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**‘Creating hope through light’**

9th -13th September 2024

# What are we trying to achieve?

The Mid and South Essex Integrated Care System, Thurrock and Brentwood Mind and our partner organisations are focused on reducing suicides across the mid and south Essex through working with our communities and support our most at risk groups.

# About the campaign

From the 9th to the 13th September, for World Suicide Prevention Day, organisations, people and communities in Essex are lighting up key buildings and landmarks green, as part of the ‘Creating hope through light’ event, to challenge people to talk about preventing suicide and take the Essex ZSA suicide prevention training.

The ‘Creating hope through light’ week-long event, hopes to raise awareness of suicide prevention and challenge Essex residents to take the suicide prevention training, which can be accessed on [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk).

It’s a joint initiative from Mid and South Essex Integrated Care System and Thurrock and Brentwood Mind and is part of their **#LetsTalkAboutSuicide** campaign. The campaign aims at reducing the stigma around talking about suicide and encourages people to take the free online suicide prevention training, as well as highlight the other mental health resources available in mid and south Essex.

**The following places will be turning green during the week.**

* Thurrock and Brentwood Mind
* South East and Central Essex Mind
* Mid and North East Essex Mind
* Southend Hospital
* Basildon Hospital
* Broomfield Hospital
* Brentwood Town Hall
* Rayleigh Windmill
* Colchester Castle
* Colchester Town Hall
* Maldon District Council offices
* Epping Forest Council Offices
* Bennetts Funeral Home, Brentwood
* Bennetts Funeral Home, Billericay
* County Hall, Chelmsford
* Riverside, Chelmsford
* Harlow Civic Centre
* Clacton Council Offices
* The Beehive, Grays
* Healthwatch, Thurrock
* Southend City Beach
* Porters, Southend on Sea
* Civic Centre, Southend
* Take 4 Care ltd, Grays
* Thurrock Lifestyle Solutions
* Locations TBC… more are being added daily please see website for details.

**The following places may not be turning green but are supporting the campaign:**

* Daily Bread, Brentwood
* Lakeside Shopping Centre
* Thurrock Family Hub
* Southend Family Centres
* Brentwood Cost Cutters
* Visit Essex
* Home start, Essex

People can also take part by joining the social media campaign on **#CreatingHopeThroughLightEssex**, as well as upload personal messages and videos using the campaign resources available on the website.

You can also follow the campaigns on:

* Instagram @tbmindcharity [@talksuicideessex](https://www.instagram.com/talksuicideessex/),
* Twitter [@talksuicidesx](https://twitter.com/TalksuicideSx)
* Facebook [@letstalkaboutsuicideessex](https://www.facebook.com/letstalkaboutsuicideessex).

# Key Messages

## Creating hope through light

* The ‘Creating hope through light’ event runs from 9th – 13th September 2024
* It will shine a light on suicide prevention training this September
* Organisations, people and communities in Essex are lighting up buildings and landmarks green, to raise awareness of suicide prevention
* We are lighting these landmarks and buildings green because a green ribbon is the international symbol for mental health awareness and is used during World Suicide Prevention Week
* Friends, family neighbours and work colleagues are empowering and encouraging each other to talk about suicide and make a difference in each other’s lives.
* Anyone can become a part of light up Essex by talking the and you could save a life by taking the training [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk)
* Share a spread the word to your community about the suicide prevention website and all of its resources and information [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk)
* You can join the light up Essex campaign to raise awareness of suicide prevention training and help remove the stigma around talking about suicide Take a moment of reflection and write messages of love and hope to others either at a venue or on social media using the hashtag.
* Send us your images and videos of your light up spaces and tag @talksuicideessex and @TBMindcharity on Instagram and we can reshare your message to our followers.
* Challenge your friends, family, colleagues, business, and communities to take the training by the end of September 2024 and tells us how it goes.
* Help shine a light on suicide prevention just, listen, take the training and you could save a life

## #LetsTalkAboutSuicide and suicide prevention messages

* The **#LetsTalkAboutSuicide** is an online suicide prevention campaign and online suicide prevention training that give you the basic knowledge in suicide prevention – it will help you to understand and look out for one another.
* Every life lost is one too many. This is why we are offering and encouraging you to sign up and take the training. Let's work together to support those in crisis. It is everyone's responsibility.
* The **#LetsTalkAboutSuicide** campaign and the FREE online Essex suicide prevention training will help to reducing the stigma around talking about suicide and has been developed by Mid and South Essex Integrated Care System and Thurrock and Brentwood Mind.
* The training focuses on three key elements See, Say, Signpost.  See the problem, Say the words, Signpost to support and it gives people the knowledge and the confidence to talk to someone who might be at risk of or thinking about suicide.
* We are inviting you to take part in a FREE 20-minute online suicide prevention training.
* **Call to action:** Visit [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk) and you could make a real difference to someone’s life.

## Comms Toolkit available here - [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk)

## Messages around Suicide in Essex

* In Essex, alone, in 2022, 131 people took their own life.  Suicide is in fact, the leading cause of death in the UK (United Kingdom) in men under 50.
* In 2022, 5,642 people took their lives by suicide in the UK.
* Thousands of people experience suicidal thoughts and feelings every single day after COVID-19, the cost-of-living crisis and recent events around the World, we are anow amidst a mental health crisis.
* Suicide is a preventable and avoidable death, and we believe everyone should know how to talk and support someone who is having suicidal thoughts.
* Could you spot the signs of someone who is struggling with their mental health? Would you know how to have the conversations with someone? Would you feel comfortable saying the word suicide to a loved one or colleague?

# Hashtags

**#CreatingHopeThroughLightEssex**

**#LetsTalkAboutSuicide**

**How can people get involved?**All you need to do is take the training and share the link with your family, friends and work colleagues, and this way we can make a difference.

 **Resources**

**Copy longer version
Join us in ‘Creating hope through light’ across Essex from 9th – 13th September.**

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The ‘Creating hope through light’ week-long event, hopes to raise awareness of suicide prevention and challenge Essex residents to take the suicide prevention training, which can be accessed on [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk).

It’s a joint initiative from Mid and South Essex Integrated Care System and Thurrock and Brentwood Mind and is part of their **#LetsTalkAboutSuicide campaign**. It aims at reducing the stigma around talking about suicide and encourages people to take the free online suicide prevention training, as well as highlight the other mental health resources available in mid and south Essex.

The suicide prevention training focuses on three key elements See, Say, Signpost.  See the problem, Say the words, Signpost to support and it gives people the knowledge and the confidence to talk to someone who might be at risk of or thinking about suicide.

Locations that will be lit up include:

* Thurrock and Brentwood Mind
* South East and Central Essex Mind
* Mid and North East Essex Mind
* Southend Hospital
* Basildon Hospital
* Broomfield Hospital
* Brentwood Town Hall
* Rayleigh Windmill
* Colchester Castle
* Colchester Town Hall
* Maldon District Council offices
* Epping Forest Council Offices
* Bennetts Funeral Home, Brentwood
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* Daily Bread, Brentwood
* Lakeside Shopping Centre
* Thurrock Family Hub
* Southend Family Centres
* Brentwood CostCutters
* Visit Essex
* Homestart, Essex

People can also take part by joining the social media campaign on **#CreatingHopeThroughLightEssex**, as well as upload personal messages and videos using the campaign resources available on <https://letstalkaboutsuicide.co.uk/about-us/>. You can also follow the campaigns on Instagram [@talksuicideessex](https://www.instagram.com/talksuicideessex/), Threads [@talksuicidessex](https://twitter.com/TalksuicideSx) and Facebook [@letstalkaboutsuicideessex](https://www.facebook.com/letstalkaboutsuicideessex).

**Copy short version**
**Join us in ‘Creating hope through light’ across Essex from 9th – 13th September.**

From the 9th to the 13th September, organisations, people and communities in mid and south Essex are lighting up buildings and landmarks green, as part of the **‘Creating hope through light’** event. The joint initiative between Mid and South Essex Integrated Care System and Thurrock and Brentwood Mind, and is part of their **#LetsTalkAboutSuicide** campaign which aims to raise awareness of suicide prevention and reducing the stigma around talking about suicide and challenge residents to take the suicide prevention training available at [www.letstalkaboutsuicide.co.uk](http://www.letstalkaboutsuicide.co.uk).

You can find out which places are being lit up **here** as well as where you can leave messages to express feeling of empathy, as well as provide a moment to reflect on what has been a very unsettling few years.

People can also take part by joining the social media campaign on **#CreatingHopeThroughLightEssex**, as well as upload personal messages and videos using the campaign resources available on <https://letstalkaboutsuicide.co.uk/about-us/>. You can also follow the campaigns on Instagram [@talksuicideessex](https://www.instagram.com/talksuicideessex/), Threads [@talksuicidesx](https://twitter.com/TalksuicideSx) and Facebook [@letstalkaboutsuicideessex](https://www.facebook.com/letstalkaboutsuicideessex).

**Social Media**Social media is quick; easy to use and share and – most importantly – free. We can track who is engaging with the campaign and will instantly know how many people like and share images – this is something that would take weeks of evaluation with more traditional media for the campaign.

Included alongside this toolkit are a number of approved images to use with the below templated social media messages for Threads, Facebook and Instagram.

Please feel free to write and share your own social media messages too.

The official hashtag for this campaign is **#CreatingHopeThroughLightEssex**