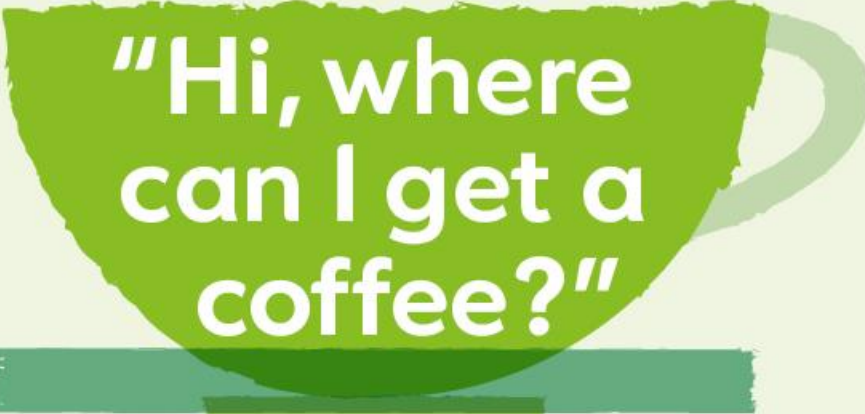


SAMARITANS

Small Talk Saves Lives

A national campaign with Samaritans partners

A little small talk like...



"Hi, where
can I get a
coffee?"

can be all it takes to
start someone on a
journey to recovery.

If you think someone needs help,
trust your instincts and start a
conversation. You could save a life.

Join thousands of people
looking out for one another.

Find out more at
[samaritans.org/smalltalksaveslives](https://www.samaritans.org/smalltalksaveslives)

#SmallTalkSavesLives



in partnership with



Our Small Talk Saves Lives campaign encourages people to start a simple conversation if they think someone isn't OK at railway stations or other public places, as long as they feel safe to do so.

This campaign empowers people to approach others and offer support through small but meaningful interactions, helping to reduce suicide in public settings.

Suicide is preventable and suicidal thoughts are often temporary and can be interrupted. Your words are a life-saving kit. If you see someone who doesn't look OK, a little small talk could save their life. Anyone can do it.



**If you think someone
might need help, trust
your instincts and start
a simple conversation.
You could save a life.**



in partnership with



#SmallTalkSavesLives

Samaritans is a registered charity

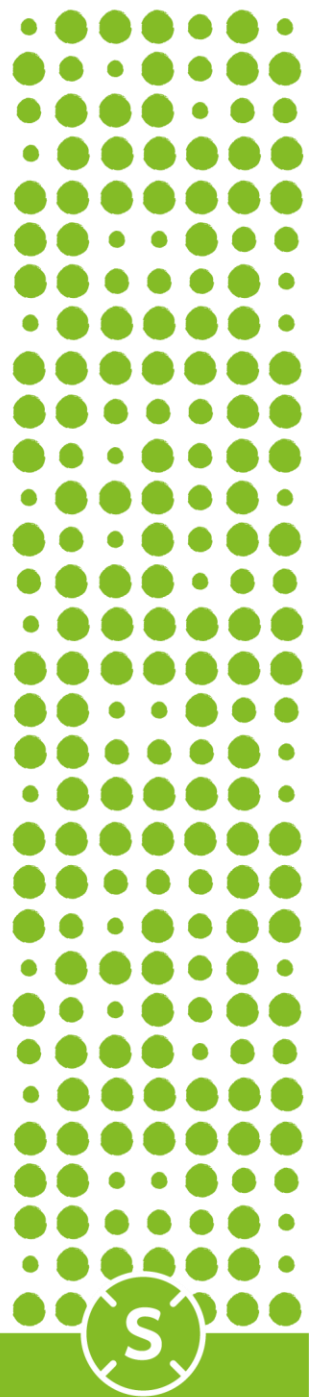


The campaign starts on March 4th and will run until March 22nd

- It is a partnership between Samaritans, Network Rail, British Transport Police and rail operating companies - in this area Govia/Thameslink Railway and London NorthWeston (MK)
- Past campaigns and this year's is based on research, lived experience panel feedback, target audience feedback and suicide prevention specialists

The aims of the partnership are:

- ❑ Encourage people to look out for each other
- ❑ To trust their instincts
- ❑ Have confidence to make small talk if they feel someone needs help at railway stations or at other public spaces



They will do this by:

- Being able to identify when someone needs help or is at risk of suicide
- Feeling comfortable and safe about being able to approach the person and know what to say to start a conversation
- Interrupting their suicidal thoughts and start them on the journey to recovery

Thanks to our award-winning 'Managing Suicidal Contacts' training course, more than 31,000 railway staff have been equipped with the skills to approach vulnerable people at railway locations and make potentially life-saving interventions.



Impact of previous campaigns

- 65% of those who had seen the campaign said that they would be confident about judging if somebody appeared upset or in distress at a train station and might need help, versus 46% who had not seen it
- 78% of those who had seen the campaign would be likely to approach and speak to someone that they thought was in distress, versus 61% who had not seen it
- 71% of those who approached someone said they felt encouraged to do so by the Small Talk Saves Lives campaign
- There has been **a year-on-year increase in the number of life saving interventions by members of the public** since the campaigns launch in 2017 (apart from 2020 and COVID)



Suicide is preventable and suicidal thoughts are often temporary and can be interrupted. We want to give as many people as possible the tools to notice if someone may be at risk and the confidence to approach them.

A little small talk and a simple question like “Hi, where can I get a coffee?” can be all it takes to interrupt someone’s suicidal thoughts and help set them on the journey to recovery.

We want to let people know it’s normal to feel anxious about starting a conversation and making small talk. You might worry about saying the wrong thing – but having the confidence to act could help save a life.

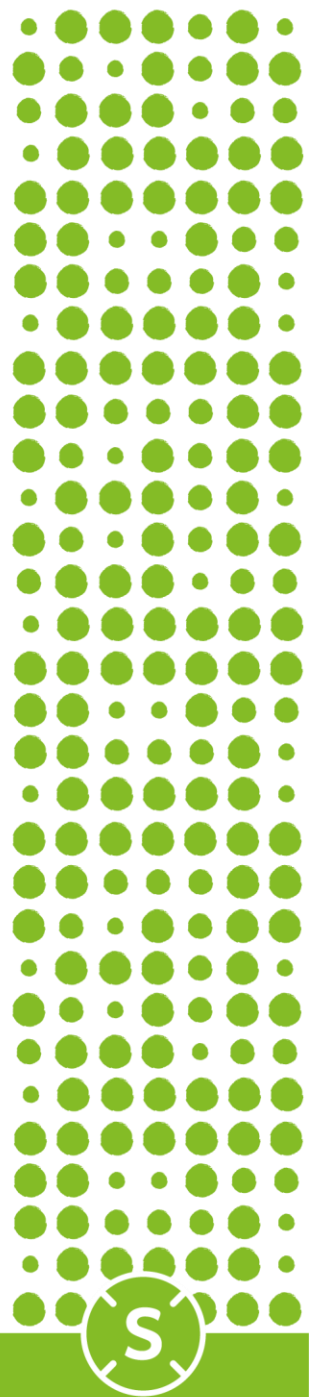


Barriers

There are still barriers that remain for people to make an approach:

- Worrying the person might not welcome their approach (44%)
- Worrying they might make things worse (29%)
- A quarter said "not knowing what to say" was also a concern

We want to ease these concerns by showing that trusting your instincts and using small talk is doing something better than doing nothing, and in most cases your approach will be welcomed



Positive outcomes

- Simply talking to someone and interrupting their thoughts may be all it takes to encourage them to seek support
- By simply being there and showing you care, you could make a difference even if they don't respond right away
- It's good to show that you care and that they are not alone

After making an approach and having a conversation, and particularly if the person discloses their suicidal thoughts or self-harm, or other traumatic experiences they have had, it is important for you to look after yourself. You can always call Samaritans to talk things through.



What we are doing locally

We will have volunteers promoting Small Talk Saves Lives at Flitwick Rail Station on March 4th for the morning peak time

Bedford Rail Station on Saturday 8th March around midday for day trippers, travelling to public and social events

Sandy rail station on March 13th for the morning peak time

St.Neots rail station on March 17th for the evening peak time



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