

Talking really helps suicide prevention campaign

Briefing newsletter

January 2025



This document provides an overview of the Public Health Agency's 'Talking really helps' suicide prevention mass media campaign, which will run again during February and March 2025.

The aim of the campaign is to encourage openness and talking in relation to feelings of anxiety, distress or crisis, increase help-seeking behaviour and reinforce the concept of recovery. The campaign promotes Lifeline, Northern Ireland's crisis response helpline.

The campaign was developed in 2022 and last ran January-March 2023. The campaign evaluated well with high levels of reach, good recognition of the main campaign message and positive action taken as a result of the campaign. **Results of the campaign evaluation can be found on the Public Health Agency's website.**

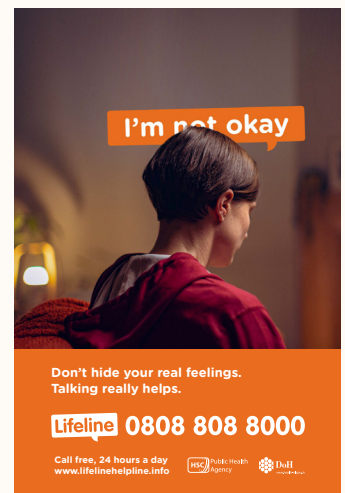
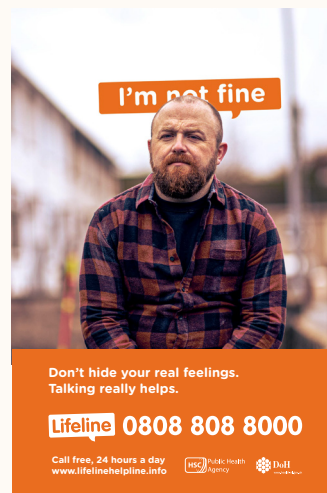
Current landscape

Suicide affects people of all ages and all walks of life. Suicide is complex and often occurs as a result of a number of interacting factors. Social deprivation increases risk of suicidal behaviours. The most recent NISRA data is for 2022. The percentage of suicides in 2022 from Northern Ireland's most deprived areas (31.0%) was over three times that of the least deprived areas (9.4%). There is also a gender aspect to suicide. In 2022, 76.8% of suicide deaths were males and 23.2% were females.

Men in their late teens to mid 50s are the most at-risk group in society and the risks increase further for men who are single, unemployed, and living in socioeconomic disadvantage.

Further information on suicide trends and incidences is available from **NISRA**.

Suicide is not inevitable; it can be prevented. Help and support is available for those experiencing suicide ideation and those who have self-harmed. Recovery is possible. Recovery means leading a good life, with or without symptoms of a mental health condition.



Campaign target audience

The target audience is the Northern Ireland population, especially those people at greater risk of suicide. The highest rates of suicide are among males aged late teens to mid 50s from more deprived areas. Family and friends of those most at risk of suicide are a secondary audience.

Key campaign messages

- Talk to someone if you are feeling low and you are struggling to cope.
- Opening up to someone about how you are feeling will help.
- With the right help and support, things will get better.
- If you are in distress or despair, or you know someone who is, call Lifeline on 0808 808 8000 for advice and support. Calls are free for people living in Northern Ireland who are calling from a UK landline or mobile.
- Deaf people and those with hearing difficulties or speech impairment can call Lifeline using textphone 18001 0808 808 8000 or the **Relay UK App**. British and Irish Sign Language users can use the **SignVideo app**. For callers whose first language isn't English, Lifeline can access translators.
- Lifeline's professionally trained counsellors are available for free, 24/7.
- Find out more about Lifeline and the support available at www.lifelinehelpline.info

Mass media advertising

The campaign will run from 3 February to 31 March 2025 across multiple channels.

- **TV** – UTV, Channel 4 and Sky Adsmart.
- **Radio** – Cool FM, Downtown, Downtown Country, Q Radio and U105.
- **Outdoor** – large format billboards, posters on high streets and bus shelters, and phone kiosk advertising.
- **Digital** – Google search, YouTube, online display advertising, Belfast Live homepage takeover and social media advertising (Facebook, Instagram and Snapchat).

Campaign evaluation

The campaign evaluation will include an online survey with an adult (aged 16 and over) general population sample in Northern Ireland. Calls to Lifeline and traffic to www.lifelinehelpline.info will also be monitored.

Talking really helps campaign resources

Help support the campaign and raise awareness of Lifeline by using and sharing the resources at pha.site/TalkingReallyHelps

- TV commercial (for viewing only)
- Social assets and suggested post wording
- Webpage banners and email signatures
- Posters

