**PRESS RELEASE**

**UNDER EMBARGO UNTIL 00:01 THURSDAY 22 FEBRUARY 2024**

**SMALL TALK IS NO SMALL THING SAYS [INSERT COMPANY NAME]**

* **Samaritans’ *Small Talk Saves Lives* campaign launches as 1 in 2 of us admit to swerving someone we don’t know to avoid small talk.**

<Insert company name> is reminding the public small talk can save lives and we are better at it than we think, as part of the charity’s latest *Small Talk Saves Lives* campaign.

Newly-released research from the suicide prevention charity reveals as a nation, 49% of us have avoided engaging with someone we don’t know due to the fear of having to make small talk – with over 1 in 5 of us (22%) worried we would say the wrong thing.

Furthermore, although 94% of people say they don’t have a go-to question to start small talk, Samaritans found across Great Britain 80% of us state we have used small talk in our personal lives over the past month, and over half of us (52%) often or always use small talk in our professional lives too.

Delivered in partnership with Network Rail, British Transport Police, and the wider rail industry, *Small Talk Saves Lives* empowers the public to trust their instincts and gives them the confidence to start a conversation if they think someone needs help in railway stations and other public settings – small talk is no small thing, it saves lives.

The campaign reassures the public a little small talk like ‘do you know where I can grab a cuppa?’ can be all it takes to interrupt someone’s suicidal thoughts and remind them support is available.

Although people might worry that you’ll say the wrong thing, the charity says saying something is better than saying nothing.

Samaritans’ volunteers will be joined by [insert company name] staff at [location] stations on [date/time], speaking to passengers about the campaign, highlighting the power of talking and providing myth-busting leaflets to help ease any concerns they may have.

**Samaritans CEO Julie Bentley said:** "Every day, there are people across Great Britain who are in distress and need support. Our *Small Talk Saves Lives* campaign empowers people to trust their instincts and have the confidence to act in a way that could save a life.”

**Xx from <Insert company name>** **said:** “We’re really proud to be working in partnership with Samaritans again on this important campaign to help raise awareness of the power of small talk.

“This campaign is so important because it empowers people to trust their instincts and have the confidence to act, because it could save a life.

“The rail industry knows how important Samaritans’ work is and we look forward to welcoming their wonderful volunteers into our stations over the next four weeks.”

For more information and tips, visit [Samaritans.org/smalltalksaveslives](http://www.samaritans.org/smalltalksaveslives) or join the conversation on social media using #SmallTalkSavesLives

**-ENDS-**

**About the research:**

The research was conducted by YouGov from 25-26 January 2024 with a total sample size of 2,000 GB adults (18+).

**Notes to Editors**

* The Small Talk Saves Lives [campaign film](https://www.youtube.com/watch?v=ytzpB7LH2Kc&embeds_referring_origin=https%3A%2F%2Fwww.samaritans.org&source_ve_path=OTY3MTQ&feature=emb_imp_woyt) shows the difference people could make if they listen to their instincts and overcome initial worries that may come to mind if they see someone who needs help
* Due to the proven link between certain types of media reporting of suicide and increases in suicide rates, please be mindful of Samaritans’ [media guidelines for reporting suicide](https://www.samaritans.org/about-samaritans/media-guidelines/media-guidelines-reporting-suicide/) and [reporting rail suicide](https://www.samaritans.org/about-samaritans/media-guidelines/guidance-reporting-rail-suicides/)
* In partnership with Network Rail, Samaritans has trained over 28,000 rail staff and British Transport Police in suicide prevention, enabling them to identify and support vulnerable people to safety. This is part of the charity’s long-standing partnership with the rail industry to reduce suicides and support those affected by them
* Anyone can contact Samaritans FREE any time from any phone on 116 123, even a mobile without credit. This number won’t show up on your phone bill. Or you can email jo@samaritans.org or visit [www.samaritans.org](http://www.samaritans.org)
* Every 10 seconds, Samaritans volunteers respond to a call for help.
* Samaritans is a charity and it’s the public’s kind donations and around 23,000 volunteers that mean we are always there for anyone struggling to cope. Find out how you can [support us](https://www.samaritans.org/support-us/) or [volunteer with us](https://www.samaritans.org/support-us/volunteer/)
* You can follow Samaritans on social media on [Twitter](https://twitter.com/samaritans), [Facebook](https://www.facebook.com/samaritanscharity/) and [Instagram](https://www.instagram.com/accounts/login/?next=https%3A%2F%2Fwww.instagram.com%2Fsamaritanscharity%2F)