

Let's Keep Talking

Phase 5 communications toolkit

May 2021 – version 1

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Press release

People in Lancashire and South Cumbria urged to become 'suicide aware'

Mental health leaders across Lancashire and South Cumbria are urging people to become 'suicide aware' in a bid to save the lives of young men.

In the next phase of the *Let's Keep Talking* campaign, the Lancashire and South Cumbria Health and Care Partnership has teamed up with Rock FM and celebrity-turned-life-coach Jeff Brazier and his podcast *Only Human* to remind people not to suffer in silence.

Suicide rates across the region are the third highest in England and men are three times more likely to take their life by suicide than women.

Sixty-seven per cent of people who die by suicide are not known to mental health services – and it is the biggest killer of men under 49.

The past year has been a very difficult time for a lot of people. It is more important than ever for people to reach out if they are struggling with their mental health.

Neil Smith, the Mental Health Multi-Agency Strategic Lead for the Lancashire and South Cumbria Health and Care Partnership, said: "Suicide isn't something most people feel comfortable talking about, but we need to change that. Many people are concerned that talking about suicide will put the idea into someone's mind. But those who have felt suicidal often feel relief at being able to talk about how they're feeling.

"It's okay to ask someone you're worried about, 'are you thinking about suicide?' Listening is more powerful than people think and having these conversations could save a life.

"We're delighted to be working with Jeff Brazier who's recorded a special podcast 'Nobody needs to man up anymore' to talk about male mental health and suicide prevention.

“As young man who’s faced his own personal challenges, we hope Jeff’s podcast will resonate with young men in our area and encourage them to get help if they’re struggling with their mental health.”

For information about where you can get help and support and to listen to Jeff’s podcast visit [Let’s Keep Talking to prevent Male Suicide with Jeff Brazier & Healthier Lancashire & South Cumbria | Events - Rock FM \(planetradio.co.uk\)](#)

The Lancashire and South Cumbria Health and Care Partnership website also contains resources, information, support organisations and other websites to help support your mental health, or if you’re worried about the mental health of someone else. Visit [Healthier Lancs and South Cumbria :: Support resources \(healthierlsc.co.uk\)](#)

Newsletter copy (internal and external)

The Lancashire and South Cumbria Health and Care Partnership has launched the next phase of its *Let’s Keep Talking* suicide prevention campaign.

Mental health leaders have teamed up with Rock FM and celebrity-turned-life-coach Jeff Brazier and his podcast *Only Human* to remind people not to suffer in silence and to keep talking.

As part of the next phase in the campaign which has been running since xxx, people are being urged to become ‘suicide aware’.

Suicide rates across the region are the third highest in England and men are three times more likely to take their life by suicide than women.

Sixty-seven per cent of people who die by suicide are not known to mental health services – and it is the biggest killer of men under 49.

A suite of new materials, which includes posters, social media messages and radio adverts, has been developed which you will hopefully see and hear over the next few weeks and months.

For more information and to listen to Jeff’s podcast please visit [Let’s Keep Talking to prevent Male Suicide with Jeff Brazier & Healthier Lancashire & South Cumbria | Events - Rock FM \(planetradio.co.uk\)](#)

Please can we ask you to support this campaign by sharing any relevant social media posts as well as encouraging the conversation about suicide and suicide awareness with friends, family, and colleagues.

If you think you could support this area of work further by displaying posters, leaflets and videos in your organisation please contact lyndsey.shorrocks@nhs.net.

If you are struggling yourself or you are concerned for somebody else, please visit the Lancashire and South Cumbria Health and Care Partnership website which contains resources, information, support organisations and other websites to help support your mental health. Visit [Healthier Lancs and South Cumbria :: Support resources \(healthierlsc.co.uk\)](#)

Web copy

The Lancashire and South Cumbria Health and Care Partnership has launched the next phase of its *Let's Keep Talking* suicide prevention campaign.

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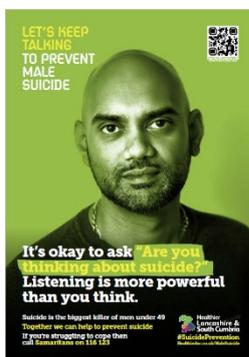
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For more information and to listen to Jeff's podcast please visit [Let's Keep Talking to prevent Male Suicide with Jeff Brazier & Healthier Lancashire & South Cumbria | Events - Rock FM \(planetradio.co.uk\)](https://www.letskeep talkingtopreventmale suicidewithjeff brazier & healthier lancashire & south cumbria | events - rock fm (planetradio.co.uk))

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Posters

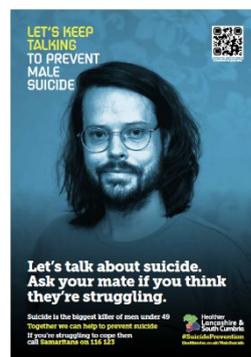
The images below are for illustrative purposes only. Please use the links below the images to download the high-resolution files.



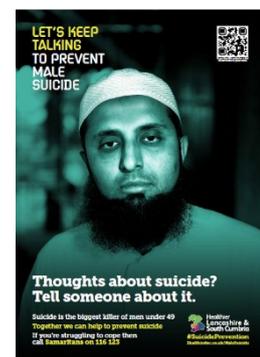
[Male suicide poster phase 5 - 1.pdf \(healthierlsc.co.uk\)](#)



[Male suicide poster phase 5 - 2.pdf \(healthierlsc.co.uk\)](#)



[Male suicide poster phase 5 - 3.pdf \(healthierlsc.co.uk\)](#)



[Male suicide poster phase 5 - 4.pdf \(healthierlsc.co.uk\)](#)

Videos

Please find links to two videos below featuring former rugby player Danny Sculthorpe and former footballer Paul Stewart.

<https://youtu.be/XKwcFuIYACg>

<https://youtu.be/MiD8zh9ne9E>

Digital screen images

The images below are for illustrative purposes only. Please use the links below the images to download the high-resolution files. Please display these in places such as waiting areas.



[Male suicide - digi_screen_phase 5 - 1.jpg \(1919x1080\) \(healthierlsc.co.uk\)](#)



[Male suicide - digi_screen_phase 5 - 2.jpg \(1919x1080\) \(healthierlsc.co.uk\)](#)



[Male suicide - digi_screen_phase 5 - 3.jpg \(1919x1080\) \(healthierlsc.co.uk\)](#)



[Male suicide - digi_screen_phase 5 - 4.jpg \(1919x1080\) \(healthierlsc.co.uk\)](#)

Social media schedule

Below are some suggested social media posts to use or adapt for your channels.

The hashtag for the campaign is: #StartTheConversation, other relevant hashtags include: #SuicidePrevention #MentalHealth #AntiStigma

We suggest scheduling 1-2 posts a week. Please tag us where and when you can – @HealthierLSC

The thumbnails below are for illustrative purposes only. Please download the high-resolution image by clicking on the link below the image.

Copy

Facebook and Twitter

It's OK to ask someone you're worried about, 'are you thinking about suicide?'

Asking someone about suicide won't put the idea into someone's mind.

Let's keep talking – ask your mate if you think they're struggling ❤️

#StartTheConversation →

www.healthierlsc.co.uk/malesuicide

Facebook

Suicide – not the easiest subject to talk about, but we need to start.

Suicide rates across Lancs and South Cumbria are the third highest in England and men are three times more likely to take their life by suicide than women.

We want to change this. If you're worried about your mate it's OK to ask, 'are you thinking about suicide?' ❤️

#StartTheConversation →

www.healthierlsc.co.uk/malesuicide

Twitter

Suicide – not the easiest subject to talk about, but we need to start. Men are three times more likely to take their life by suicide than women.

We want to change that ❤️

#StartTheConversation →

www.healthierlsc.co.uk/malesuicide

Facebook and Twitter

? 'Are you thinking about suicide?'

It's a bold question, but it's OK to ask if you're worried about someone.

#StartTheConversation →

www.healthierlsc.co.uk/malesuicide

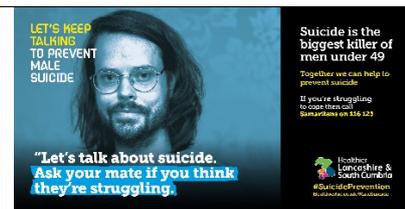
Image thumbnail



[Male suicide social phase 5 - 1.jpg \(1920x1004\) \(healthierlsc.co.uk\)](#)



[Male suicide social phase 5 - 2.jpg \(1920x1004\) \(healthierlsc.co.uk\)](#)



[Male suicide social phase 5 - 3.jpg \(1920x1004\) \(healthierlsc.co.uk\)](#)

Facebook and Twitter

Let's talk about suicide.

We get it's not the easiest of subjects, but it's so important if we want to save lives.

Men are three times more likely to take their life by suicide than women. So, we need to get men talking 🗣️

#StartTheConversation ➡️
www.healthierlsc.co.uk/malesuicide



[Male suicide social phase 5 - 4.jpg \(1920x1004\)](http://www.healthierlsc.co.uk/malesuicide)
www.healthierlsc.co.uk/malesuicide

Facebook

Suicide is the biggest killer of men under 49 and men are three times more likely to take their life by suicide than women.

So, let's get men talking! 🗣️👤👤👤

If you're worried about your mate it's OK to ask, 'are you thinking about suicide?'

#StartTheConversation 🗣️
www.healthierlsc.co.uk/malesuicide

Twitter

Suicide is the biggest killer of men under 49 and men are three times more likely to take their life by suicide than women.

So, let's get men talking! 🗣️👤👤👤 If you're worried about your mate it's OK to ask, 'are you thinking about suicide?' 🗣️ www.healthierlsc.co.uk/malesuicide

<https://youtu.be/XKwcFuYACg>

or

<https://youtu.be/MiD8zh9ne9E>

Facebook

Jeff Brazier, celeb-turned-life-coach, is using his Only Human podcast to help us talk about suicide and men's mental health.

Asking someone about suicide won't put the idea into someone's mind.

Let's keep talking – ask your mate if you think they're struggling 💙

Have a listen to Jeff's podcast 🗣️
<https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>

<https://youtu.be/-VKjyudUxKI>

Twitter

Jeff Brazier, celeb-turned-life-coach, is using his Only Human podcast to help us talk about suicide and men's mental health.

Asking someone about suicide won't put the idea into someone's mind. Let's keep talking ❤️ Have a listen to Jeff's podcast 📌 <https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>

Facebook and Twitter

Suicide is the biggest killer of men under 49... we can change that.

We've teamed up with Jeff Brazier and his Only Human podcast to encourage people to reach out if they're struggling ❤️

Have a listen and #StartTheConversation ➡️
<https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>



[Jeff_Brazier_only_human.jpg](#)
(1080×1080)
(healthierlsc.co.uk)

Facebook and Twitter

We've teamed up with Jeff Brazier and his Only Human podcast to talk about suicide and men's mental health 😊

Suicide is the biggest killer of men under 49 and we want to change this.

We want to get men talking! 🗣️ Have a listen to the podcast ➡️ <https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>

<https://youtu.be/-VKjyudUxKI>

Facebook

🗣️ Ever had a conversation about suicide? It's not as scary as you might think, and it might just save a life.

Celeb-turned-life-coach Jeff Brazier's working with us to encourage more people to talk about suicide and men's mental health.

Have a listen to his podcast ➡️
<https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>



[Jeff_Brazier_only_human.jpg](#)
(1080×1080)
(healthierlsc.co.uk)

Twitter

 Ever had a conversation about suicide? It's not as scary as you might think, and it might just save a life.

Jeff Brazier's working with us to encourage more people to talk about suicide and men's mental health.

Have a listen to his podcast 

<https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>

Facebook

Men are three times more likely to take their life by suicide than women.

And suicide rates across Lancs and South Cumbria are the third highest in England.

We've teamed up with Jeff Brazier to encourage more men to open up about their mental health and talk about feelings of suicide 

Have a list to his podcast 

<https://planetradio.co.uk/rock-fm/local/events/lets-keep-talking/>

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