

**Lancashire and South Cumbria
Male Suicide Prevention
Campaign Report
2025**

**Let's Keep Talking
'Honestly Mate'**

#SuicidePrevention
HealthierLSC.co.uk/MaleSuicide

**GRASSROOTS
SUICIDE PREVENTION**

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Executive summary

Suicide is a significant worldwide public health concern with 6,069 suicides in the United Kingdom (UK) in 2023 alone. A striking 4832 of these suicides were by males (75.3%) further confirming a longstanding gender imbalance evident in UK suicide rates.

It was clear that a campaign needed to be designed with the aim of putting the issue back in the media spotlight, to raise awareness of male suicide, reducing the stigma attached to mental health and get people talking about the issues. Signposting to support was an important aspect of our considerations.

Using available data, the campaign was planned to attempt to prevent the possibility of men getting to a crisis stage by promoting the resources available so men could download, visit and potentially access support before they struggle further.

The Grassroots Stay Alive is an App that can be downloaded for free from the Google Play Store and Apple App Store for smartphones and tablets. The web version functions like a website and can be accessed from smartphones, tablets and desktop or laptop computers and it is translated into 14 different languages.

A digital campaign across Lancashire and South Cumbria focusing on males aged 30-54, promoted the ICB Male Suicide prevention webpage and the Grassroots Stay Alive app as a source of support as well as resources available locally for people seeking help and available support networks around them.

- Data received from Grassroots following the campaign showed results compared to the previous 31-day period (January 29 to February 28, 2025). This showed: 767 total views – a 124% increase
- 43% increase in active users
- 566% increase in use of our wellness plan
- 128% increase in people signing up to use the app — typically including downloading it, opening it for the first time, and completing any initial setup steps
- 46 engaged sessions – a 31% increase (Engaged sessions are sessions where the user either:
Stayed for longer than 10 seconds, triggered at least one conversion event, or viewed two or more pages/screens)
- 81% increase in direct traffic
- 1,399 events - a 137% increase (Events are actions users take during a session, such as clicking a button, scrolling, visiting a page, or making an outbound link click. They help us understand what users are actively doing in the app or on the site).

In contrast, looking at the platform without any location filters, the same period comparison showed only modest growth, suggesting that the campaign had a particularly strong impact within the target areas.

As part of our campaign approach, we promoted the Orange Button Community Scheme which meant that as well as signposting to communities the support available, we could upskill the population to be confident to start productive and positive conversations with people struggling with their mental health. The Orange Button Community Scheme helps encourage dialogue, and support through signposting to essential services.

Seeing an increase in the uptake of the training and applications in the Orange Button scheme shows the continued growth need for suicide prevention training and the value of being visible in local communities and networks.

Overall, the coproduction, engagement and system wider involvement has resulted in a successful campaign with clear support for men and their support networks. Next steps need to consider a

continuation of this campaign with a focus on help seeking, available support and for it to be focused on strong positive male images as everyone seeks help in their own way.

Context for the campaign

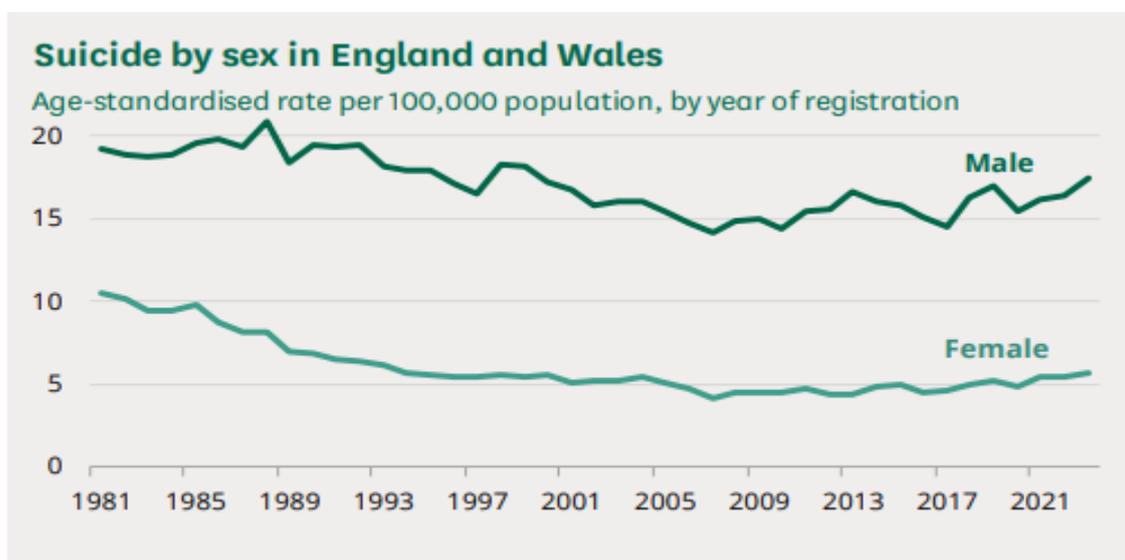
Suicide is a significant worldwide public health concern with 6,069 suicides in the United Kingdom (UK) in 2023 alone. A striking 4,832 of these suicides were by males (75.3%). This confirms what is a longstanding gender imbalance evident in UK suicide rates. Suicide is the single biggest killer of men aged under 49 years in the UK. This is a shocking statistic and raises questions about what is being done to deal with the issue.

Given this shocking statistic, Lancashire and South Cumbria ICB identified the need for action. We conceptualised a campaign to raise awareness. With a focus on male suicide prevention, the campaign aimed to look at how we can get men to access support and advise them when they need it. Some elements of the campaign are already available and can be incorporated into a communication awareness campaign. Central to the campaign was the Staying Alive App, a great point of support for a multitude of mental health issues. The awareness campaign can also sign post people towards the ICB male suicide prevention web page which offers more information, including localised support.

We undertook insight with local men's networks and conducted focus groups to develop the communication elements of the campaign. We sought their insight and experiences in developing images to be used, the taglines or messages communicated, and the overall "look and feel" of the campaign materials, particularly the tone. We wanted these to capture people's interest, and prompt them to take action as well as to be memorable. An important feature of the campaign was that it needed to be inclusive of all men rather than those who identify as service users. .

Background of the campaign

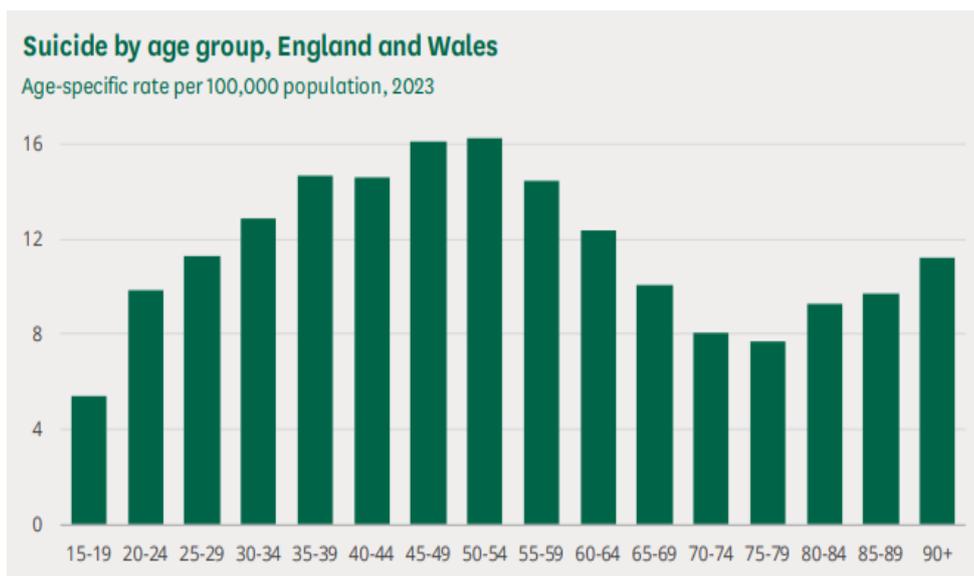
Suicide in England and Wales is three times more common among men than among women. The gender gap has increased over time and is higher in the UK than the global gender gap identified by many sources, including the World Bank. The chart below shows trends since 1981 by sex. The suicide rate among women has almost halved since 1981, from 10.5 to 5.7 deaths per 100,000 people. By comparison, the rate among men remains higher than women, although has fallen by 9%, from 19.2 to 17.4 deaths per 100,000 people.



Source: [ONS, Suicides in England and Wales dataset, 29 August 2024, Table 1](#)

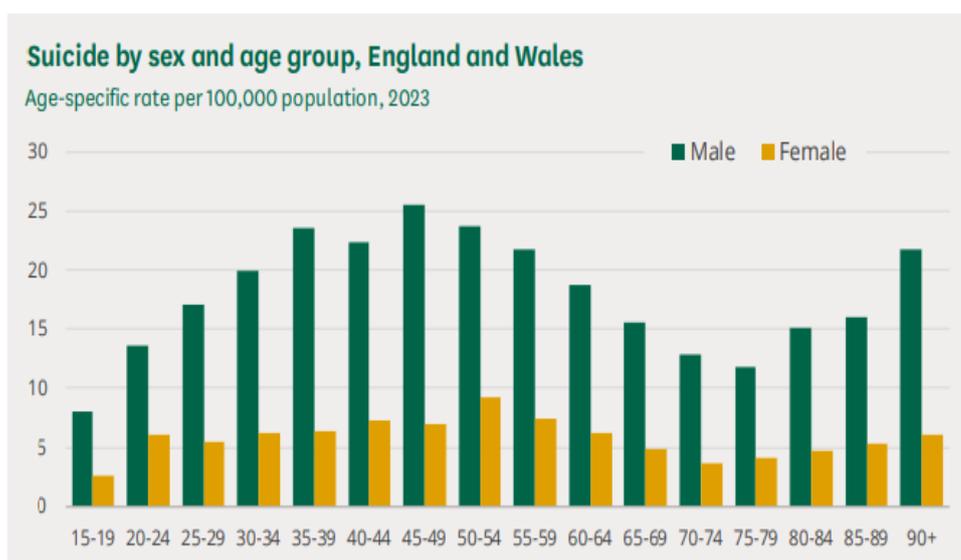
Suicide rates in England and Wales increased across all broad age groups between 2022 and 2023. The largest increase was in those aged 45 to 64 (from 13.4 to 14.8 deaths per 100,000 people).

The chart below shows a more detailed breakdown by five-year age groups in 2023. Risk of suicide is usually highest among people aged between 45 and 54 and lowest among people aged under 20. In 2023, the suicide rate for people aged 45 to 54 was around 16 deaths per 100,000 people, whereas for those aged 14 to 19 it was around 5 deaths per 100,000 people. [ONS](#)



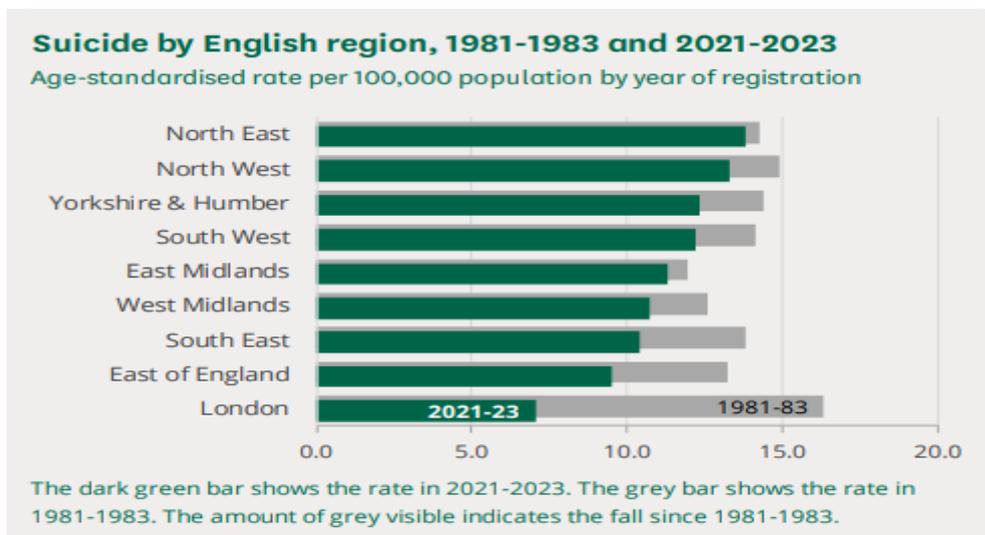
Source: [ONS, Suicides in England and Wales dataset, 29 August 2024](#), Table 5

The chart below shows the same data which illustrates the gender disparity with regard to suicide. It shows that although there is a significant difference between men and women, both men and women have a broadly similar age pattern. As above, the suicide rate among ages 45 to 54 is usually the highest for both men and women, although in 2023 rates for women were highest among those aged 50 to 59.



Source: [ONS, Suicides in England and Wales dataset, 29 August 2024](#), Table 5

In the three years from 2021 to 2023, the suicide rate was higher in the North East and the North West regions of England.



Source: [ONS, Suicides in England and Wales dataset, 29 August 2024, Table 4](#)

Approach of the campaign

Male suicide remains a taboo subject in the public domain, particularly the media. If not taboo, it tends to be either obscured, or perhaps even forgotten, when the care of vulnerable people is covered in the media, and in the public domain. Therefore, the ICB felt that it was important to design the campaign with the aim of putting the issue back in the media spotlight, to raise awareness of male suicide, reducing the stigma attached to mental health and get people talking about the issues related to suicide.

Suicide is the single biggest killer of men aged under 49 years in the UK. This is a shocking statistic and raises questions about what is being done to deal with the issue.

There is a consensus that a person who takes their own life, may not have been a health service user, nor recognised by services, and may not have been receiving treatment for mental health issues. As such, this means that the issue is not a policy driver even though suicide is preventable, and the figures are a cause for concern.

The statistics are shocking. Every two hours a man in the UK takes his own life. Male suicide and mental health are a big issue that can't be ignored any longer. It's unacceptable that so many men are dying from suicide daily, yet so few people are talking about it and it is preventable.

The ICB agreed that the campaign needed to target all men, not just 'service users'; particularly given that our stated values are about, for and on behalf of men. There is a cultural barrier that prevents men seeking help. A useful and informative perspective on male suicide

The key message is that suicide needs to be addressed as a health and gender inequality...an avoidable difference in health and length of life that results from being poor and disadvantaged; and an issue that affects men more because of the way society expects them to behave. It is time to extend suicide prevention beyond its focus on individual mental health problems, to understand the social and cultural context which contributes to people feeling they wish to die.

Several psychological and personality factors can contribute to the risk of suicide ideation and behaviour.

- Social perfectionism, a need to meet others' expectations, self-criticism, rumination
- Excessive, recurring, persistent self-focused thoughts, brooding, reduced social problem-solving ability
- Inability to generate positive future thoughts, feeling defeated and trapped.

Research has also explored 'masculinity' as a concept. For example, men may compare themselves with what is termed the masculine 'gold standard'. This represents the man as the breadwinner who looks after his family. When men feel unable to, or cannot do this, some men may feel a sense of shame and defeat, which along with other emotional responses can lead them to suicide.

Research also cites the link between unemployment and suicide. Unemployed people are 2-3 times more likely to die by suicide than those in work. When there is an economic recession, there is a commensurate increase in suicide rate. Men typically find it difficult to seek normal emotional support for their problems and will often reach a crisis point before they do.

Masculinity

Most of the research recognises characteristics of masculinity and how this can be a barrier to help-seeking behaviours. This has emerged as a significant theme throughout the research literature. This included the unhelpful conception of what are considered to be "stoic" beliefs which influence the disclosure of mental health difficulties and suicidal ideation. For example, disclosure of emotional distress was viewed as emotional expression and 'weak' and 'un-masculine'.

"You're telling someone you failed. I feel like I failed, that's why I did that [attempted suicide]. They [men] don't tell anyone about their problems. Men feel they have to be strong, that you have to be able to manage when you are a man."

"Men, if they feel depressed or whatever, they see themselves as being weak and man is supposed to be the stronger one".

Emotional pain and mental health difficulties were also associated with femininity and a deviation from conventional masculinity norms with men appraising emotional self-sufficiency as an appropriate response to trying circumstances. Men are less likely to demonstrate help-seeking behaviour because dominant societal idealisations are of invulnerability, self-reliance i.e. not seeking psychological support. The example below demonstrates an example of this:

"I think because we are afraid to. Not to seem weak. We're afraid of weak or something. Because we have to have this image of being macho, we have this image of not being girls".

Stigma

Throughout the available research, beliefs or assumptions regarding stigmatisation were repeatedly implied as obstructions to male help-seeking.

Social humiliation

Men reveal that their attempts to kill themselves were to avoid revealing their weaknesses and the stigmatising labels they would be subject to, had they sought help. Research described how means of management leading to isolation, and reliance on coping mechanisms required less immediate effort and provided short term alleviation of distress and suicidal ideation.

"...I wouldn't allow myself to show it to my friends and family. It was a stranger where it was kind of like you felt that if you were going to be judged it would be less than what it would be from family and friends".

This concept of 'perceived judgement' was expanded throughout the research, describing how family members, in particular fathers and male siblings, were key enforcers of dominant masculine values and beliefs, who often teased and manipulated, describing participants as:

"Too sensitive...Stop whingeing, stop your moaning about it"

Consequently, many feared that through a formal diagnosis, resulting from accessing services, it would lead to stigmatisation not just friends and family but from wider society. Overall, males demonstrated a conspicuous fear of the external and social consequences from help-seeking.

"...and then you're diagnosed with a mental illness, then they all seem to turn their back like...it seems like people are scared of mental illness".

Self-humiliation

Research found that suicidal males described a failure to manage their emotions or fulfil expectations of happiness. Consistently males reported frequent feelings of guilt and enragement with themselves, whilst also apprehensive of their difficulties being divulged.

"With my closest friends it was, 'I don't want you to know how I feel'. I'm a Dad of three and a husband. I've got a good job. I don't want you to know that I am so sad that I cry at red lights".

Whereas masculinity was identified as a key barrier to help-seeking, the appraisal of a failing to meet this self-imposed expectation of oneself may fuel self-humiliation, thus further contributing to reduced access of help from services. The example below demonstrates how embarrassment can hinder male disclosure of emotional difficulties and suicidal ideation.

"For two years when I did feel down, I didn't talk to anyone. I just kept it all inside. I just didn't tell anyone anything. I just didn't want to involve anyone; I just didn't want anyone else to tell".

Research highlights that men typically refuse to recognise their emotional difficulties and suicidal ideations/behaviour as mental illness. This leads to hesitancy in seeking help, and a fear of a formal diagnosis. As well as the stigma that a diagnosis would bring, for many it also meant having to confront their problems, which were otherwise ignored.

"That's one of the worst fears, actually being diagnosed as mentally ill".

Why was the campaign run in March

Local data identified July, August and September as particularly difficult months for men in the district through the Real Time Surveillance Suspected Suicide data. Using this data the campaign was planned to help prevent the possibility of men getting to a crisis stage by promoting the resources so men could download, visit and potential access support before their crises escalated. March was chosen for the campaign, so that it wasn't overshadowed by any other campaigns and would enable male support networks to be available and support those who had seen the campaign.

Why the [Stay live app](#)

Stay Alive can be downloaded for free from the Google Play Store and Apple App Store for smartphones and tablets. The web version functions like a website and can be accessed from smartphones, tablets and desktop or laptop computers.

The app is totally free to download and access, and it always will be. No areas are locked or require purchase and Stay Alive contains no advertising.

The app can be used with or without an account, but if an individual wants to access their own settings, content and information on more than one device, users can create an account so that information can be synchronised.

Use of the app is confidential and the app stores data on the device it is entered into, e.g. on a phone or tablet. If the user has an account, the data stored on their device is synchronised to the web app. Data is encrypted and transferred and stored securely.

Over the past decade, Stay Alive has transformed suicide prevention efforts, offering comprehensive support and guidance to people at risk. Beyond crisis intervention, it is a valuable resource for concerned friends and family members, and professionals in therapy, social work and education. Endorsed by the NHS, Stay Alive continues to evolve, with regular updates introducing updates, new features and new languages.

User feedback and independent evaluations play a key role in keeping the app relevant and effective in the fast-moving digital landscape. Also reviews, guidance and information are available sources and validated regularly.

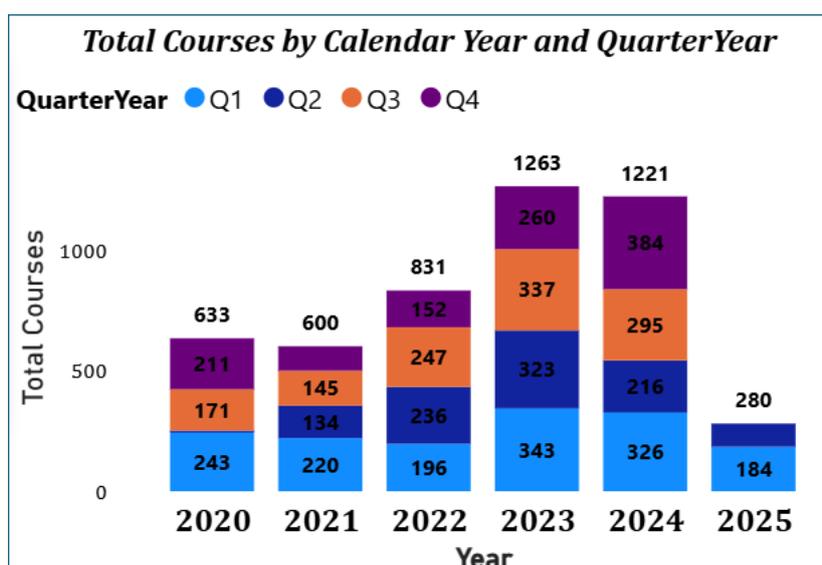
Recognising the importance of accessibility, Grassroots, the developer of the Stay Alive app also produce the app [in paper format](#) to reach vulnerable communities without internet or smartphone access. Additionally, regional adaptations have been made through various [partnership initiatives](#), with resources tailored to specific local organisations as well as nationwide assistance.

The app is available in 14 languages.

Orange Button Community Scheme?

The campaign also included an offer of suicide prevention training to support the generated discussions that the App provoked, address stigma and support people to increase their knowledge about having difficult discussions about mental health, and suicide.

Orange button webpage increased to 1,377 page views in March with 813 first visits.



Orange button-holder users started to increase this quarter due to the campaign and the awareness raising through promotional efforts, which highlighted the support available. **This will be an impact that will continue to increase over the coming months.**

Male suicide prevention website

The campaigns landing page was the ICB Male Suicide prevention page on the ICB website. This was refreshed and reviewed as part of the engagement event carried out in preparation for this campaign. The website signposts users to local support organisations and national support that is available. It provides information on a range of support agencies for a range of topics with links to the mental health pages and wider Suicide prevention resources.

Campaign costs

£10,000

Measuring impact

- The engagement and collaboration across the ICB footprint
- Organisations involvement
- Conversations
- Uptake of the app
- Views on the website.

The aim of the evaluation

The overall aim of the evaluation is to show evidence of reach of the campaign messages, and where possible improved awareness of the importance of seeking help, and getting access to supportive resources that could assist men but also their networks to recognise and act in tough times.

Scope

All key elements of the campaign were included in the evaluation with the exception of outdoor media. Given the cost of measuring the impact of the outdoor media, we decided not to try to measure the impact as a separate element. However, this type of promotion has a potential to reach large audience mainly due to the placement of outdoor media in high drive by and footfall areas.

Findings

- [Male Suicide Prevention Campaign Engagement Report](#)

Digital media campaign

The digital promotion was set up with a key message of signposting men to support services for suicide prevention. This aimed to create early intervention before situations escalated. The campaign ran throughout March 2025 across Lancashire and South Cumbria. The budget for the campaign was £10,000 and the audience was men 30-54 in lower socio-economic groups including self-employed, logistics and skilled workers working unsociable hours.

The campaign material was placed in prominent locations, for example, at the main entry points to the main town centres across Lancashire and South Cumbria on weekends. This included digital

screens in motorway service stations across the area, radio promotions through Hits and Greatest hits FM radio, and via a mobile DNA.

Digital signs



Screen in Blackpool, Blackburn, Preston, Barrow-in-Furness and Burnley after and during match day across March

Service stations digital screens



Washroom panels



Radio

Overnight Hits Radio and Greatest Hits package

- 4 weeks per station

- 10 x 10 second spots each day between 12am and 6am
- 560 spots
- 80,000 listeners
- Production of 6 x 10 second ads
- 135,000 impressions.

Mobile DNA

We can access a wealth of audience data and target the right audience through what people search for and information they access.

Demographic Targeting: 30-54+

Gender: Males

Keyword/phrase targeting: Users actively searching for Tax returns, Business loans, Business stress, Redundancies, Cost of living crisis, Shift work, Extra shifts, social services, Universal credit, Directors of business, Mortgage rates, Relationship problems, Divorce, Custody, Shared custody, Depression, Anxiety, Mental health, Mind etc.

App Targeting: Those with Entertainment apps like National Lottery, William Hill, Betfair etc, and Business-related Apps like Sage and Monzo etc.

Websites: Those searching on websites such as NHS, Lancashire Council, GOV.UK, Citizens Advice, Job Centre, Samaritans, Mind, Dads unlimited, Hubs of Hope etc.



GP's and Pharmacies and food banks

Promotional materials were sent to 350 GP surgeries across the locality with posters, leaflets and a cover letter asking for the ICB male suicide prevention page to be a point of contact for support for males struggling and display the posters for all patients/customer and staff to see.

Digital toolkits

The creative materials were shared with all stakeholders, partners and public sector, VCFSE and partner communication and engagement networks across Lancashire and South Cumbria.

Messages were shared across Lancashire and South Cumbria, and via, press releases, poster, leaflets, social media banners and social media posts to support the campaign.

The creative links and physical posters packs were shared with all food bank and GP surgeries across Lancashire and South Cumbria in March. Participants were asked to display the material in both staff and patient populated areas.

Male suicide prevention webpage Advice link	Campaign toolkits and assets Google drive link	Stay Alive app Campaign link
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Reach of targeted promotions

Format	Volume	Booked	Delivered	Delivery
D48	5 =1560	13 days during and after football games locally	1854 plays	119%
D6	24x 6 sites	2 weeks	569,858 plays	100%
Service station washroom	80 X 6 sites	2 weeks	80 panels	100%
Radio Hits/Grt hits	560 spots 10x10 daily	4 weeks	135,000 impressions	100%
Drinks mats	20,000 in 40 pubs	NA	NA	100%
Mobile DNA	86,667 impressions	4 weeks	78 clicks	101%

Website statistics and usage [LSC Integrated Care Board :: Male suicide](#)

Male suicide page – 2, 372 page views, 1,759 first visits.

The male suicide prevention website was the most viewed webpage within the ICB across March.

Contributing to 24,411 new users visiting the ICB sites and 62,456 potential page views on the ICB Social Media platforms.

Combined followers (all ICB accounts): 10,457

ICB accounts:

- Facebook: 4,555 ↑ 47
- X: 2,431
- LinkedIn: 2,483 ↑ 64
- Instagram: 840 ↑ 28
- YouTube: 148 ↑ 7

- 68% female and 32% male followers
- 430 link clicks
- 87 posts with a combined organic post reach of 1,247 (this doesn't include Twitter as the data isn't available).
- 543 inbound engagements.

Most popular posts: March 2025

	Clicks	Likes	Shares	Reach
1	Brain tumour signs & symptoms (Facebook) (91)	Board meeting reminder (LinkedIn) (15)	Male suicide prevention (Facebook) (22)	World Oral Health Day (Facebook) (2,202)
2	Board meeting reminder (LinkedIn) (52)	Keep talking – male suicide (LinkedIn) (10)	Feedback Fortnight (Facebook) (19)	Ovarian cancer symptoms (Facebook) (2,006)
3	Board meeting reminder (Facebook) (39)	Brain tumour signs & symptoms (Facebook) (7)	Healthy Young Minds (Facebook) (17)	Male suicide prevention (Facebook) (1,739)

With supporting pages also seeing an increase in views, shares and first-time visits.

Stakeholder shared

- Blackburn with Darwen council
- Horizon Blackpool
- Burnley council

- Burnley together.

Media coverage

A press release was shared and distributed across the localities media outlets and was picked up by:

- That's Tv Lancashire interview
- [New campaign launched to tackle male suicide in North West | The Mail](#)
- [LSC Integrated Care Board :: Male suicide prevention campaign challenges barriers to seeking help](#)

User behaviour

Campaign strategies: multiple strategies were employed throughout the campaign to reach the relevant audience effectively. These strategies aimed to maximise the campaigns impact and increase engagement with the target audience. A strategy which performed well was one which used keywords to target users searching for social services, as well as searching on educated related websites. This strategy achieved 30.53% overall click through rate on the mobile DNA

Artwork size: the 320x50 and 320x480 creative units demonstrates the best performance, collectively driving 68.7% of the total clicks to the website. This data provides a clear indication of the creative dimensions that resonate most with your audience. By understanding which format generates the most interaction, we can strategically prioritise these ad sizes in future campaigns to enhance user engagement and optimise overall campaign efficiency.

Ad positions: when ads appear above the fold, this indicates excellent viewability for your audience as the ad displayed at the top of the page 97.2% of the audience engaged with the campaign and clicked on the landing page while the ad appears above the fold.

Curated audience lists: a third-party strategy was employed to effectively target users most relevant to your advertisements. The 'debt' interest group, a third-party strategy that focused on low income, achieved 24.16 % of the overall clicks to the landing page.

Further insight: the campaigns performance displayed a natural pattern of fluctuation throughout its duration, characterised by the periods of increased activity and intermittent dips. This variation is typical of most advertising efforts and provides valuable insights into user engagement trends over time. By identifying these patterns, we can discern the periods when users are most responsive to the campaign allowing us to optimise future campaign by aligning key activity with these peak engagement windows.

Drink Mats to all localities

We sent out drink mats and promotional material to 40 bars and pubs across the county.

- | | |
|--|---|
| 1. Stanhill Club 40 Stanhill Rd Oswaldtwistle Accrington | 21. Walmersley Con Club Mather Rd Bury |
| 2. Adelphi 43 Fylde Street Preston | 22. Brownhill Arms 575 Whalley New Rd Blackburn |
| 3. Grey Mare 27 Bolton Street Ramsbottom | 23. Topsy Table Abbey St Accrington |
| 4. Sun Hotel 112 Friargate Preston | 24. Flying Dutchman 89 Burnley Rd Padiham |
| 5. Station Hotel 391 Preston Old Rd Blackburn | 25. Websters Bar 123 Promenade Blackpool |
| 6. Ivy Hotel Infirmary Street Blackburn | 26. Slug & Lettuce 144-146 Church St Preston |
| 7. Sportsman Inn Compston Rd Ambleside | 27. Bamber Bridge FC SFC Stadium Bamber Bridge |
| 8. Britannia Inn Elterwater Ambleside | 28. Burnley Miners 27A Plumbe St Burnley |
| 9. Fleece Inn 14 Highgate Kendal | 29. Anchor Hotel 317 Blackburn Rd Darwen |
| 10. Crafty Baa 21 Victoria Street Windermere | 30. Mill Hill WMC Moorgate St Blackburn |
| 11. Stag Inn 3-5 Worden Lane Leyland | 31. Windermere Social Club New Rd Windermere |
| 12. Bull and Dog 5 Liverpool Rd Burscough | 32. Castle 75 Whalley Rd Accrington |
| 13. Bull Hotel 2 Blackpool Old Rd Poulton | 33. Accrington Golf Club Accrington |
| 14. Queens Hotel Poulton Rd Fleetwood | 34. Oak 14 Houghton Lane Houghton |
| 15. Seven Stars Hallgate Street Poulton | 35. Stanley Arms Chapel St Blackpool |
| 16. Plough Galgate Lancaster | 36. Duttons Arms South Promenade Blackpool |
| 17. Rams Head Liverpool Rd Longton Preston | 37. Adelphi 43 Fylde St Preston |
| 18. Brown Cow The Green Eccleston Chorley | 38. Prince of Wales New Market St Chorley |
| 19. Royal Hotel Main Street Heysham | 39. Cavendish Arms Sandy Lane Chorley |
| 20. Morecambe Cricket Club Woodhill Lane Morecambe | 40. Black Bull Ribchester Preston |

Staying alive downloads

Data received from Grassroots following the campaign showed results compared to the previous 31-day period (January 29 to February 28, 2025).

- 767 total views – a 124% increase
- 43% increase in active users
- 566% increase in use of our wellness plan
- 128% increase in people onboarding for themselves (Onboarding refers to the process of signing up to use the app — typically including downloading it, opening it for the first time, and completing any initial setup steps.)
- 46 engaged sessions – a 31% increase (Engaged sessions are sessions where the user either: 1. Stayed for longer than 10 seconds, 2. Triggered at least one conversion event or viewed two or more pages/screens.)
- 81% increase in direct traffic
- 1,399 events - a 137% increase (Events are actions users take during a session, such as clicking a button, scrolling, visiting a page, or making an outbound link click).

In contrast, looking at the platform without any location filters, the same period comparison shows only modest growth, suggesting that the campaign had a particularly strong impact within your targeted areas:

- 0.86% increase in total views
- 9.1% increase in active users
- 4% increase in engaged sessions
- 1% increase in events.

These figures show that there was a strong response to the campaign across Lancashire and South Cumbria with the population identifying with the Stay Alive app and all functions within the app.

Conclusions

The need and the interest for a campaign around male suicide prevention awareness was evident. Men want to know what services are out there, would like to recognise the signs of deteriorating mental health, and learn how to talk to those people who are struggling and that they can help.

The campaign shows that supporting people and the support networks around them is an effective way of raising awareness, empowering people, alleviating distress, and de-escalating issues.

Equipping men with resources such as information about available services and the variety of ways to access those services has shown to be essential.

Sharing information about the availability of local services provided a “call to action” that ensured that the campaign was meaningful and equipped and empowered men with knowledge and sources of help.

In addition, being able to support this campaign with the Orange Button Community Scheme Suicide prevention training offer has given us the opportunity to not only hear the populations needs but also be able to support them with the skills and knowledge to help their communities for now and the future.

Recommendations

1. There is a need and appetite for a series of campaigns that build on raising awareness of and signposting men to support services. The campaign has been effective as a digital campaign; however, it could be developed into a more experiential campaign for face-to-face engagement to support the digitally excluded
2. There is an opportunity to further develop the concept of “Honestly, mate” to shift the culture in Lancashire and South Cumbria towards a more conversational, dialogue-based conversation around suicide prevention, and encouraging help-seeking behaviour
3. The campaign used insight and lived experience in its development, resulting in it being a co-produced piece. This made the campaign more meaningful and will hopefully resonate with the local population for several years. This approach needs to be a foundation of future campaigns
4. Campaigns like this are successful due to the partnership working that exists. Future campaigns need to build on this, recognising the value and importance of all organisations and individuals in ensuring that the campaign reaches all parts of the community.

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