

ZERO SUICIDE ALLIANCE

LAUNCH MATERIAL

LAUNCH MATERIAL

WE COULD USE THE STRENGTH OF THE ALLIANCE
TO RALLY PEOPLE... **TOGETHER WE CAN MAKE
A GREAT DIFFERENCE.**

- ▶ **THE ZERO SUICIDE ALLIANCE SAVING LIVES TOGETHER**
- ▶ **TOGETHER LET'S PUT AN END TO SUICIDE**
- ▶ **TOGETHER LET'S END SUICIDE**

ZERO SUICIDE ALLIANCE

BIG IDEA

- ▶ A key objective of the Alliance is to prevent people reaching crisis
- ▶ And to do this we need to remove the myth and stigma surrounding it
- ▶ We pledge to...

END THE SILENCE
END SUICIDE

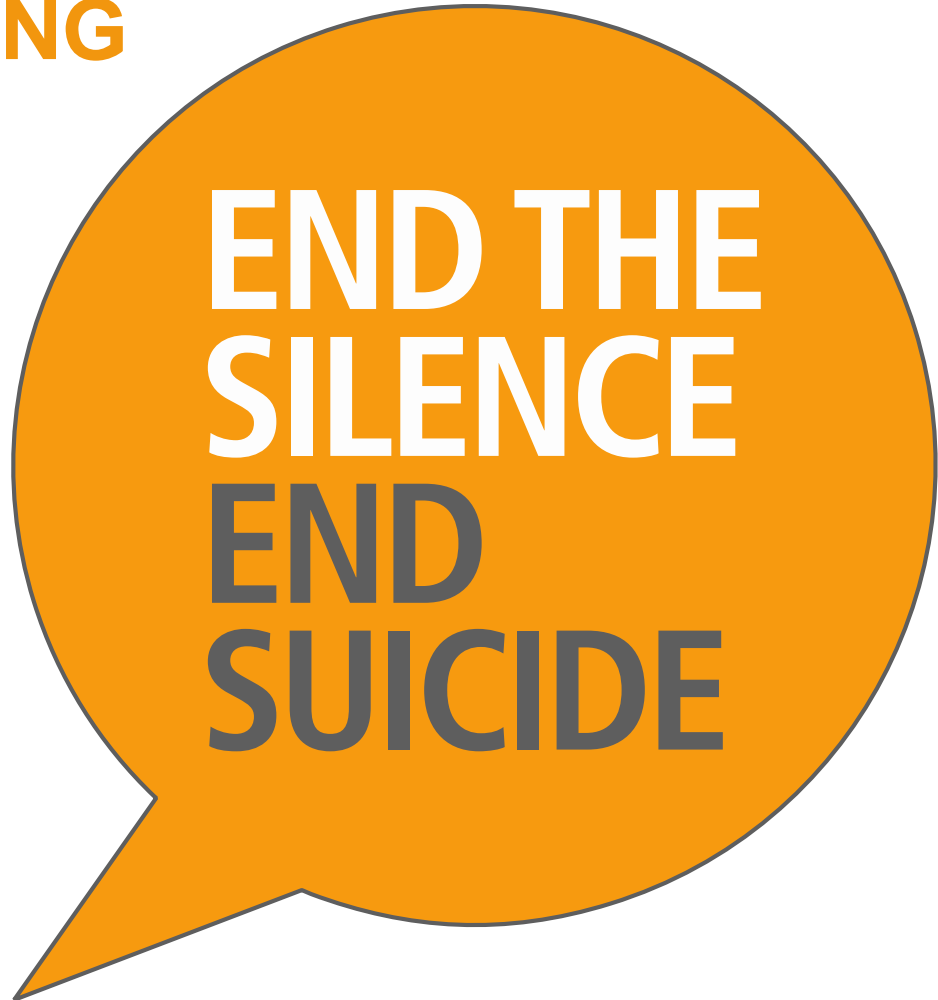
CREATIVE STYLING

WITH THE THEME OF THE LINE

'END THE SILENCE END SUICIDE'

CENTRED AROUND TALKING, IT'S NATURAL TO USE
THE SPEECH BUBBLE FROM THE LOGO AS A
CREATIVE VEHICLE.

CREATIVE STYLING

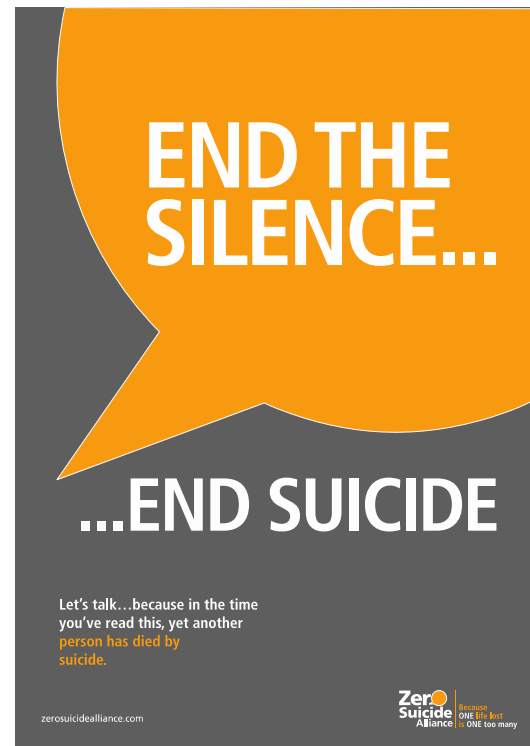
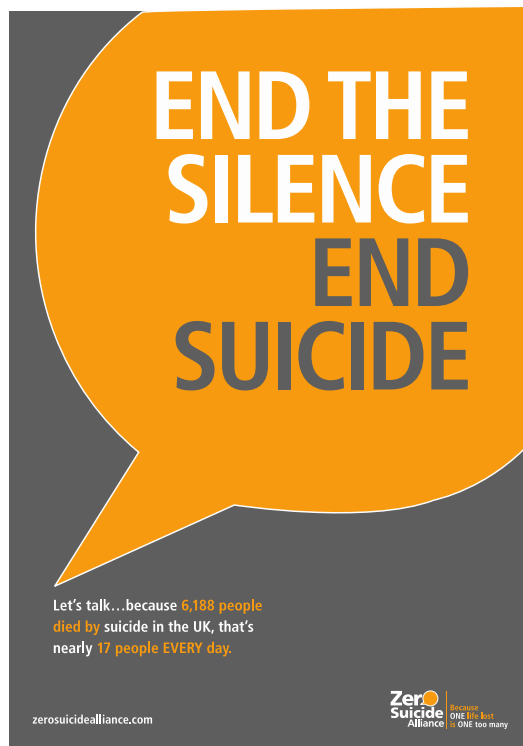
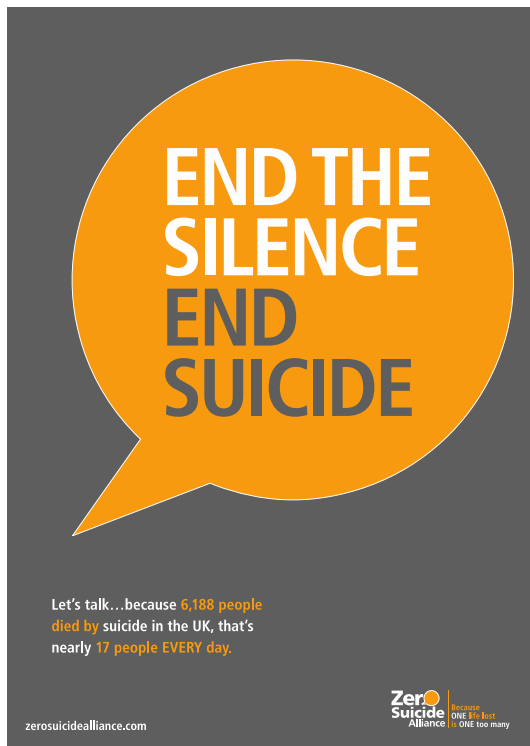
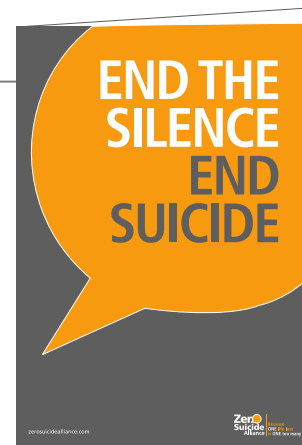


TEXT

TOGETHER, LET'S END SUICIDE, FOREVER.
TOGETHER, WE CAN END SUICIDE.

VISUAL

LEAFLETS
POSTERS



OTHER



EMAIL

From: A Name
To: Another Name
cc:
Subject: Zero Suicide Alliance

The Zero Suicide Alliance

Our first step in ending preventable suicide starts here.

Thank you for being a member of the Zero Suicide Alliance. We are delighted you want to be part of our bold but achievable suicide reduction campaign and to offer you a suite of free resources at our Zero Suicide Resource Centre [\[link\]](#)

Community-wide co-ordination and collaboration

You are part of an alliance of 100 multi-sectoral, national organisations across England, determined to connect, share best practice and take action on preventable suicide. And the time for action is now with someone committing suicide here in the UK every ninety minutes.

Let's talk suicide

The first step to support those in times of crisis is to destroy the stigma and guilt associated with mental ill-health so that people experiencing trauma come forward early and openly to seek help. To help you SEE the signs that a friend's struggling, SAY the right things in support and SIGNPOST them to someone who can help, please watch our Let's Talk Suicide video. The 15 minutes you spend here could well save a life.

As a member, you can now access our Zero Suicide Resource Centre at [\[link\]](#) which has everything you need to deliver awareness-building marketing campaigns on a local level. You can download or order resources, such as leaflets, posters, guides and resource packs for all campaigns.

Together, let's end suicide forever.

Name
Job Title
Mersey Care NHS Foundation Trust
V7 Building, Kings Business Park
Prescot, Merseyside
L34 1PJ
0000 000 0000 (Direct dial)
0151 000 0000 (Switchboard)

www.merseycare.nhs.uk



I'M SUPPORTING ZERO SUICIDE

TWEETS



Zero Suicide Alliance
@ZSA

People don't die from suicide.
They die from sadness and silence.

Today, another seventeen people will take their own lives here in the UK, most in silence, unable to share their desperate feelings due to taboo, stigma, shame and guilt. Watch our 'LET'S TALK' VIDEO and see how WE can encourage people to talk about their feelings and SIGNPOST them to help. #EndTheSilence #EndSuicide



Zero Suicide Alliance
@ZSA

Someone close experiencing
suicidal thoughts?

Our 15-minute video will help you SEE the signs that they're struggling, SAY the right things in support and SIGNPOST them to someone who can help. #EndTheSilence #EndSuicide [link to video]



Zero Suicide Alliance
@ZSA

Our mission is to end suicide.
But first we must end the silence.

[link to video]



Zero Suicide Alliance
@ZSA

If a family member, friend or colleague
confessed suicidal thoughts, would you
know what to do and say?

[link to video]



STRAPLINE

Zero 
Suicide
Alliance | **Because**
ONE life lost
is ONE too many