



Healthier  
**Lancashire &  
South Cumbria**

# **Orange Button Community Scheme**

## **10<sup>th</sup> June 2021**

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# Housekeeping



## Emotional Safety Warning:

Suicide & Self Harm can be a sensitive subject and may trigger an emotional response. Please ensure that you practice self-care.



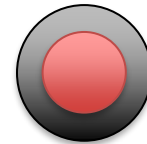
Any questions please use the chat function



Any burning questions or issues, please use the 'raise your hand' function



20 minute session (maximum)



We **will not** be recording this session

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# The Orange Button Community Scheme

- **Why we did it**
- How we did it
- What's still to come

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## Why we did it

We have trained thousands of people in Lancashire & South Cumbria in Suicide Prevention.....

.....but how useful will it be, if the people that need their help don't know who they are?

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## Areas of focus

- The STIGMA around talking about suicide
- Support for 'me' and/or support for 'others'
- Help seeking – where can I go?
- Sign posting – where can I go?
- Community action – How can WE help?
- Confidence to listen
- Training available, but not known about

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# The Orange Button Community Scheme

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## How we did it

Rebecca from a charity in Lancaster - original idea for the Orange Button, following the death of a friend and service user.



The Orange Button

### The original idea

- Specific (bespoke) Orange Button training
- Paid for by individuals at a minimal cost
- Provided by a number of organisations
- Trainees followed up with questionnaires and phone calls

As fantastic as this would have been – it would have needed a huge team and it wouldn't be sustainable post funding.

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# How we did it

## The new plans

- Put the Orange Button onto the back of quality assured training (3+ hours minimum on suicide prevention/awareness)\*
- Training (already) commissioned and funded for anybody who lives or works in L&SC
- Provided by a lead organisation (on contract) that work with other quality assured training organisations
- Trainees supported with a co-produced support card provided with the orange button\*\*
- Followed up in first 2 years through evaluation form

\* OBCS is not mandatory on training completion, and provision is also at the discretion of the trainer.

\*\* People take training, with an expectation that they will use it in the future.

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# Orange Button Community Scheme

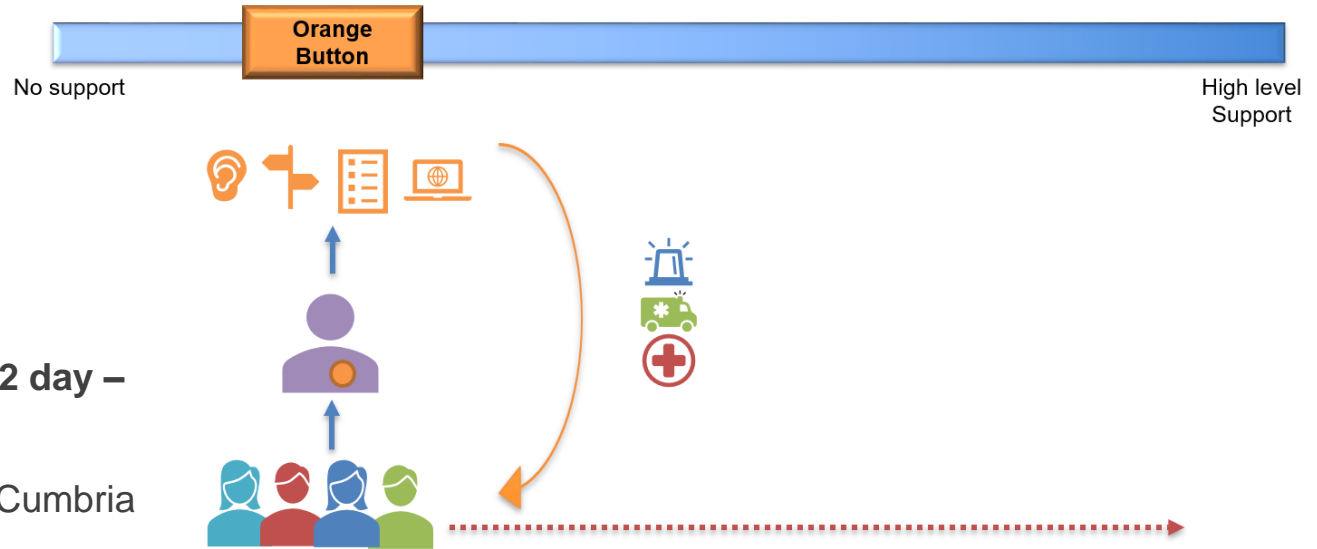
A community scheme, linked to quality assured and currently funded **existing** suicide prevention training, providing an identifier of an Orange Button to signify that the wearer is;-

- Happy to say/hear the word suicide
- Can listen without judgement
- Can support people with signposting



## Linked to the following funded training courses (through Lancashire Mind)

- ASIST
- SafeTalk
- Suicide First Aid
- **Suicide First Aid Lite**
- **Mental Health First Aid (2 day – Adult)**
- Suicide Alertness ½ day (Cumbria only)



# Orange Button Walk through examples – BE VISIBLE!

← **\*\*\*MARKETING AND AWARENESS TO THE GENERAL PUBLIC\*\*\*** →

Takes SP training & receives orange button



Office worker/  
MHFA



Could give an update on the OB scheme at a team meeting & ensure organisation are aware of who they are and **what they can provide**



Wears OB in workplace & displays sticker in a window if possible, listens & signposts when needed

Encourage others to train & then wear a button – creating Orange Button Communities



Works in a barbers



Wears button & displays window sticker. Talks to people all day & uses skills learned during training



Listens and signposts when needed



Keep training up to date



Volunteers with general public

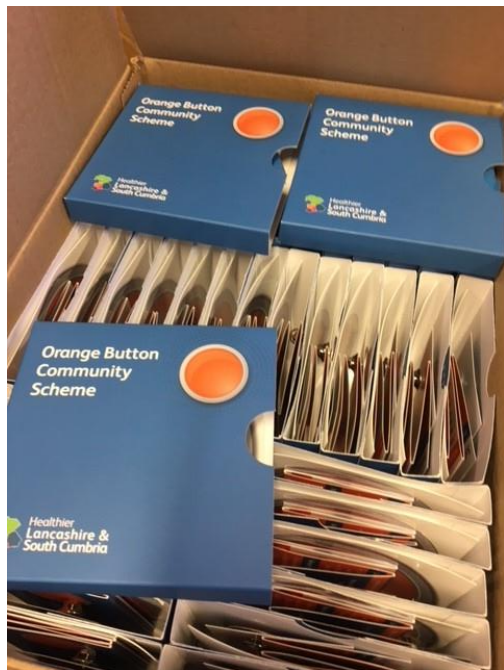


Wears button and supports people with a variety of issues. Uses training.

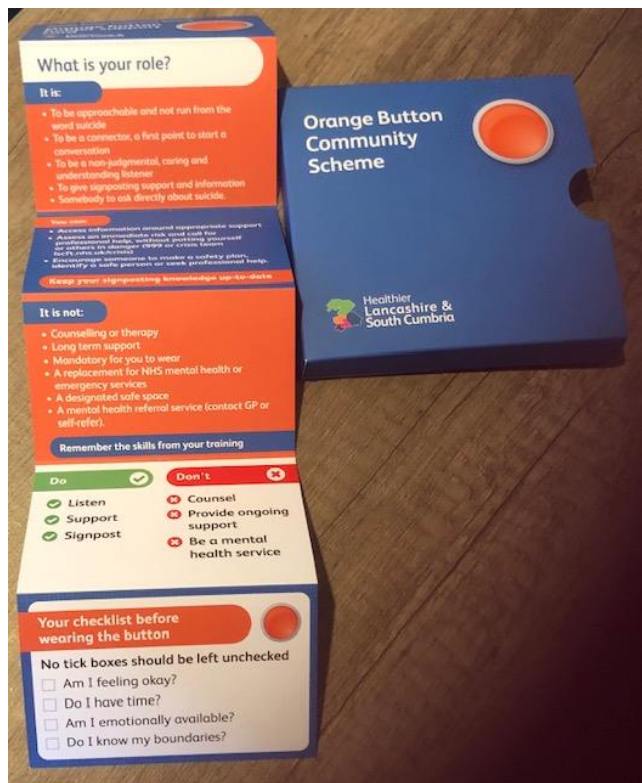


Listens and signposts when needed

# Orange Button Materials Produced



# Orange Button Support Materials Co-Produced



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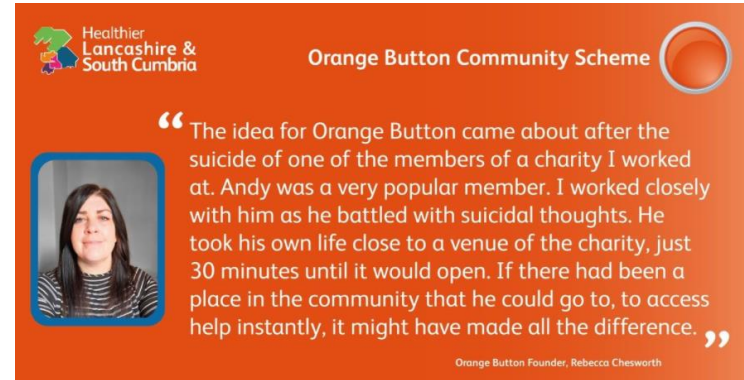
# Continue Awareness Raising

Launched to coincide with  
WSPD 2020 (10<sup>th</sup>  
September)

2 x Radio Adverts – increased  
awareness and increased training  
enquiries

Newspaper articles from  
the press release

## #OrangeButtonCommunity



Healthier Lancashire & South Cumbria

Orange Button Community Scheme

“The idea for Orange Button came about after the suicide of one of the members of a charity I worked at. Andy was a very popular member. I worked closely with him as he battled with suicidal thoughts. He took his own life close to a venue of the charity, just 30 minutes until it would open. If there had been a place in the community that he could go to, to access help instantly, it might have made all the difference.”

Orange Button Founder, Rebecca Chesworth

The graphic features a portrait of Rebecca Chesworth on the left and a quote in white text on an orange background. The quote is enclosed in large quotation marks. The text is arranged in a clean, professional layout with clear branding elements.

## WORD OF MOUTH!!

T1 Evaluations show a really positive response; lots of people asking what it is, and evidence that training has been USED to help people in need – the MOST IMPORTANT thing.



# Month long 'whole system' OBCS campaign from 10<sup>th</sup> September 2021 (WSPD) to 10<sup>th</sup> October 2021 (WMHD)

Increase numbers trained and in the community utilising RTS data and Bereavement support data

Produce and provide brand guidelines to anyone who wants to do the same!

Orange Button Community Scheme

Did you know?

Orange Button Community Scheme

Did you know?

If you are having thoughts of suicide, or are worried about a friend or family member, you can talk to someone wearing an orange button.

They've had the training to help you.

Scan the QR code for a list of services in your area

Healthier Lancashire & South Cumbria  
healthierfsc.co.uk/MentalHealthSupport

If you are at risk and want to speak to someone you can:

Call the Lancashire and South Cumbria NHS Foundation Trust mental health crisis line 0800 953 0110

or text HELLO to the Wellbeing & Mental Health Texting Service on 07860 022 846

or call Samaritans on 116 123

Scan the QR code for a list of services in your area



Healthier Lancashire & South Cumbria

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116 123



Lancashire &  
South Cumbria

NHS Foundation Trust

MH CRISIS Helpline  
0800 953 0110 – 24/7

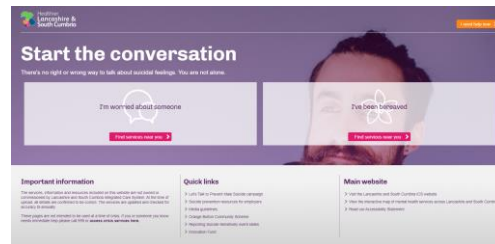
Wellbeing Helpline  
0800 915 4640



<https://www.kooth.com/>



<https://www.thecalmzone.net/help/worried-about-someone/>



<https://www.healthierlsc.co.uk/suicide>

Hub of Hope

Service provided by Chasing the Stigma

<https://hubofhope.co.uk/>



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**THANK YOU**

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