

Changing the Narrative on Suicide

#StartTheConversation

World Suicide Prevention Day

10 September 2024



PAPYRUS
PREVENTION OF YOUNG SUICIDE

Suicide is the
biggest killer
of anybody
aged 35 and
under in the UK.

We believe
that many
suicides are
preventable.



Welcome

Thank you for supporting PAPYRUS Prevention of Young Suicide, on this year's World Suicide Prevention Day (WSPD).

This pack is designed to equip you with the information and ways in which you can speak openly, safely and sensitively about suicide, on 10 September and beyond. For too long, suicide has been surrounded by a culture of silence. Now is the time to change the narrative.

For us, every day is World Suicide Prevention Day. Each week we directly support thousands of young people who are experiencing thoughts of suicide and those worried about a young person, through our suicide prevention helpline, HOPELINE247.

We're so pleased that you'll be joining us in raising awareness of suicide and suicide prevention. It's only through talking about suicide, that we can break down the stigma surrounding it, and save more lives.

Every time you change the narrative on suicide, you are helping us to save lives. Practical steps like sharing PAPYRUS content on social media, signposting people towards HOPELINE247, or developing suicide prevention policies in your workplace make all the difference on this mission.

There are plenty of ways in which you can support PAPYRUS; and within this pack we will be sharing some of the ways that you can make an impact on the day.

Thank you for helping us to change the narrative and #SmashTheStigma around suicide this World Suicide Prevention Day.

The PAPYRUS Team

Who is PAPHYRUS?

PAPHYRUS Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.

PAPHYRUS works to reduce the number of young people who take their own lives. We do this in three ways: supporting those who are experiencing thoughts of suicide, equipping communities through suicide prevention training and awareness raising, and influencing government policy on a local and national scale.

At HOPELINE247, PAPHYRUS's dedicated suicide prevention helpline, our trained advisers create a safety plan with young people aged 35 and under who are experiencing thoughts of suicide, to help keep them safe for now. We also advise anyone who is worried about a young person who may be having thoughts of suicide, whether they know that young person in a professional or a personal context.

PAPHYRUS is built on the lived and living experience of people across all four nations of the UK, who have been personally touched by suicide.

What is World Suicide Prevention Day?

World Suicide Prevention Day is an annual awareness day that takes place on 10 September. This year's theme is [changing the narrative on suicide](#).

World Suicide Prevention Day is an opportunity for people and organisations across the world to make a commitment to preventing suicide. It reminds us that we all have a role to play in preventing suicide, and that our actions, however big or small, can provide hope to those who are struggling.

This year's theme of 'changing the narrative on suicide' recognises that we need to transform the way we understand suicide, and the way we speak about it. We need to approach conversations around suicide with openness, empathy, and a supportive attitude. We need to equip communities to support one another, and we need to advocate for suicide prevention to be on the agenda across government departments.

We need to tell a different story about suicide: it isn't a personal crisis for someone to solve on their own. We are all in this together to save young lives.



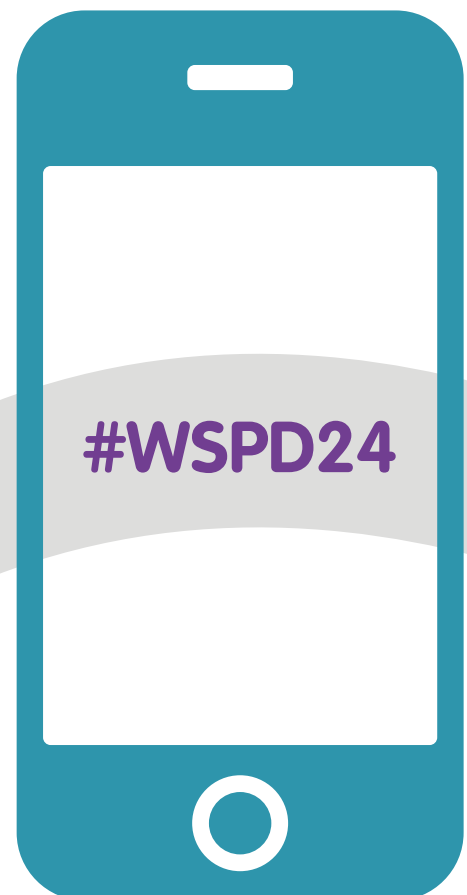
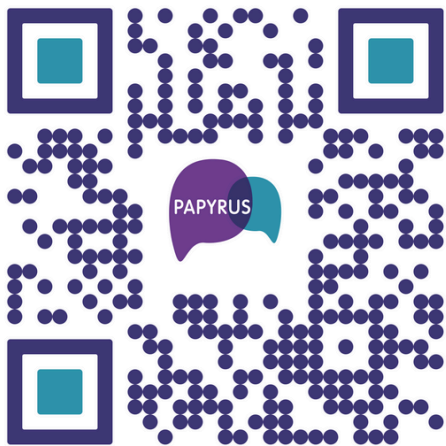
#WSPD24

Asset pack

We have created an Asset Pack, which includes social media graphics, social media posts, and PAPHYRUS messaging, that we encourage you to share on World Suicide Prevention Day.

You can find a link to our Asset Pack Google Drive folder, [here](#).

Or scan the QR code below:



Supporting us on social media

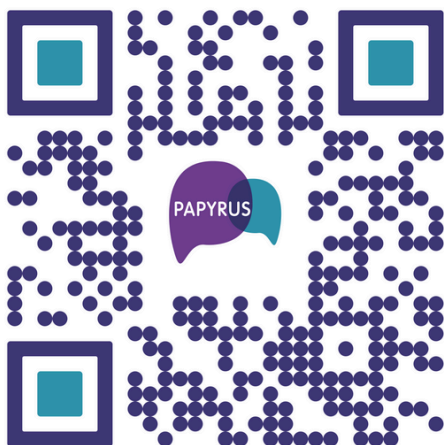
On World Suicide Prevention Day, we will be sharing links to the different services that we offer – including our HOPELINE247 details. Make sure to keep an eye on our social media platforms so that you can share any content that we are putting out.

Within the [Asset Pack](#) you'll find downloadable graphics that you can schedule across your social media platforms, and share with friends, family and colleagues on the day.

If you are sharing PAPYRUS graphics across social media, don't forget to tag us in your posts so we can see them, and use the hashtag:

#WeArePAPYRUS and #StartTheConversation

Scan the **QR code** below for social media graphics to share on WSPD. And don't forget to tag our accounts – you can find our handles listed below.



 @PAPYRUSCharity

 @papyrus_uk

 @papyruscharity

 @PAPYRUS_Charity

 @papyrus_charity

 @PAPYRUSCharity

Supporting us in your workplace

Education and Training

As well as sharing our social media graphics and videos on your company social media platforms, there are many ways in which you can show your support for World Suicide Prevention Day within your workplace.

Our education and training packages are a great way of introducing the theme of suicide prevention to your colleagues, and give people the tools and knowledge to recognise and respond to suicidal behaviour.

Get in touch with our education and training team for more information:

training@papyrus-uk.org

We also have lots of resources, leaflets and cards that we can send to you, please get in touch with our admin team, for more information:

admin@papyrus-uk.org

For corporate partnerships, and more information on how your workplace can get involved with PAPHYRUS, please email:

corporate@papyrus-uk.org

Fundraising

If you're looking to change the narrative around suicide by fundraising for PAPHYRUS this World Suicide Prevention Day, then our fundraising team will be happy to help. You can get in touch with the team, here:

fundraising@papyrus-uk.org

Resources and merchandise

Resources

We have a range of leaflets, resources and posters that you can use to promote PAPYRUS in your local community, within your workplace, or at school or university.

Our resources explore a range of themes including, suicide, self-harm, communicating with young people, coping with exams, bereavement, and guides for parents and universities. We also have specific posters promoting our suicide prevention helpline, HOPELINE247.

Our admin team will help with any resources, you can reach them at:

admin@papyrus-uk.org

Merchandise

We have a range of PAPYRUS merchandise that you can order through our website. You can find all of our merchandise here:

www.papyrus-uk.org/shop/

Speaking about suicide safely

We don't use the term 'committed suicide'

Changes made in the Suicide Act of 1961 decriminalised the act of suicide in England and Wales; it was decriminalised in Northern Ireland in 1966. The word 'commit' treats it as if it were still a crime, which perpetuates the stigma around suicide and is offensive to families and friends.

We think of families and friends of the deceased, as well as other vulnerable young people

Please consider, not only the grief of family and friends of the deceased, but other vulnerable young people who may be feeling worthless and not coping with life at that time and for whom explicit descriptions of suicide method could offer a life escape route.

We don't portray method or suicide notes

Descriptions of suicide method could offer a life escape route for vulnerable young people, this includes locations in which suicides are considered more common. Evidence about the potential for imitative behaviour is strong. We don't portray suicide notes.

We spread messages of hope

Suicide is a word that a lot of people might shy away from due to the associated stigma. We want people to realise that by supporting PAPYRUS Prevention of Young Suicide, they're not only helping to break down the stigma surrounding suicide, but they're also giving HOPE to people who, in the future, may need to use our service.

We don't refer to high profile suicides

Whilst high profile suicides might catch the attention of the press and lead to an outpouring of public emotion, it can also affect those vulnerable to thoughts of suicide and imitative behaviour.

We don't assume there is one single reason for suicide

Suicide is complex, and there are often multiple reasons why a person might experience thoughts of suicide. Speculation over a reason for suicide is also to be avoided.

We don't romanticise suicide or endorse myths surrounding suicide

Perpetuating the idea that suicide is a solution, is not helpful and is to be avoided.

We signpost to **HOPELINE247**

Our free confidential call, text and email services are a lifeline for young people experiencing thoughts of suicide, and helps concerned others who are worried about somebody close to them. We are also here for any professional who has had an encounter with suicide, and would like to talk it through with one of our suicide prevention advisers.

HOPELINE247

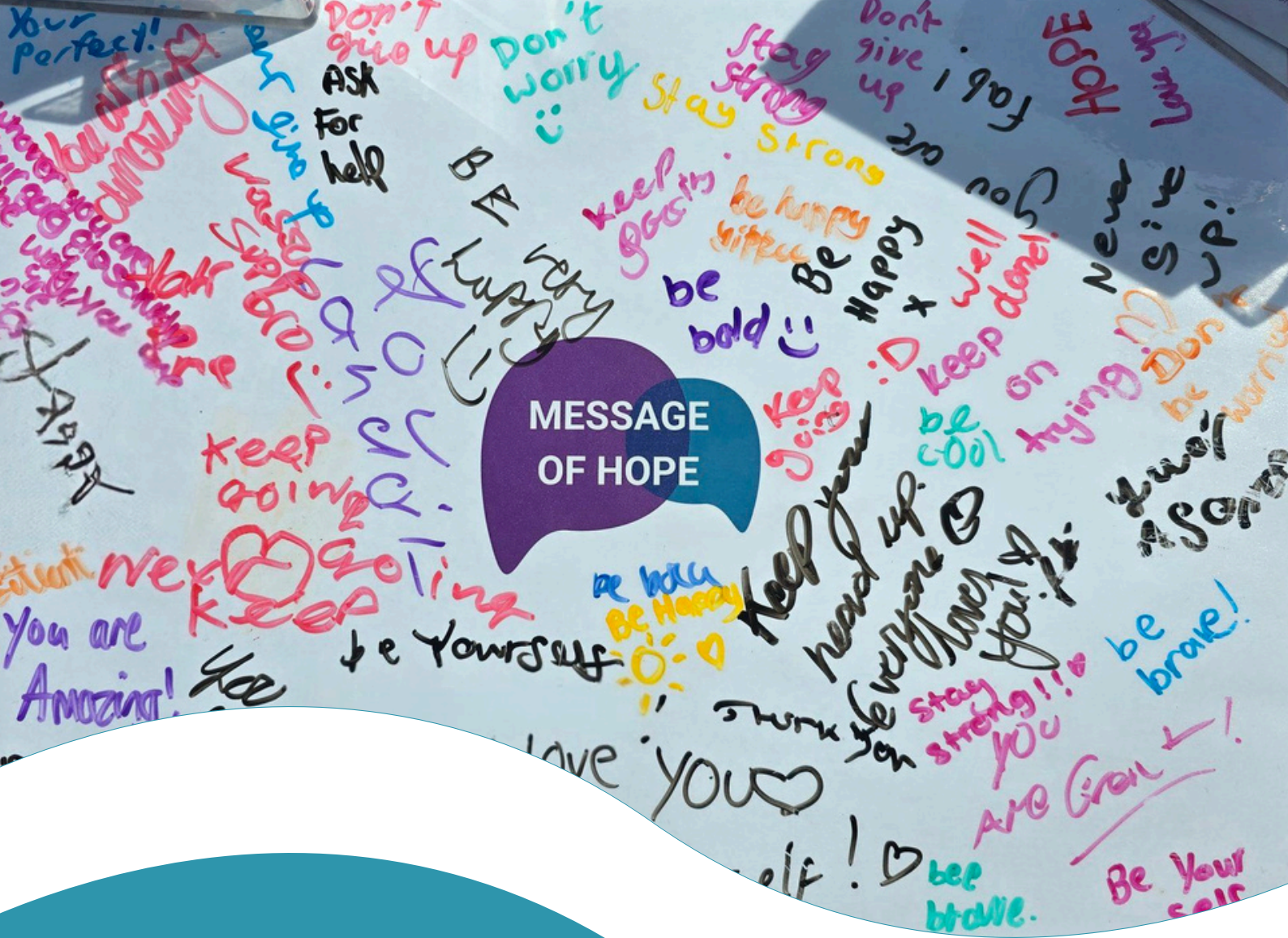
Call: 0800 068 4141

Text: 88247

Email: pat@papyrus-uk.org

We are always open.





MESSAGE
OF HOPE

#WeAre PAPYRUS



PAPYRUS
PREVENTION OF YOUNG SUICIDE