

Latest publications

Summary

On 3 February 2025, the Public Health Agency launched the 'Talking really helps' mass media campaign. The campaign ran over eight weeks and was a rerun of an existing campaign that evaluated positively.

The aim of the campaign was to encourage openness and talking about feelings of anxiety, distress or crisis, increase help-seeking behaviour, and reinforce the concept of recovery. The campaign promoted Lifeline, Northern Ireland's crisis response helpline. The primary audience for the campaign was all adults. Secondary targeted audiences were those people at greater risk of suicide (males and those who live in areas of deprivation), and family and friends of those most at risk of suicide.

Reach: 65% of those surveyed reported that they saw or heard at least one element of the campaign.

Positive action: 86% of respondents, who were exposed to the campaign prior to taking part in the survey, took at least one positive action as a result of seeing or hearing the campaign.



Mental health in Northern Ireland: Strategies and suicide statistics

The 'Talking really helps' campaign delivered on action 1 of the [Mental Health Strategy](#) and supported [Protect Life 2 – Suicide Prevention Strategy](#). Action 1 of the Mental Health Strategy is to increase public awareness of how life can impact upon mental wellbeing and increase public knowledge of the key measures that can be taken to look after mental wellbeing. The action also aims to increase understanding of mental ill health and reduce stigma by encouraging people to talk about their mental health. Protect Life 2 is a long-term strategy for reducing suicides and the incidence of self-harm. Population approaches in the strategy include increasing awareness of suicide prevention, reducing stigma associated with suicidal behaviour and mental illness, and promoting help-seeking behaviour.

Suicide is complex and often occurs as a result of a number of interacting factors, making it a major challenge for public health. Areas of higher socioeconomic disadvantage tend to have higher rates of suicide and the greater the level of deprivation experienced by an individual, the higher their risk of suicidal behaviour. There is also a gender aspect to suicide; more men die from suicide than women.

At the time of the campaign, the latest suicide statistics from the Northern Ireland Statistics and Research Agency (NISRA) were for 2022. There were 203 suicide deaths registered in 2022. The percentage of suicides from Northern Ireland's most deprived areas (31%) was over three times that of the least deprived areas (9%). In 2022, 77% of suicide deaths were male and 23% were female. More information on suicide statistics is available from [NISRA](#).

Campaign advertising

Campaign advertising ran from 3 February until 31 March 2025 across TV, radio, outdoor and digital, including social media advertising. Radio also ran 21–30 April 2025. The advertising was exposed over 29 million times and it is estimated that 95% of adults in Northern Ireland saw/heard the campaign. The campaign was supported by PR and engagement with partners and stakeholders. A toolkit of resources was developed to support the campaign.



Coping after a traumatic event

Information for adults

Being involved in, or affected by, a traumatic event can affect how we feel mentally and physically. It is important to understand how these incidents may impact on our thoughts, feelings and behaviours, and what to do if things don't get better.

This leaflet explains how people may feel after a recent trauma, and provides information on what might help and where to go for support.

Health needs assessment of Minority Ethnic populations in Northern Ireland – June 2025



Nutrition matters for the early years



**Guidance for feeding under fives in the
childcare setting**

Apps can help with your mental health



The Health and Social Care apps library has information about mental health and wellbeing apps for adults.

- ✓ Free to access
- ✓ Helps you self-manage your mental health and wellbeing
- ✓ Independently reviewed and scored
- ✓ Information kept up to date
- ✓ Safe to use (data security and privacy assured)
- ✓ Developed with clinical input and advice

You can find apps to help with general wellbeing, sleep, anxiety, stress and more at <https://apps4healthcareni.hscni.net>



Produced by the Public Health Agency. Tel: 0300 555 0114 (local rate). www.publichealth.hscni.net

08/25

Looking after your mental health is important



Scan the QR code for
a leaflet of top tips to
improve your mental
health and wellbeing.



For more information
and to find mental health services near you,
visit www.mindingyourhead.info



Public Health Agency. Tel: 0300 555 0114 (local rate). www.publichealth.hscni.net

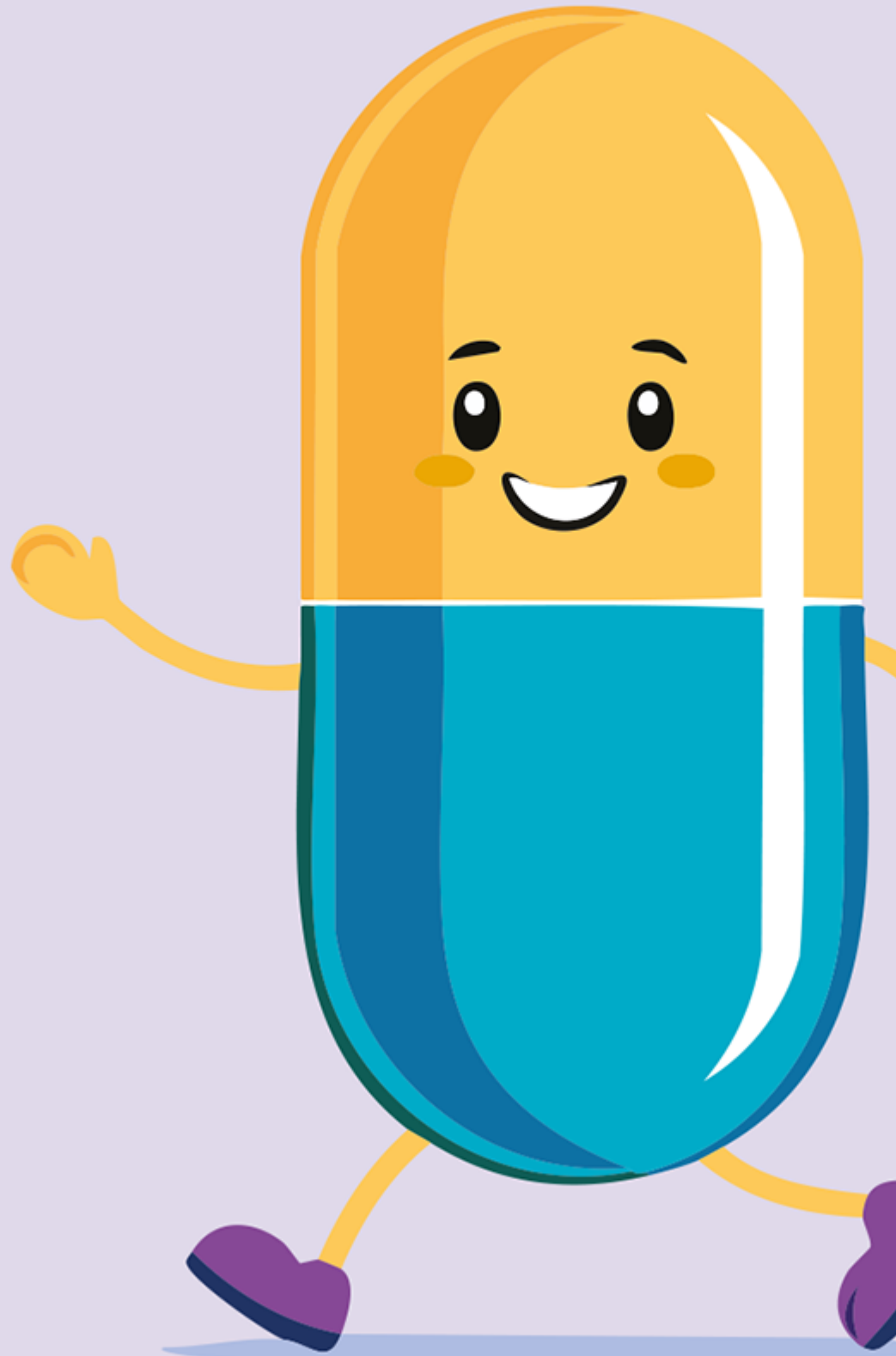
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Want to know how to look after
your mental health and well-being?

Visit www.mindingyourhead.org.uk

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Public Health
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CHOOSE
TO
LIVE
BETTER

Mental Health, Emotional Wellbeing and Suicide Prevention

TRAINING FRAMEWORK



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Pagination

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