

Preparing for Suicide Prevention Week: Ideas, Resources and Support

Glasgow City Suicide Prevention Partnership

The following slides detail the information and resources shared as part of an Information Session delivered by the Glasgow City Suicide Prevention Partnership in preparation for Suicide Prevention Week 2026.

The session was co-delivered by Health Improvement, Suicide Prevention Scotland (Electrify) and Samaritans Scotland on the 6th August 2026.

The information and resources shared can be used to support planning and awareness raising and aim to support staff to feel more confident in talking about suicide with staff, patients, peers and the general public. We hope you find it useful.

For more information email: Marykate.Russell@nhs.scot or Rebecca.McCrory@nhs.scot

FREE digital resources

World Suicide Prevention Day

Thursday 10 September 2026



SuicidePrevention.scot/wspd2026

**Available
now**

suicideprevention.scot/wspd2026

- **Downloadable pack of 13 digital social assets**
- **Continued campaign theme of asking as well as support signposting**
- **Use across Facebook, X, LinkedIn & Instagram, plus email footer**
- **Existing campaign films and animations available for sharing**

Three steps to asking about suicide

What if... asking about **suicide** could save a life?



World Suicide Prevention Day
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Ask directly

You should be kind and gentle, but being clear is important. Ask the question directly, 'are you thinking about suicide?'



Listen and acknowledge

If someone does say they are thinking about suicide, remain calm. Never minimise how they are feeling, but more than anything please give them time.



Keep safe

It is important to think about keeping the person safe, but it's important you take care of yourself too.



Find suicide prevention support and services near you

World Suicide Prevention Day
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Suicide Prevention Scotland.

SuicidePrevention.scot/services

What if... asking about **suicide** could save a life?



After losing her friend, Noor wants more people to be brave and ask about **suicide** because it can save lives.

Learn how to ask at:
SuicidePrevention.scot

Suicide Prevention Scotland.

What if... asking about **suicide** could save a life?



Lynn has learned to ask her fiancé Scott directly about **suicide**, after his own attempt.

Learn how to ask at:
SuicidePrevention.scot

Suicide Prevention Scotland.

What if... asking about **suicide** could save a life?



Jon now knows asking about **suicide** is the best way to prevent it from happening, after attempting to take his own life.

Learn how to ask at:
SuicidePrevention.scot

Suicide Prevention Scotland.

How ask about suicide animations

**Ask
directly**

**Listen &
acknowledge**

**Keep
safe**

suicideprevention.scot/ask



[Sign up here](#)

Suicide 
Prevention
Scotland.

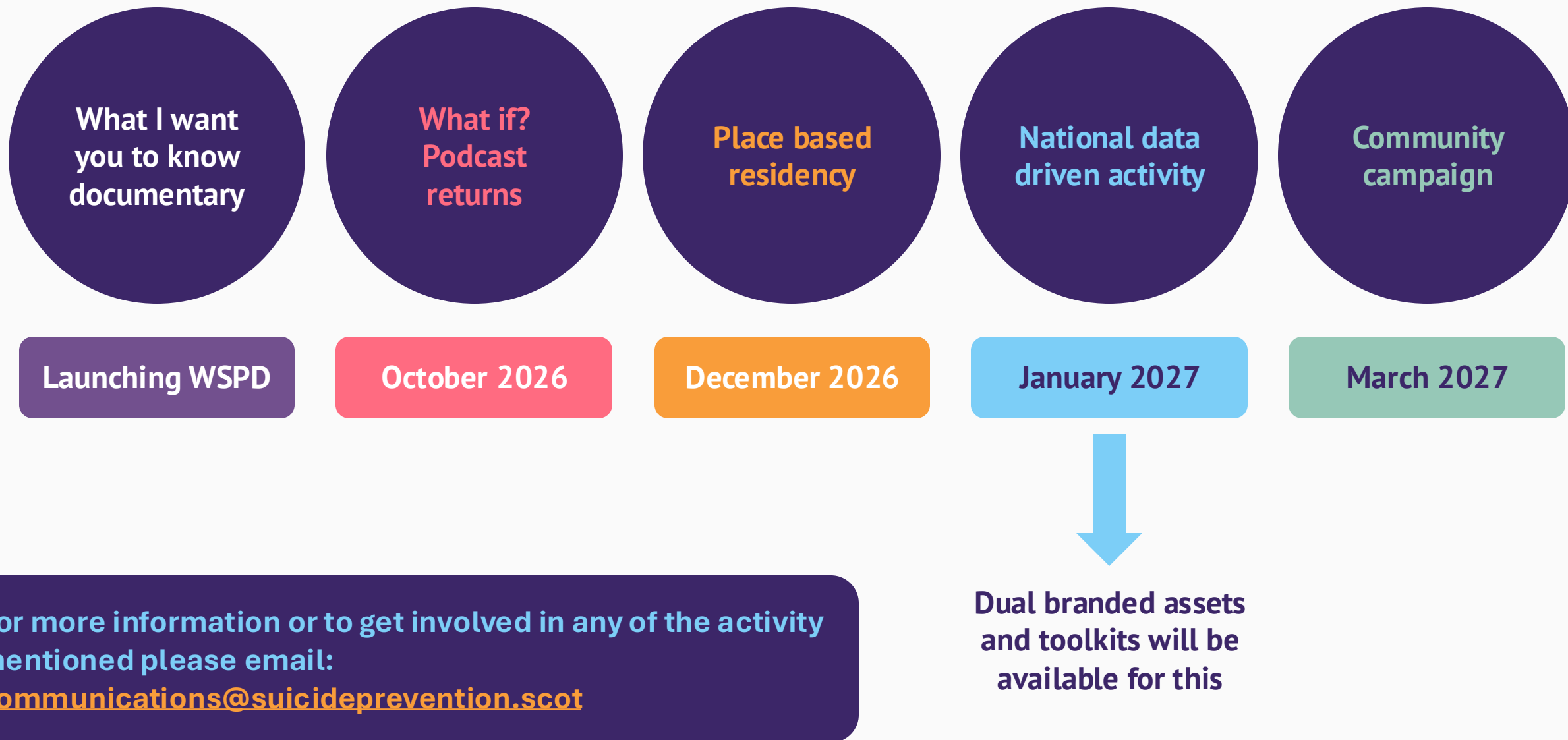
National Network

**Think you know
who might want
to be involved?**

Campaign activity 2026-27

Call for ambassadors for the next phase of the national 'What If' campaign to the network

Campaign activity coming this year



A map of Scotland is shown on the left side of the image, filled with a dark purple color. Scattered across the map are numerous small hearts in various colors: red, orange, yellow, green, and blue. A single, larger green heart is positioned above the map, to the left of the main text.

suicideprevention.scot/services

Find suicide
prevention support
and services **near you**

World Suicide Prevention Day
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SuicidePrevention.scot/services

Enabling Conversations

Designed by Cat Laird and Eilidh Macleod
in partnership with

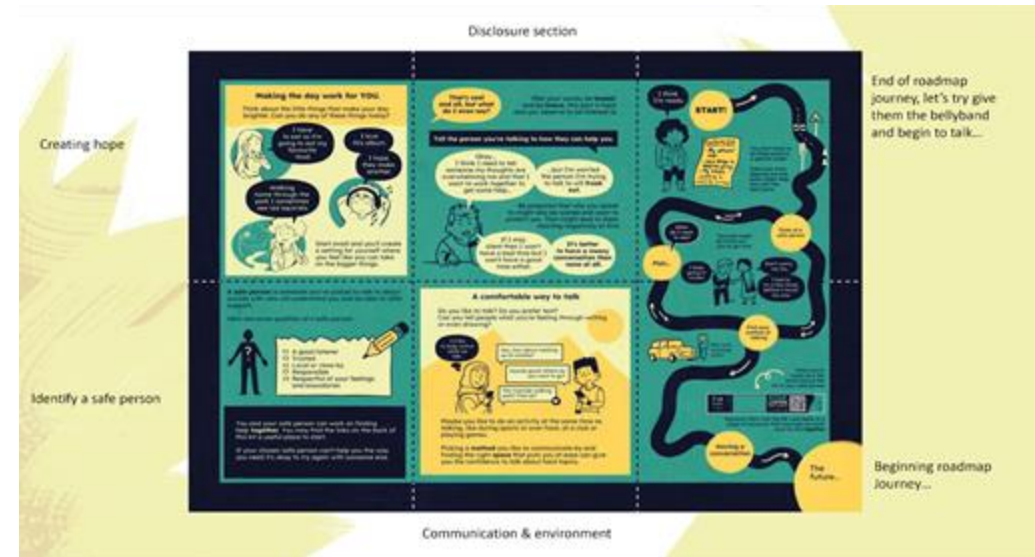
V&A Dundee

V&A

and

Suicide
Prevention
Scotland.

Young people



Trusted adults



SAMARITANS
Scotland

World Suicide Prevention Day

Campaigning Safely and Responsibly

*"Open, safe communication about mental health
and suicide prevention can save lives."*

Samaritans Media Guidelines

- Our media guidelines are based on 60 years of international research.
- Risks: **suicide methods, prominent/excessive coverage, sensationalising/romanticising suicidal behaviour.**
- Benefits: **raising awareness, encouraging lifesaving conversations, encouraging help-seeking, profiling local support services and examples of how people can improve their mental health.**



Sensitive use of language

Language

The terms and phrases used when describing suicidal behaviour are important, as some terms can perpetuate stigma and discourage people from speaking out and seeking help.

With this in mind, we recommend the following:



Phrases to use:

- A suicide
- Suicide attempt
- Attempted suicide
- Taken his/her own life
- Ended his/her/their own life
- Die by/death by suicide
- Person at risk of suicide



Phrases to avoid:

- Commit suicide
- Cry for help
- A 'successful', 'unsuccessful' or failed suicide
- Suicide victim
- Suicide 'epidemic', 'wave', 'iconic site', 'hot spot'
- Suicide-prone
- Suicide tourist or 'jumper'

- DO talk about suicide but do so safely.
- DO build campaigns, stories, case studies around hope and recovery.
- DO think as if someone in crisis will read or see the communication.
- DO use the phrase 'died by suicide' rather than 'committed' or 'completed' suicide.
- DON'T show imagery of locations, methods, vigils, tributes.
- DON'T go into detail about methods or locations (avoid mentioning at all if possible).
- DON'T attract attention to locations.
- DON'T use language like 'at peace now' and 'free from troubles'. Especially important when it comes to young people or vulnerable groups.



Positive use of social media

While there is growing focus and awareness of the potential harm of self-harm and suicide content online, it is important to recognise the benefits that users can experience from online spaces. Research tells us that helpful content includes:

- Messages promoting help seeking
- Stories of hope, support and recovery
- Tips about self-care and looking after your wellbeing
- Information about sources of support



Always include signposting to support in your communications online if covering the topic of suicide and self-harm. We can share our standard signposting with anyone who wants to use it.

Turn comments off if talking about a death by suicide. This avoids speculation and prevents journalists from taking comments to use in their stories (creating a tribute or vigil page).

Don't show images of locations, methods, tributes etc as this can be unhelpful. Tributes and vigils, although well meaning, **can portray suicide as an effective way of ending distress.**



Working with bereaved families and people with lived experience

- Make sure anyone agreeing to share their personal story **fully understands what they are agreeing to**, and what you plan to do with their story
- **Gauge the emotional wellbeing** of anyone you are considering working with
- Encourage contributors to share aspects of their story that are relevant, and to **describe things in safe ways**
- **Suicidal behaviour is extremely complex and rarely the result of a single factor**
- **Final sign off must sit with the contributor** before their story is published
- Always **signpost to relevant sources of support.**



- 6-month time-period from crisis point.
- **This isn't linear and someone can feel overwhelmed within any time-period from crisis point whether it's 6 months or two years.** Important to **always be on that person's side** and assure them that they do not need to continue with the work and that they can change their mind at any point.
- This obviously means it's good to **have a back-up plan** too!
- If planning an event, we usually try to have listening volunteers available in case anyone approaches us that needs support.



Signposting and useful links

Samaritans can be contacted any time, from any phone, free on 116 123, or visit [samaritans.org](https://www.samaritans.org) for more information. Details of other services and more information can be found on the NHS website [here](#).

Find out more information and detail at the links below:

- [Suicide prevention communications guidance](#)
- [Guidance for reporting on suicide and self-harm online](#)
- [Top 10 tips for reporting on suicide](#)
- [Media guidelines for reporting on suicide](#)
- [Suicide risk in specific communities](#)



Tips:

- Always consider the potential impact of your campaign materials on all audiences.
- Be mindful of the importance of responsible handling of suicide data
- The causes of suicide are complex and simply belonging to a particular group does not automatically imply high risk. Communicating the complexity of suicide concisely is a challenge faced by us all, including the media.
- Hard-hitting messages can be balanced by showing hope that change can happen, that people are not alone in this and that support in some form is always available
- Signposting people to sources of support is essential



Examples of Suicide Prevention Activities in 2025

"Yoga and mindfulness, connecting with others, time for ourselves – great food."

"That there was a variety of different things to listen to and do."

"Getting to see the support in the community."

"Community walk was excellent way to kick off event whilst combining gentle movement."

"Enjoyed my whole experience, thank you!"

"Networking resources"



AWARENESS STALLS

Suicide Prevention Week brought together a strong network of support at the Parkhead Hub through collaboration with **Bethany Upstream, Men's Matters Scotland, Cruse Scotland, Samaritans, Papyrus, GNE Carers, Lifelink, the Primary Care Medical Team, and Rosemount Life Long Learning**. Through a series of information stalls and awareness events offered resources and signposting to services, helping both staff and members stay **informed, connected, and supported**.

MINDFULNESS SESSION

In partnership with **The Wellbeing Hub**, a one-hour Mindfulness Session was delivered, which was aimed at helping participants reconnect with themselves and embrace the present moment. Using a range of gentle, grounding techniques, the session promoted a sense of calm, encouraged imagination, and supported both **physical and mental relaxation**. Feedback was overwhelmingly positive, with one participant sharing: "Really enjoyed the session, very relaxing, enjoyable, and a great way to spend lunchtime. Thank you!"



CAMPAIGN LAUNCH EVENT SUICIDE AWARENESS THROUGH SPORT

WEDNESDAY 10TH SEPTEMBER 2025
(NATIONAL SUICIDE AWARENESS DAY)

HAMPDEN STADIUM
PRESIDENTS LOUNGE

9.30-10AM REGISTRATION AND WELCOME
10-12PM CAMPAIGN LAUNCH AND KEY SPEECHES
12-2PM LIGHT LUNCH AND NETWORKING



The Conversation in North-West Glasgow

What if a conversation about suicide could save a life?



Stronger Together: Suicide Prevention Information Session

11 September 2025 | 1-3 PM



Keeping People Safe – Some things to consider

	Online	In-person
Before 	• Risk assessment • Collect contact information for follow up/ safety • Consider who will be attending and any potential needs and how you might address these in an online environment • Share pre-event messaging and support information • Identify staff to support wellbeing	• Risk assessment • Consider who will be attending and any potential needs • Share pre-event messaging and support information • Identify staff to support wellbeing • Identify quiet/ confidential space
During 	• Remind people of the topic and safeguards in place • Monitor distress (identify staff to do this)	• Remind people of the topic and safeguards in place • Identify staff available to support • Identify space to step away • Monitor distress (identify staff to do this)
After 	• Follow up any concerns • Debrief with staff • Share support information and any other follow up • Take time to look after yourself	• Follow up any concerns • Debrief with staff • Share support information and any other follow up • Take time to look after yourself

Additional resources

	<u>Suicide Prevention Resources and Supports Document</u> - Including the ALERT Pathway (Glasgow City)		<u>NHS Inform (Suicide Prevention)</u>
	<u>Health & Social Care Information Website (Suicide Prevention)</u>		<u>Glasgow City Health Improvement Training Calendar</u>
	<u>Suicide Prevention Week 2026 – What's on in Glasgow City</u>		<u>[BSL] Video: What if a conversation about suicide could save a life?</u> <u>The Art of Conversation [BSL] resource</u> is also available via NHS Inform.

Key messages

1. There are over 400 resources and services you can utilise on the website www.suicideprevention.scot
2. Open, safe communication about mental health and suicide prevention can save lives. Find out more about how to talk about suicide safely by visiting www.samaritans.org/media-guidelines/
3. You don't need to start from scratch. Use the ideas, resources and training shared today, connect with partners, and make Suicide Prevention Week meaningful in your community

Keep in Touch

Scan the QR code to find out more about **local forums and networks** in Glasgow City

Email:

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Rebecca.McCrory@nhs.scot

