

Social Media Toolkit

Suicide Prevention Campaign - September 2020

Health Promotion, Fife Health & Social Partnership

#YoureNotOnYourOwn #EveryLifeMattersInFife

Thank you in advance for your interest in supporting Fife's Suicide Prevention 2020 campaign.

Due to constraints relating to face-to-face contact as a result of the Covid19 outbreak, this year's campaign will predominately focus on social media and online platforms.

Health Promotion Service, Fife Health & Social Care Partnership

Social Media Toolkit Contents

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Campaign Aims & Objectives

- Raise awareness to the population of Fife (with a particular focus on males aged under 45) of key suicide prevention messages and the support which is available in Fife for those who need it.
- Communicate a positive message of hope, encouraging people to reach out for support in times of distress/crisis.

Supporting Fife's Suicide Prevention 2020 Campaign through Social Media: How you can use this toolkit

Follow our Social Media Pages:

Twitter @hwlfife, FifeHpService
LinkedIn [Workplace Team](#)
Facebook Fife Health & Social Care Partnership

Like/Share our published content.

Use our scripted content (in the Intended Social Media Script section) to publish your own posts.

Follow or Use the Campaign Hashtags

#YoureNotOnYourOwn
#EveryLifeMattersInFife

Tag us (Facebook) Fife Health & Social Care Partnership

Use our handles (Twitter) @hwlfife
@FifeHpService

Background Information

Scotland's national suicide prevention action plan "[Every Life Matters](#)" is working towards a vision where suicide is preventable in Scotland - where help and support is available to anyone contemplating suicide and, also for those who have sadly lost a loved one to suicide. Suicide affects every part of society and is everyone's business.

National Supporting Resources/Signposting

The following NHS Education for Scotland (NES), short animations give information on suicide awareness and what to do if you are concerned about someone:

- **Ask, Tell – look after your mental health:** This animation explores what mental health is and that we all have mental health. Factors that can affect our mental health are explored, including how we can promote good mental health and respond compassionately to people who may be experiencing mental distress <https://vimeo.com/338176495>
- **Ask Tell – save a life, every life matters:** This animation explores the issue of suicide, including statistics and facts about suicide in Scotland. It helps you to understand the signs that people may be thinking about suicide, and how and when to provide immediate help and support <https://vimeo.com/338176393>
- **Ask Tell – have a healthy conversation:** This animation gives practical tips about how and when to have compassionate conversations with people who may be feeling suicidal or experiencing mental distress. It highlights the range of communication skills that should be used including listening, questioning and responding skills. It also provides information on how to get immediate help and support <https://vimeo.com/338176444>

Local Campaign Resources/Signposting

- **[Suicide prevention video](#)** – Produced in collaboration with representatives from Fife football clubs (Dunfermline Athletic, Raith Rovers, East Fife, Cowdenbeath, Kelty Hearts and Inverkeithing Hillfield Swifts) along with the Fife Flyers and well known local sporting figures (Caroline Weir and Jim Leishman) and Fife support services (Andy's Man Club, Penumbra, SAMs Cafe, Samaritans and CARF). ***Please do not share this video until 5th September onwards.***
- **[Keeping Connected](#):** This resource can be used by practitioners and distributed to members of the public. It contains a directory of services available in Fife which offer help and support on a range of issues
- **[Keeping Connected – Bereavement & Loss](#):** This resource can be used by practitioners and distributed to members of the public. It contains details on useful websites and services who can support through bereavement
- **[Keeping Connected – Young People](#):** This resource is designed specifically for practitioners and provides a directory of service available in Fife which offer help and support specifically for young people on a range of issues
- **[Suicide Prevention, NHS Fife website](#):** Find out more about the continuous suicide prevention work happening here, in the Kingdom of Fife.

Helpful Contacts

NHS Inform www.nhsinform.scot/illnesses-and-conditions/mental-health/suicide-information

Moodcafe Fife www.moodcafe.co.uk

Access Therapies Fife www.accesstherapiesfife.scot.nhs.uk/

Breathing Space breathingspace.scot
Tel: 0800 83 85 87 (Open Mon to Thurs 6pm – 2am; Fri to Mon 6pm – 6am)


Samaritans www.samaritans.org
Tel: 116 123 (24 hour support service)

“Stay Alive” is a Suicide Safety App which is available and free to download from:
brothersinarmsscotland.co.uk/apps/brothers-stayalive/






Intended Social Media Script Schedule

Suicide prevention content will be shared daily through Facebook (Fife Health & Social Care Partnership) Twitter, (@hwlfife & @FifeHpsservice) and LinkedIn (The Workplace Team) social media platforms from 5th September to 13th September inclusively.

Here is our intended Social Media script:

Date/Account	Time	Content/Links	Images
<p>Sat 5th September</p> <p>*Please do not share this video until 5th September onwards.*</p> <p>FHSCP</p> <p>Facebook</p> <p>@hwlfife</p> <p>Twitter</p> <p>@FifeHpsservice</p> <p>Twitter</p> <p>@Workplace</p> <p>Team LinkedIn</p>	<p>10:00</p> <p>12:00</p> <p>14:00</p> <p>16:00</p>	<p>Fife Health & Social Care Partnership & partners are supporting Suicide Prevention Awareness Week. Please watch/share our Suicide Prevention Campaign video https://youtu.be/FTrLVOxDcfw</p> <p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> <p>@fifehscp @nhsfife @phfife</p>	 <p>#YoureNotOnYourOwn</p> <p>#EveryLifeMattersInFife</p>

<p>Sun 6th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>12:00 14:00 16:00 10:00</p>	<p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> <p>Keeping Connected Fife provides information to help people access emotional & practical support & signposts to local/national services which can offer extra help to keep them connected within their community http://hpac.fife.scot.nhs.uk</p>	
<p>Mon 7th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>14:00 16:00 10:00 12:00</p>	<p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> <p>We all have mental health. This clip explores what mental health is including the factors that can affect it & how we can promote good mental health or support people who may be experiencing mental distress https://vimeo.com/338176495</p>	
<p>Tues 8th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>16:00 10:00 12:00 14:00</p>	<p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> <p>Bereavement can put an individual at increased risk of suicide. This leaflet has emotional & practical support & signposts to services who can assist those experiencing bereavement http://hpac.fife.scot.nhs.uk @fifehscp @nhsfife @phfife</p>	
<p>Wed 9th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>09:00 11:00 13:00 15:00</p>	<p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> <p>This clip explores the issue of suicide, including Scottish statistics & facts. It helps you to understand the signs that people may be thinking about suicide & how or when to provide immediate help and support https://vimeo.com/338176393</p>	

<p>Thurs 10th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>11:00 13:00 15:00 09:00</p>	<p>Fife Health & Social Care Partnership & partners are supporting Suicide Prevention Awareness Week. Please watch/share our Suicide Prevention Campaign video https://youtu.be/FTrLVOxDcfw #YoureNotOnYourOwn #EveryLifeMattersInFife @fifehscp @nhsfife @phfife</p>	 <p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> 
<p>Fri 11th September *This website will not be live until 10th September*</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>13:00 15:00 09:00 11:00</p>	<p>Fife is proud to support “United to Prevent Suicide” Scotland’s new approach to Suicide Prevention. Find out more: www.unitedtopreventsuicide.org.uk @fifehscp @nhsfife @phfife</p>	 <p>Scotland's new approach to suicide prevention needs all of us. Find out how you can get involved ></p>
<p>Sat 12th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>15:00 09:00 11:00 13:00</p>	<p>Health Promotion, Fife Health & Social Care Partnership, is proud to support Fife's Suicide Prevention campaign. In times of worry & distress, talking to someone you trust can help. www.nhsfife.org/suicideprevention #YoureNotOnYourOwn #EveryLifeMattersInFife @fifehscp @nhsfife @phfife</p>	
<p>Sunday 13th September</p> <p>FHSCP Facebook @hwlfife Twitter @FifeHpsservice Twitter @Workplace Team LinkedIn</p>	<p>12:00 14:00 16:00 18:00</p>	<p>Fife Health & Social Care Partnership & partners are supporting Suicide Prevention Awareness Week. Please watch/share our Suicide Prevention Campaign video https://youtu.be/FTrLVOxDcfw #YoureNotOnYourOwn #EveryLifeMattersInFife @fifehscp @nhsfife @phfife</p>	 <p>#YoureNotOnYourOwn #EveryLifeMattersInFife</p> 

If you are concerned for an individual’s immediate safety, do not leave the individual alone and call 999 immediately.

Please Note:

Suicide prevention is a sensitive and emotive issue especially for those who have lost a loved one to suicide. We therefore ask that you are mindful of potential replies/comments to social media posts in relation to this campaign on your own social media platforms. If you identify replies/comments which aren't appropriate, we ask that you remove them.

The Samaritans have produced "Top 10 Tips" in relation to media coverage of suicide
<https://www.samaritans.org/scotland/about-samaritans/media-guidelines/10-top-tips-reporting-suicide/>

This guidance advises that there should be no reference to:

- method of suicide
- language which sensationalises or glorifies suicide
- specific sites or locations known for suicide

In the unlikely event that you do identify content mentioning any of the above - in replies/comments on your social media posts - related to the Suicide Prevention Campaign, we ask that you remove the reply/comment immediately.

Additional Social Media Content

In addition to the content provided in this toolkit, you are welcomed and encouraged to compose your own posts in support of the Suicide Prevention Awareness Campaign.

Fife Health Promotion Service recommends using the campaign #'s (#YoureNotOnYourOwn #EveryLifeMattersInFife) alongside your own content for overall campaign consistency.

If you intend to compose your own posts, please feel free to use the following exemplary templates (Twitter character limit compliant) or alternatively, compose your own content:

- Here at (insert service name), we are proud to support Fife's Suicide Prevention campaign. We provide confidential (service/service/service/service) to others. Talking about your feelings with someone you trust, will help. #YoureNotOnYourOwn #EveryLifeMattersInFife
- (Insert service name) is proud to support Fife's Suicide Prevention campaign. In times of worry & distress, talking to someone you trust can help #YoureNotOnYourOwn #EveryLifeMattersInFife

Thanks

Fife Health Promotion Service and Fife's Suicide Prevention Multiagency Core Group would like to take the opportunity to thank the campaign partners for their collaborated contributions and efforts to develop and support the Fife Suicide Prevention 2020 campaign. Furthermore, we would like to extend our thanks to you for sharing and publishing our campaign material. You are helping us to:

- Raise awareness to the population of Fife (with a particular focus on males aged under 45) of key suicide prevention messages & the support which is available in Fife for those who need it.
- Communicate a positive message of hope - encouraging people to reach out for support in times of distress/crisis.

#YoureNotOnYourOwn #EveryLifeMattersInFife

If you are concerned for an individual's immediate safety, do not leave the individual alone and call 999 immediately.

Further Reading

- Rapid Research Review of Covid19 on mental health, Public Health Scotland
<http://www.healthscotland.scot/publications/rapid-review-of-the-impact-of-covid-19-on-mental-health>:
- COVIDLife Survey by University of Edinburgh (May 2020): 14,500 across the UK completed the survey (11,500 respondents – 80% from Scotland)
https://www.ed.ac.uk/files/atoms/files/2020-05-15_covidlifesurvey_report_final_web.pdf:
- Mental Health and Covid19: evidence and analysis, Scottish Government Mental Health Research Advisory Group, May 2020 <https://www.gov.scot/publications/coronavirus-covid-19-mental-19-mental>- Other research (information from Poverty Alliance Webinars, June 2020
<https://www.povertyalliance.org/events>
- [health-research-advisory-group-minutes---april-2020/](https://www.povertyalliance.org/events)