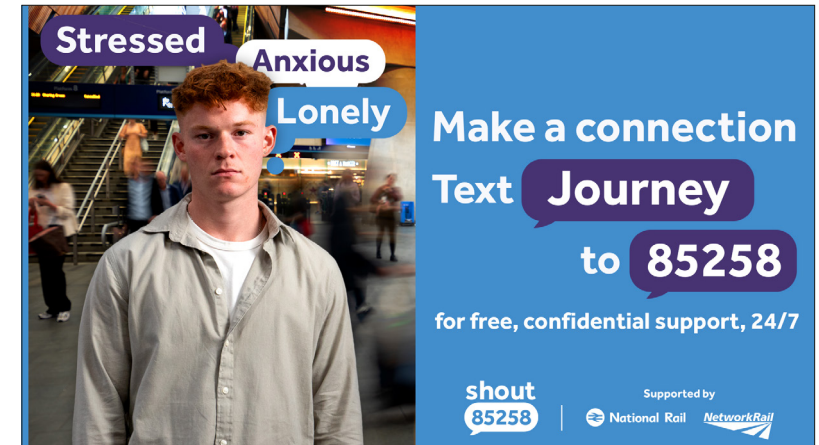
A5 Poster (Portrait)
148 x 210 mm

[Download here](#)



DR Poster
635 × 1000mm

[Download here](#)



D6 Poster
1080 x 1920 px

[Download here](#)

Welsh assets

For use in stations across Wales.

Yn unig? Yn bryderus? Dan straen?
Lonely? Anxious? Stressed?

Mae help ar gael ar ffurf neges testun.
 Support is just a text away.

Anfon neges testun **JOURNEY at 85258**
 Text **JOURNEY to 85258**

Am ddim. Cyfrinachol. Pryd bynnag y bydd arnoch ein hangen ni.
 Free. Confidential. Whenever you need us.

shout 85258 | NetworkRail | National Rail | Transport for Wales

Yn unig? Yn bryderus? Dan straen?
Lonely? Anxious? Stressed?

Mae help ar gael ar ffurf neges testun.
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Text **JOURNEY to 85258**
 Free. Confidential. Whenever you need us.

OIS Landscape
 1920 x 1080 px
[Download here](#)

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Text **JOURNEY to 85258**
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Facebook
 1280 x 720px
[Download here](#)

A2 Poster (Portrait)
 420 x 594mm
[Download here](#)

OIS Portrait
 1080 x 1920 px
[Download here](#)

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Text **JOURNEY to 85258**
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Twitter
 1200 x 675px
[Download here](#)

For more information

For more information, media requests or to share a case study connected to the campaign, please contact:

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