

I'm **Talking really helps** not alright

Lifeline

0808 808 8000

Textphone 18001 0808 808 8000

HSC Public Health
Agency

DoH
www.health-ni.gov.uk

The Public Health Agency's 'Talking really helps' suicide prevention campaign encourages openness and talking in relation to feelings of anxiety, distress or crisis. The campaign aims to increase help seeking behaviour and promotes calling Lifeline on 0808 808 8000 for support.

Suicide is preventable, it is not inevitable. The feelings that drive suicide are often temporary. With the right help, people can get through a suicidal crisis and recover.

The 'Talking really helps' mass media campaign encourages anyone who is feeling low and struggling to cope to talk to friends, family or someone they trust, about their feelings. It emphasises opening up to someone does help and that with the right help and support, things will get better.

The campaign encourages anyone in distress or despair to call Lifeline for support, and highlights that Lifeline's qualified counsellors are available for free, 24/7. It also highlights Lifeline can offer advice if you are worried that someone is struggling or might be thinking about suicide.

The 'Talking really helps' campaign will run from 16 January until March 2023 across TV, radio, outdoor, print and digital, including social media advertising.

See the [communications toolkit](#) for further information. Please help promote the campaign by sharing the assets below via your own communication channels.

Television advertising (for viewing only)

['Talking really helps' 30-second TV advertisement](#)

Also available in [British Sign Language](#) and [Irish Sign Language](#)

Social media

Please support the campaign through your own social media channels by creating your own posts using the social media copy and assets below or by liking and sharing the social content posted from:

Twitter: [@publichealthni](#)

Facebook: [@publichealthagency](#)

Instagram: [@publichealthni](#)

TikTok: [@publichealthagency](#)

['Talking really helps' social media copy](#)

[Texting video](#)

[Signs to call Lifeline video](#)

[30s TV](#) – 1x1

[15s male video](#) – 16x9

[15s male video](#) – 1x1

[15s female video](#) – 16x9

[15s female video](#) – 1x1

[Lifeline counsellor video \(calls\)](#) – 16x9

[Lifeline counsellor video \(calls\)](#) – 1x1

[Lifeline counsellor video \(not a burden\)](#) – 16x9

[Lifeline counsellor video \(not a burden\)](#) – 1x1

[Lifeline counsellor video \(things can get better\)](#) – 16x9

[Lifeline counsellor video \(things can get better\)](#) – 1x1

[I'm not fine static](#) – 1x1

[I'm not feeling ok static](#) – 1x1

[I can barely cope static](#) – 1x1

Webpage banners and email signatures

[I'm not alright – 900x600](#)

[I'm not alright – 600x200](#)

[I'm not coping – 900x600](#)

[I'm not coping – 600x200](#)

[I can barely cope – 900x600](#)

[I can barely cope – 600x200](#)

Posters

[A3 poster – male 20s](#)

[A3 poster – male 40s](#)

[A3 poster – female](#)

[A4 poster – male 20s](#)

[A4 poster – male 40s](#)

[A4 poster – female](#)

Downloads

Attachment	Size
<u>A3 poster - female.pdf</u>	8.06 MB
<u>A3 poster - male 20s.pdf</u>	7.74 MB
<u>A3 poster - male 40s.pdf</u>	2.87 MB
<u>A4 poster - female.pdf</u>	8.07 MB
<u>A4 poster - male 20s.pdf</u>	7.76 MB
<u>A4 poster - male 40s.pdf</u>	2.87 MB
<u>'Talking really helps' comms toolkit 01_23.pdf</u>	3.45 MB
<u>I'm not alright - 600X200.png</u>	13.54 KB
<u>I'm not alright - 900X600.png</u>	23.27 KB
<u>I'm not coping - 600X200.png</u>	13.56 KB
<u>I'm not coping - 900X600.png</u>	23.48 KB
<u>I can barely cope - 600X200.png</u>	13.4 KB

Attachment	Size
I can barely cope - 900X600.png	21.84 KB
'Talking really helps' comms toolkit 01_23_0.pdf	3.45 MB
I'm not fine static - 1x1.jpg	280.39 KB
I can barely cope static.jpg	290.9 KB
I'm not feeling ok static.jpg	276.91 KB
'Talking really helps' social media copy 02_23.docx	1.96 MB
Print	