



World Suicide Prevention Day: 10th September 2024

Mental Health Awareness Day: 10th October 2024

GET INVOLVED PACK

This pack has been produced to outline the plans to deliver a local Nottingham City and Nottinghamshire County campaign to raise awareness of mental health and suicide prevention. The co-ordinated programme of communications and events will commence with World Suicide Prevention Day (WSPD) on the 10th September and run until Mental Health Awareness Day on the 10th October. This pack provides further details of planned activities and a suite of resources for partners and stakeholders to get involved.

*We would appreciate partners and stakeholders endorsing our campaign through your own social media posts and the re-sharing of ours. We would also appreciate sharing of any statistics to support with the evaluation of this campaign (*further details are noted within this pack).*

The graphic has a blue background. On the left, a person in a yellow shirt and blue jeans is shouting into a megaphone. In the center, the text "CHANGE THE NARRATIVE" is written in large, bold, orange letters, with a yellow ribbon symbol to the right. Below this, "World Suicide Prevention Day" and "10 September" are written in white. A white speech bubble contains the hashtag "#StartTheConversation" in orange. In the bottom right corner, there is a circular logo for the International Association for Suicide Prevention (IASP).

The International Association for Suicide Prevention (IASP) announced the theme for WSPD 2024-2026 as “**Changing the Narrative on Suicide**”¹.

The campaign is issuing a call to action to ‘**Start the Conversation**’ encouraging individuals, communities, and organisations to engage in open and honest discussions. Every conversation, no matter how small, contributes to a more supportive and understanding society.

WSPD aims to raise awareness, reduce stigma and disseminate the message **suicides are preventable**¹.



The World Federation for Mental Health (WFMH) announced 2024’s theme as **“it is time to Prioritise Mental Health in the Workplace”²**.

Employed adults spend more time working than any other activity during their waking hours. It is important work does not detract from our mental health and well-being and instead, supports our livelihood existing as a source of meaning, purpose and joy².

The goal of World Mental Health Day (WMHD) is “to champion mental health in the workplace and build best practice that create cultures where workers have the potential to contribute productively an thrive”².

Suicide, self-harm and mental health can be difficult topics and conversations to have. Please keep yourself safe and seek support if you need it. Support is available from the following organisations:

- [Nottinghamshire Crisis Line](#) (Open 24/7) 0808 196 3779
- [Samaritans](#) (Open 24/7) 116 123
- [Text Notts](#) (Open 24/7) to 85258

If you are at risk of immediate harm, please call 999 or visit A&E.

The objectives for this campaign are:

Short Term (2024)	Long Term (2024 onwards)
To raise awareness of the topic of suicide, self-harm and mental health and wellbeing within the population and for specific groups at higher risk of suicide and/or poor mental health.	To improve population knowledge, skills and confidence on suicide prevention, self-harm and mental well-being.
To raise awareness of links between physical and mental health and promote ways for anyone to protect and improve their mental wellbeing.	Reduction in mental ill-health due to greater understanding and application of ways for individuals to protect and improve their mental wellbeing.



Short Term (2024)	Long Term (2024 onwards)
To challenge the stigma (negative attitudes and behaviours) attached to suicide, self-harm and mental ill-health.	To reduce the stigma attached to suicide, self-harm, and mental ill-health.
To promote messages of hope and recovery from suicidality, self-harm and mental ill-health.	To reiterate that suicide is preventable and poor mental health can be improved.
To raise awareness of local support and services and encourage help-seeking behaviour.	To support individuals to access the right support or service on the first instance.
To raise awareness of the local suicide prevention brand, self-harm awareness brand and mental wellbeing resources.	To embed a single suicide prevention brand, self-harm awareness brand and mental wellbeing resources across Nottingham and Nottinghamshire.

*We have reviewed local statistics to target higher risk groups and communities. Information has been taken from OHID Fingertips data, Nottingham Suicide JSNA 2023, ONS and the National Confidential Inquiry into Suicide and Suicide Prevention. Local data illustrates:

- Suicide rates are significantly higher for males (16.2 per 100,000 people) in comparison to females (4.1 per 100,000) (2020-22)
 - **ACTION:** We will be doing a targeted leaflet drop to Barbers across Nottingham City, Bassetlaw Town Centre, Mansfield Town Centre and Newark Town Centre.
 - **ACTION:** We are asking for the support from local Sports Clubs to endorse the campaign, raise awareness and show men it is good to talk.

How to get involved?

1. Show your support.

- WSPD (10th September): We are encouraging people to **wear yellow** for Suicide and Self-harm. We are also encouraging people to transform their **virtual backgrounds yellow** - it could be an image or photograph, get creative and get people talking! 
- WMHD (10th October): We are encouraging people to **wear green** for Mental Health. 

***Evaluation:** How many members of staff participated? Share photographs on social media. *Please share information (and any photographs) with the suicide prevention inbox.*

*For each of the days we are also asking stakeholders and partners to **light up assets** across the Nottinghamshire District. If you would like to be involved in this, please contact suicide.prevention@nottsc.gov.uk*

2. Promote wellbeing and share your top tricks for looking after your mental health.

- To promote wellbeing, we will be asking staff for their top tips on how they boost their mood and look after their own mental health.
Ask your staff – it may help start an all-important conversation...

Copy and Paste and Ask your Staff:

Life can be busy with work and everything in-between. What do you do to look after your mental health?

***Evaluation:** Send any examples or feedback on this activity? Has it been helpful? Has anyone taken any inspiration from this? What are your good news stories?

3. Promote and organise community stalls.

- Nottingham and Nottinghamshire libraries will be promoting WSPD and WMHD by sharing communications, resources and their health and wellbeing book lists.
- Staffed stalls have been arranged at the following libraries:
 - **Workshop – 12th September**
 - BCVS & Centre Place colleagues to attend.
 - **Workshop – 13th September**
 - Nottinghamshire Talking therapies to attend.
 - **Newark and Sherwood – 17th September**
 - Nottinghamshire County Council Community Health & Wellbeing Champion and Centre Place Colleagues to attend.
 - **Mansfield Central – 19th September**
 - Nottinghamshire County Council Community Health & Wellbeing
 - **Beeston Library – 23rd September**
 - Nottinghamshire County Council Community Health & Wellbeing Champion and Nottinghamshire Talking Therapies to attend.
- These community-based stalls will raise awareness of local support services for suicide prevention and mental health, develop community links and provide an opportunity for people to start a conversation.
- Resources will be sent to other libraries to promote engagement with their communities.
- **What can I do?**
 - Encourage people to visit their local library to learn about the campaign, collect printed resources and meet our friendly staff. Details of these stalls will be promoted on Nottinghamshire County Council's social media pages. Partners and stakeholders are kindly asked to re-share these communications.

- **Are you interested in attending one of our stalls? Do you have resources to share with communities?** Contact suicide.prevention@nottsc.gov.uk to get involved.

Further Information: Nottinghamshire Mind put on #Well Cafes all over the district. This is a great opportunity for communities to get together to have a chat or get creative. Further details can be found on their website [#Well - Cafe - Nottinghamshire Mind](#)

4. Complete and promote the free 20 minute online **Zero Suicide Alliance** training.

- The [free introductory training](#) helps to improve skills and knowledge around suicide prevention and raises awareness that suicide is preventable.
- The training includes skills such as spotting warning signs, having a conversation about suicide and promoting the knowledge that suicide is preventable.
- Promote the training within your workplace and encourage colleagues to complete it too. Encourage colleagues to share the training onwards.

***Evaluation:** Engagement with the training will form part of our evaluation.

5. Share Nottingham and Nottinghamshire branded Suicide Prevention resources.

- A range of resources outlining key suicide prevention messages and local support services are available. We encourage distribution of physical copies at community hubs, children centres, GP practices, food banks and many more places! We also encourage virtual distribution via newsletters, e-bulletins and social media.
- Resources are available online [here](#) under the professionals tab.
- Attention should also be directed towards the Digital Guide to Mental Health Services in Nottingham and Nottinghamshire. Available [here](#) (Nottingham and Nottinghamshire ICB).
- Physical posters and credit-card sized flyers can be posted. Contact suicide.prevention@nottsc.gov.uk by as soon as possible and no later than 16th August with quantities required.

When contacting us to request physical copies, please include the following:

- **WHO** should this be addressed to?
- **WHERE** should this be posted to?
- **WHAT** resources would you like to achieve?
 - We have posters & credit-card sized flyers for Suicide Prevention
 - We have posters & credit-card sized flyers to aid signposting to Financial and Mental Health Support across Nottingham and Nottinghamshire.
 - We have a Mental Health and Wellbeing Poster
 - We also have Wellbeing at Work Posters
- **HOW MANY** of each resource (poster & flyer) would you like to receive?

***Evaluation:** We will be monitoring the distribution of these resources via download and postal. Please send us any feedback of where and how you distribute these.

6. Create and share social media communications.

- Nottinghamshire County Council social media pages will be active throughout this campaign (the social media plan is attached as appendices one). Please show your support by re-sharing our posts on your social media channels.
- Social Media graphics for sharing are available [here](#) under the professionals heading.

7. Promote our Mental Health Awareness videos and encourage colleagues to view them

- These can be found on our website and are available [here](#).

***Evaluation:** Send us your feedback! Did you share the videos? What engagement did you get from this?

8. Suicide Prevention Charter and Guidance

The Nottingham and Nottinghamshire Suicide Prevention Charter and guidance sheet is available on our suicide prevention webpage [here](#). We encourage all partners to read, sign up and endorse the Charter!

The Charter has been developed alongside people with lived experience or bereavement by suicide and shares the key values and principles which matter to them. The Charter serves as a guiding framework for Nottingham and Nottinghamshire's collective vision for suicide prevention.

Make your pledge of support and embark on the journey towards a future where every individual impacted by suicide feels valued, supported and hopeful.

9. Support the re-launch of NottAlone, 10th October 2024.

NottAlone is currently a website offering mental health advice and links to local support for children and young people in Nottingham and Nottinghamshire. Advice and resources for young people, parents and professionals can all be found on their [website](#).

The team behind NottAlone, which is a partnership between Nottinghamshire County Council, Nottingham City Council and the NHS Nottinghamshire Integrated Care Board, is excited to announce that the website is being **re-launched** and will include mental health advice and support for people of all-ages, from childhood right through to old age. The relaunch of the website will take place on World Mental Health Day, **Thursday 10th October**.

NottAlone will be here for *anyone* struggling with their mental health. The website always features information about local services which are free at the point of access and do not require a diagnosis to access support, to ensure everyone is able to get help when they need it.

What can I do?

- We need your support in raising awareness of this to help make sure everyone across Nottingham and Nottinghamshire is aware of this resource.
- A toolkit with leaflets, illustrative graphics and information is currently in development and will be made available closer to the launch. Please keep an eye out for this toolkit in September/October and help spread the word about NottAlone.

Feedback

Evaluation is key to understanding the success and reach of this year's Suicide Prevention and Mental Health Awareness campaign. We ask that partners and stakeholders provide details as highlighted within the pack alongside any reflections and outcomes achieved.

Please ensure these are emailed to suicide.prevention@notts.gov.uk by Friday 25th October. Thank you for supporting our campaign. We look forward to hearing about your involvement and successes!