

Zero Suicide London Campaign 2019

Updated 9 September 2019



Campaign introduction



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.

Thrive LDN is a citywide movement to **improve the mental health and wellbeing of all Londoners**. It is supported by the Mayor of London and led by the London Health Board.

Thrive LDN is leading a **campaign to get 100,000 Londoners to take the free online suicide prevention training** over the next 12 months.

The campaign is **supported by the Mayor of London and partners** including the NHS in London, London Councils, London's police forces, Transport for London, and other emergency services, such as London Fire Brigade and the Maritime and Coastguard Agency, alongside voluntary and community groups.

SUPPORTED BY
MAYOR OF LONDON



Campaign launch and aims



The aims of this training are to enable people to:

- **Identify** when someone is presenting with suicidal thoughts/behaviour
- **Be able** to speak out in a supportive manner
- **Empower** them to signpost the individual to the correct services or support

The campaign will be launched at **City Hall** on **Tuesday, 10 September** to coincide with **World Suicide Prevention Day 2019**.

The campaign is part of the shared goal of London's health and care partners to make London a zero suicide city. It follows research and evidence among people who have considered suicide, that talking honestly and openly about suicide helped to save their lives.

Activation ideas



To support the campaign, you can:

- **Promote the free online suicide prevention training** through your channels using the web address: www.thriveLDN.co.uk/zerosuicideldn.
- **You can use our digital assets**, such as social media graphics and TV screen savers to promote the training within your channels
- **Use printed resources to promote the training in the workplace**, and to show you have completed the free online training on social media
- **Encourage your audience to share on social media once they have completed the training**, using the hashtag #ZeroSuicideLDN
- **Share the training in e-newsletters** and other regular bulletins

Don't forget to follow and include @ThriveLDN on Facebook, Twitter and Instagram:



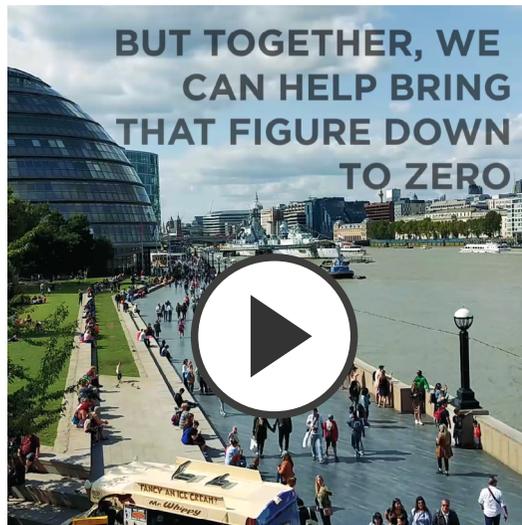
Digital resources



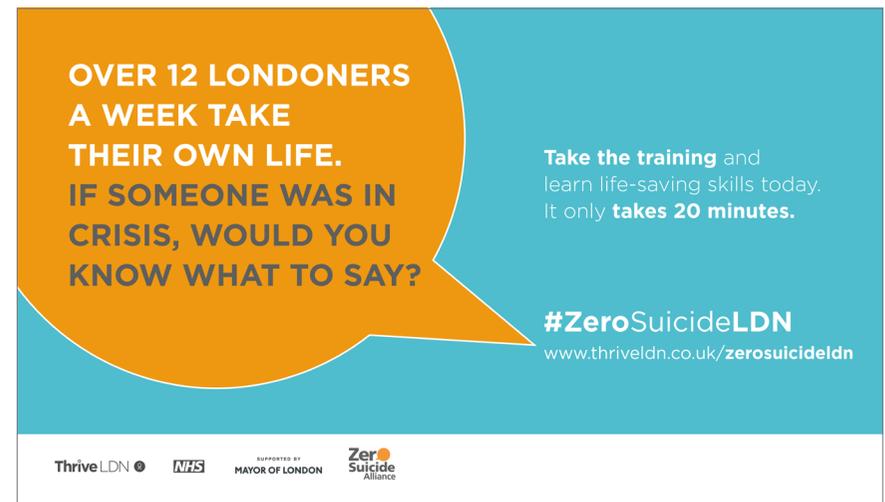
We have created a suite of digital assets to help you promote the campaign.

Digital resources include:

- **Graphics** to use on social media
- **Digital posters** to display on TV or digital screens
- **A short video** to promote the campaign and training



A short video



Digital posters

Digital resources



Save a life...

Take the training

#ZeroSuicideLDN 

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Take the training

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Save a life...

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Got 20 minutes?

Learn **life-saving skills** today

#ZeroSuicideLDN 

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Got 20 minutes?

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Social media resources



Campaign launch - Tuesday 10th September

This copy can be used to accompany social posts on World Suicide Prevention Day, Tuesday 10th September:

- Today is [#WorldSuicidePreventionDay](#). We're campaigning to get 100,000 Londoners to take online **training** to know what to do if a loved one, colleague or stranger is at risk of suicide. It's free, and only takes 20 minutes. www.thriveldn.co.uk/zerosuicideldn [#ZeroSuicideLDN](#)
- For this [#WorldSuicidePreventionDay](#), we're working with @ThriveLDN to **make London a Zero Suicide City**. To help us get there, we want over 100,000 Londoners to take **FREE online suicide prevention training**. It only takes 20 minutes www.thriveldn.co.uk/zerosuicideldn [#ZeroSuicideLDN](#)

Social media resources



From Wednesday 11th September onwards

This copy can be used and adapted to accompany social posts from Wednesday 11th September, following the official launch of the campaign:

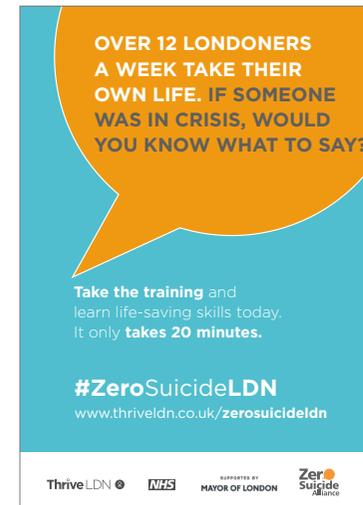
- Over 12 Londoners a week lose their life to suicide. But [#SuicidePrevention](#) is something we can all play a part in. **There's free 20 minute online training** to help you know how to spot the signs, what to say and how to help www.thriveldn.co.uk/zerosuicideldn [#SeeSaySignpost](#) [#ZeroSuicideLDN](#)
- Over 12 Londoners a week lose their life to suicide. But with all of London working together as a team, **we can work to make London a Zero Suicide City**. Take the free 20 minute online training now www.thriveldn.co.uk/zerosuicideldn [#SeeSaySignpost](#) [#ZeroSuicideLDN](#)
- We're working with @ThriveLDN to make London a Zero Suicide City. And to help us get there, **we need 100,000 Londoners to take the FREE online suicide prevention training**. It only takes 20 minutes www.thriveldn.co.uk/zerosuicideldn [#SeeSaySignpost](#) [#ZeroSuicideLDN](#)
- Living in London can be stressful, and for some it can become too much. **Would you be able to spot a fellow Londoner in distress?** There's FREE online training to help you [#SeeSaySignpost](#). Together, we can help make London a Zero Suicide City www.thriveldn.co.uk/zerosuicideldn [#ZeroSuicideLDN](#)
- Those who feel isolated can be at higher risk of feeling suicidal. But London works best when we're all on each other's side. **There's FREE online training to help us to be able to** [#SeeSaySignpost](#). It only takes 20 minutes. www.thriveldn.co.uk/zerosuicideldn [#ZeroSuicideLDN](#)

Printed resources



Print-ready materials

- An A3 'pledge' poster
- An A4 workplace poster to encourage team members to take the free online training



We have created a set of print-ready materials that you can print yourself to help the campaign

Visit thriveldn.co.uk/resources

Thank you for
supporting the campaign



Thrive LDN
towards happier, healthier lives

