



Better off with **you.**

A suicide prevention initiative

Stakeholder Pack

Northern Beaches
Sydney NSW

Information and resources for locals and organisations
to support the Better Off With You campaign.

Watch stories and find support at betteroffwithyou.org.au



About the campaign

Better Off With You is a targeted suicide prevention campaign pilot running on the Northern Beaches for 6 weeks, from **Monday 20 January until Friday 28 February 2020**.

The pilot is delivered by SANE Australia in partnership with Sydney North Primary Health Network (PHN), supported by funding from the Australian Government Department of Health.

The Northern Beaches in Sydney is one of two communities chosen for the targeted pilot campaign. The other is the Mackay, Whitsunday and Isaac region in Northern Queensland.

The Northern Beaches campaign features three real stories told by local people with experience of suicidal thoughts and attempts.

Better Off With You aims to speak directly to people feeling suicidal, and seeks to challenge the perception that they are a burden on their family, friends and other people.

The campaign will be promoted across social media, radio, print media, outdoor advertising and TV.

The campaign website [**betteroffwithyou.org.au**](https://betteroffwithyou.org.au) houses the video stories, support information, a listing of national and local services and an online moderated forum where people can discuss the campaign and share their experiences.

The pilot initiative was developed in consultation with local groups and those with lived experience, and includes a research component to ensure the campaign's safety, measure impact and to inform future national suicide prevention activities.

Further information can be found at:
[**betteroffwithyou.org.au/about-the-initiative**](https://betteroffwithyou.org.au/about-the-initiative)

Enquiries can be directed to [**bowy@sane.org**](mailto:bowy@sane.org)

“Looking back, I wasn’t the burden I thought I was. People do want to support you, even though it may not feel like it.”

– John



About this stakeholder pack

“I think it’s so important that we start being open and honest about this stuff because that can change things for somebody. Just having someone go: ‘I’ve been there and I get it.’”

– Phoebe

Suicide touches our lives in so many different ways. Everyone can play an important part in preventing suicide in their community.

Burden is an aspect of suicidal thinking which is not often discussed. When people feel like a burden – on their families or friends – they can begin to wonder if their loved ones would be better off without them.

Better Off With You shares stories of people whose suicidal thoughts and actions relate to feeling like a burden on the people in their lives, and how they came to see things differently.

The campaign seeks to provide hope. We are sending a message to those contemplating suicide: you’re not alone, you can get through this, there is

support available and ultimately, the people in your life are better off with you.

This stakeholder pack provides the tools you need to share the campaign through your local networks. Unless they share their struggles, we may never know how someone might be feeling.

By sharing these campaign stories and messages, you could reach someone having thoughts about ending their life and help them find the support they need.



How to promote Better Off With You

“There’s always that feeling that you’re not alone when you open up to someone, and there was a massive weight lifted off my shoulders in the end.”

– Mark

The best way to support Better Off With You is by sharing the campaign on social media. When you share the videos or the social media tiles included in this pack, your support could help someone feeling suicidal to find the help they need. This pack also provides guidance on sharing the campaign materials in your workplace and community.

Sharing on social media

Whether it’s your **organisation’s page**, a **community page** or your **personal page**, sharing these stories on social media is an excellent way to show your support. The videos are a high quality content source, directly relevant to people in your region, and share an important message.

You can share links to the stories directly on our website. Or, use the social media tiles in the following pages. Remember to include the URL BetterOffWithYou.org.au and use the hashtags **#BetterOffWithYou** **#BOWY**.



#BetterOffWithYou
#BOWY

Stories from the Northern Beaches

Meet John, Phoebe and Mark, who are sharing their experiences of suicidal thinking and how they came to see life differently. These stories show people who might be feeling this way that they aren't alone, and provide hope that there is a way through.

You can share direct links to their full video stories on our website. Or you can download the shorter 30 second video story files to upload to your own platforms to share on social media.



John's story:

There were people who loved me

Direct link:
betteroffwithyou.org.au/johns-story



Phoebe's story:

People do want to help

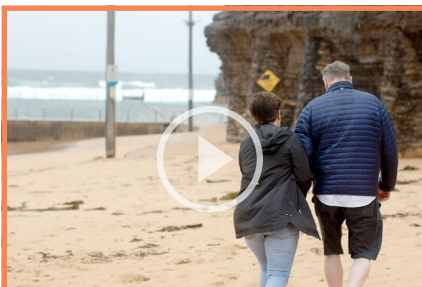
Direct link:
betteroffwithyou.org.au/phoebes-story



Mark's story:

Your worries aren't a burden

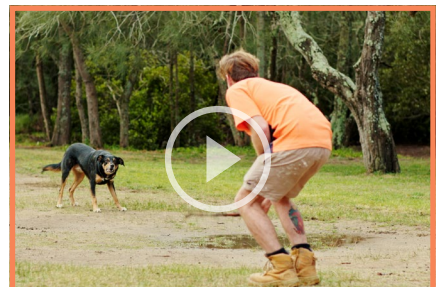
Direct link:
betteroffwithyou.org.au/marks-story



↓ Download the video



↓ Download the video



↓ Download the video

Social media tiles to share

Share these social media tiles on Facebook, Twitter, Instagram or LinkedIn. Suggested captions to accompany them are provided on page 8.

Tiles for posts

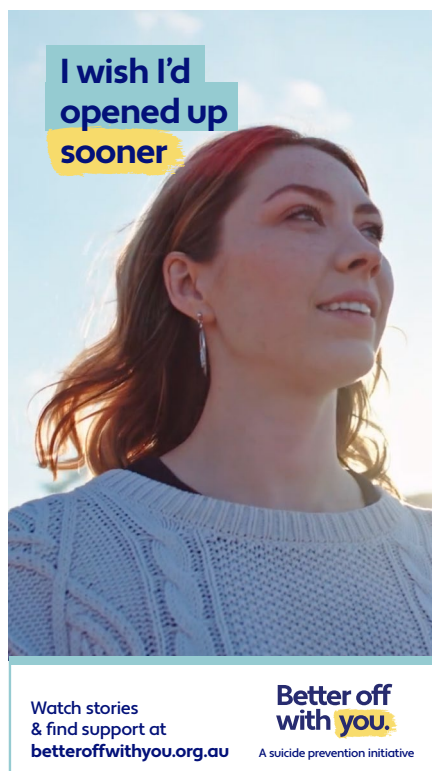
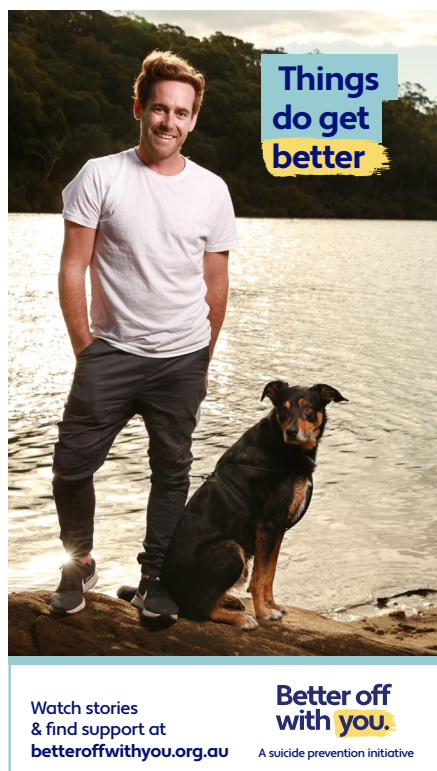


↓ See the full range and download files

Social media tiles to share

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Tiles for stories



↓ See the full range and download files

Social media tiles to share

Here are some suggested captions for when you are sharing Better Off With You branded tiles on social media.

Suggested caption 1:

If you feel like a burden, it can feel like your loved ones would be better off without you. It's not true. Discover local stories of people who have experienced suicidal thinking, and now see things differently.

Visit betteroffwithyou.org.au

Suggested caption 2:

If you feel like a burden on others, you're not alone. Feeling like a burden is an aspect of suicidal thinking not often discussed. Discover local stories of people who have been there and now see things differently.

Visit betteroffwithyou.org.au

Suggested caption 3:

When you feel like a burden, you can lose sight of the value you bring to other people. Meet locals who have thought about ending their lives, and learn how they found a way through.

Visit betteroffwithyou.org.au



Sharing in your workplace and community

Campaign videos and messages can be shared through workplaces and in your community.

There is information about how to talk about suicide in a safe way on our website.

This includes a factsheet on holding group discussions about suicide prevention and the Mindframe guidelines for communicating about suicide safely.

We recommend a health professional attend group discussions or events to provide support to anyone experiencing distress. We also recommend you promote crisis and local support services (see page 10).

Upon request, links to video files of the full stories can be provided to organisations for training and awareness activities. Please email [**bowy@sane.org**](mailto:bowy@sane.org)

Media Enquiries

SANE Australia is managing all media enquiries in relation to the campaign to ensure safe and appropriate reporting. Please direct any media enquires to the SANE Media Centre via email [**media@sane.org**](mailto:media@sane.org) or via mobile numbers [**here**](#).



Crisis numbers and local support services

“Things can get better. You’ve got to look after yourself, you’ve got to reach out for help, and there’s more and more help.”

– John

Sharing the campaign may mean that members in your community or local network reach out to you for information about where to find support. We recommend you direct them to these local and national support service pathways:

If the person, or someone they know, is at immediate risk, encourage them to call 000 or visit their closest emergency department:

Northern Beaches Hospital
105 Frenchs Forest Road (West)
Frenchs Forest NSW 2086

You can also encourage them to get in touch with Lifeline by calling **13 11 14**, the Suicide Callback Service on **1300 659 467**, or talk to a trusted family member, friend or health professional.

The Better Off With You website also includes a listing of local suicide prevention services and supports on the Northern Beaches.

 **Find local support**

betteroffwithyou.org.au/northern-beaches-support-services

For more support information, visit our website **betteroffwithyou.org.au/support-information**