

Talking really helps suicide prevention campaign

Briefing newsletter

November 2025

This document provides an overview of the Public Health Agency's 'Talking really helps' suicide prevention mass media campaign, which will run from November 2025 to March 2026.

The campaign aims to encourage anyone with feelings of anxiety or distress, or who is in crisis, to start the conversation about their real feelings. The campaign also promotes Lifeline, Northern Ireland's crisis response helpline.

The campaign was developed in 2022 and last ran during February and March 2025. The campaign evaluated well with high levels of reach and positive action taken as a result of the campaign. Calls to Lifeline also increased during the campaign period. The 'Talking really helps' campaign evaluation can be found at www.pha.site/talking-really-helps-evaluation-2025

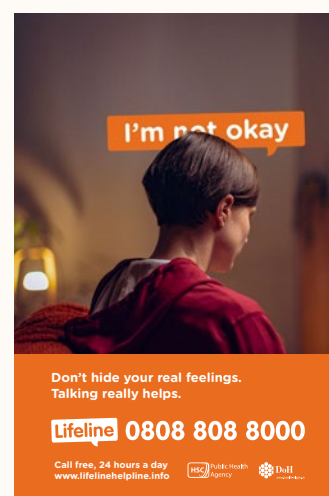
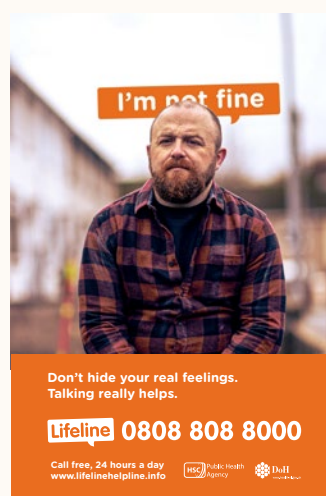
Current landscape

Suicide affects people of all ages and all walks of life. Suicide is complex and often occurs as a result of a number of interacting factors. Social deprivation increases risk of suicidal behaviours. The most recent NISRA data is for 2023. The percentage of suicides in 2023 from Northern Ireland's most deprived areas (28.5%) was over twice that of the least deprived areas (13.1%). There is also a gender aspect to suicide. In 2023, 77.4% of suicide deaths were male and 22.6% were female.

Men in their late teens to mid 60s are the most at-risk group in society and the risks increase further for men who are single, unemployed, and living in socioeconomic disadvantage.

Further information on suicide trends and incidences is available from **NISRA**.

Suicide is not inevitable; it can be prevented. Help and support is available for those experiencing suicide ideation and those who have self-harmed. Recovery is possible. Recovery means leading a good life, with or without symptoms of a mental health condition.



Campaign target audience

The target audience is the Northern Ireland population, especially those people at greater risk of suicide. The highest rates of suicide are among males aged late teens to mid 60s from more deprived areas. Family and friends of those most at risk of suicide are a secondary audience.

Key campaign messages

- Talk to someone if you are feeling low and you are struggling to cope.
- Opening up to someone about how you are feeling will help.
- With the right help and support, things will get better.
- If you are in distress or despair, or you know someone who is, call Lifeline on 0808 808 8000 for advice and support.

Mass media advertising

The campaign will run from November 2025 to March 2026.

- **Broadcast TV*** – UTV, Channel 4 and Sky.
- **Video on demand** – ITVX, Channel 4, Sky VOD, YouTube and Twitch.
- **Radio** – Cool FM, Downtown Radio, Downtown Country, Q Radio, U105, DAX, Spotify and Acast podcasts.
- **Outdoor*** – large format billboards, bus external supersides, posters on high streets, in shopping centres, at supermarkets and stations, in bus shelters, in college and tech campus', and in sports clubs and bars.
- **Digital** – Google search, online display advertising, Belfast Live homepage takeover and social media advertising (Facebook, Instagram and Snapchat).

*TV and most outdoor will run from January to March 2026.

The campaign will be supported by PR and engagement with partners and stakeholders.

Campaign evaluation

The campaign evaluation will include an online survey with an adult general population sample in Northern Ireland. Calls to Lifeline and traffic to www.lifelinehelpline.info will also be monitored.

Lifeline service information

- Lifeline provides support to people of every age, gender, ethnicity, religion, disability and sexual orientation.
- Lifeline's professionally trained counsellors are available for free, 24/7.
- Calls are free for people living in Northern Ireland who are calling from a UK landline or mobile.
- People with hearing difficulties or speech impairment can contact Lifeline using textphone 18001 0808 808 8000. Textphone can be accessed using the **Relay UK App**. British and Irish Sign Language users can use the **SignVideo app**. For callers whose first or preferred language is not English, Lifeline can access translators.
- Find out more about Lifeline and the support available at www.lifelinehelpline.info

'Talking really helps' campaign resources

Help support the campaign and raise awareness of Lifeline by using and sharing the resources at

www.pha.site/talkingreallyhelps

- Video advertisement (for viewing only)
- Social assets and suggested post wording
- Webpage banners and email signatures
- Posters

Assets will be added to this page over time - check back regularly for updates.



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