**PRESS RELEASE**

**UNDER EMBARGO UNTIL 00:01 TUESDAY 4TH MARCH 2025**

**YOUR WORDS ARE A LIFE SAVING KIT SAYS [INSERT COMPANY NAME]**

**Samaritans’ *Small Talk Saves Lives* campaign launches**

* Two in five of the UK (44%) say they sometimes find themselves struggling to cope.
* 67% of the UK we would appreciate someone checking on them, offering words of support, if they were struggling to cope.
* 40% of people admit to having avoided someone who didn't look OK because they were afraid of having to make small talk with them.

<Insert company name> is reminding everyone that when it comes to saving a life, you already have a life-saving kit available to you – your words. Anyone can do it.

Samaritans’ annual *Small Talk Saves Lives* campaign launches across the country today (Tuesday 4 March), encouraging people to start a simple conversation if they think someone doesn’t look OK - as two in five (44%) of us admit to finding ourselves struggling to cope sometimes.

Newly released research from the suicide prevention charity reveals as a nation, 67% of us say we would appreciate someone checking on us, offering words of support if we were struggling to cope.

Furthermore, 40% of people admit to having avoided someone who didn't look OK because they were afraid of having to make small talk with them; 30% say this was because they weren’t sure what to say, 1 in 3 (35%) of people said they were worried they’d say the wrong thing and 40% said they were worried their help would not be welcomed.

Launched in 2017, in partnership with Network Rail, British Transport Police and the wider rail industry, the nationwide campaign demonstrates how small talk can save lives.

With nearly two in three people (64% of the UK) saying they don’t currently have any go-to phrases to start small talk, Samaritans Head of the Rail Programme, Olivia Cayley, is reminding people that saying even a few words will mean a lot to those who are struggling to cope.

**Olivia Cayley, Head of the Rail Programme at Samaritans, says:** "We know that people can worry about saying the wrong thing or feel like it's not their place to step in, but it's always better to say something than to say nothing at all.

“A little small talk and a simple question like ‘Hey, are you alright?’ can be all it takes to interrupt someone’s negative thoughts.”

Samaritans’ volunteers will be joined by [insert company name] staff at [location] stations on [date/time], speaking to passengers about the campaign and how their words are a life-saving kit.

**Xx from <Insert company name>** **said:** “We’re proud to join Samaritans by welcoming their wonderful volunteers into our stations. This campaign is an important public reminder that we all have the skills to be a lifesaver, through the power of small talk.”

*Small Talk Saves Lives* builds on the wider rail industry suicide prevention programme, which has seen Samaritans, in partnership with Network Rail, train over 31,000 rail staff and British Transport Police in suicide prevention, enabling them to identify and support people in need of help.

**Assistant Chief Constable Sean O’Callaghan, British Transport Police, said:**“Our number one priority at BTP is to protect vulnerable people from harm, and with just a few words you can help us. From experience, we know that making small talk at the right time can really be enough to save someone’s life, but if you don’t feel comfortable or safe to intervene, please tell a member of rail staff or a police officer. You can text British Transport Police on 61016 or call 999.”

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:**

Mortar Research conducted the research via an online omnibus poll of 2085 respondents in February 2025.

**Notes to Editors**

* The *Small Talk Saves Lives* campaign film shows the difference people could make if starting a simple conversation if they think someone doesn't look OK and is struggling to cope at railway stations or other public places. 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 31,000 rail staff and British Transport Police in suicide prevention, enabling them to identify and support people in need of help. 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 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)