

# Every life matters ...

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## Suicide Prevention Pack

Hairdressers, barbers, beauticians and tattoo artists

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“Talking about suicide saves lives”

## About this pack

Thank you for taking the time to read this pack. As a suicide prevention charity, we come from the perspective that suicide is everyone's business, and we truly value your support in helping raise awareness of the subject within your community.

Across Cumbria, we sadly lose one life to suicide every 5 days within our county, with our rates of suicide being higher than the national average.

The focus of this pack is to provide resources for your business to share amongst your local community and help build awareness. This includes social media graphics, posters and ways to get involved.

Alongside this, we have included some materials for World Suicide Prevention Day, taking place on the 10<sup>th</sup> of September, a chance to come together with others worldwide to light a candle for those lives lost and those who continue to live with these thoughts.

We hope the information within the pack will provide you with plenty of information to help raise awareness and further conversations about suicide.

Should you require any more resources or information please contact [sarah.cameron@every-life-matters.org.uk](mailto:sarah.cameron@every-life-matters.org.uk).

Thank you again for your support.

Sincerely,

*Sarah Cameron*

Sarah Cameron  
Suicide safer community coordinator, West Cumbria



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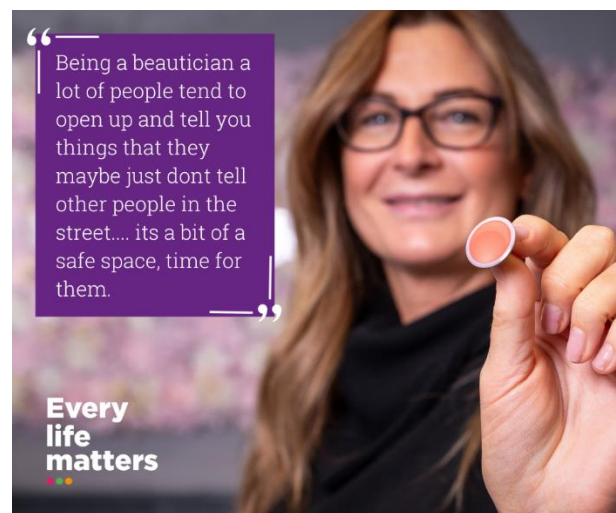
# 1. Suicide Prevention training for HBBTs

## Turn small talk into life-saving conversations

With 1 in 4 of us experiencing a mental health issue and 1 in 17 of us experiencing thoughts of suicide every year, it is likely in your role you may come across a client going through a mental health issue. Educating yourself and the team to identify those at risk and knowing where to signpost support could make a real difference to your community and even save a life.

Unfortunately, Cumbria has some of the highest rates of suicide in England and Wales and we see suicide prevention as everyone's business.

This training lasts 3.5 hours and allows you to become an Orange Button holder- a recognised scheme that would identify you and your salon as having taken part in suicide prevention training. After attending the training you will receive a post-course handbook, a certificate for you and for your salon as well as a range of resources signposting people to support for thoughts of suicide, self-harm and bereavement by suicide.



Find out more about the experience and importance of taking part in the training here:  
Studio 89- Egremont - <https://www.youtube.com/watch?v=sdt7jau8jqM>

## Suicide Alertness Orange Button Training- Hairdressers, barbers, beauticians and tattoo artists

**Monday 16<sup>th</sup> September, 09:00-12:30**

Online (Zoom)

Book your free space here: <https://www.eventbrite.co.uk/e/hbht-suicide-alertness-orange-button-training-online-tickets-924198401297>

**Monday 18<sup>th</sup> November, 13:00-16:30**

Online (Zoom)

Book your free space here: <https://www.eventbrite.co.uk/e/hbht-suicide-alertness-orange-button-training-online-tickets-981885003477>



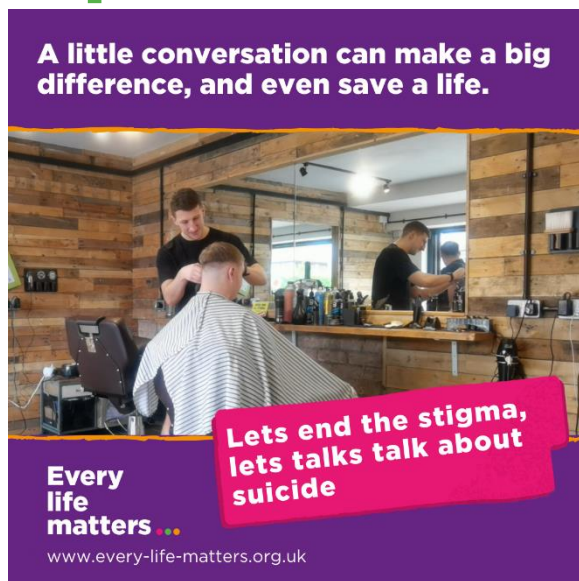
## 2. Suicide Prevention Social Media

Below are a series of graphics and pre-written content to help raise awareness of suicide prevention. Right-click on graphics to download to your desktop via "save picture as" option.

We kindly ask that you tag us in any content that goes out, our social media links are included below for ease:

- Facebook - @everylifematters
- Twitter - @Every\_Life\_Cumb
- Instagram - @Everylifecumbria

**Graphics 1** please feel free to choose which graphic to use and text below



Lets end the stigma, lets talk about suicide.

Stigmas associated with suicide can prevent someone reaching out for help, leaving them feeling alone and isolated. By being comfortable talking about suicide within your workplace, communities or with friends and family, you will be helping to end stigma and letting people know you care. Discover more ways you can help by visiting <https://www.every-life-matters.org.uk/helping-others/>

## Graphics 2 please feel free to choose which graphic to use and text below

**Is your mate acting differently?**

**Worried about a mate? Check in with them**

A little conversation can make a big difference, and even save a life.

**Every life matters...**

An illustration of a man with dark skin and a woman with dark hair, both looking towards each other as if in conversation. The man is wearing a grey long-sleeved shirt and dark pants, while the woman is wearing a red jacket and grey pants. A large white speech bubble is positioned above them.

**Is your mate acting differently?**

**Worried about a mate? Check in with them**

A little conversation can make a big difference, and even save a life.

**Every life matters...**

An illustration of two men standing side-by-side. The man on the left is wearing a green jacket and grey pants, and the man on the right is wearing a white patterned sweater and grey pants. A large white speech bubble is positioned above them.

**Is your mate acting differently?**

**Worried about a mate? Check in with them**

A little conversation can make a big difference, and even save a life.

**Every life matters...**

An illustration of a woman with blonde hair and a man with dark hair. The woman is wearing a black dress and the man is wearing a grey coat over a striped shirt. A large white speech bubble is positioned above them.

Many people find it difficult to reach out for support. If someone is acting differently – like not seeing friends, losing interest in things, drinking more or having mood swings – it might be a sign they are struggling to cope with challenges in their life.

If you are worried that someone might be thinking about suicide don't be afraid to ask, and ask directly. By asking we show that we care and we want to support them, even if you don't know what to say, that's ok, simply being with them and listening to what they have to say can make a huge difference. To find how to support someone, or to find support for yourself visit: <https://www.every-life-matters.org.uk/helping-others/>

## Posters

Download posters [here](#) to print and display at your organisation/ in your community.

## 3. Ways to get involved

### Creating Hope Through Action

#### Light a candle on World Suicide Prevention Day

Lighting a candle is an act of acknowledgement for support for suicide prevention, to remember loved ones who have died, and for the survivors of suicide. People around the world will light a candle at 8 pm on the 10<sup>th</sup> September. Share an image of the candle on your social media with the #WSPD hashtag.

#### Host an Awareness day

Hosting an awareness day at your business is a great way to start having conversations and letting your clients know your business is a safe place to talk. You can contact Every Life Matters to hire or buy our t-shirts to wear on the day and we can provide you with resources to give out to clients who need it. Why not have an of your business for anyone who wants to stop and a have chat and a brew?

#### Attend Every Life Matters Training

Signing up to attend training is a great action to take for this year's World Suicide Prevention Day. Understand more about suicide, how to know when someone may be having thoughts of suicide, how to talk directly and comfortably about suicide, and what we can all do to offer practical support. Every Life Matters provides free suicide prevention training for those living and working within Cumbria.

#### Share resources

Sharing our resources is a simple effective way of raising awareness about suicide in your community. Why not have some of our resources in a place clients can take? Display some of our posters in your business, download our posters [here](#). Follow us on Facebook, Instagram and Twitter.

#### Fundraise for Every Life Matters

Every Life Matters relies on public donations and community fundraising to keep our work going. Send us a donation or start an event through our **Just Giving** pages. <https://www.justgiving.com/every-life-matters>. Every penny that you raise will go towards the running of our bereavement support, prevention training and our campaign to beat the stigma of suicide and get everyone talking. If you are planning on fundraising for Every Life Matters please get in contact, we can provide resources to assist with this. Email us on [Info@every-life-matters.org.uk](mailto:Info@every-life-matters.org.uk). We love seeing pictures of your fundraising too and we are happy to offer support or advice to help in your fundraising journey, so don't hesitate to get in touch.

#### Promote Suicide Bereavement Support

Every Life Matters offers practical and emotional support to anyone impacted by suicide in our county. Our monthly peer support group meetings are an opportunity to meet others who have lost someone to suicide in a safe and confidential space. Our groups are a place where you can share your experiences and feelings, and give and gain support from each other. Find out more [here](#). Signpost clients who have been bereaved by suicide to our Facebook page or website to find out more.

### Peer Support Groups

Monthly meetings for people bereaved by suicide

Every life matters





# 4. World Suicide Prevention Day

## About World Suicide Prevention Day

“Our actions, no matter how big or small, may provide hope to those who are struggling.”

World Suicide Prevention Day is an annual reminder that there is an alternative to suicide, and it aims to inspire confidence and light in all of us. This year World Suicide Prevention Day is **Tuesday 10<sup>th</sup> September 2024**.

Join us at **Barrow Town Hall | Carlisle Cathedral | The Bird Cage Kendal | Workington Town Hall | Cornmarket Bandstand Penrith | St Nicholas Whitehaven** to light a candle at 8 pm on the 10<sup>th</sup> of September, as the world comes together to remember those lost to suicide, and those living with thoughts of suicide [www.every-life-matters.org.uk/wspd/](http://www.every-life-matters.org.uk/wspd/),

The candle-lighting events across Cumbria are an opportunity to come together in solidarity with others who have lost family members, friends, colleagues and others to suicide, and those who want to show their support for people in our communities who are living with thoughts of suicide.

These are simple and informal events. There is no need to book, there will be no speeches, ceremony or pressure to speak to others. Candles will be available if you can't bring your own, and pictures of a lost loved one and/or messages of support are also welcomed. People are encouraged to turn up anytime from 7:30pm onwards to light a candle, ready to share a minute of silence and reflection at 8:00pm.

Events are based outside, but if it is raining or excessively windy we will move inside or under shelter at each venue.

We know that for some coming to such an event can be very daunting. Members of Every Life Matters will be on hand to welcome you, to talk to if you need, and to inform you about support available for those bereaved by suicide and those who are struggling with thoughts of suicide.

Find out more World Suicide Prevention day- <https://www.iasp.info/wspd/>





# Supporting World Suicide Prevention Day

“Help spread the word about our 2024 events”

## Posters

Download our World Suicide Prevention Day poster [here](#). This can be printed and shared at your business so clients can see it.

## Social Media

The following content is related to the candle-lighting events taking place on the 10<sup>th</sup> of September happening across Cumbria. There is a generic post that anyone can use and then more location-specific graphics. Feel free to tag in the locations if they are on social media

We kindly ask that you tag us in any content that goes out, our social media links are included below for ease:

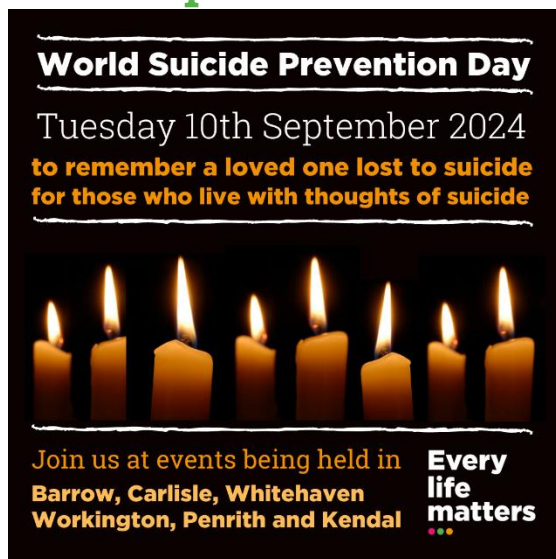
Facebook - [@every life matters](#)

Twitter - [@Every\\_Life\\_Cumb](#)

Instagram - [@Everylifecumbria](#)

Please note: we would ask that any changes to key messages are minimal to ensure that messaging stays consistent and clear.

## Generic post



## Facebook:

Join Every Life Matters Tuesday 10<sup>th</sup> September for World Suicide Prevention Day.

Events are taking place across the county and all are welcome to join and light a candle at 8 pm in memory of those lost to suicide and for those who live with thoughts of suicide.

World Suicide Prevention Day is an annual reminder that there is an alternative to suicide and aims to inspire confidence and light in all of us; that our actions, no matter how big or small, may provide hope to those who are struggling.

To find out more about the events visit [www.every-life-matters.org.uk/wspd](http://www.every-life-matters.org.uk/wspd) #WSPD

**Instagram:**

Join Every Life Matters Tuesday 10<sup>th</sup> September for World Suicide Prevention Day.

Events are taking place across the county and all are welcome to join and light a candle at 8 pm in memory of those lost to suicide and for those who live with thoughts of suicide.

World Suicide Prevention Day is an annual reminder that there is an alternative to suicide and aims to inspire confidence and light in all of us; that our actions, no matter how big or small, may provide hope to those who are struggling.

To find out more about the events visit the Every Life Matters website. #WSPD

**Twitter:**

Join Every Life Matters Tues 10th Sept for [#WSPD](#).

Events are taking place across the county to come together & light a candle at 8 pm in memory of those lost to suicide & for those who live with thoughts of suicide.

To find out more about the events visit [www.every-life-matters.org.uk/wspd](http://www.every-life-matters.org.uk/wspd)

## I'm supporting World Suicide Prevention Day

Feel free to share this social media graphic with what you plan on doing for World Suicide Prevention Day or why you are supporting it.



## 6. Suicide in Cumbria

**Suicide is everyone's business.**

On average we lose one person every 5 days to death by suicide in Cumbria. This is more than double the amount of people who die on our counties roads.

Cumbria's suicide rates remain consistently higher than the national average, and a disproportionate amount of these deaths are also focused on the West coast of Cumbria.

One in five Cumbrian residents will have thoughts of suicide, and one in fifteen will attempt suicide, at some point in their life.

No one should have to deal with suicidal thoughts alone.

### Cumbria Deaths by Suicide 2020-2022

	Total Deaths	Deaths per 100,000
England	15415	10.3
Cumbria	210	16.3
Allerdale	38	16.5
Barrow	30	17.2
Carlisle	53	18.6
Copeland	35	20.6
Eden	26	15.4
South Lakes	28	9.5

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Figures from the Office of National Statistics

## More Context- Cumbrian Graphics

Below you will find more context about suicide in Cumbria- these graphics can be used in social media content to build awareness.

# Copeland and Carlisle have the **1st and 2nd** highest suicide rates by district in England/Wales

Copeland had 20.6 deaths per 100,000 of the population, and Carlisle 18.6, compared to the England/Wales average of 10.5 during 2020-2022. Source: Suicides in England and Wales by local authority - Office for National Statistics. Per 100,000 rate of deaths by suicide over 2020-2022, broken down by District.

# Cumbria has a suicide rate **55% higher** than the England/Wales average

Cumbria had 16.3 deaths by suicide per 100,000 of the population compared to an England average of 10.5 during 2020-2022. Source: Suicides in England and Wales by local authority - Office for National Statistics. Per 100,000 rate of deaths by suicide over 2019-2021, broken down by District.



# 7. About Every Life Matters

## Working towards a zero suicide Cumbria, because Every Life Matters

Every Life Matters was formed in 2019 by a group of people who wanted to take a long term and concerted approach to reducing deaths by suicide in Cumbria. This included people bereaved by suicide, or who had experienced thoughts of suicide themselves, and people who had been working in the suicide prevention field who knew too well that focus on suicide prevention waxed and waned too frequently.



**“Developing nationally recognized programmes and resources in Cumbria’s backyard.”**

Our founders wanted suicide prevention to have the profile it deserved in a county that had some of the highest suicide rates in England. They wanted to take an innovative, well-funded and focused approach to suicide prevention, and suicide bereavement support, that was driven by a passion to make a difference, a willingness to be direct and in peoples face, one driven by evidence, and one delivered at scale. We strive to take a fresh, innovative and long-term approach to suicide prevention and suicide bereavement support in Cumbria, a County that has had suicide rates well above the national average for too many years.



**“Influencing the conversation about suicide”**

Most people have been impacted in some way by suicide, and so many want to do something, to make a difference, but often don’t know where to start. We wanted Every Life Matters to sit alongside all of these individuals, communities and organizations, to offer training and resources, to start conversations, and to empower them to take positive action. It is this willingness of our local communities to engage with the suicide prevention agenda that has been the bedrock of our charities work, and considerable growth, since 2019.



## GET IN TOUCH

If you have any questions about the charity, fundraising or training please get in touch.

Phone: 07908 537541

Email: [info@every-life-matters.org.uk](mailto:info@every-life-matters.org.uk)

Follow us on social media



@EveryLifeMatters



@everylifecumbria



@ Every\_Life\_Cumb

[www.every-life-matters.org.uk](http://www.every-life-matters.org.uk)

