

# BE THE ONE

*to talk / listen / care*

## WORKING TO REDUCE THE NUMBER OF LIVES LOST TO SUICIDE IN ROTHERHAM

Every death by suicide is a tragedy. The effects can reach into every community and have a devastating impact on families, friends, colleagues and wider society.

Suicide prevention is a high priority for Rotherham. As is the trend nationally, men are far more likely to die by suicide than women in Rotherham, however, we are seeing a number of female suicides. For various reasons, people who die by suicide may not be in contact with services that can help them, which is why we are launching a campaign to get the message out there that anyone can help a person who is at risk of suicide.

### BE THE ONE

Be the One is Rotherham's suicide prevention campaign. Created by Rotherham Clinical Commissioning Group and Rotherham Metropolitan Borough Council, it is about creating a social movement in Rotherham that:

raises awareness amongst the general population of how to help individuals in emotional distress and experiencing suicidal thoughts

raises awareness of the types of mental health support available for those in need

supports the reduction of suicide rates in Rotherham

### SOCIAL FACTORS IN CASES OF SUICIDE AND ATTEMPTED SUICIDE

There are many factors that can lead to people feeling suicidal. These include:

- Depression/anxiety/mental health problems
- Gambling
- Debt
- Addiction, especially alcoholism
- Relationship problems
- Anniversaries of suicide deaths – friends and families support/local people affected by suicide
- Unemployment

Recognising these factors helps us to identify who the target audience is and the best ways of reaching that audience.

# BE THE ONE

## WHO WE ARE WORKING WITH

The campaign aims to raise awareness in the general public as well as specifically targeting men in Rotherham. We will be working with a wide range of groups, services and organisations to deliver our messages, from employers, the voluntary sector and emergency services, to sports clubs, pubs and supermarkets.

## THE MESSAGE

### Be the One – to talk / listen / care

Every single life lost to suicide is one too many. That is why the campaign focuses on individuals – the one – and the steps they can take to help reverse the trend in Rotherham. It demonstrates that the simple acts of talking, listening and caring can prevent a person from taking, or attempting to take, their own life.

### TALK

Raising awareness of mental health issues and suicide in the wider community will make it easier for people experiencing suicidal thoughts to speak out and ask for help. We must remove the stigma around suicide and equip people with the tools and language to start a conversation that can change the course of a life. Talking to a friend, family member, work colleague or even a complete stranger can make all the difference.

**Are you okay?  
Please will you talk to me?  
I know we don't really talk  
about feelings but...  
Do you want to talk?**

**Tell me how you're feeling.  
I'm here to listen to you.  
You can tell me anything.  
I'm not going to judge you.**

### LISTEN

The campaign will make people aware of some of the potential warning signs that a person may be thinking about suicide such as the things they say and changes in their behaviour. By really listening to people's problems in an open and non-judgemental way we can help them to feel less alone.

### CARE

Rotherham is a proud and caring community that wants the best for its people. That starts with caring about each and every one of us. If we can go about our daily business showing care for the people around us then we can make life worth living for people who think it isn't.

**There is help out there for you.  
We can sort this out.  
You don't deserve to feel like this.  
It isn't your fault.**

## WHAT YOU'LL SEE AROUND ROTHERHAM

### Website [www.be-the-one.co.uk](http://www.be-the-one.co.uk)

The website is a central resource aimed at people who are concerned for somebody, people who are experiencing suicidal thoughts, people and organisations who want to find out more about suicide prevention and for supporting people to seek help. It features a specially commissioned film that shows how the simple act of talking, listening and caring can make a difference in people's lives.



### Social media messaging

Working with identified organisations and groups to direct people to support services and information about suicide prevention. Sharing our film about suicide prevention. Making suicide a topic people feel able to discuss and to share.

### Posters and advertising

In order to get the message seen by as many people as possible we will be placing posters and advertising around Rotherham, for example in shops, GP practices, sports clubs and across public transport.

### CARE card

This fold out wallet-sized card is for staff working in public-facing roles where they may come into contact with someone who is experiencing suicidal thoughts. It takes them through a four-step process which begins with **care** – to help them to recognise potential warning signs; **ask** directly if the person is having suicidal thoughts; how to **respond**; and how to **explain** the help that is available to that person.

## BE THE ONE CHAMPIONS

The message is most powerful when delivered by people in positions of trust within the community. We are looking for people from a wide range of organisations and backgrounds to become **Be the One** champions.

### WHO ARE OUR CHAMPIONS?

- You may be someone who has attempted suicide and want to share your story.
- You may have been directly affected by the suicide of a friend or family member.
- You may be an employer who wants to increase awareness of suicide prevention amongst your workforce.
- You may be involved in an organisation that works closely with members of the public.
- You may simply be someone who cares deeply for your community and wants help improve the lives of people in it.

We will ask our champions to:

- make our campaign materials visible – display posters and leaflets
- let us know about opportunities for getting our message out to the public
- provide feedback on how people they come into contact with are responding to the campaign.

**If you would like to get involved please contact us at [hello@be-the-one.co.uk](mailto:hello@be-the-one.co.uk) or make a promise on the website: [www.be-the-one.co.uk](http://www.be-the-one.co.uk)**

  **betheonerotherham**