



Suicide Prevention Campaign

Champs Public Health Collaborative are launching a new suicide prevention campaign, to promote positive mental wellbeing across Cheshire and Merseyside.

The campaign, which features real stories from local people, aims to **increase the downloads of the StayAlive app** and ensure that suicide prevention is accessible across Cheshire and Merseyside.

The **StayAlive app** was developed by Grassroots and it features:

- information on how to access local and national crisis services;
- a 'life box' which allows a user to upload photos from their phone to remind them of reasons to stay alive;
- a safety plan which can be filled out in advance and used when a person needs to keep safe;
- fact-based reasons for staying alive;
- suicide facts and myth-busting; and
- bereavement resources

The app is designed to help those who are experiencing suicidal thoughts and for individuals who are concerned about someone who might be suicidal.

The campaign forms part of Champs' 'No More Suicide' strategy which aims to eliminate suicides across Cheshire and Merseyside by ensuring there is access to adequate suicide prevention support for those at risk.

How you can help

The '**Stop. Download. StayAlive**' campaign is an opportunity for you to promote suicide prevention. To support this campaign, you can:

- Include the campaign screens in public spaces or waiting rooms.
- Use the campaign's digital assets such as twitter and Facebook banners and images sized for social media.
- Distribute the business cards which feature a discrete message and a QR code for those who might be having suicidal thoughts.
- Share the campaign on your social media channels and through internal communications using the hashtag **#StayAlive**



Campaign assets and resources can be found here: [ASSET DROPBOX](#)



Key messages and tone of voice

The tone of voice of this campaign is direct, encouraging, warm and non-judgemental. Suicide is often seen as a taboo subject; however, evidence shows that mentioning the word suicide is better than not mentioning it at all.

We want to encourage conversations about suicide and suicidal thoughts so that people can understand what they are feeling and where they can access help.

The use of real, local people in the artwork provides a community feel for the campaign and emphasises that it is a regional Cheshire and Merseyside campaign.

Suggested messaging

It's okay to talk about suicide. Let's start a conversation and break the stigma. If you're feeling suicidal download the StayAlive app for support that's in your pocket. **#StayAlive**

Love someone who is having suicidal thoughts? The StayAlive app is there to help you understand what you can do to help and support them. Download **#StayAlive** today.

Talking about suicide isn't easy. The StayAlive app can support you to manage your suicidal thoughts and direct you to local help and advice **#StayAlive**.

Feeling suicidal? Stop. Pause. Download the StayAlive app for suicide prevention resources that are just a tap away. **#StayAlive**

It's important to listen to someone who may be feeling suicidal. Talk. Listen. Download the StayAlive app for guidance on what you can do to prevent suicide. **#StayAlive**

When posting about, or sharing campaign assets on social media please use the hashtag **#StayAlive** and include this link where possible
<http://bit.ly/stayalivecm>



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What are the benefits for you?

Promoting the campaign will:

- **Start a conversation about suicide**, suicidal thoughts and mental health in Cheshire and Merseyside.
- **Improve awareness and understanding** of the StayAlive app and suicide prevention resources.
- **Ensure that people have access** to suicide prevention resources, which could save lives.
- **Make you a part of the mission** to eliminate suicide across Cheshire and Merseyside.

The campaign will focus on digital advertising through Facebook, Twitter and Google Display campaigns. The campaigns will be targeted towards men aged 45+ and women aged 25-44, following in depth research regarding suicide statistics in Cheshire and Merseyside.

Available Resources:

There are resources available in the [CAMPAIGN DROPBOX](#) that you can download including:

- images for social media (Twitter, Instagram and Facebook);
- social media banners for facebook and twitter;
- videos of the two participants telling their story and promoting StayAlive;
- national resources;
- an email footer; and
- a business card design with a QR code that directs people to the StayAlive app.



Thank you for your support

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