



SUICIDE IS PREVENTABLE

**TO
ASK**

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Campaign toolkit

www.oktoaskcampaign.co.uk


This toolkit has been designed for Public Sector Partner members of The St Helens Suicide Prevention Action Group & local sponsorship businesses to promote and amplify the OK TO ASK campaign.

It contains a wide range of materials, resources and activities to help immobilise the public with education & resources for suicide prevention and also to break down the stigma which prevents people from asking for help.

We just politely ask that you notify us at the following email address: marketingteam@sthelens.gov.uk, with details of which materials you would like to use and where you plan on using them.

This is just to ensure the items are used sensitively, to avoid any distress to those affected by suicide and to avoid the placement of materials at any potential suicide sites.

Thanks for your support and for helping to raise awareness.



"We want all parts of society talking about suicide & taking action to maintain good mental health, so that it is as normal as talking about and maintaining physical health."

It's OK to talk about Suicide Prevention – here's how:

Step 1.

**Download all
of the branding
and resources**

Step 2.

**Promote them
through your own
business & local
channels, and
networks**

Step 3.

**Update your own
channels with the
new campaign**

Step 4.

Get Social

Step 5.

**Maintain
the media**

Step 6.

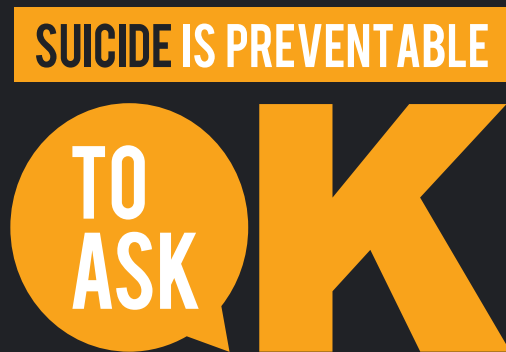
**Training
opportunities**

Step 7.

**Set the example
ASK the question**

Step 1: Branding & Resources

Logo



There are two versions of the OK TO ASK logo, a black version, and an orange version for use on a dark background.

The logo should be used in its black format unless on a black background, when the orange version should be used instead to ensure it is visible on a black background.



The OK TO ASK logo must be no smaller than the minimum size of the media it's being applied to:

A5: 34mm

A4: 47mm

A3: 65mm



Incorrect use of the Logo

The logo must not be stretched or edited in any way.

Here are some examples of how **NOT** to use the logo.

Colours

The colours utilised across the brand are orange, black and white. These colours should be used across all media and materials where possible because sharply contrasted colours are much clearer, specifically for people with sight conditions. Individual preferences vary, but black on white, or black on orange are generally regarded as the most accessible combination of colours.

Colour palette



C: 0	R: 247	#F7A400
M: 41	G: 164	
Y: 100	B: 0	
K: 0		



C: 70	R: 43	#2B292A
M: 63	G: 41	
Y: 57	B: 42	
K: 71		

Typeface

The main font used across the collateral is **Frutiger Black**. This particular font has been chosen as it is easy to read.

In instances where Frutiger Black is not available, e.g. on websites, fonts such as Arial or Myriad are just as easy to read.

Logo placement & partner logos

The logo can be used anywhere on a page when used in isolation. On items sourced through St.Helens Council, it will always be accompanied on printed materials where possible, with a St Helens Suicide Prevention Action Group watermark – to indicate shared ownership. However, if you are having your own materials produced, and wish to include your logo, please ensure the OK TO ASK logo is positioned before your own partnership logo, and please also include the following watermark:

St Helens Suicide Prevention Action Group.

This can be a small feature, but just needs to indicate shared ownership.

Key Messages

- **“Are you thinking about suicide?”** is a life-saving question, we sometimes don’t feel comfortable asking – together we can change that.
- It’s one of the most important questions you can ask someone who is feeling suicidal.
- You won’t put the idea in a person’s head if you ask them if they are thinking about Suicide.
- Suicide is a tragic loss for everyone.
- The OK TO ASK campaign has been created by agencies, both locally in St Helens and across Merseyside, who work together as part of the St Helens Suicide Prevention Action Group.
- Most people find it difficult to talk about suicide, not just in St Helens, but across the UK - we want to change that.
- We all play a role in suicide prevention – don’t be afraid to talk about suicide – so we can all help save the lives of those might be.
- The OK TO ASK campaign posters have been developed with the permission of family members, friends and loved-ones of residents in St Helens tragically lost to suicide. We thank them for supporting the campaign & its message. Suicide affects everyone. Together we can save lives.

Brand Advice

If you require further advice or information about how to apply this brand to your own materials, please contact St.Helens Council Strategic Marketing and design, via jenniferkaye@sthelens.gov.uk or by calling **01744 674163**.

Artwork

The OK TO ASK artwork below has been developed with the permission of family members, friends and loved-ones of residents in St Helens tragically lost to suicide. We thank them for supporting the campaign & its message. When sharing the poster on websites, in documents or in press releases, please use this expression of thanks along with the the following expression:

The #OKTOASK posters have been developed with the permission of family members, friends and loved-ones of residents in #StHelens tragically lost to suicide. We thank them for supporting the campaign & its message. **Suicide affects everyone. Together we can save lives.**



Print Resources

The following print resources* are also available for your use, and can be downloaded from here:

<http://www.oktoaskcampaign.co.uk/campaign-toolkit/>

- DL 6 Panel Information Leaflet
- Pull-up banners
- Helplines Card
- Promotional Items
- Z-cards

*Please note we are unable to provide the printing of these resources, but if you require any information or support with regards to the artwork, please contact us: marketingteam@sthelens.gov.uk

Step 2: Promote the campaign

- **Download artwork, copy and content and promote through your local channels and networks**
- **Promote and retweet social media messages #OK2ASK**
- **Use collateral at local events, forums, networks.**
- **Source your print of your required collateral, i.e: Posters, leaflets, z cards, pull-up banners**
- **Distribute campaign materials – i.e. doctors surgeries, buildings across your business, dentists, social groups – bereavement, LGBT, parent & toddler groups, schools, community centres**
- **Get your business on board, add an e-footer, get a feature on your intranet, include in newsletters, brief occupational health services**
- **Engage your staff, mayor and any other local influential figures to speak out about the campaign and support via social media**
- **Take and promote the free Save a life 20 minute training**
- **Create case studies out of life-saving examples, “James was worried about Ryan, he knew it was OK to ask him if he was feeling suicidal – the following conversation saved Ryan’s life...”**
- **Pride events – speak with local organisers to arrange a presence at your local pride events**
- **Actively encourage local media to follow media guidelines when reporting suicides.**

Step 3: Update your own channels with the new campaign

For a consistent approach, please ensure all your websites, emails and other sources of information in relation to suicide prevention and accessible to the public and internal staff signposts through to the OK TO ASK website.

Step 4: Get social

Below are some of the suggested social media posts which can be used to amplify the campaign. Please ensure all posts on social media include the following hashtags #OK2ASK and #SUICIDEISPREVENTABLE and link back to the main campaign website www.oktoaskcampaign.co.uk

Where possible, please also include: Talk? Samaritans 116 123

Key Messages

<p>Talking about suicide doesn't put the idea into someone's head. Talking saves lives - it's #OK2ASK.</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>There's no easy way to ask someone "Are you thinking about suicide?" but it's one of the most important questions you can ask someone who is feeling suicidal.</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>Suicide is a tragic loss for everyone.</p> <p>Worried about someone? It's #OK2ASK them</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>Most people find it difficult to talk about suicide. Let's change that</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>
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Statistics

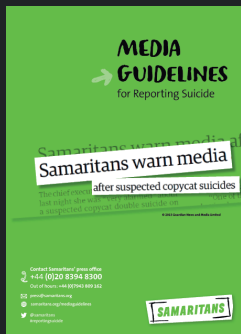
<p>Men aged 45-49 have the highest suicide rate in the UK</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>Tens of thousands of people attempt suicide each year (UK & Ireland)</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>The suicide rate for women in their early 20s is at the highest it's been for 20 years</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>1 in 5 of us has had suicidal thoughts It's time to share them.</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>More than 6000 people take their lives each year (UK & Ireland)</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>
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Call-to-action

<p>Most people find it difficult to talk about suicide. Let's change that</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>	<p>Suicide Prevention Apps Available on Google Play & Apple App Store now!</p> <p>Stay Alive App Packed full of useful information & tools to help you stay safe in a crisis.</p> <p>Calm Hates App Tasks, information & support to help you resist the urge to self-harm.</p> <p>Text SHOUT to: 82350 to text with a trained crisis volunteer (24 hrs free)</p> <p><small>SUICIDE IS PREVENTABLE</small></p> <p>TO ASK OK</p> <p>www.oktoaskcampaign.co.uk</p>
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Step 5: maintain the media

Please brief your Public Relations / Communications Teams with the following campaign information:



There are many ways for journalists to sensitively cover suicide.

Samaritans have produced a best practice guide which is available here:

<https://www.samaritans.org/about-samaritans/media-guidelines/>

Media handling procedure

General enquiries

St Helens Council Public Relations and media team will provide support on all media enquiries, both proactive and reactive, interview requests and public action opportunities until March 2020 – to ensure they are handled appropriately and sensitively on behalf of all partnership members. Partners will be collectively referred to as St Helens Suicide Prevention Action Group and will be approached for their own comment, statement as required, with our main spokesperson available for comment identified as Councillor Anthony Burns, Cabinet Member for Public Health, Leisure and Libraries.

Contact: mediateam@sthelens.gov.uk / 01744 674376

Branding oversight & campaign support

St Helens Council Marketing Officer Jennifer Kaye, will provide brand oversight as required and advice regarding campaign issues.

Contact: jenniferkaye@sthelens.gov.uk / 01744 676886

Step 6: Take & promote the free save a life 20 minute training

The Zero Suicide Alliance is a collaborative of National Health Service trusts, businesses and individuals who are all committed to suicide prevention in the UK and beyond. The alliance is ultimately concerned with improving support for people contemplating suicide by raising awareness of and promoting FREE suicide prevention training which is accessible to all. The aims of this training are to: enable people to identify when someone is presenting with suicidal thoughts/behaviour, to be able to speak out in a supportive manner, and to empower them to signpost the individual to the correct services or support.

If you haven't taken it yet, visit: www.zerosuicidealliance.com

Step 7: It's #OK2ASK the question

Are you concerned about someone?

- There's no easy way to ask, "**are you thinking about suicide?**" but it's one of the most important questions you can ask someone who is feeling suicidal.
- You won't put the idea in a person's head if you ask them if they are thinking about suicide.
- If someone tells you they are depressed, or want to end their own life, always take the person seriously, whether they've told you verbally, text you, wrote a letter or even posted a status on social media.
- Prepare for the conversation, put time aside to focus on them
- Listen to their reasons for wanting to live or die, but reiterate that living is still an option and that you will help them.
- Be honest about why you are asking them, your concern will show them you are genuine.

For more advice and tips, visit: www.oktoaskcampaign.co.uk