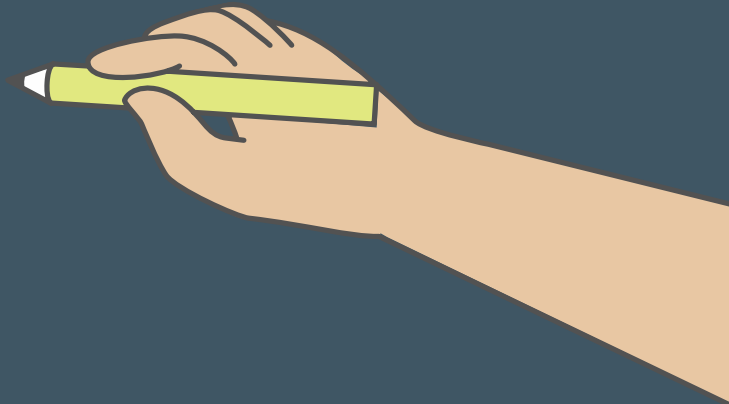
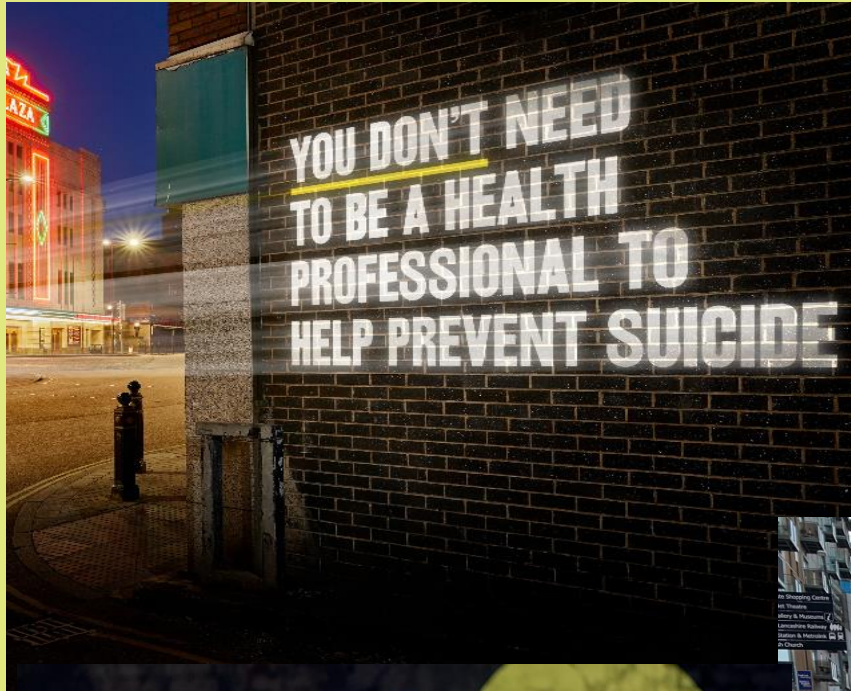


SHINING A LIGHT ON SUICIDE CAMPAIGN





SUICIDE PREVENTION IS EVERYONE'S BUSINESS



LMA PARTNERSHIP- PHASE 1



COVERAGE OF PHASE 1

The Times: Sir Alex Ferguson joins campaign to break taboo on suicide

Daily Mirror: Mark Hughes explains football's role in raising awareness of suicide in young men

Sky Sports: Mayor of Greater Manchester Andy Burnham and LMA member Mark Hughes launch suicide awareness partnership

Sky News: 'Talking could help save a life': Football managers back Shining A Light On Suicide campaign

BBC Sport: Mark Hughes: Ex-Manchester City boss calls for greater suicide awareness

Mail Online: Former Man City boss Hughes calls for more suicide awareness

Eurosport: Former Manchester City manager Mark Hughes has called for more mental health support for younger football players

BT Sport (via PA): Mark Hughes: Mental health support key in dealing with football's highs and lows

Reuters: Former Man City boss Hughes calls for more suicide awareness

ITV News: Campaign launched to prevent suicides supported by footballing greats like Sir Alex Ferguson

Manchester Evening News: Andy Burnham teams up with two Manchester football legends to raise awareness of suicide and help prevent deaths

About Manchester: Andy Burnham and Mark Hughes launch Shine a Light on Suicide campaign

<https://news.sky.com/story/talking-could-help-save-a-life-football-managers-back-campaign-to-tackle-suicide-12246975>

IMPACT DURING THE PERIOD 15 – 22 MARCH 2021

- Page views: 5,109 (up 1,806% year on year) –
 - Included 789 on the Learn to Save a Life ZSA page
(For context, since the website relaunch in the November, we'd been averaging around 3,750 page views a month)
- Sessions: 2,800 (up 2,645% year on year)
 - Nov-Feb monthly average approx. 2,400
- Users: 2,384 (up 453% year on year)
 - Nov-Feb monthly average approx. 1,853
- New users: 707 (up 7,755% year on year)

AWARD WINNING

CIPR

(Chartered Institute of Public
Relations)

PRide Award

for a

Health Care Campaign



RICHARD MANN- LMA CHIEF EXECUTIVE

“We are really honoured, in partnership with the Mayor of Greater Manchester Andy Burnham, to support such an important and impactful initiative.

Phase one which took place in 2021 and was really successful with 25 managers, who had managed or played for clubs in Greater Manchester.”



FOLLOWING PHASE 1 LAUNCH:

- Number accessing the Zero Suicide Alliance online training via our website increased by approximately 485% in a week.
- We had 1,456 page views of the SALOS website in one day.

“So it was really important this time around that we helped promote the Zero Suicide Alliance training course on a national basis with the support of LMA members from across the professional leagues and LMA President Gareth Southgate.”

(Richard Mann)

LMA PARTNERSHIP – PHASE 2

To kick-start the national rollout of this ground-breaking partnership, a new film was created featuring Gareth Southgate, Andy Burnham, all 20 Premier League Managers and managers from across the EFL and WSL. The film aims to use the managers' influence and reach, to raise awareness of the free online Zero Suicide Alliance training, which nearly two million people across the country have taken so far.

<https://vimeo.com/703691828/b1d3a338c7>

GARETH SOUTHGATE ENGLAND MANAGER & LMA PRESIDENT

“It was educational for me watching and going through the Zero Suicide Alliance course....I would definitely recommend that everybody takes the 20 minute Zero Suicide Alliance online course. It’s changed how I thought about providing support, it’s changed the type of language I might use and it’s probably made me think about being more direct with people.”

RESULTS SO FAR

Between 28th April - 4th May:

Views of film on LMA Instagram account - 36,207

SALOS website stats:

- 15,684 total unique website views (this was compared to 505 website views the week before)
- 6,392 unique page views on the Learn to Save a Life ZSA Training page (This was compared to 81 page views the week before)

ZERO SUICIDE ALLIANCE TRAINING

2 million

have now completed
training

Any Questions?

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