

Release the pressure:

Targeted intervention to reduce suicide in men



Why did we take action?



High suicide rates in middle-aged men



Address life problems (e.g. divorce, money issues)



Increase awareness of 24/7 support-line



Increase willingness to use helpline

What did we do?



Awareness campaign: TV, radio, pubs, service stations

Mental Health Matters provide:



Helpline with trained counsellors



Webchat

Shout provide:



Crisis text service

What has the impact been?

2018/2020



49,000+ calls answered



1,500+ webchats



45,000+ website visits

Kent and Medway STP