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:**
  - 24/7 Helpline with trained counsellors
- **Shout provide:**
  - Webchat
- **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