**Talking really helps suicide prevention campaign**

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

**X**: @publichealthni

**Facebook**: @publichealthagency

**Instagram**: @publichealthni

**Please use the assets linked on the campaign resources page.**

**Campaign hashtags:**#TalkingReallyHelps  
#Lifeline  
#MentalHealth

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| **Asset** | **Post copy** |
| **Talking really helps 30s video** | If you are in distress or crisis, or you know someone who is, you can talk to one of Lifeline’s qualified counsellors for free, 24/7. Call Lifeline on 0808 808 8000.  **Link:**  Learn more at [lifelinehelpline.info](https://www.lifelinehelpline.info/) |
| **Talking really helps 15s male video** | Sometimes life can get on top of us. But that’s when talking matters most. Talk to one of Lifeline’s qualified counsellors for free, 24/7. Call Lifeline on 0808 808 8000.  **Link:**  Learn more at [lifelinehelpline.info](https://www.lifelinehelpline.info/) |
| **Talking really helps 15s female video** | When you are struggling to cope, it’s important to talk about it. Talk to a friend, family member of someone you trust. You can also call Lifeline and speak to a qualified counsellor for free, 24/7.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **Lifeline counsellor video (calls)** | If you’re struggling or feeling low, you can speak to one of Lifeline’s counsellors about anything that is troubling you, for free, 24/7.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **Lifeline counsellor video (not a burden)** | Trained counsellors like Ben are able to provide immediate help and support to anyone in crisis or despair. If you’re struggling to cope, don’t suffer alone. Talk to Lifeline today.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **Lifeline counsellor video (things can get better)** | When you’re struggling or feeling low, it’s important that you talk to someone. Because when you start talking, you can start feeling better. Speak to a qualified Lifeline counsellor for free, 24/7.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **Texting video** | If you are worried about someone but aren’t sure how to talk to them, you can call Lifeline for advice on 0808 808 8000.  **Link:**  Learn more at [lifelinehelpline.info](https://www.lifelinehelpline.info/) |
| **Signs to call Lifeline video** | Do you spot some of these signs in yourself? Talking is the first step in starting to feel better. You can talk to one of Lifeline’s qualified counsellors for free, 24/7.   **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **Signs you may need to call Lifeline animation** | If you spot these signs in yourself or someone you know, talk to Lifeline. Qualified counsellors are available for free, 24/7. When you start talking, you can start feeling better.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **I can barely cope static** | When you start talking, you can start feeling better. You can talk to Lifeline if you're struggling, or are worried about someone else. Qualified counsellors are available 24 hours a day, 7 days a week.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **I’m not feeling okay static** | When you start talking, you can start feeling better. You can talk to Lifeline if you're struggling, or are worried about someone else. Qualified counsellors are available 24 hours a day, 7 days a week.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |
| **I’m not fine static** | When you start talking, you can start feeling better. You can talk to Lifeline if you're struggling, or are worried about someone else. Qualified counsellors are available 24 hours a day, 7 days a week.  **Link:**  Call Lifeline on 0808 808 8000 or visit [lifelinehelpline.info](https://www.lifelinehelpline.info/) to learn more. |