

“Release the pressure” - KCC’s new suicide prevention social marketing campaign

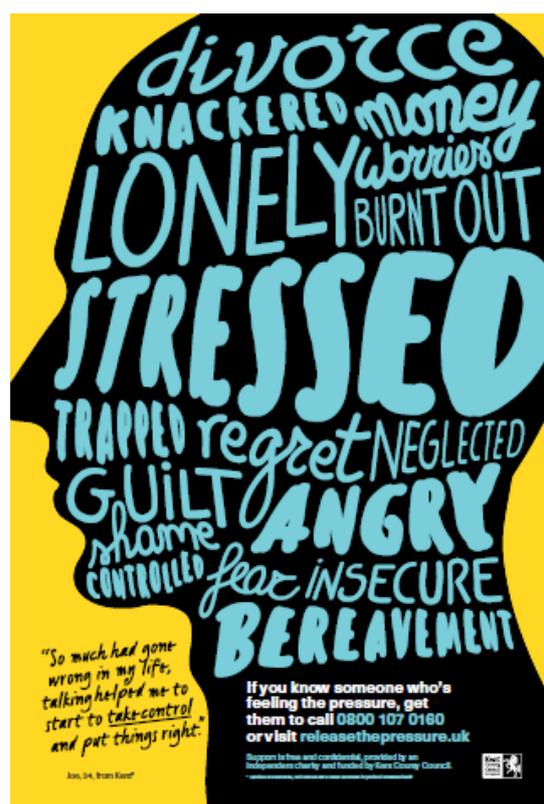
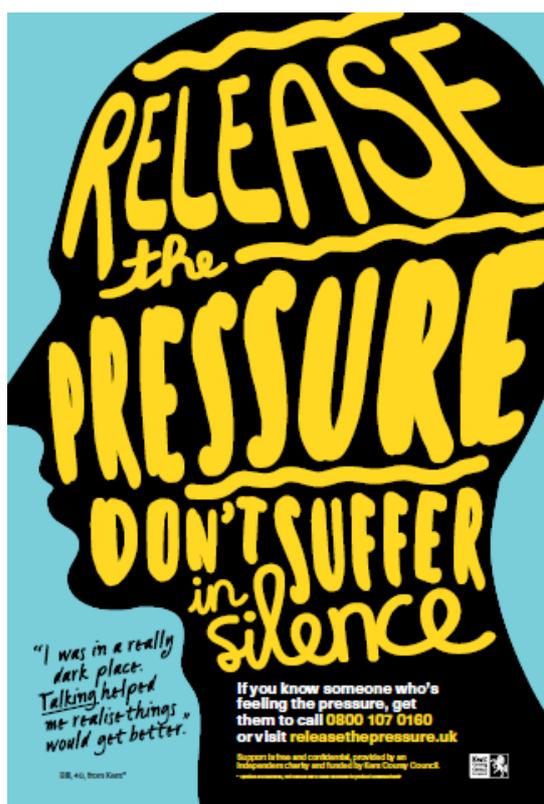


Context

- Suicide is the leading killer of men under 45 in Kent (Source – Kent Public Health Observatory)
- In 2014, there were 163 registered suicides in Kent, of which 128 (79%) were men (Source – Kent Public Health Observatory)
- Given that the majority of these men are not in contact with mental health services before they take their own lives, they are a very difficult group to reach through traditional interventions

Campaign details

- KCC Public Health has developed a social marketing campaign which aims to reduce the number of suicides in Kent by encouraging men who are feeling under pressure to phone a free-phone helpline (with trained staff available 24 hours a day 7 days a week)
- The campaign is based on research that problems such as debt, relationship breakdown, stress and feelings of hopelessness, guilt and anger can cause immense pressure amongst men. The campaign uses two images of male heads filled with words, and the quotes of real men in Kent, to communicate that this pressure is understandable, but that talking can help



- These images are displayed throughout Kent, across a range of media and in ways which will reinforce each other. i.e. someone may see the image on the side of a bus during their walk to work, see it on a beer mat in the pub that evening and hear a radio ad over breakfast the next morning. Key placements include:
 - Billboards
 - Hospital TV screens
 - On the sides of buses
 - Motorway service station toilets
 - Beer mats and bar mats
 - Posters and leaflets to be distributed widely
 - Petrol nozzles
- There is an integrated social media campaign (facebook, google, twitter), as well as newspaper and radio adverts

- The free phone helpline (0800 107 0160) is provided by Mental Health Matters
- A web page www.releasethepressure.uk provides more details and case studies of men whose lives have been turned around after they found the courage to talk about their problems

Campaign partnerships

- In addition to the paid-for advertising elements of the campaign, KCC Public Health are working with a wide range of partners to spread the campaign messages as widely as possible and for as long as possible.
- If you know of an organisation or group or location that would be willing to help distribute leaflets or display posters then please contact tim.woodhouse@kent.gov.uk

Campaign evaluation

- The campaign will be evaluated in a number of ways including:
 - The number of phonecalls to the helpline
 - The number of visits to the www.releasethepressure.uk website
 - The number of social media mentions
 - The collation of case studies of men supported by the campaign
- A suspected suicide can only be confirmed as a suicide by a coroner and this process can take many months or even years. Therefore the impact of the campaign on overall suicide numbers won't be known until 2017 or 2018.

Campaign development

- "Release the pressure" has been developed by KCC in partnership with the behaviour change and social marketing agency GoodBusiness
- The campaign development has included;
 - Examining local and national statistics and research
 - Analysing existing mental health campaigns targeted at men
 - Focus groups with men in Kent
 - Testing early versions of the campaign materials with mental health professionals and members of the public

If you have any questions or if you know of an organisation or group or location that would be willing to help distribute leaflets or display posters then please contact tim.woodhouse@kent.gov.uk

Feeling the pressure?
Don't suffer in silence.

0800 107 0160
releasethepressure.uk

divorce
KNACKERED money
WORRIED
LONELY BURNT OUT
STRESSED
TRAPPED regret NEGLECTED
GUILT ANGRY
shame CONTROLLED fear INSECURE
BEREAVEMENT

"I was in a really dark place. Talking helped me realise things would get better."

Bill, 40, from Kent*

Support is free and confidential, provided by an independent charity and funded by Kent County Council.
*Quoted with permission, but names have been changed to protect confidentiality.