

Chiltern Samaritans, 149 Station Road, Amersham on the Hill, HP6 5DJ

Date: 31 January 2022

Subject: the Samaritans Suicide Prevention Awareness campaign, funded by High Wycombe Community Board, Mental Health and Community subgroup

Aim campaign: raise awareness of Samaritans free mental health support available to those struggling with suicidal thoughts (particularly adult males), or more generally feelings of emotional distress, and those close to them in, including family, friends and colleagues, and reduce incidence of suicide in the town.

Update:

To date (31 January 2022), we have spent £3,063 of the allocated £6,370 (or 48%). In addition to the activities reported on 14 July 2021 (listed below), the main activity has been the installation of wraps of the gate lines at High Wycombe train station. We already had crisis signage in place in line with current recommendations as part of our partnership with National Rail. In conversations with Chiltern Railways we highlighted that the gate line did not at the time have any advertising and we have found them amenable to Samaritans messaging being placed upon them. Advertising costs and collateral and installation came to just under £1,000. Please see picture below.



Covid restrictions have continued to play a role since and we have not been able to develop further activities. However, with restrictions relaxing we are planning a delayed awareness event at the station with associated press coverage and will re-activate our original plans as per the proposal. In addition, we aim to engage with Wycombe Wanderers Football Club where we had a match event in January 2020 which we aim to repeat again later this season. We would be very grateful for extension of the project into 2022 and will continue to liaise with Becky Hitch, Suicide Prevention Lead for Buckinghamshire Council to ensure our activities best reach the target group.

For completeness, the activities in the first half of 2021 were:

- Advertorials in Bucks Free Press (both printed and online versions), starting with a full page on Friday 2 April 2021
- Additional online visibility in the community: Bucks Free Press graciously invited Samaritans to sponsor the 'Outstanding Contribution to Healthcare & Social Care Award' (at zero cost), one of their 13 Buckinghamshire Health and Social Care Awards. In April 2021, Stephen Weir, branch director of Samaritans Chiltern branch, participated in the video made of the (virtual) award ceremony.
- Distribution of Samaritans material (posters and caller cards), to e.g.: All Buckinghamshire libraries, including the High Wycombe library and Sainsbury's staff room, High Wycombe

We thank the Board for their ongoing support.

Erik Jan Scholten
Deputy Director, Outreach Chiltern Samaritans