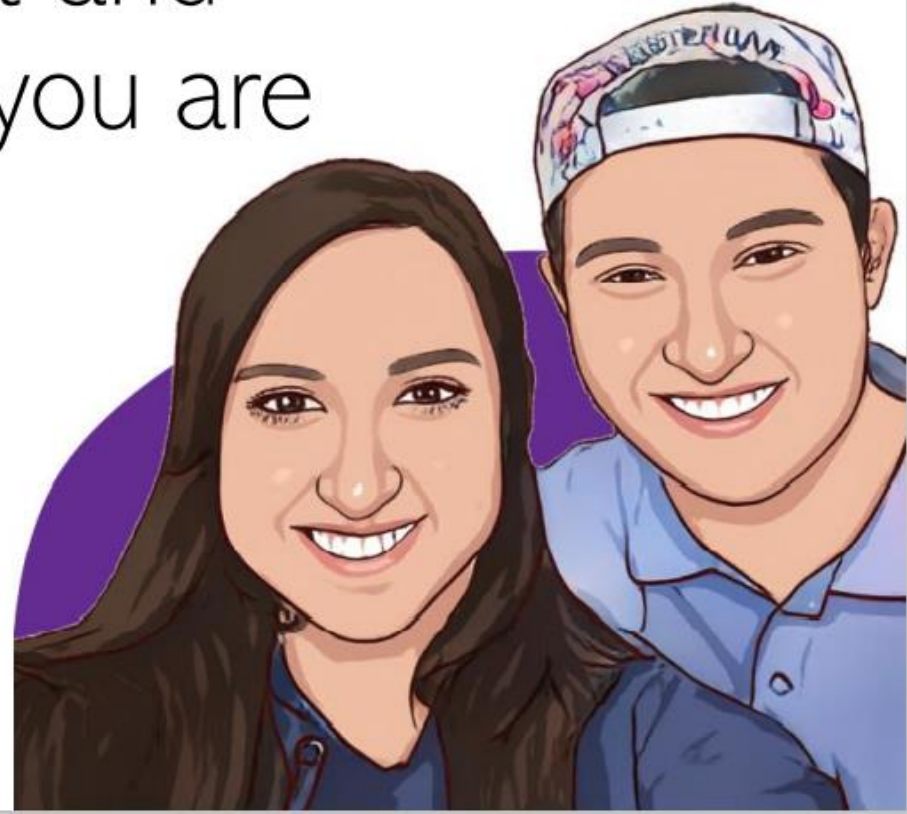




R;pple[®]

The Toolkit

We provide you with a voice,
choice, empowerment and
control at a time when you are
most vulnerable.



The Why

I lost my only sibling, my brother Josh, on 25th November 2020 to suicide at 21 years old.

Josh had been researching techniques to take his own life via harmful internet searches. The content available online following a search of this nature currently provides mental health support in one format; a helpline.

To ensure more help and support is given to individuals searching for harmful content online, I set up R;pplle Suicide Prevention.

Alice Hendy



R;pplle

Alice Hendy
CEO & Founder at R;pplle Suicide Prevention
Registered Charity Number: 1194331

 R;pplle®

The What

R;pplle is an online interceptive tool designed to ensure more help and support is provided to individuals who are conducting searches relating to self-harm or suicide.

R;pplle provides an immediate, vibrant display on a user's device once they have been flagged as searching for online content relating to self-harm or suicide, and consists of a message of hope as well as a selection of mental health resources in a range of different communicative options (call, text, webchat) from free, established and 24/7 charity services.

Through R;pplle, an individual feeling despair and researching harmful content will be urged to instead seek mental health support they deserve and need in a way that works best for them.

The How

The aim is for R;pplle to be reactive as opposed to pro-active. As a result, a phased approach to roll out R;pplle across a wide range of platforms and infrastructures is present. The R;pplle tool will be available in the following stages:

- A Browser Extension
- Wi-Fi Integration
- Internet Service Provider offerings
- Forceful manufacturer download



Searches for suicide methods
have increased by **50%** in the
last 2 years (Semrush, 2021)



Searches for suicidal thoughts
have increased by **23%** in the
last 2 years (Semrush, 2021)



Searches for suicide hotlines
have increased by **125%** since
January 2019 (Semrush, 2021)





Mission Statement

“ To intercept harmful content relating to self-harm and/or suicide through innovative technology to redirect users to mental health support if they are struggling to cope or in need immediate help. ”

Vision Statement

“ To ensure all users searching for harmful content online are presented with an opportunity of hope that things can and will get better. ”

“I too lost my brother to suicide. The internet has been a tool to give those in crisis the resources to carry out their wishes. If only the R;pple tool had been around for our lost loved ones.”



Our Tool – how it works

1

A harmful search is conducted online relating to the topic of self-harm or suicide.

2

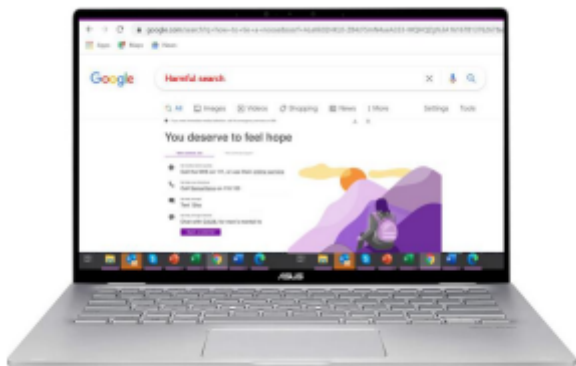
R;pple is triggered and intercepts the harmful search, displaying a short breathing exercise.

3

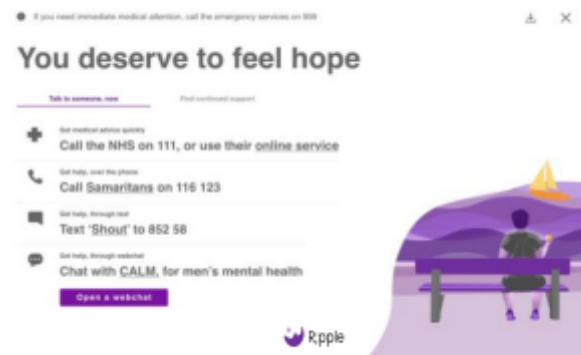
R;pple provides a message of hope and a selection of immediate mental health resources to choose from.

4

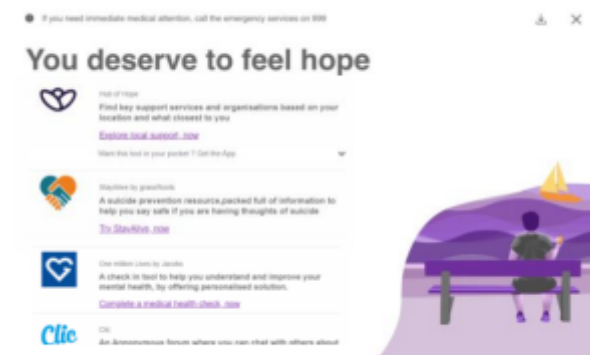
R;pple also provides a 'Find continued support' tab to provide resources available to manage your mental health on an ongoing basis.



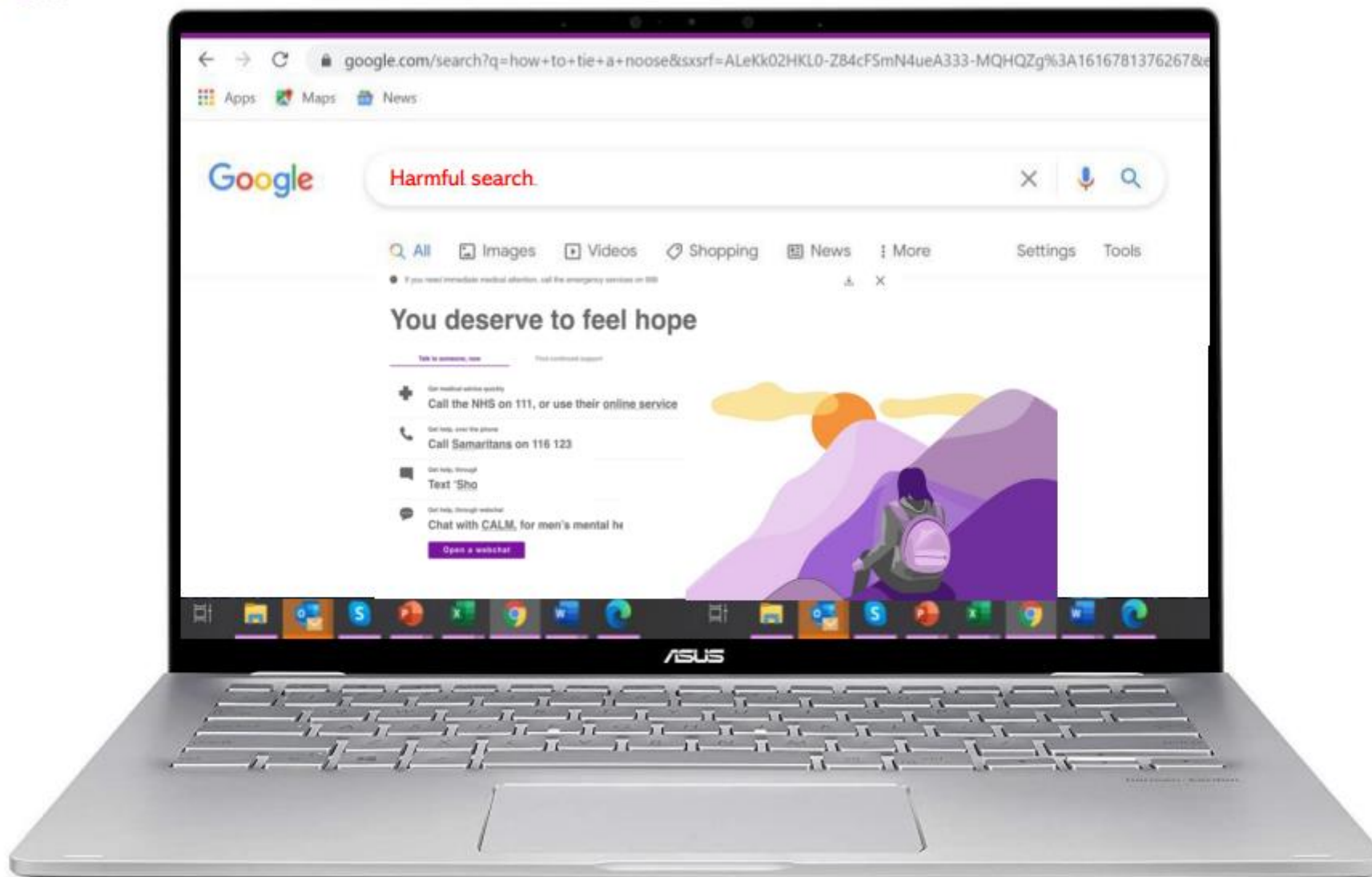
R;pple



R;pple



Our Tool



“As a mother of someone who has been at that point in their life, I can’t thank you enough for the work you are doing and the lives that have changed because of it. Knowing there is a tool like this out there so no one gets a call to give them the worst news of their lives is amazing, and I am in awe.”



What we can provide

There's a **gap in the landscape** and we're uniquely placed to fill it.

Our innovative and interceptive R;pple tool presents **great benefit** to those with mental health struggles at a time when they are most vulnerable. While other mental health charities offer similar services to a degree, none present the choice of support options or message of hope that R;pple does.

Social is the **right place** for us to be and the **audience is there**

Given the nature of the online support we are offering, a **presence on social media is a must.**

It's the place our audience expect us to be spoken to and provides us with an obvious platform to communicate. We will continually optimise content to improve and introduce Test & Learn tactics to ensure our tool remains fresh and relevant.

We're set up to provide you with meaningful data and analytics.

To achieve our goal of reducing suicide and ensuring more people secure mental health support, we track:

- the number of individuals who have searched for harmful content online
- The number of individuals who have clicked on one of R;pple's mental health support options

Our messaging will be **focused and consistent**

We work collaboratively with lived experience panels, clinicians, mental health professionals and charities within the sector to ensure our messaging, content and approach is the right one to take to maximise the number of people who reach out for mental health support following a harmful online search.

We are **GDPR compliant** and **privacy minded**

With more rigorous regulatory obligations to abide by, R;pple does not capture any personally identifiable information, or 'track' people. Privacy remains at the heart of what we do.

Providing hope to those who need it the most





Who is R;pple aimed towards?

Overarching purpose

Preventing self-harm and suicide through intuitive technology

Audience segments

Parents

Education Sector
(Schools, Colleges, Universities)

Businesses
(Colleagues)

Internet Service Providers
(Customers)

Education Sector
(Teachers)

Content pillars and objectives

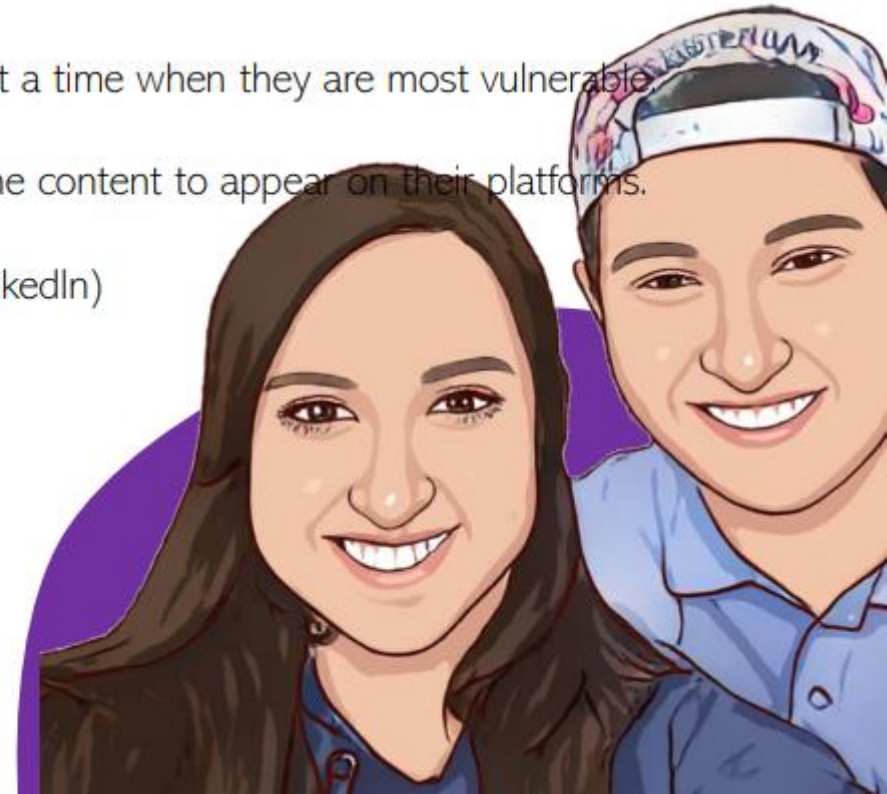
Intercepting users conducting harmful online searches

Promoting the variety of mental health resources available

Providing hope that things can and will get better

Our Objectives

- ✓ Reduce the number of individuals who self-harm or go onto end their own life
- ✓ Maximise the number of educational sector organisations, businesses and parents who pro-actively install the R;pple tool on their laptop/desktop.
- ✓ To expand R;pple to be compatible with mobile and tablet devices
- ✓ To expand R;pple globally by creating country specific versions of R;pple
- ✓ Maximise the number of people who utilise free, 24/7 mental health support services at a time when they are most vulnerable
- ✓ To hold tech giants and social media companies to account when allowing harmful online content to appear on their platforms.
- ✓ Maximise the engagement of R;pple on Social Media (Facebook, Twitter, Instagram, LinkedIn)
- ✓ Raise awareness of mental health support services
- ✓ Reduce stigma surrounding the topic of mental health



Our Phased Rollout

Phase 1

Extension Product

R;pple is available to be downloaded as an 'Extension Product' from all search engines.

R;pple is available to be downloaded as an 'Extension Product' on an ad-hoc basis or on a mass scale.

Audience

- Individual users
- Businesses (Lookers, Bardsays, EY)
- Education Sector (schools, colleges, universities)

Barriers

- 'Extension Product' only available on laptop or desktop devices
- Involves having to pro-actively install the tool.

Phase 2

Wi-Fi Network Integration

R;pple is available to be integrated within a Wi-Fi network, enabling R;pple to be presented to users conducting harmful searches whilst using the Wi-Fi network.

Audience

- Services (NHS, Network Rail)
- Businesses (Bardsays, Costa, Starbucks)
- Education Sector (schools, colleges, universities)

Barriers

- XXX

Phase 3

Parental Control Offering

R;pple is available to be integrated within internet Service Providers (ISPs) as a Parental Control Offering as an 'overlay interruption'. R;pple would become a function with the internet service provider to protect users when conducting harmful online searches.

Audience

- ISPs (BT, Plusnet, EE, O2)

Barriers

- Legal guidelines and obligations
- ISP integration

Phase 4

Mobile Device Offering

R;pple is available to be downloaded via Google Play and App Store to be integrated into the users mobile device. R;pple is automatically installed on a users device by the ISP (e.g. Vodafone, O2, Three, Giff Gaff, EE)

Audience

- ISPs (BT, EE, O2)

Barriers

- Legal guidelines and obligations
- ISP buy-in

Key points

- ✓ One in five people have accessed sites which provide information on how to hurt or kill themselves.
- ✓ R;pple is a tool that flags mental health services available for those that are searching for self-harm and suicide methods online. It's a simple to use extension (also known as a 'Plug-in' or 'Add-on') that does not collect data, therefore is completely private and secure.
- ✓ In a visual page display, the tool shows the various mental health resources and services available. This means users have the option to seek support in a format comfortable to them. This could be through a phone call, webchat or text message service for example
- ✓ Research has found that not everyone is comfortable speaking over the phone and that visual prompts can help those in a crisis
- ✓ R;pple's software aims to encourage susceptible users to seek mental health support, in whatever format works for them.
- ✓ Annually, for each death by suicide, 6.9 million people are personally affected. R;pple is offering a platform in which will not only help the individual but will prevent the ripple impact on all people close by.
- ✓ R;pple is free to download for schools, colleges, universities, parents and charities.
- ✓ R;pple is available to be downloaded on laptops and desktops only (Phase 1)
- ✓ R;pple is available to be downloaded from September 10th on **Google Chrome & Microsoft Edge** with Safari, Mozilla Firefox and Opera following on soon after.

Important Notes

- ⚠ Extensions are by default not activated in private/incognito mode. This needs an additional step
- ⚠ You can't download R;pple on your mobile device (yet!)



How to Download R;pple on your Browser*

Launching Q3 2021



Open **Chrome Web Store**.
Search 'Ripple tool'
Select 'Add to Chrome'.
Select 'Add extension'.



Select 'Settings'
Select 'more'
Select 'Extensions'
Select 'Get extensions for Microsoft Edge'
Search 'Ripple tool'
Select 'Get'
Select 'Add extension'



Select 'menu button'
Select 'Add-ons' and
Search 'Ripple tool'
Select '+ Add to Firefox'



Select 'Safari'
Select 'Safari Extensions'
Search 'Ripple tool'
Select 'Get'
Select 'Install'
Select 'Open' and follow the onscreen instructions.



*and of course, it can be removed if you want to

Deployment

Method 1 (Preferable)

Add the browser extensions for *all* supported browsers through GPO

Method 2 (for smaller organisations)

Visit the Chrome Web Store or the Edge Add-ons store, search "Ripple Tool" and Add the extension Manually

Method 3

Use the browser management component of Google Workspace to add one or more extensions for all signed in users

Method 4

Use Microsoft Intune to manage the extensions installed on Edge

Technical Support

Deployment Support is available for all organisations who want to roll out R;pple in the following way:

1. Consultation
2. Planning
3. Small Scale Deployment / Test User group
4. Testing
5. Full Deployment
6. Final Testing

Support is operated By Blue Tea Agile Software, London (www.tea.blue) and tickets can be opened for all questions by emailing support@tea.blue



&



Subscription Pricing Model

Non for Profits, Charitable Organisations, Educational Establishments

FREE - No Charge

Unlimited users

If you are one of the following organisations, you can download R;pple free of charge to safeguard your people from harmful online searches relating to self-harm and suicide:

- Schools (all varieties)
- Colleges and Sixth Forms (all varieties)
- Universities (all varieties)
- Social groups
- Non for Profit organisations
- Charitable Organisations



Pricing Model

Ripple Subscription Options

Micro

For start ups and small sized businesses with up to 249 employees

Up to 249 users - download Ripple for an up to 249 number of employees, customers, clients.

Ripple provides mental health intervention following a harmful online search and ensures your people are encouraged to seek mental health support at a time of crisis.

£249 per calendar month

Business

For small to medium sized businesses with between 250 – 4,999 employees

Up to 4,999 users - download Ripple for up to 4,999 number of employees, customers, clients.

Ripple provides mental health intervention following a harmful online search and ensures your people are encouraged to seek mental health support at a time of crisis.

£599 per calendar month

Corporate

For corporate organisations with over 5,000 employees

Unlimited users - download Ripple for an unlimited number of employees, customers, clients.

Ripple provides mental health intervention following a harmful online search and ensures your people are encouraged to seek mental health support at a time of crisis.

£1,499 per calendar month

Bespoke

Ripple are willing and happy to have a conversation with you and your organisation to discuss a **bespoke** rate to ensure you are placing an additional layer of online safety between your people and harmful online content relating to self-harm and suicide.

A **bespoke** rate is also available for those wishing to tailor the content and options that appear on the Ripple tool.

The following considerations will be made:

- Number of users
- Income of organisation
- Corporate Social Responsibility (CSR) commitment

Sponsorship Options

Splash Sponsorship	Ripple Sponsorship	Wave Sponsorship
Benefits	Benefits	Benefits
<ul style="list-style-type: none"> • Listed as a Splash Sponsor on R;pple's Website Homepage • 1 x 'Making Waves with R;pple' – Wellness and Wellbeing Event for your colleagues, clients and customers per year. 	<ul style="list-style-type: none"> • Your company logo listed as a Ripple Sponsor on R;pple's Website Homepage • Your company logo listed on all R;pple materials. • 2 x 'Making Waves with R;pple' – Wellness and Wellbeing Event for your colleagues, clients and customers per year. • Press availabilities 	<ul style="list-style-type: none"> • Your company logo listed as a Wave Sponsor on R;pple's Website Homepage • Your company logo listed on all R;pple materials. • 3 x 'Making Waves with R;pple' - Wellness and Wellbeing Events for your colleagues, clients and customers per year. • Invitations to all R;pple events • Event and pre-event naming opportunities • Inclusion in press releases & press availabilities • Signage at events
Cost	Cost	Cost
£5,000 per year	£15,000 per year	£25,000 per year

Why Sponsor R;pple?

Mental Health Figures

Male suicide is at its **highest rate in 20 years** in 2020 (ONS)

26.8% of people aged 16-24 report having had suicidal thoughts in their lifetime, a higher percentage than any other age group (MHFA)

Every 90 minutes in the UK, a life is lost to suicide (The Sun)

Harmful internet use was found in **26% of deaths** in under 20s (Samaritans)

Three quarters of young people under the age of 35 took their own lives in 2018 were **boys or young men**. (Papyrus)

Promote a Positive Brand

Your brand is your company's identity in the marketplace. It's what you're known for and how your customers perceive your company.

It goes without saying that every company strives to maintain a positive brand image, respected identity and favourable public opinion — whether the brand is local, national or global.

Show, publicly, your commitment to improving the mental health of your colleagues, customers and clients by partnering with R;pple.

Reach a wider demographic

By supporting a mental health charity, you are opening doors to many other businesses, educational establishments and charities who also care about mental health.

Introductions and collaborations can be made from both sides.

Reach more people and collaborate openly about your organisation's mission in smashing the stigma surrounding mental health and adding an additional layer of protection to your colleagues, customers and clients through R;pple.

Brand differentiation

Sponsoring a charity has the potential to differentiate their brand against other competitors who don't support charities. Strengthening your business image is one of the most valuable benefits of event sponsorship.

Customers love brands that care about spreading positive messages and helping the community. Linking your business to a worthy cause can draw lasting support and media attention.

Corporate Social Responsibility

Highlighting corporate social responsibility: supporting a charity enhances a company's credibility in a way that can spread a positive attitude amongst their audience and help them reach a new market.

Our Team – Voluntary Support



Josh Hendy
The Inspiration



Alice Hendy
The Founder & CEO



David Savage
The Chief Technology Officer



Craig Butler
The Online Safety Lead



Eilidh Gibson
The UX Designer



Hollie Williams
The Social Media Lead



Tom Kingston
The Data Privacy Officer



Sheeraz Gulsher
The PR & Media Lead



Rebecca Read
The Financial Advisor



Stephen Goodings
The Cyber Security Lead



Joanna Hughes
The Illustrator



Taisuke Yamamoto
The Japan Engagement Lead



Peter Argus
The Australian Engagement Lead



Matthew Steans
The Data Scientist

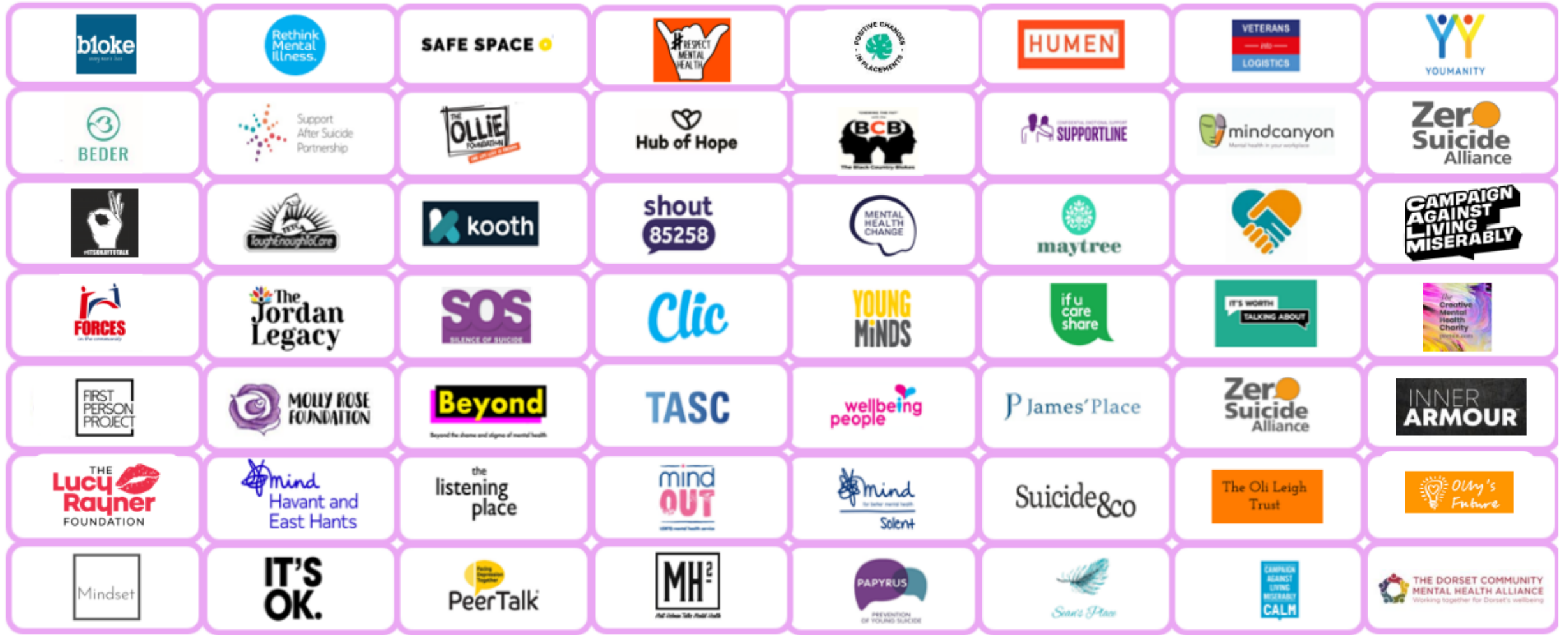


Richard Howarth
The Web Developer



Nelson Ody
The Tech Advisor

The Charities backing R;pple



The Businesses Engaged



The Football Clubs Engaged



The Education Sector



The Media Coverage



What next?

Browser Deployment

Ensuring R;pple is available on Safari, Mozilla Firefox and Opera browsers.

R;pple is currently deployed on Google Chrome and Microsoft Edge.

Mobile Devices

Ensuring R;pple is compatible with mobile and tablet devices.

Create a Global Presence

Ensuring specific versions of R;pple are provided in countries around the world. Focus will be placed on English speaking countries in the first instance, to include:

- Ireland
- Australia
- New Zealand
- USA
- Canada

Other Focus Areas

- Consider trends in suicide data – e.g. political, economic, social, technical, legal, environment (PESTLE) geography, age, sexuality.
- Incorporate R;pple into anti-virus software. E.g. F-Secure, Norton.
- Incorporate R;pple with shopping centre Wi-Fi
- Lobby the government and big tech companies to ensure better processes, screenings and controls are in place to ensure harmful content isn't uploaded in the first place and is taken down immediately when identified.



Contact Us



www.ripplesuicideprevention.com



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@Ripplesuicideprevention



@Ripplesuicideprevention



@Ripplesuicideprevention



@Rippletools



