



Better Tomorrow Campaign Update – June 2022

Action 3 Update

The next priority for Action 3 is reaching young people with suicide prevention messages. We took this decision to help educate and raise awareness in response to the number of young lives being lost to suicide in Scotland. We discussed this with the National Suicide Prevention Leadership Group (NSPLG), including colleagues from Action 8, the NSPLG Lived Experience Panel and local suicide prevention leads. Our campaign development is in line with calls for a focus on young people within the development of Scotland's new suicide prevention strategy.

Better Tomorrow Campaign

Action 3 has co-developed and tested the *Better Tomorrow* suicide prevention campaign extensively with more than 300 young people aged 16 – 20, many whom have lived experience of suicide.

Development phase

Being There, Tuning In and Following Through research – engaged with 19 young people in 3 organisations – Spartans FC Youth (Edinburgh), The Citadel Youth Centre (Edinburgh) and West Lothian College.

Using Social platforms to build trust, start conversations & create a club research – engaged with 19 young people from 2 previous organisations – The Citadel Youth Centre and West Lothian College (approximately half of the participants had been involved in the first testing sessions). The total number of young people involved with the campaign development phase was 29.

Testing phase

We engaged with more than 300 young people aged 16 -20 through a survey and 5 focus group sessions. Four focus groups were held in person in partnership with Stirling Champs/Includem with young people from Stirling and Fife; North Ayrshire Council Modern Apprenticeships in Irvine; Project 101, a youth housing information service in East Dunbartonshire, with the LGBT Youth Scotland group meeting on Discord. We engaged with 12 young people through these sessions.

We tested the name and look and feel of the campaign; the concept of using content creators; to determine the right social media channels; and how likely they would be to watch information, stories and advice shared by professionals and people with lived experience of suicide.

They told us a suicide prevention campaign for young people:

- Needs high emotional intelligence (EQ), not just an ad
- Needed to be created together
- Needs to be inclusive and infectious
- With a DNA like this at its core



Q. What 3 traits should people involved in this hub/squad/team have?

The 8-week *Better Tomorrow* campaign will go live w/c 27 June and will encourage young people to talk, listen and support each other for a better tomorrow. The campaign is aimed at 16 – 19 year olds, with a secondary audience of 20 – 24. Please note: this is not a sign-up campaign as young people told us they didn't want to join a 'club'.

At the heart of the campaign will be content co-created with 4 social media influencers, which they will share on their own Tik Tok channels and then the content will be advertised on Tik Tok, Instagram and YouTube. The content creators are:

- Max M Selwood (@maxselwood) shares his personal tips for coping with anxiety and addressing toxic masculinity and misconceptions around men and mental health (51.1K followers) – initial release - w/c 27 June
- Lizandra Leigertwood MA MBACP (@newframetherapy) is a psychotherapist and coach who provides her point of a view on a number of subjects, including trauma, anxiety and relationships (5K followers) – initial release w/c 27 June
- Doctor Ethan (@doctorethan) is a young NHS doctor who covers a range of medical topics (184.4K followers) – initial release - w/c 4 July
- Saira (@sairaayan_) had a suicide attempt and has spoken about the things she would've missed if she was gone (278.8K) – initial release – w/c 4 July

During the campaign's roll-out a new page will be added to the United To Prevent Suicide digital hub to house information about *Better Tomorrow* for young people, their parents and carers, and organisations that work with young people.

The impact of the campaign will be measured by a range of digital advertising metrics, including frequency, reach, shareability, views, impressions, clicks and demographics. Due to the experimental nature of this campaign, we will be reviewing the campaign at the mid-point and undertaking a robust evaluation at the end, including engaging with the young people who helped develop and test this suicide prevention awareness campaign.

Campaign Engagement

Over the last year we have engaged with more than 50 youth organisations about the campaign. This work has been supported by Action 8. All organisations engaged with will receive a campaign brief.

How To Get Involved With The *Better Tomorrow* Campaign?

If you work with young people aged 16 – 24 please consider sharing the campaign's content on your own social media channels. Please follow @TalkToSaveLives on Instagram, Facebook and/or Twitter for more information. Where possible, please include relevant signposting details.

Signposting Information

- Call **116 123** to talk to [Samaritans](https://www.samaritans.org), or email jo@samaritans.org. Samaritans are there to listen 24 hours a day, 365 days a year and it's always free to call from any landline or mobile phone.
- Call **0800 83 85 87** to talk to [Breathing Space](https://www.breathingspace.org) or go to their website for more information about their web chat service. The service is open 24 hours at weekends (6pm Friday – 6am Monday) and 6pm to 2am on weekdays (Monday – Thursday).
- Call **111** to talk to [NHS 24's](https://www.nhs.uk) mental health hub 24/7.
- Text **"SHOUT" to 85258** to contact the [Shout Crisis Text Line](https://www.shoutcrisis.org), text "YM" if you are under 19.
- [Childline](https://www.childline.org.uk) – for anyone under 19 – call **0800 1111** or to chat or email or to talk to other young people go to: <https://www.childline.org.uk/get-support/>

*****Call 999 or go to A&E now if you do not feel you can keep yourself or someone else safe.*****

For more information, please contact:

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