

**Zero**  
**Suicide**  
Alliance

Because  
**ONE** life lost  
is **ONE** too many

# Mass Market Micro Budget

Steve Murphy  
Head of Communications





**Zero**  
**Suicide**  
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# The issue

There were


**5,965**

suicides in  
Great Britain  
in 2017\*

\*Office for National Statistics (December 2017)

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**If not zero, then what?**



Because **ONE** life lost is **ONE** too many

15705 people have completed the course so far!



[GET URGENT HELP](#)

[GOT 20 MINS? LEARN LIFE SAVING SKILLS NOW!](#)

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# SAVE A LIFE... TAKE THE TRAINING

Take our **FREE** suicide prevention training



TAKE OUR ZERO SUICIDE PREVENTION TRAINING TODAY - IT ONLY TAKES 20 MINUTES!!!





## TALK TO ME



## WHAT WE SAY



## WHEN WE SAY IT...

Make some time, sit down with a friend, colleague or family member and have that long awaited chat.

LET'S TALK... because in 2017/18  
5,821 people died by suicide in the UK,  
that's nearly 16 people EVERY day.

SAVE A LIFE... TAKE THE TRAINING:  
[zerosuicidealliance.com](http://zerosuicidealliance.com)

END THE  
SILENCE  
END  
SUICIDE

PICTURE THE SCENARIO ...



SHE'S DISTRAUGHT,  
HAS NO POSSESSIONS  
AND ASKS TO BE  
DROPPED AT THE DOCKS.



STEVE FEELS  
SOMETHING'S WRONG.



CAB DRIVER STEVE PICKS  
UP A FEMALE PASSENGER.



HE'S WORRIED ABOUT INTERFERING.  
WHAT SHOULD HE DO?

FIND OUT WHAT  
STEVE DID NEXT...

OUR TRAINING PROGRAMME COULD  
HELP STEVE. IT COULD HELP YOU.  
IT COULD SAVE A LIFE.

...AND TAKE THE  
TRAINING HERE

[zerosuicidealliance.com](http://zerosuicidealliance.com)



Talk2Me - One life lost is one too many...

598 views

👍 2 🗣️ 0 ➦ SHARE 📺 🌐

# Social Media and Online Material

**UNILAD** NEWS SPORT DRUG SOUND TECH SUBMIT VIDEO MORE

## The UK Suicide Epidemic May Be Much Worse Than We've Been Told

By [Helen Jones](#)

SHARE TWEET 3.7k



Talk2Me - One life lost is one too many.

Keith Sutherland, CEO of Samaritans told UNILAD the stigma around taking your own life has influenced coroners' reporting of suicide – informed not just by the law but also by cultural, religious and social conventions – and created the notion that a verdict of suicide is something to be avoided.

**MIND England**

**#WorldSuicidePreventionDay** Save a life and take their FREE 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. Take notes - join us! [@ZeroSuicide](#)



**20 minutes of your time could make a world of difference**

[@ZeroSuicide](#)

Be a 20 - take the training

The alliance is currently accepting self-enrolling support for people understanding mental health problems at the upcoming #ZeroSuicide training on 24 September 2018

2:00pm - 11 Sep 2018

**Blackburn Rovers FC**

We're delighted that [@Barnes](#) and [@BRFCnot](#) will be extending this week's local activity around **#WorldSuicidePreventionDay** in the ground and matchday programme at tomorrow's home game against [@AVFCOfficial](#). Watch out for info around [@ZeroSuicide](#) [t.ly/2p7Vw9Q](#)



6:00pm - 11 Sep 2018

**Account home**

**ZeroSuicideAlliance**

**28 day summary** with changes over previous period

Tweets: 27	Total Impressions: 312K $\uparrow 1,365.0\%$	Profile visits: 8,468 $\uparrow 1,027.0\%$	Website: 628 $\uparrow 1,206.2\%$	Followers: 2,658 $\uparrow 1,235$
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Tweets **Top Tweets** Tweets and replies Protected

Tweet	Impressions	Engagements	Engagement rate
<b>ZeroSuicideAlliance</b> <a href="#">@ZeroSuicide</a> · Sep 10 If you want to help after watching tonight's 'Stopping Male Suicide' programme by <a href="#">@Mike_Horizon</a> please take our training that will give you the skills to talk to someone with suicidal thoughts.  It only takes 20 minutes and you may help save a life. <a href="#">t.ly/2p7Vw9Q</a> or <a href="#">t.ly/2p7Vw9Q</a>	76,731	1,226	1.6%
<b>ZeroSuicideAlliance</b> <a href="#">@ZeroSuicide</a> · Sep 10 It's only 20 minutes to go before 'stopping male suicide' by <a href="#">@Mike_Horizon</a> on <a href="#">@BBCTwo</a> you're moved by what you see please take our training - it only takes 20 minutes and you may help save a life. <a href="#">t.ly/2p7Vw9Q</a> or <a href="#">t.ly/2p7Vw9Q</a>	46,521	674	1.4%

**Zero Suicide Alliance**

**Page activity** Last 28 days

Active on Page (28 days)	Page Views (28 days)	Page Impressions (28 days)
1,112	1,112	104
Page Likes (28 days)	Retweets (28 days)	Recommendations (28 days)
857	82,607	841
Post engagements (28 days)	Website (28 days)	Page Mentions (28 days)
9,509	6,062	841

**YouTube**

Talk2Me - One life lost is one too many.



Talk2Me - One life lost is one too many.



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**Think BIG – Act Small**

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**DO'S** &  
**DON'TS**



TALK2ME... LISTEN TO THE SONG,  
SAVE A LIFE

**“People who  
are suicidal  
don't want  
to die they  
want to stop  
the pain”.**