

CAMPAIGN

YOUNG PEOPLE: SUICIDE PREVENTION

You do not need to struggle alone, help and support is available right now if you need it.



We identified during the Covid-19 pandemic that young people are an audience we need to target.

Mental health and incidence of suicide have been reported amongst young people so a social media campaign around suicide prevention targeted at young people was developed. Messages focused on promoting crisis support, general help and positive messages about looking after yourself/someone else.

Concern was raised that frequently used advertising channels like Facebook would not reach the right audience or be as impactful as young people are less likely to use this channel. Therefore, a paid advertising campaign was created using new channels including Snapchat, Spotify and Instagram.

CAMPAIGN ARTICLE



Home > Latest news > Council reminds people that it is okay not to feel okay and help is at hand

Council reminds people that it is okay not to feel okay and help is at hand

Mental health challenges have been increasing for all of us during the pandemic. Warwickshire County Council would like to remind people that they do not need to struggle alone, help and support is...

Share on



Mental health challenges have been increasing for all of us during the pandemic. Warwickshire County Council would like to remind people that they do not need to struggle alone, help and support is always available.

It might feel like things are changing outside of our control and there are a lot of unknowns about the immediate and long-term future. It's natural that this uncertainty and change will affect people's mental wellbeing. Whatever you're struggling with, support is available.

Offering mental health support to anyone aged 16+, the CW Mind Warwickshire Safe Haven is open between 6pm - 11pm to provide reassuring support to those finding life difficult. Call 02477 714554, text 07970 042270 or email safehaven@cwmind.org.uk.

[Read the full article here.](#)

SIGNPOSTING

The following WCC URL was signposted to, alongside links to national and local services:

<https://www.warwickshire.gov.uk/mentalhealth>

1,275 views

Webpage views between 25 June - 24 July

+30%

Increase in webpage visits compared to the previous month.

OBJECTIVES

- to raise awareness of the mental health/suicide prevention support available to young people during covid-19
- to raise awareness of the RISE crisis hotline/stay alive app
- to target parents/friends who may be worried about someone – make sure people are aware of the services and support available
- to encourage young people to share messages of support and solidarity.

WARWICKSHIRE YOUTH

Videos were created and shared by the Youth Council and Stratford Youth Forum to raise awareness about the support available for young people and to tell other young people that it's okay not to feel okay.

The videos can viewed below:

[Youth Council video](#)

[Stratford Youth Forum video](#)

300+ organic views



CAMPAIGN

YOUNG PEOPLE: SUICIDE PREVENTION

SOCIAL MEDIA (PAID CAMPAIGN)

To reach young people, and to raise awareness of the mental health/suicide prevention support available to young people during Covid-19, we explored different social media channels that the council had not used in the past, including Snapchat and Spotify.

In response, created were two animations, one targeted at girls another to boys, which signposted young people to the 24/7 RISE crisis hotline, Stay alive app and emergency numbers. For Spotify, an ad was created using similar wording to the animations and the same signposting.

£3000

TOTAL BUDGET

 **SPOTIFY** [Listen to the ad here](#)

Support is available right now if you need it.

Always remember that everyone falls, but we help each other to get up.



11.1k 370 144.9k

REACH CLICKS TOTAL ADS SERVED

SNAPCHAT



334.7k

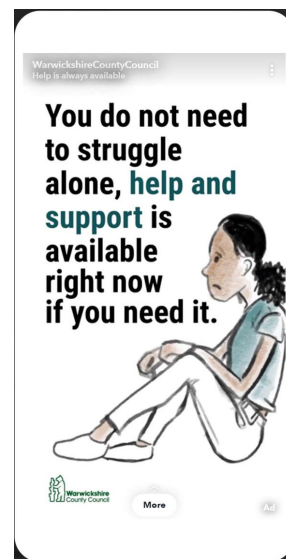
TOTAL IMPRESSIONS

3k+

TOTAL SWIPE UPS

Impressions are the number of times the content is displayed, no matter if it was clicked or not

Swipe ups are how many people viewed the link..



 **Warwickshire County Council** Sponsored

It's okay not to feel okay, and support is available if you need it. Always remember that everyone falls, but we help each other to get up.

or
0300 200 0011
overnight



CWRISE.COM
Get help now

LEARN MORE

 Ricci Bonito and 2 others

 Like  Comment  Share

FACEBOOK AND INSTAGRAM

153.6k 742.2k 310

REACH IMPRESSIONS CLICKS

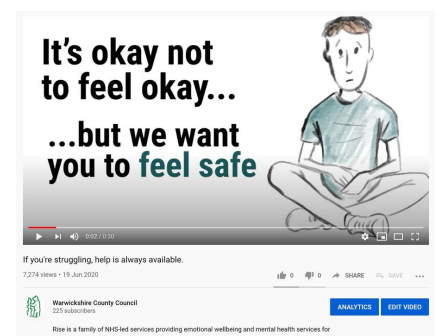
Reach is the total number of people who see the content. Impressions are the number of times the content is displayed, no matter if it was clicked or not.



YOUTUBE

11.6k

VIEWS



It's okay not to feel okay...
...but we want you to feel safe

Warwickshire County Council
229 subscribers

Rise is a family of NHS-led services providing emotional wellbeing and mental health services for children and young people in Coventry and Warwickshire.