

*A guide of HOPE*

**WORLD SUICIDE  
PREVENTION DAY  
2024**

**Changing the narrative on suicide**

Hello,  
we hope  
to change  
the world

One hello  
at a time

Creating  
waves  
of hope

Hello  
Hope

# Suicide Prevention 2024

Suicide is a significant public health issue in the UK. The latest ONS figures show that suicide is currently at its highest in the UK since 1999.

6,069 lives were lost in 2023.

Suicide is the biggest killer of men under 50 and anyone under 35 in the UK.

Prevention is everyone's responsibility. This guide aims to inform individuals, families, communities, and organisations about ways to help prevent suicide.

When I was a little girl, my dad was my world.

Sadly when I was just four years old, following a split with my mum, my dad went to visit a potential new flat. He came back to the family home and took his own life later that day.

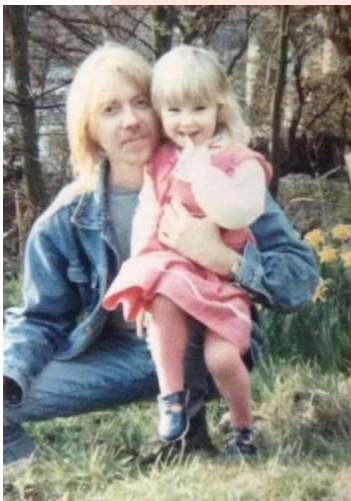
I grew up with so much confusion. Nobody spoke about my dad's death.

This had a huge impact on me.

35 years later I've launched HelloHope to empower and equip ordinary people with vital yet simple lifesaving solutions to support others who may be struggling with thoughts of suicide.

I hope you find this guide useful and hopeful.

*Ellie MacDonald*



# Contents

Page Topic

4. The importance of language

5. Recognise the signs and risk factors

6. How to respond

7. Professional support lines

8. Suicide prevention in the workplace

9. Suicide prevention in the community

10. Self-care

11. Training

12. About HelloHope

13. Conclusion

# The importance of language

Most people feel wary of talking about mental health, especially suicide, yet we know talking about our struggles can be lifesaving. We want to highlight the best things to say, as well as the best things to avoid, to make these vital conversations easier.

The term “commit suicide” is problematic because “commit” has long been intertwined with actions considered morally reprehensible or legally wrong, such as committing a crime or committing adultery.

It used to be illegal to attempt suicide in the UK (madness, we know) but it was then legalised in 1961. This phrase stems from those archaic times.

Using the phrase “commit suicide” suggests a wrongful act that merits punishment or condemnation. Such framing not only deepens the stigma surrounding suicide but also amplifies the shame and isolation experienced by individuals grappling with suicidal ideation. This stigma extends to their loved ones too.

It's far kinder to say ‘died by suicide’, ‘took their own life’ or ‘killed themselves’ though the latter isn't the kindest phrase either.

We also need to move away from ‘admitting’ to depression, thoughts of suicide etc. We wouldn't ‘admit’ to a broken leg and other physical illness so why do we need to ‘admit’ to mental health?

Let's be mindful of the language we use and encourage others to as well.

<b>Instead of</b>	<b>Say this</b>
commit suicide	died by suicide / took their own life
admits [depression etc]	living with [depression etc.]
“psycho”, “schizo”, “loonie”, “crazy”	poor mental health / mental health condition

# Recognise the signs

Most people thinking of suicide don't want to die. They want the pain to stop.

Many people give off signs (whether consciously or unconsciously) to show they're struggling.

Be aware of the signs that someone might be struggling. Use all your senses - what do you hear them say (or not say), what can you see? And trust your gut - does something just feel off?

## Some things could include:

Talking about feeling hopeless or having no purpose.

Expressing a desire to die or make plans for suicide.

Withdrawing from family and friends.

Increased alcohol or drug use.

Major changes in mood or behaviour.

## Risk Factors:

Understand the risk factors associated with suicide, including:

Mental health disorders (e.g. depression, anxiety).

Previous suicide attempts.

A history of trauma or abuse.

Significant life changes (loss, divorce, financial issues).



# How to respond

If you notice someone is struggling it is important to start a conversation.

Here's how:

Approach them with empathy and concern.

Ask if they are okay and listen without judgment.

Use direct language; it's okay to discuss suicide openly.

Listen and validate feelings: Offer your presence and support:

Encourage them to express their feelings.

Avoid minimising their concerns or offering unsolicited advice.

Encourage professional help: suggest seeking help from their GP or mental health professionals (see next page)



# Professional support lines

Offer assistance in finding resources or making an appointment.

Familiarise yourself with crisis services available in the UK, such as:

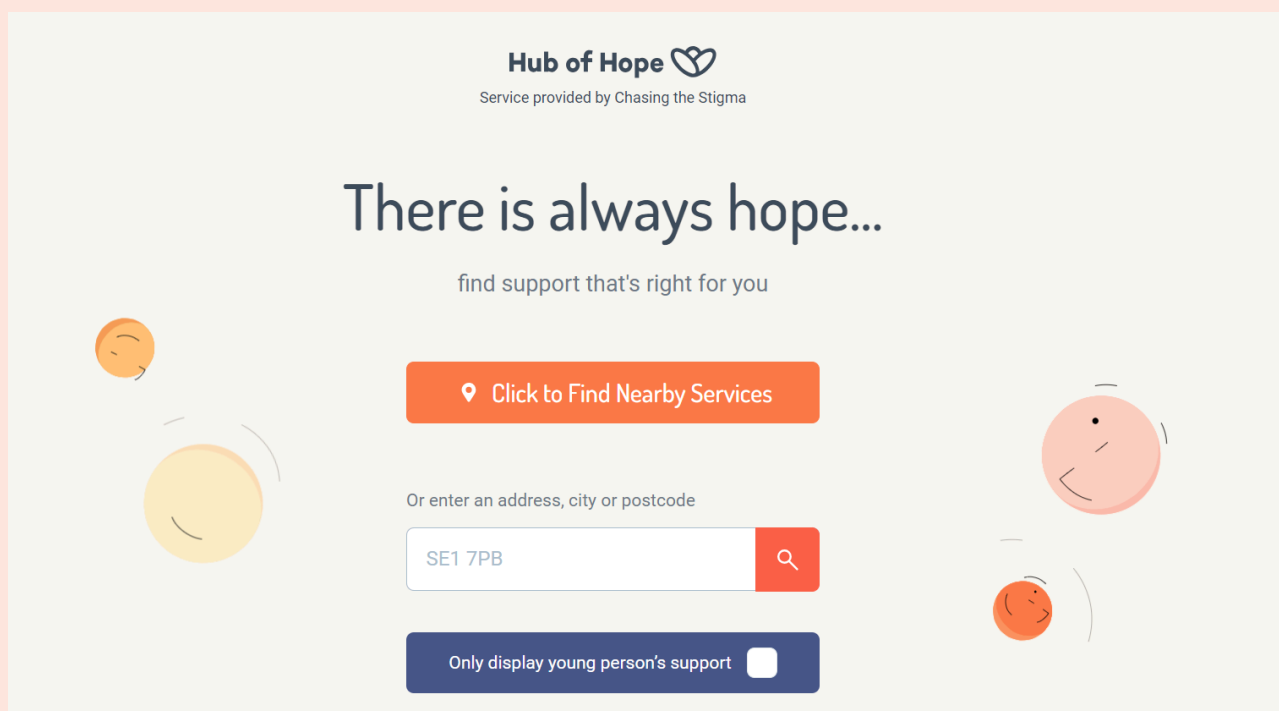
Samaritans: Call 116 123 (24/7 support)


Mind: Provides mental health support ([www.mind.org.uk](http://www.mind.org.uk) or call  
0300 102 1234)

Shout: Text "SHOUT" to 85258 for free 24/7 text support  
National Suicide Prevention Helpline (6pm-midnight)  
0800 689 5652

SANELine (4.30pm-10pm) 0300 304 7000  
Campaign Against Living Miserably (CALM)  
(5pm–midnight) 0800 58 58 58


If in doubt, remember Hub of Hope ([www.hubofhope.co.uk](http://www.hubofhope.co.uk) or  
download the app)




Hub of Hope   
Service provided by Chasing the Stigma

## There is always hope...

find support that's right for you

 Click to Find Nearby Services

Or enter an address, city or postcode

SE1 7PB 

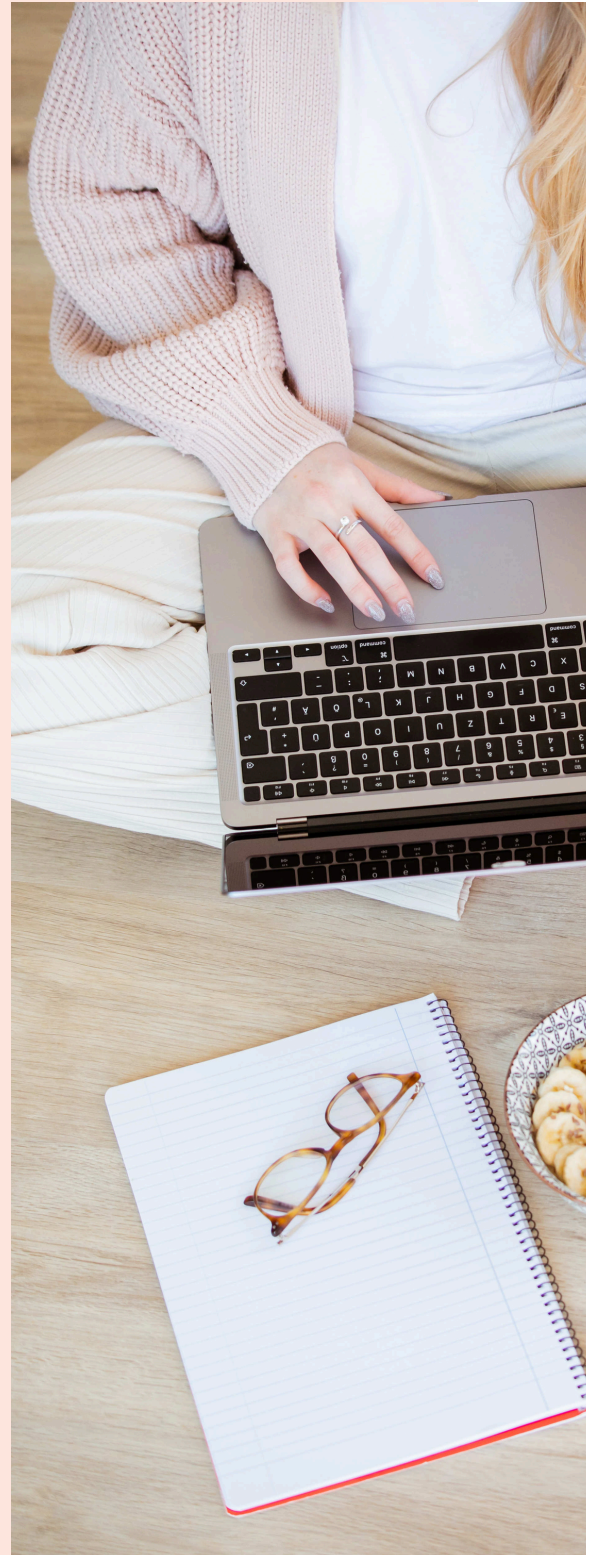
Only display young person's support

# Suicide Prevention in the workplace

**Remember your employees and colleagues are human beings.**

**It is important to support them.**

- Promote mental health education
- Raise awareness in your workplace
- Share information about mental health and suicide prevention resources.
- Organise workshops or training sessions on mental health and suicide prevention awareness, and get your teams trained in first aid.
- Create a culture of openness by encouraging discussions about mental well-being.
- Foster an environment where individuals feel safe to talk about their feelings and seek help.
- Adopt an Employee Assistance Programme (EAP).





# Suicide Prevention in the community

- Community engagement is key.
- Participate in local initiatives.
- Get involved with local mental health organisations.
- Support campaigns and events aimed at promoting mental health awareness and suicide prevention.
- Advocate for improved mental health services.
- Engage with policymakers to emphasise the importance of mental health resources and support systems.



# Self-care

Take care of yourself.

Remember that helping others can be emotionally taxing and it is important to put on your own oxygen mask before supporting others.

Prioritise your mental health and seek support if needed.

Engage in activities that promote your well-being.



# Training

“I feel much more prepared to help someone that is thinking of suicide. There were so many helpful ways to reframe this, such as being mindful of language, active listening, seeking to understand, recognition, permission. Practising actually asking the question outright – ‘are you thinking of suicide’ was really valuable and powerful”

–Suz, IFA, Suicide Prevention First Aid delegate

## Become a Mental Health and/or Suicide Prevention First Aider

HelloHope offers training to businesses, community groups and individuals for 8-20 attendees in-person and online.

### Suicide Prevention

#### Suicide Prevention Courses

These are all certified courses by The National Centre for Suicide Prevention. Adult, construction, university and youth versions are available.

### Adult Mental Health

#### Adult Mental Health courses

Choose from a range of awareness training to certified MHFA England courses, including becoming a qualified MHFAider®

### Youth Mental Health

#### Youth Mental Health courses

Choose from a range of awareness training to certified MHFA England courses, including becoming a qualified MHFAider®

### Bespoke Courses

#### Bespoke wellbeing sessions

HelloHope can work with your organisation to develop Bespoke wellbeing courses, interactive sessions and talks for conferences.

Visit [hellohope.uk/training](https://hellohope.uk/training) for more information.

Our next Suicide Prevention open course for individuals will be held online on 8th October 2024. Book at <https://buytickets.at/hellohope/1382761> or scan the QR code.



# About HelloHope

HelloHope is a mental health and suicide prevention Community Interest Company delivering first aid training and campaigning for better support for mental health and suicide prevention, awareness-raising and stigma-reducing campaigns.

Founded by established multi-award-winning entrepreneur Ellie MacDonald who has nine years experience running MacComms PR agency, HelloHope was born in 2024 on a mission to support others having experienced poor mental health herself and losing her dad to suicide when she was just four years old.

HelloHope is a registered Community Interest Company (company number 15657647) all profits made are recycled back into supporting HelloHope's important work.



**Alistair Campbell**

“I think HelloHope is a brilliant idea.

We are in such need of proper understanding and training in relation to suicide prevention”

## Miss Yorkshire Becomes Suicide Prevention First Aider

By [Scott Dylan](#) - 19/08/2024

17 0



**Chloe McEwan 'Miss Yorkshire'**

“Completing HelloHope's Suicide Prevention course has already helped me be more aware of how to spot the signs of suicidal thoughts as well as allowing me to feel more confident asking the question - whether someone is thinking about suicide, knowing this could potentially save a life.”

# Conclusion

Suicide prevention is a collective effort that requires awareness, compassion, and action within communities.

By educating ourselves and others, fostering open conversations, and supporting those in need, we can work together to reduce the incidence of suicide in the UK.

Remember, if you or someone you know is in crisis, please reach out to one of the emergency services or crisis lines. It's essential to seek help. You are not alone.



*Thank you!*

Thank you for joining me in supporting others.

Together we can save lives.

Ellie MacDonald

Founder, CEO and lead trainer

HelloHope UK CIC

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