

# **World Suicide Prevention Day: 10<sup>th</sup> September 2025**

## **Communications Toolkit**





This toolkit is designed to help you support **World Suicide Prevention Day (#WSPD)**, for the day itself and beyond. Help us create hope this September by sharing these messages. This toolkit has been prepared by the BLMK Suicide Prevention Campaign group.



# Contents



- What is World Suicide Prevention Day?
- 2025 theme - Changing the Narrative on Suicide
- Facts & figures
- How to get involved
- Suicide Awareness Training
- Example social media messages
- Newsletter template
- Stay Alive App
- Support for Children and Young People
- Further resources
- Support, links & signposting

# What is World Suicide Prevention Day?

World Suicide Prevention Day is an opportunity to raise awareness of suicide and promote action through proven means that will reduce suicides, suicide attempts and suicidal ideation.

The day is hosted on 10 September each year by the International Association for Suicide Prevention and provides the opportunity for people, across the globe, to raise awareness of suicide and suicide prevention.



# Theme for 2025...

**CHANGE THE  
NARRATIVE** 



# Theme - Change the narrative

Changing the narrative on suicide is about transforming how we perceive this complex issue. It's about shifting from a culture of silence and lack of understanding to one of openness, empathy, and support. Changing the narrative on suicide aims to inspire individuals, communities, organisations, and governments to engage in open and honest discussions about suicide and suicidal behaviour. By initiating these vital conversations, we can break down barriers, raise awareness, and create better cultures of understanding and support.

Changing the narrative means fostering empathy and compassion for those who are struggling. It means understanding that suicidal thoughts and feelings are a sign of immense pain and distress but talking about suicidal thoughts does not increase their presence or occurrence. It means listening without judgment, offering support, and guiding individuals towards help.



# Samaritans WSPD Message

**This World Suicide Prevention Day, we're sharing one important message:**

If you think someone might be suicidal, take action, interrupt their thoughts and show them you care.

Every 90 minutes, someone in the UK or Ireland dies by suicide and 1 in 4 of us has had suicidal thoughts.

Let's prevent suicide today. Because tomorrow's too late.



**#WorldSuicidePreventionDay**

# FACTS & FIGURES

The global suicide rate is over twice as high among men than women.\*

Suicide is the biggest killer of young people aged 16 – 24, and the suicide rate for young women is now at its highest on record.\*\*

An estimated 703,000 people die by suicide worldwide each year\*.



Suicide is preventable. Knowing the risk factors and recognising the warning signs for suicide can help prevent suicide. Preventing suicide requires strategies at all levels of society.

Over half (58%) of all deaths by suicide occur before the age of 50 years old.\*

Every 90 minutes someone dies by suicide in the UK and Republic of Ireland.\*\*

Suicide is a major public health problem in the UK, with the highest rates among men aged 45 – 49.\*\*





# Local Picture

## Bedford Borough

39 people died in Bedford Borough by suicide between 2022 and 2023

27 cases (69%) of suicides were by people aged between 30 and 59 years old

## Central Bedfordshire

45 people died in Central Bedfordshire by suicide between 2022 and 2023

9 cases (20%) of suicides were by people aged between 30 and 49 years old

## Luton

16 people died in Luton by suicide in 2023\*

9 cases (56%) of suicides were by people aged between 35 and 54 years old

## Milton Keynes

41 people died in Milton Keynes by suicide between 2022 and 2023

20 cases (48%) of suicides were by people aged between 30 and 49 years old

\*Data represented on this slide differs slightly with regards to the data range due to latest data access.

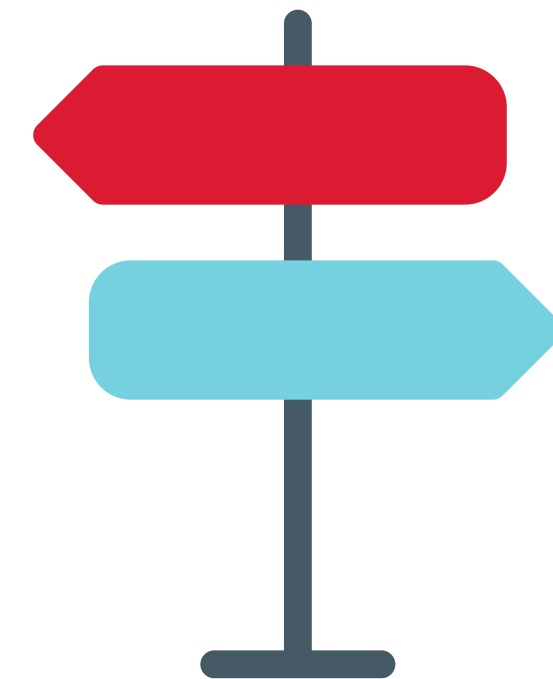
# Ways to support World Suicide Prevention Day



Share suicide prevention messages on your social media platforms



Put an article in your newsletter or send an email brief supporting the campaign



Signpost and support local campaigns, resources and services on your website. Undertake training to be informed on suicide.

**You can use this information beyond the month of World Suicide Prevention Day to support suicide prevention**

# Example Social Media Messages

- Just ask if you are concerned about someone. Small talk can save lives.
- There is always hope. Together we can help prevent suicide #WSPD
- If you are struggling to cope call the Samaritans on 116 123
- Suicide affects us all. Help shine a light on suicide this\_World Suicide Prevention Day.
- Learn to save a life with free online training - visit here
- Suicide can affect every one of us. By raising awareness, reducing the stigma & encouraging action we can help to reduce the instances of suicide around the world. #WSPD2025



**Use the hashtags  
#WorldSuicidePreventionDay,  
#WSPD, or #WSPD2025**

# Newsletter Template

Copy and paste this article into your newsletter or into an email brief.



World Suicide Prevention Day is an opportunity to raise the consciousness of suicide around the world, to highlight efforts that take place globally, nationally and regionally but to also highlight the role of the individual. We can all play a role in preventing suicides.

Suicidal thoughts are more common than people realise, with suicide being the biggest killer of men under 49 and women aged 20 to 34. Research shows that using the word 'suicide' appropriately lets other people know it is ok to talk about suicidal feelings and that the person asking is there to listen.

Suicide can affect everyone of us. However, by raising awareness, reducing the stigma around suicide and encouraging well-informed action, we can reduce instances of suicide.

To play your part in suicide prevention undertake the Zero Suicide Alliance Training FREE online training. This 20 minute course will teach you the skills and confidence to have a potentially life-saving conversation with someone you're worried about.

It is important to note that if you are really struggling with your mental health and it is disrupting your everyday life seek professional help, talk to your GP.

The Samaritans are there 24 hours a day, 7 days a week to listen. Call them anytime on 116 123 if you need somebody to talk to.

You can also text Shout on 85258

Call Papyrus Hopeline UK on 0800 068 4141

**#WorldSuicidePreventionDay**





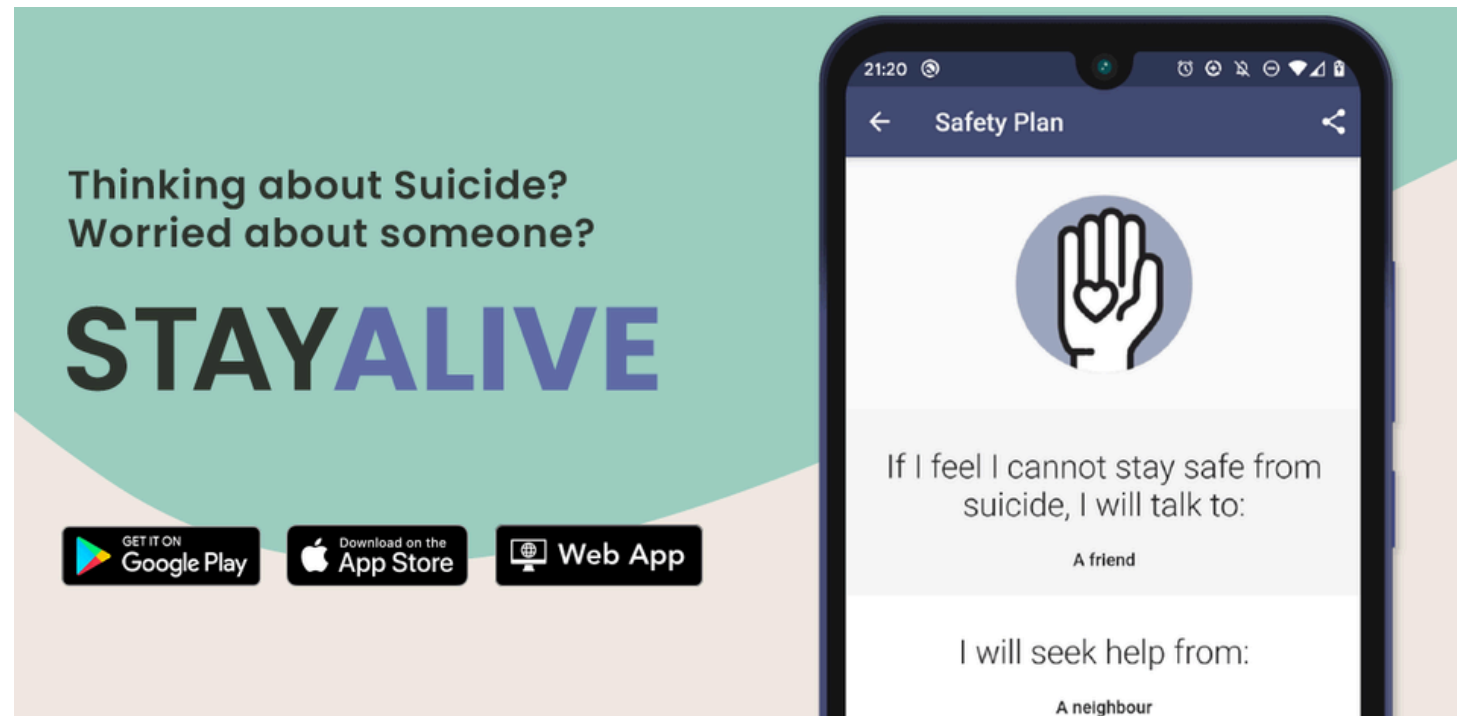
# FREE TRAINING

One way you can get involved this September and beyond is to take part in suicide awareness training and promote the training to others.

The 20-minute Zero Suicide Alliance training course, is available for free to the public nationwide. The training helps participants to recognise the warning signs that someone may be thinking about suicide, understand how to ask them if they are thinking about suicide and help them access appropriate support. Link [here](#)



**#WorldSuicidePreventionDay**



The Stay Alive app is a suicide prevention resource for the UK, packed full of useful information and tools to help you stay safe in crisis. You can use it if you are having thoughts of suicide or if you are concerned about someone else who may be considering suicide.

**The app includes:**

- A safety plan with customisable reasons for living
- A LifeBox where you can store photos and memories that are important to you
- Strategies for staying safe and tips on how to stay grounded when you're feeling overwhelmed
- Guided-breathing exercises and an interactive Wellness Plan

The app also links you directly to local and national crisis resources, with space to add in your own as well.

Grassroots have produced a Stay Alive booklet which you can order by emailing [alex@prevent-suicide.org.uk](mailto:alex@prevent-suicide.org.uk).



# Support for Children and Young People

All children and young people will feel worried at some point this is part of growing up. This can leave a young person feeling worn out and isolated.

**Visit Young Minds** for tips on how to support young people with anxiety.

**Every Mind Matters** also provides information on supporting young people with their mental health including tips for parents and carers.

**How you feel matters:** Getting help in Milton Keynes, Bedford Borough, Central Bedfordshire, and Luton.

**Calm**: National campaign providing services, tools, and knowledge for people in crisis.

## **Mind BLMK Young Person's Sanctuary's** -

Our Young Person's Sanctuaries are safe, non-judgemental spaces that you can come to if you find yourself in crisis or mental distress in the evenings. You will be met by a trained youth mental health worker who will listen and help you identify ways to address problems you are facing.

- Milton Keynes - Milton Keynes CAMHS, Eaglestone Health Centre, Standing Way, Milton Keynes, MK6 5AZ open Monday - Sunday 4pm - 10pm

**#WSPD2025**



# Resources & Further Information



## For supporting WSPD

### International Association for Suicide Prevention

Branding for week and images for social media

Information briefings:

<https://www.iasp.info/WSPD/resources/>

### Samaritans

Downloadable content available to promote the day:

<https://www.samaritans.org/support-us/campaign/world-suicide-prevention-day/>

**#WorldSuicidePreventionDay**



# Signposting & useful links

**Every Mind Matters** - for expert advice and practical tips to help you look after your mental health and wellbeing

**SHOUT** - Text SHOUT to 85258 24/7. The service is focused on supporting young people aged 11-25.

**Calm** - Our suicide prevention helpline is for anyone affected by suicide or suicidal thoughts

**Mind BLMK** - Mental health support across BLMK Phone: 0300 330 0648

**Samaritans** - offers a listening service which is open 24 hours a day, PHONE on 116 123 [www.samaritans.org/](http://www.samaritans.org/)

**THE HUB OF HOPE** - is the UK's leading mental health support database

**PAPYRUS** - 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.



# Support for bereavement by suicide

- **BSBS** - Bedfordshire Suicide Bereavement Service supports people living anywhere in Bedfordshire and Luton of any age who have been bereaved by suicide
- **MILTON KEYNES** - Bereavement by Suicide Support Service for people living in Milton Keynes call 0300 330 0648 or email [imogen.harrison@mind-blmk.org.uk](mailto:imogen.harrison@mind-blmk.org.uk).
- **CHUMS** - Mental Health and Emotional Wellbeing Service supporting Children, Young People and their families, with other services specifically supporting adults; Baby loss Bereavement Service and Bedfordshire Suicide Bereavement Service.
- **SOBS** - Survivors of bereavement by suicide. Local support groups in Bedford ([bedford@uksobs.org](mailto:bedford@uksobs.org)) and Milton Keynes ([milton.keynes@uksobs.org](mailto:milton.keynes@uksobs.org)). Resources for professionals available
- **GAMBLING WITH LIVES** - Support for families who have been bereaved by gambling related suicides. [www.gamblingwithlives.org](http://www.gamblingwithlives.org)
- **HELP IS AT HAND BOOKLET** - A guide to support you after someone may have died by suicide [www.supportaftersuicide.org.uk/resource/help-is-at-hand](http://www.supportaftersuicide.org.uk/resource/help-is-at-hand)



# Urgent Help & Support

If you are experiencing a mental health crisis for the first time you should contact:

I. Your GP or **NHS 111**, select **option 2** if you live in:

- Luton
- Central Bedfordshire
- Bedford Borough

II. **NHS 111** and **select the mental health option** if you live in:

- Milton Keynes

The NHS service offers 24/7 advice and support .

Samaritans offers a listening service for those in crisis, who have suicidal thoughts, or just need someone to talk **available 24 hours** a day, every day of the year on **116 123** (free). Alternatively via email at [jo@samaritans.org](mailto:jo@samaritans.org) , or [www.samaritans.org](http://www.samaritans.org) for access to webchat in the evenings and a range of resources.

**Mind BLMK's Recovery Lounge's** are a free service available 365 days of the year, 5.00pm-11.00pm. To speak to a member of the team, please call **01525 722 225** , or please [www.mind-blmk.org.uk/how-we-can-help/crisis-support](http://www.mind-blmk.org.uk/how-we-can-help/crisis-support)



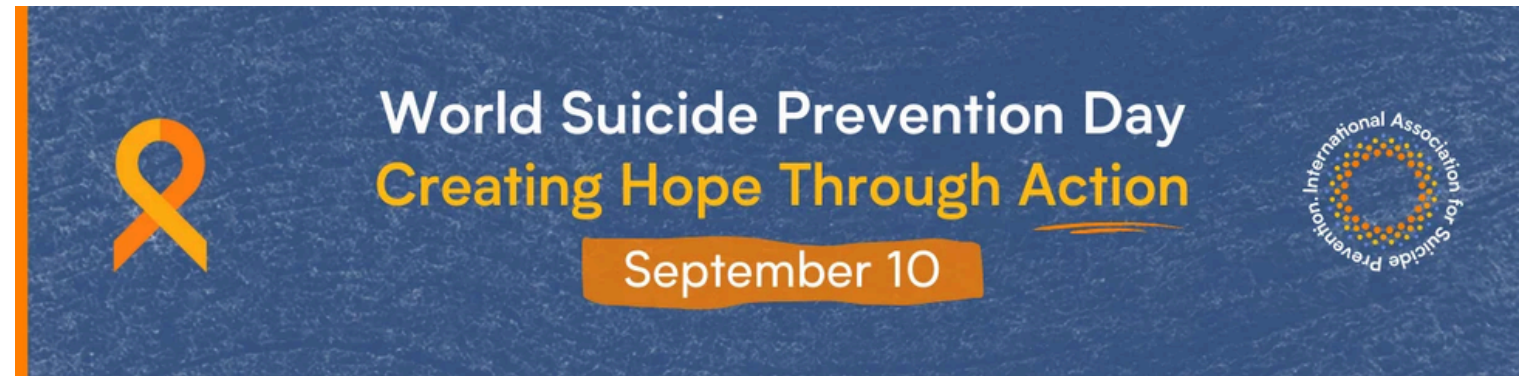
In an emergency if you or somebody else's life is in danger contact the emergency services on 999 or go to A&E



**SAMARITANS**

**World Suicide Prevention Day:**  
*“Suicide is not inevitable. You  
can interrupt someone’s  
suicidal thoughts. You can save  
a life.”*





# Thank You

for supporting #WSPD.

Together we can all help prevent  
suicide.

*This toolkit has been produced by the BLMK Suicide Prevention Campaign group.  
For further information on the toolkit or work of the group please email  
[Kelsey.Broomhead@milton-keynes.gov.uk](mailto:Kelsey.Broomhead@milton-keynes.gov.uk)*