



Small Talk Saves Lives

Phase 7 communications toolkit



in partnership with



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1. Campaign background

Small Talk Saves Lives is a campaign to empower the public to trust their instincts and start a conversation if they think someone needs help at railway stations and other public settings. The campaign has been running since 2017 and is the rail industry's award-winning flagship suicide prevention campaign delivered in partnership with Samaritans and British Transport Police.

Suicide is preventable and suicidal thoughts are often temporary and can be interrupted. We want to give as many people as possible the tools to notice if someone may be at risk and the confidence to approach them.

Research shows that many people are still not entirely confident on how they should act or what they should say if they see someone who appeared upset or in distress at a train station.

A little small talk and a simple question like **'Do you know where I can grab a cuppa?'** can be all it takes to interrupt someone's suicidal thoughts and help set them on the journey to recovery.

The challenges that people face up and down the country have been felt even more deeply as the pandemic, and more recently the increased cost of living, have had a profound impact on the nation's mental health.

It's so important, now more than ever, that we continue to look out for each other.

1. Campaign background

Previous phases of the campaign have shown encouraging results:

90% of those who had seen the campaign last year agreed with the statement 'A little small talk can help save a life'.

75% of those who had seen the campaign said that they would be confident about judging if somebody might need help on a platform at a train station.

69% of those who had seen the campaign said they would be likely to approach and speak to someone who appeared distressed at a railway station, as opposed to only 53% who didn't see the campaign – a significant difference of 16 percentage points.



2. Media backgrounder and Q&A

Small Talk Saves Lives phase 7 will be launching on Thursday 22 February and will run until Tuesday 19 March across a range of paid and owned media channels.

As part of the campaign this year, Samaritans rail team members and volunteers will be holding outreach events across stations in Britain to raise awareness with passengers of how small talk can save lives.

Share the template press release with your local media contacts and show your support. The press release is under embargo until Thursday 22 February. Both Samaritans and Network Rail will be targeting national and trade press.

[Download Press Release here](#)

Please download the full [Q&A document](#)

Please see our media guidelines: [samaritans.org/about-samaritans/media-guidelines/](https://www.samaritans.org/about-samaritans/media-guidelines/)

The above is all background information. For any media enquiries please contact r.spencer1@samaritans.org

3. Your support

To support the campaign, you can:

Download the film and share on your social media channels and website.

Film available with Welsh subtitles. Please email charlie.oven@networkrail.co.uk

30 second film



[Download here](#)

3. Your support

To support the campaign, you can:

Download the images and share on your social media channels.

Assets in Welsh are available on request. Please email charlie.oven@networkrail.co.uk

Facebook post



[Download here](#)

X (formerly Twitter) post



[Download here](#)

Instagram post



[Download here](#)

Suggested social copy:

If you think someone needs help, just start a simple conversation. You might worry you'll make it worse, but there's no evidence to suggest you will. Trust your instincts - you could save a life.

[samaritans.org/
smalltalksaveslives](https://samaritans.org/smalltalksaveslives)

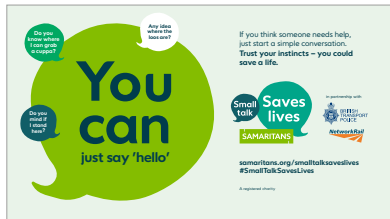
#SmallTalkSavesLives

3. Your support

To support the campaign, you can:

Display posters on digital screens and use our PA announcement in your stations.

Landscape OIS screen



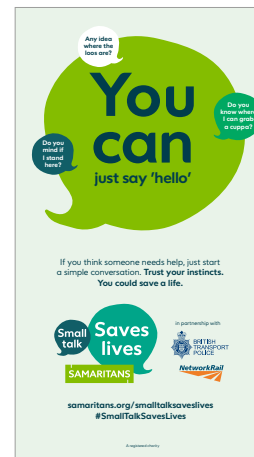
[Download here](#)

Portrait OIS screen



[Download here](#)

Portrait D6 poster



[Download here](#)

PA announcement



[Download here](#)

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3. Your support

To support the campaign, you can:

Print the static poster to be displayed in stations or on platforms.

Assets in Welsh are available on request. Please email charlie.oven@networkrail.co.uk

Portrait DR poster
in station



[Download here](#)

Portrait A0 poster
in station



[Download here](#)

Portrait A1 poster
in station



[Download here](#)

3. Your support

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Portrait A2 poster
in station



[Download here](#)

Portrait A3 poster
in station



[Download here](#)

Portrait A4 poster
in station



[Download here](#)

Portrait A5 poster
in station



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For further information/support or if you have a case study story of someone who has saved a life using small talk, please contact:

Rebecca Spencer
Samaritans Media Manager
r.spencer1@samaritans.org

Charlie Oven
Senior Campaigns Manager, Network Rail
charlie.oven@networkrail.co.uk

You can also speak to your Samaritans Regional Development Lead (RDL) about plans for promoting the campaign. We're keen to work together to maximise campaign reach and engagement:
railcompanies@samaritans.org

