

**The Royal Borough of Kensington and Chelsea
and Westminster City Council
Suicide Prevention Campaign Toolkit**



Emergency support is available

If you are struggling with mental health and require urgent help, please call 999 or, if possible, seek support at your local A&E.

Samaritans also offer 24-hour support by phone (116 123) or email.

You can text SHOUT to 85258 or visit the SHOUT website for confidential, anonymous 24-hour support.

Background

Welcome to our Suicide Prevention Campaign 'Stay with Us' Toolkit. We want to raise awareness of suicide and its impact on our communities. In this toolkit you will find practical information about the Kensington and Chelsea and Westminster Suicide Prevention training offer, Suicide Prevention Hub with support available locally in Westminster and Kensington & Chelsea as well as social media and newsletter content and assets.

Kensington and Chelsea and Westminster Councils eight priority areas include:

- making our community safer by raising awareness of suicide
- reducing suicide in key high-risk groups
- reducing the risk of self-harm
- supporting good mental health and wellbeing
- improving access to services
- services for those bereaved or affected by suicide
- addressing stigma and promoting sensitive approaches to suicide
- collecting data to improve key services

This toolkit aims to provide information about the new suicide prevention hub on both council websites and the free Suicide Prevention training offer.

Who is this toolkit for?

This toolkit is for everyone – residents, visitors, voluntary sector organisations, businesses, frontline workers, faith leaders, non-medical and professionals who have regular contact with residents.

Key messages

- Suicide is preventable, and we can all play a role in creating safer communities
- Education and awareness are crucial to identifying and supporting people at risk
- We are offering free suicide prevention training to anyone in the community; whether you are a social worker, health visitor, faith leader, resident, or business

How can you use the resources?

- Promote Suicide Prevention Training through healthcare professionals, residents, and businesses.
- Share this toolkit with your networks, forums, on social media and newsletters.
- Share resources from the toolkit with everyone - whether you are a social worker, a hairdresser, a builder, a student, or a stay-at-home parent

Suicide Prevention Training

Westminster and The Royal Borough of Kensington & Chelsea have commissioned [Every Life Matters](#) to deliver an intensive programme of Suicide Prevention Training.

This half-day online training session is aimed at anyone who wants to understand more about suicide, how to spot when someone may be having thoughts of suicide, how to talk openly about suicide, and what practical support we can all offer each other.

The training modules are:

- safety planning
- suicide alertness
- suicide awareness

Training sessions will be offered for three months from Wednesday, 29 November 2023, until Tuesday, 24 February 2024.

[Find out more about the training and book your place through Eventbrite.](#)

Newsletter copy

Suicide is preventable, and together, we can make a difference.

The Royal Borough Kensington & Chelsea and Westminster City Council are proud to offer FREE suicide prevention training for EVERYONE in our community. Regardless of your profession or role - whether you are a social worker, a hairdresser, a builder, a student, or a stay-at-home parent - this training is designed to empower and educate.

Key highlights:

- [Free Suicide Prevention Training](#): accessible to all, these sessions provide essential insights and skills to contribute to a supportive community.
- Suicide Prevention Hubs: explore the new Suicide Prevention Hubs on the [Royal Borough of Kensington and Chelsea](#) and [Westminster City Council](#) websites. These hubs serve as comprehensive directories for local resources and support.

How can you help? Spread the word! By sharing this information, you play a crucial role in creating a network of support within our community. Together, let us create an environment where everyone feels valued and understood.

Join us in making a difference.

Social media copy

Facebook, Instagram & Nextdoor

Together, we can make a difference.

Suicide is preventable, and it is time for our community to unite. The Royal Borough Kensington and Chelsea and Westminster City Council are providing [FREE suicide prevention training](#) for EVERYONE - whether you are a social worker, a hairdresser, a builder, a student, or a stay-at-home parent, this training is for you.

Discover the new Suicide Prevention Hubs on the [RBKC](#) and [WCC](#) websites - your one-stop-shop for local resources and support. Let us strengthen our community bonds and be there for one another in times of need.

Help us spread the word about this invaluable resource. Together, we can create a web of support that saves lives.

Twitter/X option 1

Together, we can make a difference.

Suicide is preventable, and it's time for our community to unite. @RBKC and @CityWestminster are offering FREE suicide prevention training for EVERYONE. [Find out more](#)

Twitter/X option 2 – promoting the RBKC hub

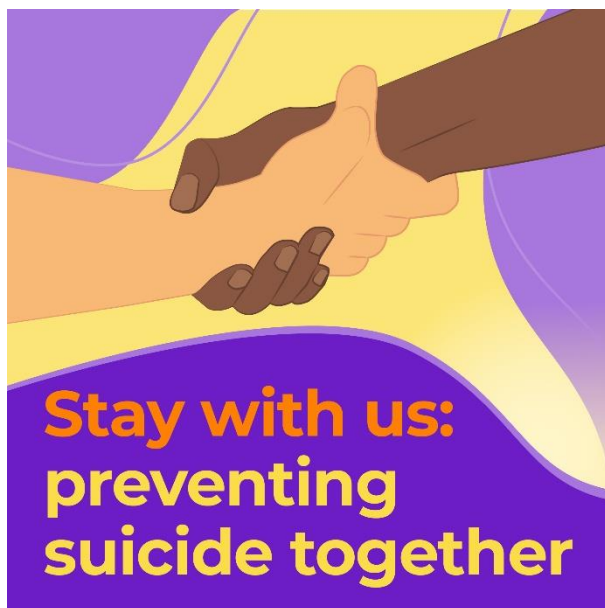
Suicide is preventable, and it's time for our community to unite. Discover the new @RBKC [Suicide Prevention Hub](#) - your one-stop-shop for local resources and support. Let's strengthen our community bonds and be there for one another in times of need. #StayWithUs

Twitter/X option 3 – promoting the WCC hub

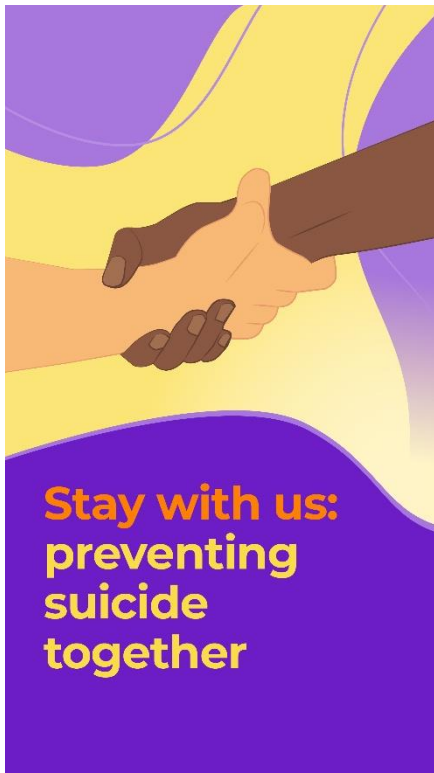
Suicide is preventable, and it's time for our community to unite. Discover the new @CityWestminster [Suicide Prevention Hub](#) - your one-stop-shop for local resources and support. Let's strengthen our community bonds and be there for one another in times of need. #StayWithUs

Campaign assets

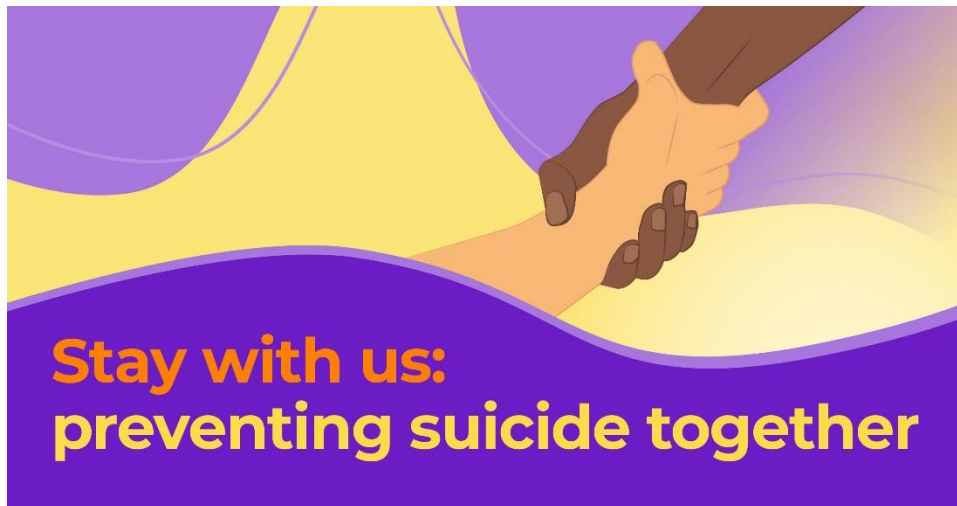
Instagram post



Instagram story



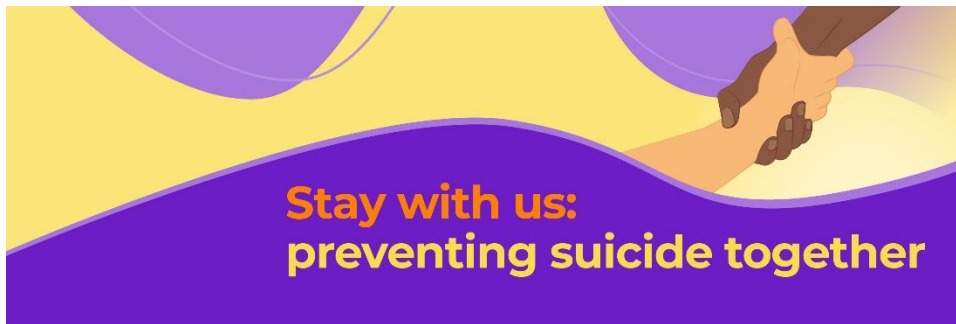
Facebook post



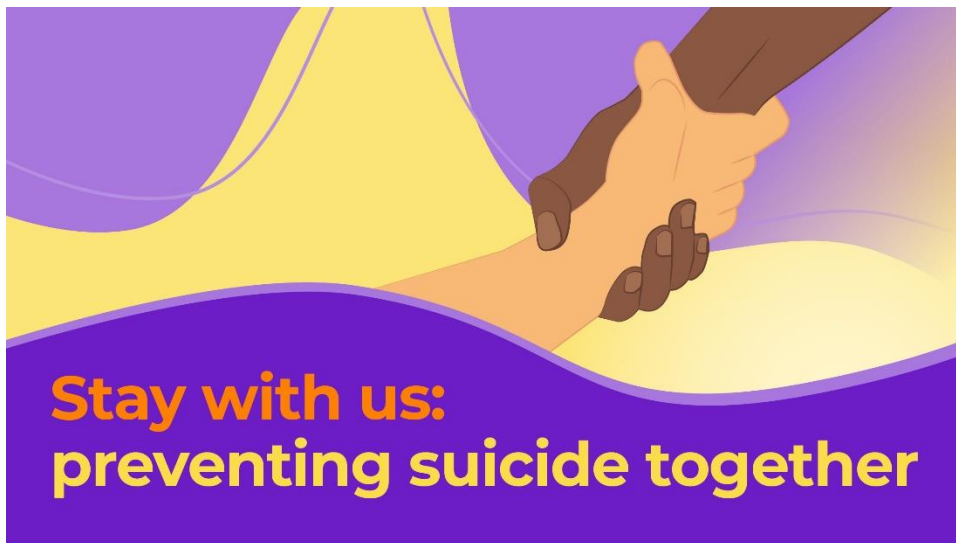
Facebook banner



Twitter/X banner



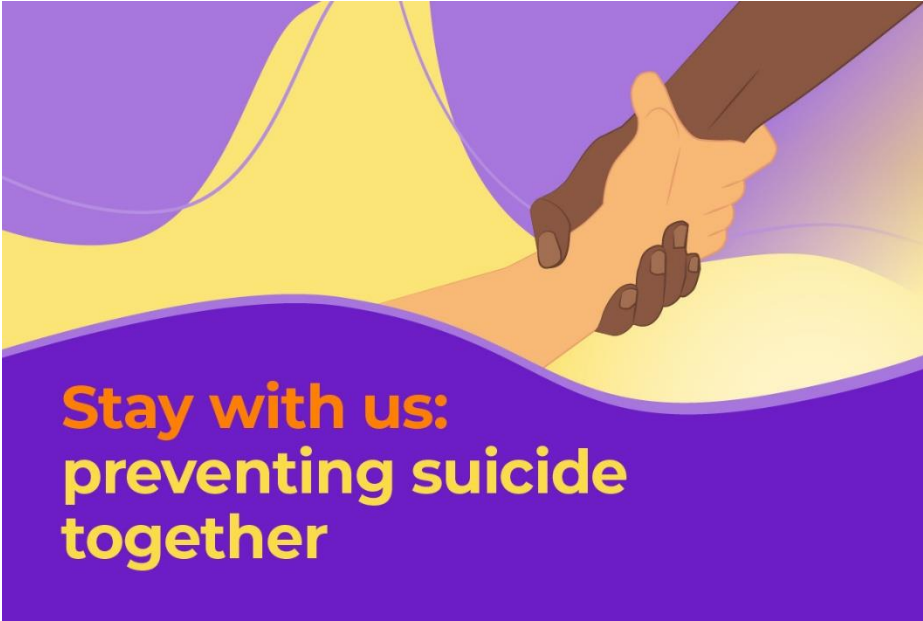
Twitter/X post



Website banner - desktop



Website banner - mobile



Suicide Prevention Training Assets

Suicide Alertness Training



A purple poster for 'Suicide Alertness Training'. At the top, it says 'FREE Half Day Online Training' in white. Below that, 'Suicide Alertness' is written in large white letters. Underneath, it says 'Life saving skills for frontline workers'. A list of seven skills is provided, each with a colored icon: 'Getting informed' (green 'i'), 'Being Aware' (red '!'), 'Asking Directly' (yellow '?'), 'Listening Carefully' (green ear), 'Building Support' (red hand), 'Checking-in' (yellow smile), and 'Looking after Yourself' (red heart). To the right, there is an illustration of a construction worker in an orange vest and hard hat standing next to a large pink exclamation mark. Above the exclamation mark is a dark grey cloud with yellow lightning bolts and blue raindrops. At the bottom left, there are logos for 'THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA' and 'City of Westminster'. A QR code is located in the bottom center, with a yellow arrow pointing from the list of skills towards it. At the bottom right, the slogan 'Every life matters' is written in white, with three small colored dots (red, green, yellow) below it.

FREE Half Day Online Training

Suicide Alertness

Life saving skills for frontline workers

- Getting informed
- Being Aware
- Asking Directly
- Listening Carefully
- Building Support
- Checking-in
- Looking after Yourself

THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

City of
Westminster



Every life matters

Suicide Awareness Training

FREE 1 hour Bitesize Online Training

Suicide Awareness

Learn more about suicide and what we can all do to help

-  Getting informed
-  Being Aware
-  Asking Directly
-  Listening Carefully
-  Building Support

 THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
 City of Westminster



Every life matters

Safety Planning Training

2.5 Hour Online Suicide Prevention Training

Safety Planning

-  My Reasons for Living
-  Making my Situation Safer
-  My Warning Signs
-  Lifting My Mood
-  My Informal Support
-  My Distractions
-  Professional Support

 THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
 City of Westminster



Every life matters

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