



**Ask Them
About Suicide**

Stakeholder Toolkit


for Scotland's mental health

Overview

It's never been more important for us to be there for one another, and [Ask Them About Suicide](#) aims to empower people to ask the question 'are you thinking about suicide?' with confidence and bravery.

Our research told us that while two-thirds of people felt comfortable talking about suicide generally, only 41 percent would feel comfortable asking someone they know if they're feeling suicidal.

Our campaign film highlights just how easily someone's true feelings can be hidden when the wrong questions are asked, and how the right questions can change everything.

[View the campaign film here](#)

Preventing suicide is a collective effort, and we can all play a part in helping to reduce the stigma and start these potentially life-saving conversations.

This toolkit provides you with everything you need to support the campaign and help to spread the important messages far and wide.



“It feels like a dance. I’ve known them for 30 years. And I think, ‘please ask me now...’ and they don’t, even after I’ve said, ‘I’m at my lowest point.’ I needed permission to say it.”

Research participant



Why is SAMH running this campaign?

Thinking about suicide is really common – in fact, one in 20 people are thinking about suicide at any one time.

Through this campaign, we hope to help create a culture where people can talk openly and honestly about suicide, and find support when they need it.

This campaign isn't about asking 'how are you feeling?', 'are you ok?' or 'are you sure?' – it is about being braver than that. It is about trusting our gut, digging deep, and finding the courage within ourselves to ask the question we might be afraid of.

Key messages:

- If you're worried about someone, asking them about suicide could save their life.
- If someone you know is experiencing thoughts of suicide, there are three things you can do to support them:
 - Listen to them without judgement
 - Help them to make a safe plan
 - Make sure they know what to do if they need urgent help.
- For questions, and answers, visit www.samh.org.uk/ask



Planned activity

Ask Them About Suicide will launch on Monday 28 November with the following activity planned:

- Our campaign film will be shown on STV and STV Player, including 'STV Proud to Present' slots, for an initial three-week burst, with a second burst in January 2023.
- Digital adverts will run on Facebook, Instagram, YouTube, and TikTok.
- Audio adverts across a wide range of podcasts.
- Organic media and social media activity to complement.
- Our campaign webhub, now live at www.samh.org.uk/ask, where you can find campaign information, resources, and links to sources of support.



How you can support

We would really appreciate your support in helping to spread the campaign messages. You can do this in a number of ways:

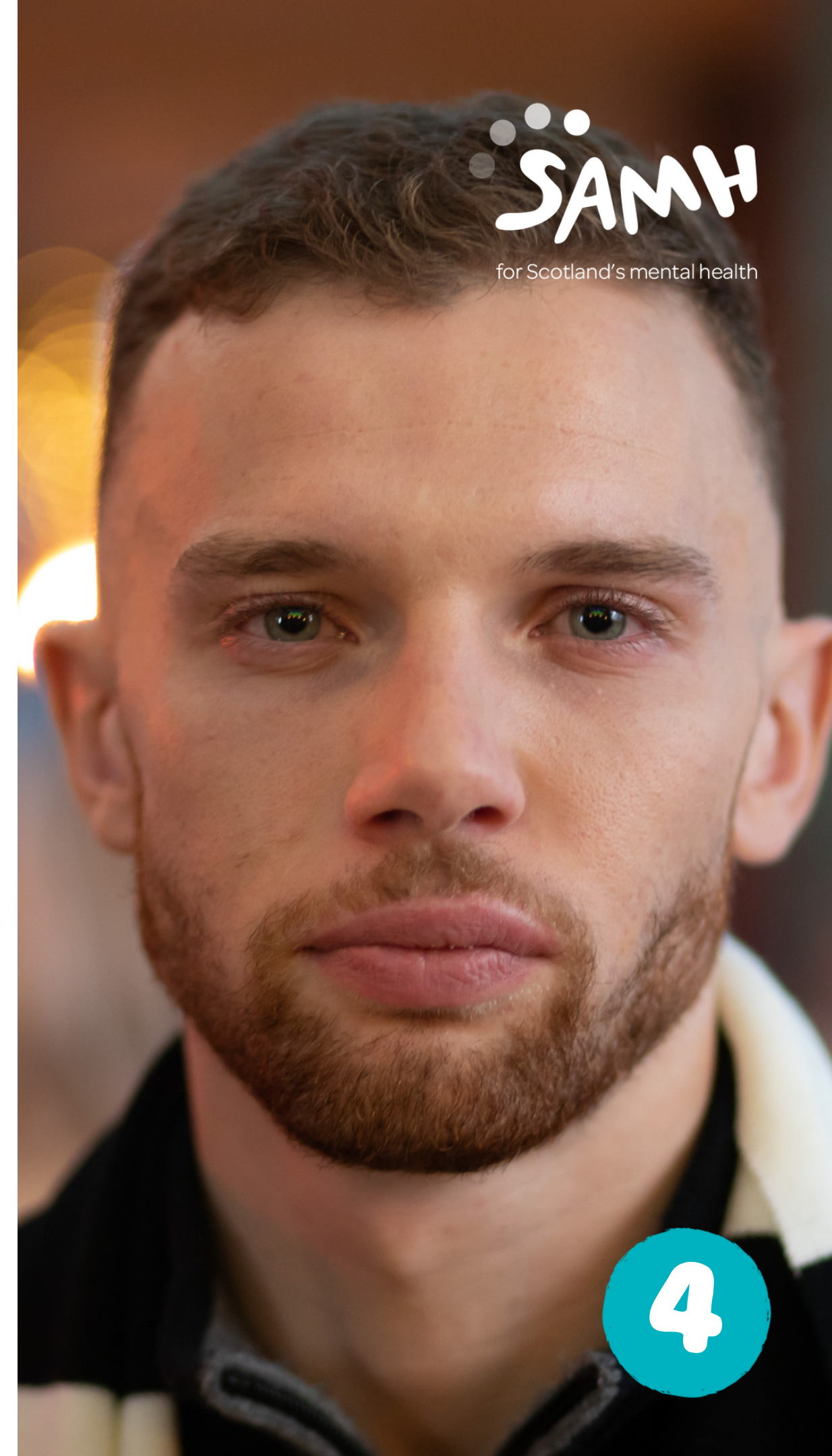
Share the campaign assets:

You can share the campaign film or images on your social media channels, and we've included suggested copy (on pages six and seven) and graphics (on page eight). Please make sure you use [#AskThem](#)

Promote the webhub and resources:

Our webhub at www.samh.org.uk/ask contains all of our campaign messages, resources, and stories, including our 'Suicide: How to Ask' card, and a short resource with tips on how to support someone when the answer to that question is yes.

Please share these on your social media channels, with your networks and contacts, and on your own website, as appropriate.



How you can support

Follow us on social media:

You can follow SAMH on social media channels to keep up to date about the campaign, and we'd love it if you could share our content and activity:

- Twitter: [@SAMHtweets](https://twitter.com/SAMHtweets)
- Facebook: facebook.com/samhmentalhealth
- Instagram: [@samhscotland](https://www.instagram.com/samhscotland)

Share your story:

Throughout the campaign, we'll be looking for people to share their own experiences of living with suicidal thoughts or supporting someone who is – if that's you, and you'd like to be involved in the campaign, get in touch via ask@samh.org.uk

Get involved:

If you'd like to work with us on the campaign or have other suggestions on how you'd like to be involved, drop us an email at ask@samh.org.uk



Social media posts

The following is some suggested copy for your social media posts, and you can find graphics available to download on page eight.

Twitter:

Suggestion 1:

We're proud to support [@SAMHtweets](https://twitter.com/SAMHtweets) Ask Them About Suicide campaign, which aims to empower people to ask 'are you thinking about suicide?' with confidence and bravery. Visit www.samh.org.uk/ask to view the campaign film and to access information and resources [#AskThem](https://twitter.com/AskThem)

Suggestion 2:

Suicide can't always be seen, but it can always be said. If you're worried someone is thinking about suicide, visit www.samh.org.uk/ask to find out more about [@SAMHtweets](https://twitter.com/SAMHtweets) new campaign [#AskThem](https://twitter.com/AskThem)

Social media posts

Facebook or LinkedIn:

Suicide can't always be seen, but it can always be said. We're proud to support the new campaign from SAMH (Scottish Association for Mental Health) which aims to empower people to ask 'are you thinking about suicide?' with confidence and bravery.

If you're worried someone is thinking about suicide, ask them about suicide.

Visit www.samh.org.uk/ask to watch the campaign film, and to access information and resources.

Instagram:

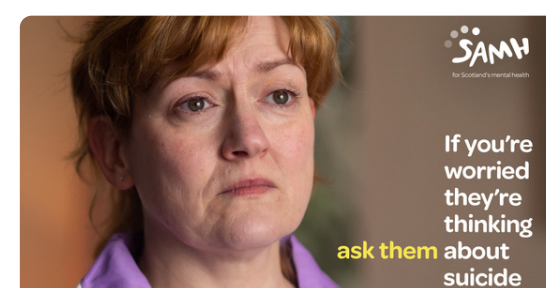
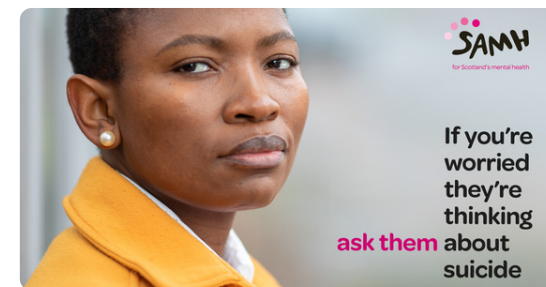
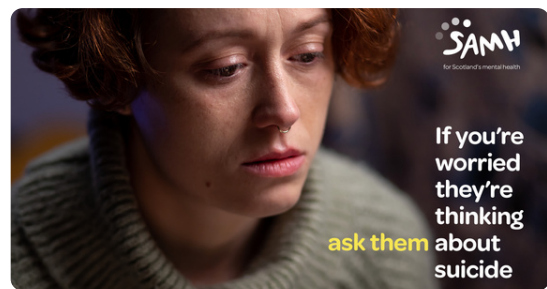
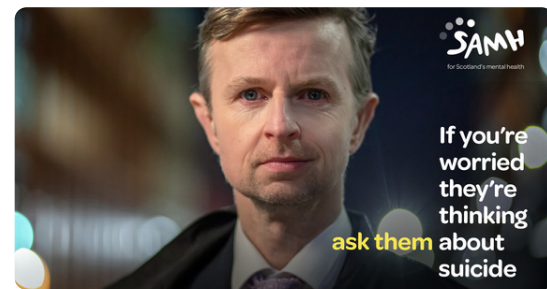
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#AskThem #mentalhealth #suicide #suicideprevention #samh



Social media graphics

For Twitter or LinkedIn:



For Facebook or Instagram:



Editorial copy

The following copy can be used on your website, in your newsletter, or anywhere else as you see fit.

SAMH (Scottish Association for Mental Health) has launched a powerful new campaign which calls on people across Scotland to have direct, open conversations with someone they think may be experiencing thoughts of suicide.

Estimates show that one in 20 people have thoughts of suicide. It might not be obvious that someone is thinking of suicide, and you may feel hesitant starting that conversation, but it can be crucial in giving that person the permission they need to open up.

Ask Them About Suicide, a campaign shaped by people who have been affected by suicide, aims to empower anyone to ask the question 'are you thinking about suicide?' with confidence and bravery. If you're worried about someone, asking them about suicide could save their life.

The campaign follows research by SAMH showing that although 64 percent of people were comfortable talking about suicide generally, only 41 percent would feel comfortable asking someone they know if they are feeling suicidal.

The Ask Them About Suicide campaign is spearheaded by a short film highlighting just how easily someone's true feelings can be hidden, and how asking the right question can change everything.

People can find out more by visiting the campaign web hub, which shares information to guide practical conversations around suicide and directs people to key resources, such as outlining three ways to support someone who is feeling suicidal: listen without judgement, help them to make a safe plan, and make sure you - and they - know where to turn to seek urgent or further help.

**Thank you for supporting SAMH
and Ask Them About Suicide.**

**For more information, contact
ask@samh.org.uk**

SAMH is the Scottish Association for Mental Health,
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a company limited by guarantee registered in Scotland No.
82340

[Ask Them About Suicide: Stakeholder Toolkit](#)

