

Suicide Prevention Week 2018 Evaluation

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Summary of events

Suicide Prevention Week 2018 ran from 10th-16th September, with Suicide Prevention Day falling on Monday 10th. The theme of Suicide Prevention Week this year was 'Working Together to Prevent Suicide'. Public engagement events including film screenings, talks, Q&A sessions, courses and information stalls were held from the 4th-14th, and press releases and promotional social media posts were sent out from August 31st. 11 organisations were involved, including hosting and attending events, providing leaflets, facilitating discussions and promoting the events. The costs came to £1,532.91 with £358 spent on venue hire, £456.34 spent on promotional materials and £718.57 spent on booking speakers. Overall the events were a success with 188 people engaged with directly through events, and an online reach of 103,998 people who saw information on their social media feed.

Promotion bags

Throughout the events organised for Suicide Prevention Week, plain brown paper bags were handed out containing leaflets and materials about various wellbeing and mental health organisations and resources available in Perth and Kinross and nationally. This idea was built on from the popular 'survival bags' handed out at Fresher's Week during Suicide Prevention Week 2017. The bags were not all uniform due the difficulty of procuring enough identical materials, but included information on the Suicide? Help! app, the Money Crisis app, the Self-Harm and Suicide Quick Reference Guide, the Wellbeing Kit, Breathing Space, the Living Life telephone service, the SSH group, RASAC Perth and Kinross, PKAVS Minority Communities Hub, Andy's Man Club, Victim Support Scotland, Choose Life, Samaritans, SAMH, and Mind. They also included a selection of pens, badges, keyrings, stress balls, and magnets promoting some of these organisations. The delivery of the magnets was delayed by two weeks so they were only available for the last two days of events. However they proved popular, with 233 magnets handed out in these two days, particularly with Perth College students who appreciated having something they could keep in an often used easily seen place, such as a refrigerator.

The bags were popular and feedback included that people were happy to pick them up and carry them around given that there was no external branding on them stating they included mental health information. People were also able to take the material away to read over at their leisure rather than stand and talk at a stall in public in what may be a busy environment with no space for private conversations. If they did stay to talk at the stall, anyone passing by was not immediately aware that it was a

mental health stall. People also came over to ask what was in the bags, providing a natural start to conversations. In all, 323 bags were handed out during the events. It is recommended that a similar approach is used next year, with more time allotted for the arrival of promotional materials.

Promotion of events: The events were publicised by social media, e-flyers sent out to mailing lists, direct emails sent to schools and local businesses, radio interviews with Heartland FM and Tay FM, and flyers posted to Aberfeldy businesses (see Appendix 2). The Communications Team reported solid engagement with the promotional posts and the social media Q&A session. Alongside being sent out to the general mental health news mailing list, the flyer was also sent to specific facebook pages, Council teams, groups and schools. Publicising the events started from August 24th. In order to encourage attendance at the *Resilience* screenings and Hope Virgo talk, a specific email was sent out focussed on these events, emphasising that these events were relevant to everyone, open to all, and had no cost attached. All events were also advertised on Perth and Kinross twitter and facebook. A total of 37 posts were sent out with a total reach (how many people saw the posts across social media) of 103,998. The schedule for these posts is available at the end of this document (Appendix 2).

	Twitter	Facebook
Shares	102	80
Likes	83	140
Reach	59,441	44,547

Choose Life posters were put up in toilets of St John Shopping Centre, and a press release was sent out and was picked up by Perthshire Advertiser with an article running on August 31st. After the online booking link was not made available on The Birks Cinema until a week before the screening, a low uptake of tickets was cause for concern. Flyers were sent out on Friday 7th to various Aberfeldy establishments. On the night many people came along without booking in advance and the event was well attended.

Heartland FM and Tay FM also ran interviews with Eloise Vajk, Planning and Policy Assistant, regarding Suicide Prevention Week events in the week preceding and on Suicide Prevention Day. Key messages conveyed in these interviews were that it's important to talk about mental health, anyone can help someone in need, and that anyone can be affected by poor mental health. The events and training available were also highlighted in both interviews.

Perth College UHI: On the 4th and 5th of September, during Fresher's Week at Perth College, there was a Mental Health Awareness stall stocked with the paper bags holding mental health information. On both days these bags were extremely popular, with all prepared bags handed out at the end of each day, and 110 bags handed out in total. Many students were open to standing and having in depth conversations

about their mental health, including their worries of being away from home for the first time, how to support a friend they were concerned about, or what warning signs to look out for in a friend who may be suicidal. In addition to the bags, copies of 'The Art Of Conversation' were present on the table, along with information on the Suicide? Help! app, which was also popular with those who didn't want to take a bag but were interested in an online resource that they could refer to. A representative from the Drug & Alcohol Team was to attend but due to short-staffing on the day this was not possible.

A question box was present if anyone wanted to submit a question for the social media Q&A the following Monday, but all the participants who wanted to submit a question preferred to submit their question verbally. These questions were:

- I lost a friend to suicide earlier this year: what kind of warning signs should I have noticed?
- My daughter has self-harm scars on her arms and lower legs and always wears long sleeves and trousers to cover up so the younger kids don't see. Should she be doing this or should I talk to them about it? Does it put the idea in their heads?
- My brother has been suicidal for two years now but has recently started shutting me out after I have been a big support for him. It's a lot of work for me to be there for him all the time and he doesn't always want help.

In the circumstance of a question being asked, the person was able to stay and talk if they wished about these queries and was signposted to further relevant resources if they were interested. Two of these people stayed for further discussion, including discussion on what warning signs to look out, and how to support someone who is feeling suicidal, ending with signposting to the app for further information for both. The person who asked about self-harming did not wish to talk about it but took a bag of materials to look over, which included the Self-Harm and Suicide Quick Reference Guide. Given that interaction was much lower at the same event last year it was a welcome surprise that so many students were willing to have in depth conversations about their own mental health in a busy public place.

On Thursday 13th an information stall was set up outside the Wellbeing Hub with the paper bags of materials again. This area has less foot traffic and only 10 bags were handed out – however the same day 70 bags were handed out to the college residency flats, with various conversations happening about mental health and support with the residents who were present.

Twitter Session: A Twitter session was held on Suicide Prevention Day, 10th of September, between 5-7pm. The session was managed by Lauren Aitchison, from Corporate Communications Team with Perth and Kinross Council. Hosting the session was Eloise Vajk, Policy and Planning Assistant, with a panel of Marliese Richmond, Mental Health Planning and Commissioning Officer PKC; James Hardie,

Clinical Associate in Applied Psychology at Murray Royal Hospital; and Alex McClintock and Adam Allison, Andy's Man Club Leaders. A [questionnaire](#) had been publicised the previous month involving two questions: one general mental health and suicide question, and one specifically about the support people presently saw and would like to see in their communities. After promotion via mailing lists and on the Perth and Kinross Council social media pages, by the day of the session we had ten questions submitted to add to the three questions from Perth College Fresher's. One question was also asked during the session. Given the amount of questions and the time constraints, it was decided that we would answer the broader topics raised, while pulling out useful quotes from the submitted questions. With this in mind, information was broadcast concerning: stigma around mental health; the impact of social media; warning signs around suicide; carers support; school staff training; ensuring someone's immediate safety; self-harm; and support after a bereavement by suicide. The services highlighted included the Suicide? Help! app, Andy's Man Club, Samaritans, PKAVS, SSH Perth, Breathing Space, the National Self-Harm Network, and the Bereaved by Suicide initiative. The session ended with useful phone numbers and resources, and a final promotion of the other events which were available as part of Suicide Prevention Week.

Alex McClintock and Adam Allison attended for the first hour, before the weekly Andy's Man Club meeting at 7pm. A member of the public had understood the event as a face-to-face Q&A session and had come along to Pullar House to attend. She sat in on the first hour of the session and contributed some thoughts to the responses. A transcript of the session and a list of all questions asked are included in this evaluation, including all organisations highlighted (see Appendix 1).

The Twitter session had a total reach of 24097 (people who saw the posts on their social media feed) with 205 engagements (clicked on, retweeted, shared or liked) with 55 individual posts.

In future a more structured draft of answers to questions prepared beforehand may be useful in the event that a high volume of questions are submitted, in order to have a chance to answer each individually. The Corporate Communications Team are open to being involved earlier on in the process next year in order to streamline the event, and recommend uploading the Q&A transcript to the Suicide Prevention Week section of the Mental Health Campaigns page. It was also suggested the panel could meet earlier to discuss responses.

Hope Virgo talk: On the 10th at 5pm a talk at Perth College UHI was organised in partnership with Perth College, Mindspace and Perth and Kinross Health and Social Care Partnership. Hope Virgo, a mental health advocate, delivered a talk followed by a Q&A on her own struggles with mental health and anorexia. The content of talk included her life story and her battle with anorexia, discussing her year spent in hospital and her ongoing process of recovery. She also has a project called "[Dump the Scales](#)" which calls on the government to review the eating disorder guidance

delivered by clinicians. Questions from the audience included asking about how music can play a role in recovery, the link between eating disorders and sexual abuse in childhood, and sharing stories of recovery. This talk was recorded by Perth College and the video should be available later in the month.

Mindspace reported being very happy with Hope as a speaker and two signed copies of Hope's book, *Stand Tall Little Girl*, are now available in the Mindspace library. The talk went well, however turnout was lower than expected with 26 tickets booked but an attendance of around 15 people on the night. The lower turnout may have been in relation to the timing of 5pm, which was chosen as Hope needed to return to London the same night. A similar event could benefit from more online promotion via social media, and targeted promotion to relevant parties.

Resilience screenings: Three screenings of the film *Resilience* were scheduled: two in Perth at the AK Bell Library, and one in Aberfeldy, on the 11th, 12th and 14th of September respectively. The DVD of the film was loaned from the Violence Against Women Partnership. The first screening was shown at 2pm to appeal to professionals and was attended by 64 people, with 47 bags handed out. The second screening was in Perth at 7pm, with 68 in attendance and 48 bags handed out. The Aberfeldy screening was also at 7pm, where 36 bags were handed out and attended by 41. The screenings were co-hosted by RASAC PK, represented by Rachel Coleman, Jen Stewart and Dona Smith who facilitated a Q&A session after the film. Questions after the screenings included a discussion on whether the film had been promoted to school staff, and a recommendation that the film should be shown during in-service training days upcoming in November. There was also a discussion on the need for Suicide Prevention Week to promote resources available to those bereaved by suicide.

While there was a table of materials regarding mental health organisations, training opportunities and RASAC services left out at the AK Bell screenings for people to take away with them as they left the screening, these materials were cleared away during the screening at Aberfeldy and were not available afterwards. In future it would be useful to ask all attendees if they were interested in adding their email address to the Mental Health news mailing list.

PLUS Listening Service: An Afternoon of Togetherness was held by PLUS Perth at Horner's Plot between 2-4pm on Thursday 13th. Those who had been bereaved by suicide were invited to come spend some time with others who were in a similar position. Six people dropped in on the day for conversations. The scheduled screening of *Battle Mountain* did not run due to illness.

Suicide Prevention Community Event: On Friday 14th September a stall was planned in Perth City Centre with partner organisations raising awareness of the importance of talking about mental health and suicide. This was to tie in with the IASP's Cycle Around the Globe event by using two stationary bicycles on loan from

Live Active to encourage members of the public to cycle as fast as they could for as long as they could on the bikes, then to be invited to have a discussion about Suicide Prevention Week. Unfortunately, due to a double booking, there were no vehicles available to transport the bikes from Bell's Sports Centre to the stall location at Perth mercat cross. Additionally, Police Scotland usually support the event with their mobile van, which is very successful in attracting people over. However, the electric van had not been charged, so the officers attended in unmarked cars. Without the bikes or the police van to bring people in to the stall, interest was very low. However despite the quietness of the day there were a few worthwhile conversations had including one discussion with someone who wanted a flyer for his friend who had been struggling with suicidal feelings, and materials handed out including two of the paper bags containing mental health organisation materials. Police Scotland were present, along with Victim Support Scotland and Samaritans. Perth Saints in the Community also provided flyers for their Walking Football programme. The two tables and a gazebo were borrowed from Environment Services which was used to shelter the tables with the leaflets, and plastic wallets were used to stop the leaflets being blown away, as the day was quite breezy.

In future planning it would be useful to look into hiring an organisation to ensure the 'fun' activity takes place as this directly impacts how many people are willing to stop to talk. Perth High Street (where the Continental Food Market was being held) also appears to be a much busier thoroughfare with more possibility for interaction.

Murray Royal information stand: An information stall was set up in the Hub at Murray Royal Hospital to promote Suicide Prevention Day and the events running during the week. The stall had varied information as opposed to a sole focus on suicide prevention, much like the information in the bags handed out at other events. This included information on crisis contacts, mental wellbeing, veteran's support, alcohol, debt, suicide info, clubs and support groups. This was to provide a cross section of information about support, given that there are often many contributing factors behind a decision to attempt suicide. The stall was not manned but was restocked and tidied daily. The most popular materials were freebies such as pens and notepads, Stress CDs, Wellbeing Kits, and suicide-specific leaflets from SAMH and Mind. Sara Vaughan, who was organising, reported it was difficult to source specific resources on suicide, with few available in the Health Promotion Library at King's Cross Hospital. While setting up the stall a man approached looking for specific information on how to support his partner who experiences suicidal ideation, and this reaction was in-keeping with the Intensive Home Treatment Team's experience of the distress and anxiety that suicidal behaviour can cause for carers, friends and partners.

A meeting has been set up between Sara Vaughan and Laura Henderson, Senior Health Promotion Officer, to discuss improving the range of suicide prevention resources held in the HP Library that can be made available for events and stalls across the year, along with reviewing the relevant information on the NHS Tayside

website and the range of suicide prevention training available in Tayside. In future, more focussed materials and the ability to man the stall would be useful, along with a banner similar to the 'Books on Prescription' banner below to advertise Suicide Prevention. Stalls could also be held more frequently throughout the year in rotation across through local hospitals.

There is also a gap to be addressed in current suicide prevention training available for non-professional carers, friends and families who are supporting others who are chronically suicidal. Training for past the initial point of crisis, with information on how to provide support on an ongoing basis alongside professional help, would be useful for this group, along with information on how to combat the stress and anxiety that can come with this caring role.



Usage of app

Suicide Help	Suicide Prevention Day 2016 (4 th -10 th September)	Suicide Prevention Day 2017 (4 th -10 th September)	10 th -16 th June 2018	10 th -16 th July 2018	10 th -16 th August 2018	Suicide Prevention Day 2018 (10 th -16 th September)
Total Sessions	81	200	134	94	124	180
Total Users	67	169	109	51	109	139
Page views	709	1768	1279	709	1083	1927
New users	42	155	77	51	75	105

Google Analytics shows that the number of total sessions and the total number of users have decreased from last year's Suicide Prevention Week. This may have been expected, as last year's focus was entirely on the app whereas this year was more focussed on mental health organisations as a whole. Usage increased in relation to the month before Suicide Prevention Week 2017, and page views and new users have increased from 2017 figures.

Conclusion

Throughout the week there were a good variety of activities that catered to a wide selection of groups within the general public, and this was reflected in the popularity of and good attendance at most of the events. 11 organisations were involved in events and 188 people attended events, including 173 people attending *Resilience* over three showings. The plain paper bags worked well, with 14 organisations represented and 323 bags handed out over the course of the events. The week also presented a good opportunity to promote training. The numbers for booked training can be found in Appendix 3.

Lessons learned

In future, materials should be ordered earlier to allow a buffer zone, given that the promotional magnets arrived two weeks later than the estimated arrival date. Social media schedules should be agreed upon in advance to allow at least two weeks of advertisement of events before the start of Suicide Prevention Week, and co-ordinated promotion between partner organisations should be agreed upon in order to ensure as wide an audience as possible is reached. Sharing social media schedules in advance would encourage this and allow for retweeting and cross-posting. All online links and information should be double-checked to ensure they lead to useful and correct information on events, and information should be made available online as far in advance as possible. Relevant information such as upcoming training information, events, and policies should all be on the Perth and Kinross Mental Health Campaigns page in advance of Suicide Prevention Week for referring to during interviews and information sessions. The community stall would either benefit from allocated funding in order to pay for a 'fun' activity at the stall to bring people over, or from being discontinued and replaced with another public event that is available to everyone.

Appendix 1

Social media Q&A transcript

The social media Q&A was run on Suicide Prevention Day, September 10th. An anonymous [questionnaire](#) was promoted on social media beforehand which yielded 13 questions. Given the amount of questions and time constraints, it was decided that we would pull out useful quotes from the submitted questions, and also answer the broader topics raised. The panel was included Alex McClintock and Adam Allison from Andy's Man Club; James Hardie, Clinical Associate in Applied Psychology at Murray Royal Hospital; and Marliese Richmond, Mental Health Planning and Commissioning Officer Perth and Kinross Council.

"Could suicide be prevented if only people listened? How can we change the stigma around mental health?"

That's what Andy's Man Club is all about. Men can come and not be alone; release the fear of being alone and come to a safe space with mutual support. No experts, just men using their life skills to help you get through. We want to tell men: "You're not a burden and if you want to talk about a weakness, it's a strength. We want mental health to be treated the same way as a broken arm. We believe in the power of experts but Andy's Man Club is there when you just need to vent to men who have been through the same storm. Just walking through the door is a brave step." There is a lot of #mentalhealth and #suicideprevention training available which is open to anybody and is free. Listening and non-judgement is an essential part of this training: <http://www.pkc.gov.uk/article/14269/Mental-health-and-wellbeing-training>
We also have a lot of community events taking place to mark suicide prevention week including talks, free film screenings and sports events. Suicide Prevention is relevant to everybody: <http://www.pkc.gov.uk/mentalhealthcampaigns>

Anon: "Talk to someone - know its ok not to be ok."

"I think we need something in place for social media - it causes a lot of problems."

Social media can be a force for good when it comes to discussing mental health. There have been lots of positive campaigns like @heads_together and Neil Lennon's #TheChangingRoom. As much as there is a down side to social media, @Andysmanclubpth wouldn't have a reach of 30,000 people who now have someone they can talk to 24/7. Andy's Man Club runs 7pm - 9pm at Muirton Suite at McDiarmid Park every Monday. Follow them here on Twitter @Andysmanclubpth or on Facebook: www.facebook.com/andysmanclubperth/
Use social media for connection rather than comparison. Don't compare your 'behind-the-scenes' to someone else's highlight reel.

Anon: "I attend Mindspace in Perth where they offer many different mental health courses. I also attend Andy's Man Club Perth. I have learnt a lot about mental health from both these organisations in my recovery."

"I lost a friend to suicide earlier this year. What kind of warning signs can I look out for?"

If you search for "Suicide? Help!" in your app store, you can download our app for lots of information on signs to spot or how to provide help:

<http://www.suicidehelp.co.uk>.

Honestly; sometimes there are no warning signs, or they can be difficult to spot. You can only equip yourself as best you can - training can help and there are tips from the Samaritans: <https://www.samaritans.org/media-centre/big-listen/shush-listening-tips>.

Common warning signs can include: Changes in personal care, losing interest in hobbies, withdrawing from friends and family, putting their lives in order (giving away or packing up personal items), talk of hopelessness or being a burden, and use of alcohol or drugs. Sometimes "Good morning" or "Are you ok?" is enough to make a connection with someone. Carnegie UK Trust and @jrf_uk produced a report on the importance of kindness: <https://www.carnegieuktrust.org.uk/news/new-report-importance-kindness-everyday-relationships>

"My brother has been suicidal for two years but has recently started shutting me out after I have been a big support for him. It's a lot of work for me to be there for him all the time and he doesn't always want help."

Caring for someone with mental health issues can be difficult and it's important to look after your own emotional well-being at the same time. Organisations such as PKAVS provides support and respite for carers supporting family members: www.pkavs.org.uk/ If you are supporting someone who self-harms or if you have been bereaved by the suicide of a loved one, there is the weekly support group Suicide and Self Harm Support: www.facebook.com/Suicideandselfharmperth/

Andy's Man Club Perth meets every Monday 7pm - 9pm at the Muirton Suite at McDiarmid Park. You still have time to attend tonight!

"Living with a black dog" is a guide for partners, carers and sufferers of depression. It advises those living with and caring for people with depression on what to do, what not to do, and where to go for help.

<https://www.youtube.com/watch?v=2VRRx7Mtep8>

If you're trying to provide support to someone who's feeling suicidal, you can signpost them to sources of support even if they're finding it difficult to talk to you. You can find crisis information on the Perth and Kinross Council mental health website:

http://www.pkc.gov.uk/media/22524/Mental-Health-Directory-of-Services/pdf/Mental_Health_Directory_2018.pdf?m=636681173745830000

NHS Tayside has a Crisis Information page here:

<http://www.crisistayside.scot.nhs.uk>

"What measures do you have in schools for suicide prevention? Have staff undertaken mental health first aid training?" (submitted during session)

There is a version of Scotland's Mental Health First Aid training especially for people who work with children and young people, School staff have previously (and specifically!) been targeted. Dates for upcoming training courses will be published on our website this week.

The See Me Scotland Pass The Badge campaign ran at Perth and Kinross Council last year and was incredibly successful at increasing dialogue around mental health. This year for World Mental Health Day we will be running another workplace campaign to get people talking. As part of this, we will be making resources available to employers on how to implement your own mental health policies and procedures for the work place.

Anon: "How you support someone to ensure their immediate safety?"

If a person's life is at risk, call 999 immediately or take the person directly to A&E. Alcohol and drugs can increase risk if a person is having suicidal feelings. Encourage them to visit their GP for further support or speak to Samaritans or NHS24. They can also talk to Breathing Space: <http://breathingspace.scot/>. As part of our 'Suicide? Help!' app, a person can complete their own safety plan, which helps keep them safe during times of crisis by identifying warning signs, coping strategies, reasons to live and known triggers: www.suicidehelp.co.uk. If people would like to take part in workshops to explore different models of health support, they can attend events being organised by ALLIANCEScotland in Perth on 13th September 5pm - 7pm at The Gateway. Please email tayside@alliance-scotland.org.uk

Anon: "My daughter has self-harm scars and always covers up to hide them."

For advice on self-harm, there are resources available on the @UniofOxford website: <https://www.psych.ox.ac.uk/research/csr/research-projects-1/coping-with-self-harm-a-guide-for-parents-and-carers> Self injury support: <https://selfinjurysupport.org.uk> And the National Self Harm Network: <http://www.nshn.co.uk>

Anon: "Are there supports in place for individuals bereaved by suicide?"

Perth and Kinross Council and Police Scotland jointly co-ordinate the Bereaved by Suicide Initiative. If a family member has been affected by suicide, they can access support through the Early Intervention and Prevention Service: 0345 3011 120. Organisations such as SOBS charity and Winston's Wish may offer sources of support and opportunities to connect through others who have been affected by suicide. For example: <https://www.winstonswish.org/death-through-suicide/>

Struggling with depression? Worried about someone you know? Here are some useful numbers for talking it through and getting advice. Remember: You don't have to be suicidal to talk to someone. Any of these charities will be happy to have a chat.

<p>CALM Movement against male suicide 0800 58 58 58</p>	<p>HELPFUL NUMBERS WORKING TOGETHER TO PREVENT SUICIDE</p>	<p>OCD-UK A charity run by & for, sufferers of OCD 03332 127 890</p>
<p>MIND An A-Z of mental health with an online community 0300 123 3393</p>		<p>SAMARITANS A freephone, 24-hour helpline, whether you're suicidal or just need to talk 116 123</p>
<p>REFUGE Domestic abuse charity with a freephone, 24-hour helpline 0808 2000 247</p>		<p>YoungMinds An MH charity for young people, and parents concerned about their children 0808 802 5544</p>

Options for accessing support for mental health problems. Take a look at NHS Tayside Healthy Minds: <https://www.nhstayside.scot.nhs.uk/healthyminds/index.htm>

There are books on self-help and depression to borrow from CPK Libraries local community libraries. <http://nhstayside.scot.nhs.uk/bookprescription>

'Beating the Blues' is an online treatment programme for helping people with depression <http://www.nhstayside.scot.nhs.uk/beatingtheblues>

You can self-refer for Telephone Cognitive Behavioural Therapy (CBT) from NHS 24 'Living Life'? <http://www.nhs24.com/usefulresources>

Information about organisations and services that you might find helpful in a crisis: <http://www.crisistayside.scot.nhs.uk>

A compilation of useful resources for young people's mental health and wellbeing: <http://www.pkc.gov.uk/article/14348/Mind-Young-Health-Young-People>

Talking openly about mental health and suicide prevention really can save lives. <http://www.suicide-prevention.org.uk>

We have a lot of other events taking place over the rest of the week and they're all on our Facebook page: https://en-gb.facebook.com/pg/Perthandkinross/events/?ref=page_internal

Thank you for joining us. #SuicidePreventionDay

Appendix 2

Promotional activities

The following messages were posted on social media by the Perth and Kinross Council Corporate Communications Team in the weeks leading up to Suicide Prevention Week.

Date	Platform	Topic	Text
31.08.18	Twitter	Q&A	We'll be raising awareness for #SuicidePrevention with a week of content and events, starting with our live Q&A on Monday 10 th Sept from 5pm-7pm. Have any questions for our panel? You can submit them anonymously here: https://t.co/aVLKqVBccR #talkingaboutit
	Twitter	Resilience screening	To mark #SuicidePreventionDay, we're holding free screenings of the documentary Resilience. Find out more and get tickets here: https://t.co/Fen9RHhpB8 #talkingaboutit #endthestigma
	Facebook	Suicide Prevention Week	We're marking #SuicidePreventionDay with a week of events and content. Have a look at our Events page for free film screenings, Q&As and meet-ups. #endthestigma
03.09.18	Twitter	Freshers' Week	It's Freshers' Week at Perth College UHI! We'll be there tomorrow with a stall so make sure you say hello and get some information on the wellbeing help and support available to you while you're studying. For more details, see the Perth College website .
	Twitter	Q&A	Monday 10 th September is #SuicidePreventionDay and we're marking it with a week of events and content starting with a live Q&A. Have questions for our panel? Ask them anonymously here: https://t.co/aVLKqVBccR
	Twitter	Perth College Q&A	Perth College UHI is hosting a talk and Q&A from mental health campaigner and author @hopevirgo on #SuicidePreventionDay. It's a free event, so get your tickets here: https://www.eventbrite.co.uk/e/talk-and-qa-session-with-hope-virgo-tickets-49688636048?aff=erelexpmlt
	Facebook	Freshers' Week	It's Freshers' Week at Perth College UHI! We'll be there today with a stall so make sure you say hello and get some information on the wellbeing help and support available to you while you're studying. For more details, see the Perth College website .
04.09.18	Twitter	Freshers' Week	It's Freshers' Week at Perth College UHI! We'll be there today with a stall so make sure you say

			hello and get some information on the wellbeing help and support available to you while you're studying. For more details, see the Perth College website .
	Twitter	Film screenings	Monday is #SuicidePreventionDay and we're holding free screenings of documentaries Resilience and Battle Mountain, which each talk about mental illness in a unique way. For further details, see our Events page on Facebook: https://www.facebook.com/pg/Perthandkinross/events/?ref=page_internal
	Twitter	Afternoon of Togetherness	On average, a suicide creates a wave of grief that affects 135 people. If you've been affected by the suicide of a loved one, come along to Horner's Plot on Thursday 13 th for a cuppie and a blether. Visit @PLUS_perth's website for more details: https://www.perth.uhi.ac.uk/studying-at-perth/student-services/student-support-team/wellbeing-and-support/
	Facebook	Afternoon of Togetherness	On average, a suicide creates a wave of grief that affects 135 people. If you've been affected by the suicide of a loved one, come along to Horner's Plot on Thursday 13 th for a cuppie and a blether. Visit PLUS Perth's website for more details: https://www.perth.uhi.ac.uk/studying-at-perth/student-services/student-support-team/wellbeing-and-support/
05.09.18	Twitter	Freshers' Week	It's Freshers' Week at Perth College UHI! We'll be there today with a stall so make sure you say hello and get some information on the wellbeing help and support available to you while you're studying. For more details, see the Perth College website .
	Twitter	Resilience	Do you work with children? We're hosting free screenings of the documentary Resilience, which explores the toxic effect of stress on their bodies (and how to combat it). For tickets and more information, see the @eventbrite website: https://www.eventbrite.com/d/united-kingdom--perth/free--screenings--next-week/resilience/?lc=1&mode=search&page=1&q=resilience #SuicidePreventionDay
	Twitter	Perth College Q&A	Perth College UHI is hosting a talk and Q&A from mental health campaigner and author @hopevirgo on #SuicidePreventionDay. It's a free event, so get your tickets here: https://www.eventbrite.co.uk/e/talk-and-qa-session-with-hope-virgo-tickets-49688636048?aff=erelexpmlt
	Facebook	Perth College	Perth College UHI is hosting a talk and Q&A from

		Q&A	mental health campaigner and author @hopevirgo on #SuicidePreventionDay. It's a free event, so get your tickets here: https://www.eventbrite.co.uk/e/talk-and-qa-session-with-hope-virgo-tickets-49688636048?aff=erelexpmlt
	Twitter	Suicide Prevention Week	We're marking #SuicidePreventionDay with a week of events and content. Have a look at our Events page for free film screenings, Q&As and meet-ups. #endthestigma
06.09.18	Twitter	Freshers' Week	It's Freshers' Week at Perth College UHI! We'll be there today with a stall so make sure you say hello and get some information on the wellbeing help and support available to you while you're studying. For more details, see the Perth College website .
	Twitter	Battle Mountain	To mark #SuicidePreventionDay, we're hosting a free screening of 'Battle Mountain', a documentary that follows Scottish cyclist Graeme Obree navigating his bipolar disorder while attempting to break the Human Powered Vehicle world record. Tickets available here: https://www.eventbrite.com/e/battle-mountain-tickets-49336772615?aff=ehomecard
	Twitter	Afternoon of Togetherness	On average, a suicide creates a wave of grief that affects 135 people. If you've been affected by the suicide of a loved one, come along to Horner's Plot on Thursday 13 th for a cuppie and a blether. Visit @PLUS_perth's website for more details: https://www.perth.uhi.ac.uk/studying-at-perth/student-services/student-support-team/wellbeing-and-support/
	Twitter	Q&A	We'll be raising awareness for #SuicidePrevention with a week of content and events, starting with our live Q&A on Monday 10 th Sept from 5pm-7pm. Have any questions for our panel? You can submit them anonymously here: https://t.co/aVLKqVBccR #talkingaboutit
07.09.18	Facebook	Q&A	To mark #SuicidePreventionDay, we have a week of events planned, kicking off with our live Q&A on Monday from 5pm – 7pm. Have questions for our panel? You can ask them anonymously here: https://www.surveygizmo.com/s3/4526559/Suicide-Prevention-Week-2018
	Twitter	Battlefield Mountain	There's a free screening of Battlefield Mountain at AK Bell Library on Monday at 7pm. The documentary on 'The Flying Scotsman', cyclist Graeme Obree, deals with its bipolar protagonist's mental-health travails alongside his attempt to break the Human Powered Vehicle

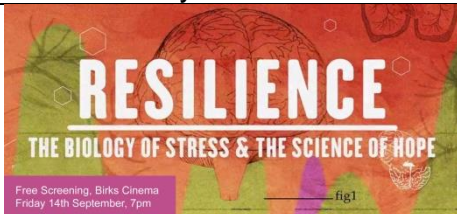

			world record. Get tickets here: https://www.facebook.com/events/303744577068174/
	Twitter	Perth College Q&A	Mental health campaigner and author Hope Virgo is holding a talk and Q&A at Perth College on Monday from 6pm, using her experience of mental illness to champion the rights of others. Get tickets here: https://www.eventbrite.co.uk/e/talk-and-ga-session-with-hope-virgo-tickets-49688636048?aff=erelexpmlt
08.09.18	Twitter	Afternoon of Togetherness	On average, a suicide creates a wave of grief that affects 135 people. If you've been affected by the suicide of a loved one, come along to Horner's Plot on Thursday 13 th for a cuppie and a blether. Visit @PLUS_perth's website for more details: https://www.perth.uhi.ac.uk/studying-at-perth/student-services/student-support-team/wellbeing-and-support/
	Twitter	Battlefield Mountain	There's a free screening of Battlefield Mountain at AK Bell Library on Monday at 7pm. The documentary on 'The Flying Scotsman', cyclist Graeme Obree, deals with its bipolar protagonist's mental-health travails alongside his attempt to break the Human Powered Vehicle world record. Get tickets here: https://www.facebook.com/events/303744577068174/
	Twitter		We'll be raising awareness for #SuicidePrevention with a week of content and events, starting with our live Q&A on Monday 10 th Sept from 5pm-7pm. Have any questions for our panel? You can submit them anonymously here: https://t.co/aVLKqVBccR #talkingaboutit
09.09.18	Facebook		We're hosting free screenings of the documentary Resilience, which explores the toxic effect of stress on children's bodies (and how to combat it). For tickets and more information, see the @eventbrite website: https://www.eventbrite.com/d/united-kingdom--perth/free--screenings--next-week/resilience/?lc=1&mode=search&page=1&q=resilience #SuicidePreventionDay
10.09.18	Twitter	Events	We have packed schedule today for #SuicidePreventionDay, with a live Q&A, a talk from Hope Virgo and film screening of the documentary Resilience. See the thread below for details on each, or visit our Facebook page: https://www.facebook.com/pg/Perthandkinross/events/?ref=page_internal

	Twitter	Q&A	Tune in to Twitter tonight from 5pm – 7pm for our live Q&A on all things mental health. Got a question for our panel? Submit it here anonymously: https://t.co/aVLKqVBccR
	Twitter	Battlefield Mountain	There's a free screening of Battlefield Mountain at AK Bell Library at 7pm. The documentary on 'The Flying Scotsman', cyclist Graeme Obree, deals with its bipolar protagonist's mental-health travails alongside his attempt to break the Human Powered Vehicle world record. Get tickets here: https://www.facebook.com/events/303744577068174/
	Twitter	Hope Virgo Q&A	Mental health campaigner and author Hope Virgo is holding a talk and Q&A at Perth College from 6pm, using her experience of mental illness to champion the rights of others. Get tickets here: https://www.eventbrite.co.uk/e/talk-and-qa-session-with-hope-virgo-tickets-49688636048?aff=erelexpmlt
	Twitter	Helpful numbers	Struggling with depression? Worried about someone you know? Here are some useful numbers for talking it through and getting advice. Remember: You don't have to be suicidal to talk to someone. Any of these charities will be happy to have a chat. #SuicidePreventionDay #endthestigma
	Twitter	Suicide rates	Suicide rates in Scotland are falling, but not quickly enough. If you need a reminder to check in with a friend you haven't spoken to for a while, or a family member who hasn't been themselves recently, this is it. #SuicidePreventionDay #endthestigma

Facebook pages were sent the e-flyer and links to Facebook event pages or Eventbrite ticket pages by the Perth and Kinross Health and Social Care Partnership to promote to their members, and organisations promoted events on their pages.

Facebook pages which advertised events	
Perth and Kinross Council	All events
Mindspace	Hope Virgo talk
Small City, Big Personality	All events
Perth City Centre	All events
Breadalbane Academy Parent Council	Resilience at The Birks
Breadalbane Men's Shed	Resilience at The Birks
Breadalbane Community FC	Resilience at The Birks

A flyer promoting the Aberfeldy screening of *Resilience* was sent to various Aberfeldy businesses by the Perth and Kinross Health and Social Care Partnership in order to boost attendance.

Aberfeldy organisations that received Resilience flyers		
Davidsons Chemists	<p>Friday 14th September, 7pm Birks Cinema, Aberfeldy</p> <p>Join us for this free community screening of Resilience, which delves into the science of Adverse Childhood Experiences (ACEs). It reveals that toxic stress can trigger hormones that wreak havoc on the brains and bodies of children, putting them at a greater risk for disease, homelessness, prison time, and early death. While the broader impacts of poverty worsen the risk, no segment of society is immune. Resilience, however, also chronicles the dawn of a movement that is determined to fight back.* Join us this Suicide Prevention Week for a thought-provoking documentary followed by a Q&A session on the topics raised in the film.</p> <p>Free screening. Book your ticket through Birks Cinema. Call 01887 822845 or visit www.birkscinema.co.uk</p> <p>Friday 14th September, 7pm Birks Cinema, Aberfeldy</p> <p>Join us for this free community screening of Resilience, which delves into the science of Adverse Childhood Experiences (ACEs). It reveals that toxic stress can trigger hormones that wreak havoc on the brains and bodies of children, putting them at a greater risk for disease, homelessness, prison time, and early death. While the broader impacts of poverty worsen the risk, no segment of society is immune. Resilience, however, also chronicles the dawn of a movement that is determined to fight back.* Join us this Suicide Prevention Week for a thought-provoking documentary followed by a Q&A session on the topics raised in the film.</p> <p>Free screening. Book your ticket through Birks Cinema. Call 01887 822845 or visit www.birkscinema.co.uk</p> <p>Friday 14th September, 7pm Birks Cinema, Aberfeldy</p> <p>Join us for this free community screening of Resilience, which delves into the science of Adverse Childhood Experiences (ACEs). It reveals that toxic stress can trigger hormones that wreak havoc on the brains and bodies of children, putting them at a greater risk for disease, homelessness, prison time, and early death. While the broader impacts of poverty worsen the risk, no segment of society is immune. Resilience, however, also chronicles the dawn of a movement that is determined to fight back.* Join us this Suicide Prevention Week for a thought-provoking documentary followed by a Q&A session on the topics raised in the film.</p> <p>Free screening. Book your ticket through Birks Cinema. Call 01887 822845 or visit www.birkscinema.co.uk</p>	
Iain Burnett Chocolatier		
Escape Route Café		
The Tay Café		
Highland Safaris		
Habitat Café		
Karelia House		
Breadalbane Bakery		
The Birks Cinema		

A press release was sent out to local newspapers via the HCC Customer and Community Engagement Team.

Press Release

Suicide Prevention Week 2018 events planned

The Perth and Kinross Community Planning Partnership will hold a series of events in co-ordination with National Suicide Prevention Week, taking place from Monday 10th to Sunday 16th September 2018.

National Suicide Prevention Week aims to raise awareness of suicide, encourage people to talk about mental health and wellbeing openly, and provide information about agencies that offer support.

The aim of 2018's Suicide Prevention Week is "Working Together To Prevent Suicide", and aims to help and support communities to make a real difference and save lives.

Suicide can affect anyone regardless of age, ethnicity, gender, culture or previous mental health - it is vital to know how to offer an understanding ear and when to encourage people to go to for further help and support.

This year's annual campaign will include:

- a social media Question and Answer session on Monday 10th September between 5pm and 7pm, offering a range of information including details of support services and suicide awareness and prevention training opportunities;
- a community event on Perth High Street on Friday 14th where a range of organisation representatives will be available to talk to about mental health and suicide prevention while contributing to the IASP's 'Cycle Around the Globe' event on stationary bikes, and a Listening Service at Horner's Plot on Thursday 13th run by PLUS Perth;
- Film screenings by PLUS Perth and the Perth & Kinross Health and Social Care Partnership on Monday 10th, Wednesday 12th and Friday 14th night at AK Bell Library and The Birks Cinema;
- An information stall will be run by the Perth & Kinross Health and Social Care Partnership and hosted by Perth College during Fresher's Week and at the Wellbeing Hub on Thursday 13th;
- A talk and Question and Answer session by mental health advocate Hope Virgo on Monday 10th at Perth College at 5pm, run by Mindspace and Perth College in partnership with Perth and Kinross Health and Social Care Partnership
- Andy's Man Club will mark their first anniversary the following week on Tuesday 18th September at 8.30pm with a candle lighting ceremony followed by tea and coffee at the Caledonian Bar.

Vice-chair of the Perth & Kinross Integration Joint Board, Councillor Colin Stewart said: "The taboo around talking about suicide may prevent the many people who are feeling suicidal right now from seeking help. National guidance recommends we ask about any warning signs to help save lives"

"By hosting these events throughout Perth and Kinross, the taboo surrounding suicide will continue to be tackled and encourage everyone to share their stories and hardships with one another."

The 'Suicide? Help!' app has been developed in Tayside and contains contact

details, information about suicide, how people can help, and a safety plan where individuals can record what helps them in times of crisis.

The Tayside Suicide Help website can be found at www.suicidehelp.co.uk or people can download it by looking for 'Suicide? Help' in their iOS App store or Google Play store.

A full list of all events and tickets can be found at www.pkc.gov.uk/mentalhealthcampaigns

Photocall: 12.00 at Perth High Street, Friday 14th September

www.perthshireadvertiser.co.uk

MENTAL HEALTH

Spotlight is put on suicide

Films and Q&A for prevention day

Rachel Clark

Suicide Prevention Day will be marked across Perth and Kinross with a week of events next month.

From Monday, September 10 until Friday, September 14 film screenings, talks, question and answer sessions, sports events and courses will be held across the region.

This year the theme will be 'working together to prevent suicide' and organisers will also look to promote the Tayside Suicide? Help! app, which contains contact details, information about suicide and a safety plan for individuals to record and what helps them in times of crisis.

Global Suicide Prevention Day takes place on Monday, September 10 and there will be a social media question and answer session on Twitter and Facebook from 5pm until 7pm.

Residents can ask anonymous questions about mental health via the Perth and Kinross Council website and then follow the online feed via the local authority's social media channels.

An in-person question and answer session will also be held at Perth College UHI from 6pm with mental health campaigner and author Hope Virgo on her experiences of mental health illnesses and the rights of others to help break the stigma.

And, the film 'Battle Mountain' will be shown by the mental health charity PLUS Perth at the Soutar Theatre in AK Bell Library from 7pm. Battle Mountain is a documentary on cyclist Graeme Obree that deals with his bipolar as he attempts a world record.

On Tuesday, September 11 there will be further film screening in the library's theatre.

'Resilience', a documentary looking into the science of trauma and new movements to treat and prevent toxic stress, will be shown from 2pm. It will be repeated at 7pm the following day.

On Thursday, September 13 PLUS Perth will be at Horner's Plot on the city centre's Horner's Lane from 2-4pm. The 'afternoon of togetherness' will welcome everyone who has lost someone to suicide into the garden for a cup of tea.

And on the same day, an information stall will be set up at the college's wellbeing hub (12.30-2pm) and its residency office (4.30-5.30pm).

Similarly, an information stall will be on Perth High Street from 10am until 2pm on Friday, September 14. A range of representatives from a number of organisations will be on hand to talk about mental health and suicide prevention.

The film Resilience will then again be screened from 7pm at The Birks Cinema in Aberfeldy.

Finally, on Thursday, September 18, Andy's Man Club will mark its first anniversary in the Fair City.

Andy's Man Club was set up last year by Adam Allison and Alex McClintock to help men who are dealing with mental health issues or suicidal thoughts, and meet every Monday evening in the Muirton Suite at McDiarmid Park.

The club will hold a candle-lighting ceremony with tea and coffee at the Caledonian Bar on the High Street.

Estelle is a volunteer star

Promotional flyer



Working Together to Prevent Suicide

Films, talks, Q&A and more...

Tuesday-Thursday 4-6/09	Information stall at Perth College Fresher's Week. Find out about the wellbeing help and support available in Perth and Kinross; see more details on Perth College website .
Monday 10/09 Global Suicide Prevention Day	<p>Twitter and Facebook Q&A session 5-7pm. Ask anonymous questions about mental health by submitting them here, and follow along online on Facebook and Twitter.</p> <p>Talk and Q&A at 6pm at Perth College from mental health campaigner and author Hope Virgo on using her experiences of mental health illness to champion the rights of others and help break the stigma of mental illness. See the Mindspace website for more details.</p> <p>Battle Mountain screening from PLUS Perth at The Soutar Theatre at AK Bell Library at 7pm. A documentary on Graeme Obree that deals sensitively with its bipolar protagonist's mental-health travails alongside his world record attempt. See PLUS Perth's website for tickets.</p>
Tuesday 11/09	Resilience screening at The Soutar Theatre at AK Bell Library at 2pm. A documentary that delves into the science of trauma and a new movement to treat and prevent toxic stress. Book tickets here .
Wednesday 12/09	Resilience screening at The Soutar Theatre at AK Bell Library at 7pm. Book tickets here .
Thursday 13/09	<p>Afternoon of Togetherness from PLUS Perth at Horners Plot between 2-4pm. Spend some time with others who have lost someone to suicide in the sanctuary of Horners Plot with a cuppa. More details on PLUS Perth's website.</p> <p>Information stall at Perth College at the Wellbeing Hub between 12.30-2pm and at the Residency Office between 4.30-5.30pm. Find out about the wellbeing help and support available in Perth and Kinross; see more details on Perth College website.</p>
Friday 14/09	<p>Information stall on Perth High Street between 10-2pm where a range of organisation representatives will be available to talk to about mental health and suicide prevention while contributing to the IASP's 'Cycle Around the Globe' event.</p> <p>Resilience screening at The Birks Cinema at Aberfeldy at 7pm. Book tickets here.</p>
Tuesday 18/09	Andy's Man Club will mark their first anniversary at 8.30pm with a candle lighting ceremony followed by tea and coffee at the Caledonian Bar.

Suicide Prevention Week Sept 2018

Appendix 3

Training bookings

Course	Date	Bookings
ASIST	15-16/10/2018	12
	08-09/01/2019	18
	29-30/05/2019	0
SafeTALK	02/10/2018	12
	15/01/2019	2
SMHFA Young People	14/11/2018	14 – FULL
	16/01/2019	8
	07/03/2019	0
Safety Plan App Training	02/10/2018	5

For information on all above training or to book a place, please contact Lesley Simpson at MHTtraining@pkc.gov.uk.

Scotland's Mental Health First Aid training has also been scheduled for 8-9 November 2018, 16-17 January 2019 and 20-21 February 2019. For information or to book a place, please contact Lorna Webster at lorna.webster@nhs.net

Costs, attendance and engagement

Events	cost	event attendance	bags
AK Bell	£50	64	47
	£86	68	48
	£136	132	95
Birks	£222	41	36
Hope Virgo	£500 fee		--
	£218.57 travel		--
	£718.57	15	--
Perth College UHI	--	--	110 Freshers Week
	--	--	10 Hub stall
	--	--	70 residencies
	--	--	190
City centre stall	--	--	2
500 magnets	£243.05	--	--
500 bags	£213.29	--	--
Total	£1532.91	188	323

Organisations involved

Involvement in events	Materials present in bags
AK Bell Library	Andy's Man Club
Andy's Man Club	Breathing Space
Culture PK	Living Life
LiveActive	Mind

Mindspace	Mindspace
NHS Tayside	Money Crisis app
P&K Health and Social Care Partnership	PKAVS
Perth College UHI	RASAC
PLUS Perth	Saints in the Community
Police Scotland	Samaritans
RASAC	SAMH
Samaritans	SSH group
The Birks Cinema	Suicide? Help! app
Victim Support	Victim Support
Violence Against Women Partnership	