

# Talking really helps campaign evaluation



## Purpose

In January 2022, the Public Health Agency (PHA) launched 'Talking really helps', a mass media campaign. The campaign ran until 31 March 2023. The aim of the campaign was to encourage openness and discussion in relation to 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. Consideration was also given to those people at greater risk of suicide – males and those who live in more deprived areas. Family and friends of those most at risk of suicide were a secondary audience.

**Reach:** 82% of those surveyed reported that they saw or heard at least one element of the campaign.  
**Recognition:** Almost three out of five (59%) of all respondents reported that the campaign message was to 'talk to someone if you're not feeling OK'.  
**Positive action:** 90% of respondents, who were exposed to the campaign prior to taking part in the survey, took at least one action as a result of seeing or hearing the campaign.

## Background

Suicide is complex and often occurs as a result of a number of interacting factors. It is therefore a major challenge for public health.

The most recent Northern Ireland Statistics and Research Agency (NISRA) data is for 2021. In 2021, there were 14.3 deaths by suicide per 100,000 population in Northern Ireland. Around three quarters (74.3%) of the total suicide deaths in 2021 were among males and a quarter (25.7%) were among females. Suicide deaths were highest for men between the ages of 25 and 29, followed by men aged between 45 and 49, while for women the highest number of suicide deaths occurred among those between the ages of 20 and 24, followed by those aged 50–54. Overall, in 2021, one in every three suicide deaths was someone under the age of 30.

Northern Ireland's most deprived areas had a suicide rate that was almost twice that of the least deprived areas in 2020. A report for 2021 on suicide rates and deprived areas has not yet been produced.

**Protect Life 2 2019-2024** is a long-term strategy for reducing suicides and the incidence of self-harm in Northern Ireland. Broader 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.

## Campaign advertising

Radio and Google search advertising went live from 19 December 2022. All campaign advertising ran from 16 January 2023 until 31 March 2023 across TV, radio, outdoor, press and digital, including social media advertising. The campaign was exposed over 48 million times.

The Lifeline website was redeveloped and launched in December 2022. The campaign was supported by PR and engagement with partners and stakeholders.



# Talking really helps campaign evaluation 2022-2023

The 'Talking really helps' campaign evaluation provides post-campaign evaluation results based on the findings from a quantitative survey with a representative sample of the adult population.

The evaluation includes measures to assess campaign reach and impact.

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03 November 2025

# Details

Format

3 pages, A4, PDF only

Target group

Professionals, public

# Downloads

| Attachment  | Size      |
|---|-----------|
| <a href="#">Talking really helps campaign evaluation 2022- 2023 1.pdf</a> | 715.38 KB |

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