



Better Tomorrow Campaign Update – June 2022

United To Prevent Suicide

[United To Prevent Suicide](#) is Scotland's social movement for change on suicide. The next priority for our work is reaching young people with suicide prevention messages. We took this decision to help educate and raise awareness in response to the number of young lives being lost to suicide in Scotland. We discussed this with the National Suicide Prevention Leadership Group (NSPLG), the NSPLG Lived Experience Panel, and local suicide prevention leads. Our campaign development is in line with calls for a focus on young people within the development of Scotland's new suicide prevention strategy. Suicide is a leading cause of death among young people in Scotland. In 2020, 91 15 – 24 year olds died by suicide in Scotland and approximately 1 in 20 people in Scotland are thinking about suicide at any one time.

Better Tomorrow Campaign

The team behind United To Prevent Suicide has co-developed and tested the *Better Tomorrow* suicide prevention campaign extensively with more than 300 young people aged 16 – 20, many whom have lived experience of suicide.

They told us a suicide prevention campaign for young people:

- Needs high emotional intelligence (EQ), not just an ad
- Needed to be created together
- Needs to be inclusive and infectious
- With a DNA like this at its core



Q. What 3 traits should people involved in this hub/squad/team have?

The 8-week *Better Tomorrow* campaign will go live w/c 27 June and will encourage young people to talk, listen and support each other for a better tomorrow. At the heart of the campaign will be content co-created with 4 social media influencers, which they will share on their own Tik Tok channels and then the content will be advertised on Tik Tok, Instagram and YouTube. The content creators are:

- Max M Selwood (@maxselwood) shares his personal tips for coping with anxiety and addressing toxic masculinity and misconceptions around men and mental health (51.1K followers)
- Lizandra Leigertwood MA MBACP (@newframetherapy) is a psychotherapist and coach who provides her point of a view on a number of subjects, including trauma, anxiety and relationships (5K followers)
- Doctor Ethan (@doctorethan) is a young NHS doctor who covers a range of medical topics (184.4K followers)
- Saira (@sairaayan_) had a suicide attempt and has spoken about the things she would've missed if she was gone (278.8K)

During the campaign's roll-out a new page will be added to the United To Prevent Suicide website to house information about *Better Tomorrow* for young people, their parents and carers, and organisations that work with young people.

How To Get Involved With The *Better Tomorrow* Campaign?

If you work with young people aged 16 – 24 please consider sharing the campaign's content on your own social media channels. Please follow @TalkToSaveLives on Instagram, Facebook and/or Twitter for more information. Where possible, please include relevant signposting details.

Signposting Information

- Call **116 123** to talk to [Samaritans](#), or email jo@samaritans.org. Samaritans are there to listen 24 hours a day, 365 days a year and it's always free to call from any landline or mobile phone.
- Call **0800 83 85 87** to talk to [Breathing Space](#) or go to their website for more information about their web chat service. The service is open 24 hours at weekends (6pm Friday – 6am Monday) and 6pm to 2am on weekdays (Monday – Thursday).
- Call **111** to talk to [NHS 24's](#) mental health hub 24/7.
- Text **"SHOUT" to 85258** to contact the [Shout Crisis Text Line](#), text "YM" if you are under 19.
- [Childline](#) – for anyone under 19 – call **0800 1111** or to chat or email or to talk to other young people go to: <https://www.childline.org.uk/get-support/>

*****Call 999 or go to A&E now if you do not feel you can keep yourself or someone else safe.*****

Background Information

United To Prevent Suicide is Scotland's suicide prevention movement. Following a successful Scotland-wide public awareness campaign launch in 2020, it was decided to target men. FC United To Prevent Suicide (FC United), is Scotland's second team, and was founded in August 2021. Its goal is to unite the nation in helping one another to talk, listen and save lives. United To Prevent Suicide is jointly managed by Public Health Scotland and SAMH. The work is funded by Scottish Government and overseen by the NSPLG, which is responsible for delivering Scotland's Suicide Prevention Action Plan, *Every Life Matters*.

For more information, please contact: Kirstie Cusick, United To Prevent Suicide Social Movement Manager: enquiry@unitedtopreventsuicide.org.uk