Warning signs campaign

ASK THEM
If they're thinking about suicide.

Don't ignore the warning signs.

PREVENTING SUICIDE IN SUSSEX
Together we can stop it.

SUICIDE
If you are thinking about it, seek help.

Don't ignore the warning signs.

PREVENTING SUICIDE IN SUSSEX
Together we can stop it.

Why did we take action?

High suicide rates in middle-aged men

> **Reduce stigma associated with help-seeking**

Encourage men to seek help

+

Enable others to respond to warning signs

What did we do?

Awareness campaign via online advertising

Tested with target audience

> **Information & resource hub www.preventing suicideinsussex.org**

What has the impact been?

May-Dec 2020

82,000+ unique visitors

7,500+ signpost resource clicks

80,000+ digital ads clicks

700+ phone calls

Sussex Health and Care Partnership