

'Talking really helps' suicide prevention campaign

Communications toolkit

Lifeline

0808 808 8000

Textphone 18001 0808 808 8000



I'm not fine



Purpose

This document provides an overview of the Public Health Agency's 'Talking really helps' suicide prevention campaign. The purpose of the campaign is to encourage openness and talking in relation to feelings of anxiety, distress or crisis, and to increase help-seeking behaviour among the population of Northern Ireland.

Current landscape

Suicide is preventable, it is not inevitable. Suicide and self-harm affect all ages and walks of life, but are also amongst the starkest indicators of inequality in Northern Ireland. Suicide rates in the most deprived areas are almost twice that of the least deprived areas. For self-harm, the differential is four times higher. Self-harm is considered alongside suicide because it is a major risk factor for subsequent suicide.

There is also a gender aspect to suicide with men three times more likely to die by suicide than women. Males aged 20-50 have the highest suicide rate.

Further information on suicide trends and incidences is available from **NISRA**.

Key campaign messages

- Talk to someone if you are feeling low and you are struggling to cope.
- Opening up to someone about how you are feeling will help.
- With the right help and support, things will get better.
- If you are in distress or despair, or you know someone who is, call Lifeline on 0808 808 8000 for advice and support. Textphone 18001 0808 808 8000.
- Lifeline's professionally trained counsellors are available for free, 24/7.
- Find out more about Lifeline and the support available at **www.lifelinehelpline.info**

Channel plan

The campaign will run from 16 January 2023 until March 2023 across multiple channels, including:

TV UTV, Channel 4, Sky Adsmart, ITV Hub and All 4.

Radio* Cool FM, DTR network, Q Radio, U105 (including interview), Dax, InStream stations and Downtown Nights sponsorship.

Outdoor 48 sheets, 6 sheets, purchase points, digital retail screens, phone kiosks and bus external t-sides.

Print Advertisements and editorial in The Sun and GNI Mag, and advertisements in The Daily Mirror

Digital Google search*, programmatic display, programmatic video on demand, programmatic YouTube, Captify, Spotify, Belfast Live homepage takeovers and display advertising, and social media advertising (Facebook, Instagram, Twitter, TikTok and Snapchat).

*Radio and Google search went live pre-Christmas.

Assets available for you to share

We are creating a portfolio of campaign assets, which you are encouraged to share via your own communication channels. These include:

- TV commercial (for viewing only)
- Social assets
- Webpage banners/email signatures
- A3 posters
- A4 posters

All assets can be accessed here: **pha.site/TalkingReallyHelps**

Please note, assets will be added to this page over time - check back regularly for updates.