



Social Media Toolkit
Fife Suicide Prevention Campaign
September 2022

Fife Health Promotion Service
Fife Health & Social Partnership

Cost-of-Living Crisis: #ControlTheControllables #OneThingAtATime

Thank you in advance for your interest in supporting Fife's Suicide Prevention 2022 campaign. This year's campaign has been designed collaboratively by the Health Promotion Service, Fife Health & Social Care Partnership and partner organisations such as Samaritans, NHS Fife, Fife Council, Fife Voluntary Action and Families in Trauma and Recovery.

This year's campaign features:

- ✚ Campaign website which can be [accessed here](#) (Please note the campaign webpage is embargoed until Monday 5th September. The QR codes on the posters and resources will link to this website when it goes live.)
- ✚ Digital resources which can be [accessed here](#)
- ✚ Social Media Toolkit
- ✚ Physical posters and resource pack which can be requested from fife.infocentre@nhs.scot
- ✚ Virtual and face-to-face learning opportunities taking place during the campaign week, see <http://hptraining.fife.scot.nhs.uk> for details
- ✚ Samaritan's information stalls taking place at venues across Fife during the campaign week
- ✚ Radio coverage on Kingdom FM

Social Media Toolkit Contents:

- ✚ Campaign aims & objectives
- ✚ Supporting Fife's Suicide Prevention 2022 campaign through social media: how you can use this toolkit?
- ✚ Background information
- ✚ Local campaign resources/signposting
- ✚ National supporting resources/signposting
- ✚ Helpful contacts
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Campaign aims & objectives

2022's Fife Suicide Prevention Awareness campaign will take place from 5th September – 11th September and will focus on the emotional impact which individuals and families are experiencing as a result of the cost-of-living crisis.

*The cost-of-living crisis is impacting on everyone, regardless of job or income. This year's campaign aims to highlight the **emotional impact** which individuals and families are experiencing, such as: guilt, stress, frustration, shame, embarrassment or even crisis & despair and offer some practical advice on how to manage these emotions.*

Key campaign messages:

- ✚ Don't look at the overall situation as this might feel overwhelming or distressing and potentially leave you feeling hopeless
 - **#ControlTheControllables** don't focus on what you *can't* control, focus on what you *can* do
- ✚ While it may feel like the squeeze on finances is never ending, through time, circumstances can and will change
 - Break the situation down to individual areas and consider each in turn **#OneThingAtATime**
- ✚ Don't compare your situations with others, focus on making the decisions which are right for you and your family
 - Ask for help and support: this will help you feel you are regaining control and taking action

Supporting Fife's Suicide Prevention 2022 campaign through social media: How can you use this toolkit?

Follow our Social Media Pages:

- ✚ Twitter: [@hwlfife](#) [@FifeHpsservice](#)
- ✚ Facebook: [Fife Health & Social Care Partnership](#)
- ✚ LinkedIn: [WorkplaceTeamFife](#)

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: **#ControlTheControllables** **#OneThingAtATime**

Tag us on Facebook: [Fife Health & Social Care Partnership](#)

Use our Twitter handles: [@hwlfife](#) [@FifeHpsservice](#)

Background Information

The cost-of-living crisis is impacting on everyone regardless of job or income. We are all examining our outgoings and thinking about where we can make savings:

- ✚ For some, this might mean **cutting back** on activities that families enjoy, such as holidays, meals out, trips to the cinema or after school activities for children
- ✚ For others, it might mean making **difficult decisions** such as taking on a second job or working overtime for additional income, which means spending less time with family; giving up a family pet due to increasing costs; or strict budgeting for basic outgoings such as food
- ✚ For some it will mean facing **fundamental choices** in relation to food, such as reducing the number of meals each day or going without to allow children to eat; cutting down on using heating within the home; or in some cases, it might mean a choice between 'heat or eat' as it's not possible to do both

Whatever the situation, the campaign aims to highlight the **emotional impact** of the decisions which individuals and families are facing: guilt, stress, frustration, shame, embarrassment or even crisis and despair, which may lead to suicidal thoughts as the only way out of their situation.

The current cost-of-living crisis will not last forever. By supporting individuals to recognise and manage their emotions in the here and now, they will be more prepared to make decisions and work through their circumstances.

Local campaign resources/signposting

- ✚ Campaign website which can be [accessed here](#) and contains further information and links to local and national support for Fife residents. (Please note the campaign webpage is embargoed until Monday 5th September)
- ✚ Digital resources which can be [accessed here](#)
- ✚ Physical posters and resource pack can be requested by emailing fife.infocentre@nhs.scot
- ✚ [Keeping connected for adults in Fife](#): This resource can be used by anyone to support another. 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 contains details on useful websites and services that can support people through bereavement
- ✚ [Keeping connected for young people](#): This resource provides a directory of services available in Fife which offer help and support specifically for young people on a range of issues

National supporting resources/signposting

The following NHS Education for Scotland (NES), short animations give information on Mental Health & 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.
- ✚ [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.
- ✚ [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.














NHS 24 has worked with partners and people with lived experience to develop a new [surviving suicidal thoughts website](#). The project supports people having suicidal thoughts by sharing video stories from people who have experienced the same and gone on to find ways of coping and living better. It is hoped that this resource will be helpful for partner organisations who support people who are living with suicidal thoughts, their families, and friends. Located on NHS Inform, it features stories from people who experienced very different situations and circumstances - but who found a way past suicidal thoughts. Their words and voices offer support and strategies for people who are experiencing thoughts of suicide, and to those around them, family, friends, work mates and others.

The Samaritans have lots of useful [information](#) on their website if you are concerned for someone or if you are having a difficult time and need help, you can find this information [here](#).

If you are concerned for a young person, Papyrus have lots of useful information [here](#).

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

Helpful contacts





-  [NHS Fife Suicide Prevention](#)
-  [NHS Inform: offering support to someone you're worried is suicidal](#)
-  [NHS Inform: Struggling with stress](#)
-  [Moodcafe Fife](#)
-  [Access Therapies Fife](#)
-  [CAMHS Hands On](#)
-  [Mental Health and Wellbeing Info for Young People in Fife](#)
-  [Breathing Space](#) Tel: 0800 83 85 87 (Open Mon to Thurs 6pm – 2am; Fri to Mon 6pm – 6am)
-  [Samaritans](#) Tel: 116 123 (24 hour support service)
-  [Distress Brief Intervention Support](#) via NHS 24 111 (24 hour support)
-  [Text SHOUT](#) to 85258 (24 hour support)
-  [Papyrus](#) Hopeline for Young People Tel: 0800 068 4141 Text: 07860 039967 (Open 9am-midnight every day)
-  [CALM](#) Helpline Tel: 0800 58 58 58 (Open 5pm – midnight every day)



Intended Social Media Script Schedule

Suicide prevention content will be shared daily through Facebook ([Fife Health & Social Care Partnership](#)) Twitter, ([@hwlfife](#) & [@FifeHpService](#)) and LinkedIn ([WorkplaceTeamFife](#)) Social Media platforms from 5th September to 11th September inclusively.

Here is our intended Social Media script:

Date/Account	Time	Content/Links	Image
Monday 5th September <ul style="list-style-type: none"> • @FifeHpService Twitter • FHSCP Facebook • @hwlfife Twitter • Workplace Team LinkedIn 	10am	The cost-of-living crisis is affecting us all financially & emotionally. The Fife Suicide Prevention Campaign aims to support you with the range of emotions you may be experiencing https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/ #ControlTheControllables #OneThingAtATime @fifehscp @nhsfife @phfife	
Monday 5th September <ul style="list-style-type: none"> • @FifeHpService Twitter • FHSCP Facebook • @hwlfife Twitter • Workplace Team LinkedIn 	3pm	Keeping Connected Fife leaflet provides information from local/national services to help people access emotional & practical support, whilst keeping connected within your community https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/ #ControlTheControllables #OneThingAtATime @fifehscp @nhsfife @phfife	
Tuesday 6th September <ul style="list-style-type: none"> • @FifeHpService Twitter • FHSCP Facebook • @hwlfife Twitter • Workplace Team LinkedIn 	10am	Your overall situation might feel distressing & overwhelming. Focus on what you can do, not what you can't control https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/ #ControlTheControllables @fifehscp @nhsfife @phfife	
Wednesday 7th September <ul style="list-style-type: none"> • @FifeHpService Twitter 	3pm	It may feel like the squeeze on finances is never ending but the situation can & will change. Break it down to individual areas & consider	

<ul style="list-style-type: none"> FHSCP Facebook @hwlifife Twitter Workplace Team LinkedIn 		<p>each in turn</p> <p>https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/</p> <p>#OneThingAtATime</p> <p>@fifehscp @nhsfife @phfife</p>	
<p>Thursday 8th September</p> <ul style="list-style-type: none"> @FifeHpService Twitter FHSCP Facebook @hwlifife Twitter Workplace Team LinkedIn 	10am	<p>Try not to compare your situation to others, focus on making the decisions which are right for you & your family</p> <p>https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/</p> <p>#ControlTheControllables</p> <p>#OneThingAtATime</p> <p>@fifehscp @nhsfife @phfife</p>	
<p>Friday 9th September</p> <ul style="list-style-type: none"> @FifeHpService Twitter FHSCP Facebook @hwlifife Twitter Workplace Team LinkedIn 	3pm	<p>Making decisions for you & your family can cause a range of emotions. Whatever you're feeling, help is available</p> <p>https://www.nhsfife.org/services/all-services/health-promotion-service/suicide-prevention-in-fife/</p> <p>#ControlTheControllables</p> <p>#OneThingAtATime</p> <p>@fifehscp @nhsfife @phfife</p>	
<p>Saturday 10th September</p> <ul style="list-style-type: none"> @FifeHpService Twitter FHSCP Facebook @hwlifife Twitter Workplace Team LinkedIn 	10am	<p>The cost-of-living crisis is affecting us all financially & emotionally. The Fife Suicide Prevention Campaign aims to support you with the range of emotions you may be experiencing</p> <p>https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/</p> <p>#ControlTheControllables</p> <p>#OneThingAtATime</p> <p>@fifehscp @nhsfife @phfife</p>	
<p>Saturday 10th September</p> <ul style="list-style-type: none"> @FifeHpService Twitter FHSCP Facebook @hwlifife 	3pm	<p>Ask for help & support. This will help you feel you are regaining control & taking action</p> <p>https://www.nhsfife.org/services/all-services/health-promotion-service/suicide-prevention-in-fife/</p> <p>#ControlTheControllables</p>	

Twitter <ul style="list-style-type: none"> • Workplace Team LinkedIn 		#OneThingAtATime @fifehscp @nhsfife @phfife	
Sunday 11th September <ul style="list-style-type: none"> • @FifeHpService Twitter • FHSCP Facebook • @hwlifife Twitter • Workplace Team LinkedIn 	10am	The current cost-of-living crisis will not last forever. Managing your emotions in the here & now will help to make decisions & work through your circumstances https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/ #ControlTheControllables #OneThingAtATime @fifehscp @nhsfife @phfife	

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 guidance in relation to [safely posting about suicide online](#). 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 2022 Suicide Prevention Awareness Campaign.

Please use the campaign hashtags **#ControlTheControllables** **#OneThingAtATime** alongside your own content for overall campaign consistency.