**Suicide Prevention Week 2018**

**Social Media Briefing**

Suicide Prevention Week (SPW) takes place from Mon 10 to Sun 16 September 2018.

This year’s theme for Suicide Prevention Week is **‘Working Together to Prevent Suicide’**.

NHS Health Scotland is using SPW to raise awareness of the problem of suicide, highlight resources (evidence informed guidance, research reports and training opportunities). We will also be supporting key partners’ public awareness campaigns.

Throughout the week there will be tweets from the NHS Health Scotland Public Mental Health twitter account @NHSHS\_MH.

Tweets will also come from the NHS Health Scotland corporate account and the following team accounts: Healthy Working Lives; Children Young People & Families; Place Standard; Knowledge Services and Learning and Improvement.

Re-tweeting by partners is welcomed and encouraged to ensure we are reaching our maximum audience across Scotland.

We will be using the hashtag **#WSPD** (World Suicide Prevention Day) in order to be part of a global discussion on suicide prevention.

NHS Health Scotland twitter accounts include:

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| **NHS Health Scotland Corporate Account** @NHS\_HS |
| **NHS HS Health Working Lives** @NHS\_HWL |
| **NHS HS Children Young People and Families** @NHS\_CYPF |
| **NHS HS Place Standard** @Placestandard |
| **NHS HS Learning and Improvement Team** @NHS\_HS\_LANDI |
| **NHS HS Knowledge Services** @NHS\_KS |

Partner twitter accounts (where available) include:

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| **NHS Territorial and Special Boards** @NHS\_Scot; @NHS\_Education; @JubileeHospital; @NHS24; @NHSNSS; @NHSaaa; @NHSBorders; @DGNHS; @nhsfife; @NHSForthValley; @NHSGrampian; @NHSGGC; @NHSHighland; @NHSLanarkshire; @NHS\_Lothian; @NHSOrkney; @NHS\_Shetland; @NHSTayside; @NHSWI |
| **Scottish Government** @scotgov |
| **CoSLA and Local Authorities** @COSLA; @AberdeenCC; @Aberdeenshire; @AngusCouncil; @argyllandbute; @ClacksCouncil; @cne\_siar; @dgcouncil; @DundeeCouncil; @EastAyrshire; @EDCouncil; @ELCouncil; @EastRenCouncil; @Edinburgh\_CC; @falkirkcouncil; @FifeCouncil; @GlasgowCC; @HighlandCouncil; @inverclyde; @midgov; @TheMorayCouncil; @North\_Ayrshire; @nlancouncil; @OrkneyCouncil; @PerthandKinross; @RenCouncilNews; @scotborders; @ShetIslandsCll; @southayrshire; @SouthLanCouncil; @StirlingCouncil; @WDCouncil; @LoveWestLothian |
| **Health & Social Care Partnerships** @abhscp; @AngusHSCP; @EAHSCP; @EastDunHSCP; @EdinburghHSCP; @FifeHSCP; @GCHSCP; @HSCAberdeen; @HSCMoray; @HSCPshire; @InverclydeHSCP; @NAHSCP; @RenHSCP |
| **Police Scotland** @policescotland |
| **Samaritans Scotland** @Sams\_Scotland |
| **The Scottish Association for Mental Health** @SAMHtweets |
| **See Me** @Seemescotland |
| **The Health and Social Care Academy**  @HandSCAcademy ‏ |
| **The Mental Health Foundation**  @MHFScot |
| **The Mental Welfare Commission for Scotland**  @MentalWelfare |

**Scheduled Tweets**

**Matrix Table:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date of tweet** | **Tweets/graphics** | **@NHSHS\_HS** | **@NHSHS\_MH** | **@NHS\_CYPF** | **@NHS\_HWL** | **@NHS\_HS\_LANDI** | **@NHS\_KS** | **@Placestandard** |
| 10.09 | People across Scotland and beyond are using the hashtag #WSPD this week to help draw attention to Suicide Prevention Week. This is your chance to get involved and raise awareness around suicide. #WorkingTogetherToPreventSuicide #WSPD | **retweet** | **LEAD** |  | **retweet** |  |  |  |
| 10.09 | In Scotland 3 in 4 suicides are male. We need to break the stigma and make sure men of any age know there is support available. #WSPD | **retweet** | **LEAD** |  | **retweet** |  |  |  |
| 10.09 | It's Scotland’s Suicide Prevention Week. Good progress has been made in bringing down the rates of suicide in Scotland. However working together we can do more. Speak to one of Scotland’s Choose Life Coordinators about preventing suicide in your community. https://goo.gl/kJ4Rmy |  | **LEAD** |  | **retweet** |  |  |  |
| 11.09 | Is it acceptable that a low social position increases suicide risk x 2.5 times? Find out more on our website about suicide and #HealthInequalities: https://goo.gl/YL2jZg #WSPD  C:\Users\ruairiob\Downloads\ScotSID 17\ScotSID Inforgaphics\Keep\Video\25.png | **LEAD** | **retweet** |  | **retweet** |  |  |  |
| 11.09 | Scotland’s Suicide Prevention Action Plan: Every Life Matters has been influenced by the partnership between @Sams\_Scotland @ALLIANCEScot @NHSHS and those directly impacted by suicide. Read the Action Plan & find out more on suicide prevention work in Scotland: <https://goo.gl/uwEXWP> #WSPD | **retweet** | **LEAD** |  |  |  |  |  |
| 11.09 | We must all work together to realise the target of reducing suicides in Scotland by another 20% by 2022. Suicide is preventable and by using the collective approach and harnessing all available resources, we will create a Scotland where no one affected by suicide is alone. #WSPD | **retweet** | **LEAD** |  | **retweet** | **retweet** |  |  |
| 12.09 | Studies have shown a 9.5 times increased #suicide risk is linked to the presence of adverse childhood experiences. Visit 'Polishing the Diamonds' to find out more, and read the recommendations @NHS\_HS is taking forward: <https://goo.gl/UZ26zY> #WSPD | **retweet** | **retweet** | **LEAD** |  |  |  |  |
| 12.09 | A recent study by @suicideresearch gives valuable insight into the extent of the association between adverse childhood experiences & repeat, hospitalised self-harm. Knowing the journey people have faced will lead to better interventions. <https://goo.gl/CJ44Q7> #WSPD | **retweet** | **retweet** | **retweet** |  |  | **LEAD** |  |
| 12.09 | A study by @suicideresearch aims to identify factors in young people which differentiate those who attempt suicide from those who experience suicidal ideation but do not act on these thoughts. Increasing our understanding will lead to better interventions. <https://goo.gl/4JBjYC> #WSPD |  | **retweet** | **retweet** |  |  | **LEAD** |  |
| 13.09 | There’s lots employers can do to promote Mentally Health Workplaces – employers have a key role. Find out more about @NHS\_HWL’s Mentally Healthy Workplace Training: <https://goo.gl/G2byVj> #WSPD  C:\Users\ruairiob\Downloads\ScotSID 17\ScotSID Inforgaphics\Keep\Video\18.png | **retweet** | **retweet** |  | **LEAD** | **retweet** |  |  |
| 13.09 | Alcohol / drugs can exacerbate poor mental wellbeing and heighten the risk of a suicide attempt. But did you know that employers have a key role in supporting staff? Being alcohol and drug aware can make a difference: <https://goo.gl/Eh2YTi> #WSPD |  | **retweet** |  | **LEAD** |  |  |  |
| 13.09 | Partnership highlighting for rural mental health and suicide prevention in D&G (social media video 1 – 2 minutes in length)  Text:  Partnership working to improve rural mental health and prevent suicide. #WSPD | **retweet** | **LEAD** |  |  |  |  |  |
| 13.09 | Partnership highlighting for housing association and suicide prevention in Glasgow (social media video 1- 2 minutes in length)  Text:  Partnership working to increase knowledge and understanding of suicide and its prevention #WSPD | **retweet** | **LEAD** |  |  |  |  |  |
| 13.09 | Partnership highlighting for film and suicide prevention in Glasgow (social media video 1- 2 minutes in length)  Text:  Partnership working to raise awareness and break the stigma around suicide #WSPD |  | **LEAD** |  |  |  |  |  |
| 13.09 | Partnership working is key to preventing suicide - it's at the heart of our Locations of Concern guidance. Have you and other community planning partners accessed the guidance yet? <https://goo.gl/MUAJcB> #WSPD #SuicideIsPreventable | **retweet** | **retweet** |  |  |  |  | **LEAD** |
| 14.09 | Irresponsible reporting of suicide can lead to an increase in suicidal behaviour – visit our page about @Samaritans and @NUJScotland’s guidelines to find out more. Preventing suicide is everyone’s business: <https://goo.gl/jF3ec9> #WSPD | **retweet** | **LEAD** |  |  |  |  |  |
| 14.09 | Dispel the myths and gain an insight into how to talk to someone about #suicide. It could change a life. Access The Art of Conversation to find out more: <https://goo.gl/tQwGQM> #WSPD | **retweet** | **LEAD** | **retweet** | **retweet** |  |  |  |
| 14.09 | Anyone can act on the warning sign of suicide they see in others. Asking a friend, relative, or colleague directly about their feelings can help to save their life. Read our guide about the art of conversation: <https://goo.gl/tQwGQM> #WSPD  C:\Users\ruairiob\Desktop\Suicide Prevention\Logos\AoC Cover.png | **retweet** | **Lead** |  |  |  |  |  |
| 14.09 | Talking and listening is the most potent tool to prevent #suicide. Anyone can have thoughts of suicide. Everyone can learn to help. Visit our website to find out more: https://goo.gl/2iTtFV #WSPD  C:\Users\ruairiob\Downloads\Digital Resources SPW18\2018-wallpaper-1920x1200.jpg | **retweet** | **retweet** |  |  | **Lead** |  |  |
| 14.09 | We have made progress over the last 16 years to reduce #suicides by 20%. @scotgov new action plan calls for a further reduction of 20% by 2022. This needs us all to play a role. #WSPD #TogetherWeCanPreventSuicides | **retweet** | **LEAD** |  |  |  |  |  |