

## #ItsEveryonesJob

Thank you in advance for your interest in supporting  
Fife's Workforce Mental Wellbeing & Suicide Prevention 2021 campaign.

The Workforce Mental Wellbeing & Suicide Prevention Campaign has been designed collaboratively by the Workplace Team and the Health Promotion Officer – Suicide Prevention, at Health Promotion Service, Fife Health & Social Care Partnership.

Workplace Team have been supported in the campaign development by organisations such as Samaritans, NHS Fife, Fife Council and Fife Voluntary Action and our campaign messages have been designed with the help of a group of Fife Workplaces.

### This year's campaign features:

- Digital Toolkit
- Social Media Toolkit
- Web Based Information
- Traumatic Incident Framework

### Social Media Toolkit Contents

- Campaign Aims & Objectives
- Supporting Fife's Suicide Prevention 2021 Campaign through Social Media: How you can use this toolkit
- Background Information
- Local Campaign Resources/Signposting
- National Supporting Resources/Signposting
- Helpful Contacts
- Intended Social Media Script Schedule
- Additional Social Media Content
- Further Reading

### Campaign Aims & Objectives

2021's Fife Workforce Mental Wellbeing & Suicide Prevention Awareness campaign will take place from 6<sup>th</sup> September – 10<sup>th</sup> September and will focus on encouraging Fife Workplaces to realise that **#ItsEveryonesJob** to look out for each other's Mental Health & Wellbeing.

The ethos of our campaign is **#ItsEveryonesJob**.

We aim to encourage Employers & Workers in Fife to:

- Have healthy conversations around Mental Health
- Raise awareness of the range of support which is available, if required
- Encourage those in need of help to access it

## Supporting Fife's Workforce Mental Wellbeing & Suicide Prevention 2021 Campaign through Social Media:

### How you can use this toolkit:

#### Follow our Social Media Pages:

Twitter [@hwlfife](#) [@FifeHpservice](#)  
 LinkedIn [Workplace Team](#)  
 Facebook [Fife Health & Social Care Partnership](#)

Like/Share our published content.

Use our scripted content (in the Intended Social Media Script section) to publish your own posts.

#### Follow or use the Campaign Hashtag

**#ItsEveryonesJob**

Tag us (Facebook) [Fife Health & Social Care Partnership](#)

Use our handles (Twitter) [@hwlfife](#)  
[@FifeHpservice](#)

Scotland's national suicide prevention action plan "[Every Life Matters](#)" is working towards a vision where suicide is preventable in Scotland - where help and support is available to anyone contemplating suicide and, also for those who have sadly lost a loved one to suicide. Suicide affects every part of society and is everyone's business.

### Local Campaign Resources/Signposting

- **Workforce Mental Wellbeing & Suicide Prevention Digital Toolkit**
- **Workforce Mental Wellbeing & Suicide Prevention Web-Page**
- **Workforce Mental Wellbeing & Suicide Prevention Infomercial**
- **Traumatic Incident Framework**
- **[Suicide Prevention Video](#)** – Produced in 2020 in collaboration with representatives from Fife football clubs (Dunfermline Athletic, Raith Rovers, East Fife, Cowdenbeath, Kelty Hearts and Inverkeithing Hillfield Swifts) along with the Fife Flyers and well known local sporting figures (Caroline Weir and Jim Leishman) and Fife support services (Andy's Man Club, Penumbra, SAMs Cafe, Samaritans and CARF).
- **[Keeping Connected](#)**: This resource can be used by anyone to support another. It contains a directory of services available in Fife which offer help and support on a range of issues.
- **[Keeping Connected – Bereavement & Loss](#)**: This resource contains details on useful websites and services who can support people through bereavement.
- **[Keeping Connected – Young People](#)**: This resource provides a directory of services available in Fife which offer help and support specifically for young people on a range of issues.
- **[Suicide Prevention, NHS Fife website](#)**: Find out more about the continuous Suicide Prevention work happening here, in the Kingdom of Fife.

## National Supporting Resources/Signposting

The following NHS Education for Scotland (NES), short animations give information on Mental Health & Suicide Awareness and what to do if you are concerned about someone:

- [Ask, Tell – Look After Your Mental Health](#): This animation explores what mental health is and that we all have mental health. Factors that can affect our mental health are explored, including how we can promote good mental health and respond compassionately to people who may be experiencing mental distress.
- [Ask Tell – Save A Life, Every Life Matters](#): This animation explores the issue of suicide, including statistics and facts about suicide in Scotland. It helps you to understand the signs that people may be thinking about suicide, and how and when to provide immediate help and support.
- [Ask Tell – Have A Healthy Conversation](#): This animation gives practical tips about how and when to have compassionate conversations with people who may be feeling suicidal or experiencing mental distress. It highlights the range of communication skills that should be used including listening, questioning and responding skills. It also provides information on how to get immediate help and support.

## Helpful Contacts

[NHS Inform](#)

[Moodcafe Fife](#)

[Access Therapies Fife](#)

[Breathing Space](#) Tel: 0800 83 85 87  
(Open Mon to Thurs 6pm – 2am; Fri to Mon 6pm – 6am)

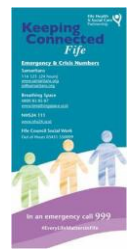
[Samaritans](#) Tel: 116 123 (24 hour support service)

[“Stay Alive”](#) is a Suicide Safety App which is available and free to download.

## Intended Social Media Script Schedule

Suicide prevention content will be shared daily through Facebook ([Fife Health & Social Care Partnership](#)) Twitter, ([@hwlfife](#) & [@FifeHpService](#)) and LinkedIn ([Fife Workplace Team](#)) Social Media platforms from 6<sup>th</sup> September to 10<sup>th</sup> September inclusively.

Here is our intended Social Media script:

Date/Account	Time	Content/Links	Images
<b>Monday 6<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• <a href="#">@hwlfife</a> Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• <a href="#">@FifeHpService</a> Twitter</li> <li>• FHSCP Facebook</li> </ul>	10am	<b>#ItsEveryonesJob</b> campaign aims to support Workforce Mental Health & Wellbeing. Why not view the campaign Digital Toolkit resource? <a href="http://www.nhsfife.org/workplace">www.nhsfife.org/workplace</a> <a href="#">@fifehscp</a> <a href="#">@nhsfife</a> <a href="#">@phfife</a>	
<b>Monday 6<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• <a href="#">@hwlfife</a> Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• <a href="#">@FifeHpService</a> Twitter</li> <li>• FHSCP Facebook</li> </ul>	3pm	<b>#ItsEveryonesJob</b> Keeping Connected Fife leaflet provides information from local/national services to help people access emotional & practical support, whilst keeping connected within their community. <a href="https://fife.link/kcadult">https://fife.link/kcadult</a> <a href="#">@fifehscp</a> <a href="#">@nhsfife</a> <a href="#">@phfife</a>	
<b>Tuesday 7<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• <a href="#">@hwlfife</a> Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• <a href="#">@FifeHpService</a> Twitter</li> </ul>	10am	<b>#ItsEveryonesJob</b> As part of our Workforce Mental Health & Suicide Prevention campaign, Workplace Team have developed web material to support your workforce: <a href="http://www.nhsfife.org/workplace">www.nhsfife.org/workplace</a> <a href="#">@fifehscp</a> <a href="#">@nhsfife</a> <a href="#">@phfife</a>	
<b>Tuesday 7<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• <a href="#">@hwlfife</a> Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• <a href="#">@FifeHpService</a> Twitter</li> </ul>	3pm	<b>#ItsEveryonesJob</b> We all have Mental Health. This clip explores Mental Health, the factors that can affect it, how we can promote good Mental Health & how to support people who may be experiencing Mental Distress <a href="https://vimeo.com/338176495">https://vimeo.com/338176495</a> <a href="#">@fifehscp</a> <a href="#">@nhsfife</a> <a href="#">@phfife</a>	

<b>Wednesday 8<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• @hwlfife Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• @FifeHpService Twitter</li> <li>• FHSCP Facebook</li> </ul>	<b>10am</b>	<b>#ItsEveryonesJob</b> campaign aims to support Workforce Mental Health & Wellbeing. Why not view the campaign Digital Toolkit resource? <a href="http://www.nhsfife.org/workplace">www.nhsfife.org/workplace</a> <a href="https://twitter.com/fifehscp">@fifehscp</a> <a href="https://twitter.com/nhsfife">@nhsfife</a> <a href="https://twitter.com/phfife">@phfife</a>	
<b>Wednesday 8<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• @hwlfife Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• @FifeHpService Twitter</li> <li>• FHSCP Facebook</li> </ul>	<b>3pm</b>	<b>#ItsEveryonesJob</b> Bereavement raise an individuals risk of Suicide. This leaflet has emotional & practical support & signposts to services who can assist those experiencing bereavement <a href="https://fife.link/kcbereavement">https://fife.link/kcbereavement</a> <a href="https://twitter.com/fifehscp">@fifehscp</a> <a href="https://twitter.com/nhsfife">@nhsfife</a> <a href="https://twitter.com/phfife">@phfife</a>	
<b>Thursday 9<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• @hwlfife Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• @FifeHpService Twitter</li> </ul>	<b>10am</b>	<b>#ItsEveryonesJob</b> As part of the Workforce Mental Health & Suicide Prevention campaign, Workplace Team have developed web material to support your workforce: <a href="http://www.nhsfife.org/workplace">www.nhsfife.org/workplace</a> <a href="https://twitter.com/fifehscp">@fifehscp</a> <a href="https://twitter.com/nhsfife">@nhsfife</a> <a href="https://twitter.com/phfife">@phfife</a>	
<b>Thursday 9<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• @hwlfife Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• @FifeHpService Twitter</li> </ul>	<b>3pm</b>	<b>#ItsEveryonesJob</b> This clip explores Suicide - including Scottish statistics & facts. Recognise the signs that people may be thinking about Suicide & know how or when to provide immediate help and support <a href="https://vimeo.com/338176393">https://vimeo.com/338176393</a> <a href="https://twitter.com/fifehscp">@fifehscp</a> <a href="https://twitter.com/nhsfife">@nhsfife</a> <a href="https://twitter.com/phfife">@phfife</a>	

<b>Friday 10<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• @hwlfife Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• @FifeHpService Twitter</li> <li>• FHSCP Facebook</li> </ul>	<b>10am</b>	<b>#ItsEveryonesJob</b> Fife Health & Social Care Partnership is proud to promote Fife's Workforce Mental Wellbeing & Suicide Prevention campaign. In times of worry & distress, talk to someone you can trust <a href="http://www.nhsfife.org/suicideprevention">www.nhsfife.org/suicideprevention</a> <a href="https://twitter.com/fifehscp">@fifehscp</a> <a href="https://twitter.com/nhsfife">@nhsfife</a> <a href="https://twitter.com/phfife">@phfife</a>	
<b>Friday 10<sup>th</sup> September</b> <ul style="list-style-type: none"> <li>• @hwlfife Twitter</li> <li>• Workplace Team LinkedIn</li> <li>• @FifeHpService Twitter</li> <li>• FHSCP Facebook</li> </ul>	<b>3pm</b>	<b>#ItsEveryonesJob</b> Fife Health Promotion Service is proud to support "United to Prevent Suicide" Scotland's approach to Suicide Prevention. Find out more: <a href="http://www.unitedtopreventsuicide.org.uk">www.unitedtopreventsuicide.org.uk</a> <a href="https://twitter.com/fifehscp">@fifehscp</a> <a href="https://twitter.com/nhsfife">@nhsfife</a> <a href="https://twitter.com/phfife">@phfife</a> <a href="https://twitter.com/TalkToSaveLives">@TalkToSaveLives</a>	

### Please Note:

Suicide Prevention is a sensitive and emotive issue especially for those who have lost a loved one to Suicide. We therefore ask that you are mindful of potential replies/comments to social media posts in relation to this campaign on your own Social Media platforms. If you identify replies/comments which aren't appropriate, we ask that you remove them.

The Samaritans have produced "[Top 10 Tips](#)" in relation to media coverage of Suicide.

This guidance advises that there should be no reference to:

- Method of Suicide
- Language which sensationalises or glorifies Suicide
- Specific sites or locations known for Suicide

**In the unlikely event that you do identify content mentioning any of the above - in replies/comments on your social media posts - related to the Suicide Prevention Campaign, we ask that you remove the reply/comment immediately.**

### **Additional Social Media Content**

In addition to the content provided in this Toolkit, you are welcomed and encouraged to compose your own posts in support of the Workforce Mental Wellbeing & Suicide Prevention Awareness Campaign.

Workplace Team recommends using the campaign hashtag #ItsEveryonesJob, alongside your own content for overall campaign consistency.

**#ItsEveryonesJob**

**If you are concerned for an individual's immediate safety, do not leave the individual alone and call 999 immediately.**

If you intend to compose your own posts, please feel free to use the following exemplary templates (Twitter character limit compliant) or alternatively, compose your own content:

- For Service Providers: Here at (insert service name) we are proud to support Fife's Workforce Mental Wellbeing & Suicide Prevention campaign. We provide confidential (service/service/service/service) to others. Talk about your feelings with someone you trust. [#ItsEveryonesJob](#)
- Other Workplaces: (Insert service name) is proud to support Fife's Workforce Mental Wellbeing & Suicide Prevention campaign. In times of worry & distress, talking to someone you trust can help [#ItsEveryonesJob](#)

## Thanks

Workplace Team, Fife Health Promotion Service and campaign partners would like to take the opportunity to thank the contributors for their collaborated time and efforts to develop and support the Fife Suicide Prevention 2021 campaign. Furthermore, we would like to extend our thanks to you for sharing and publishing our campaign material. You are helping us to:

- Raise awareness to Fife's Workforce of key Mental Wellbeing & Suicide Prevention messages & the support which is available in Fife for those who need it.
- Communicate a positive message of hope - encouraging people – no matter their delegation, to reach out for support in times of distress/crisis.

## Further Reading

- Rapid Research Review of Covid19 on mental health, Public Health Scotland  
<http://www.healthscotland.scot/publications/rapid-review-of-the-impact-of-covid-19-on-mental-health>:
- COVIDLife Survey by University of Edinburgh (May 2020): 14,500 across the UK completed the survey (11,500 respondents – 80% from Scotland)  
[https://www.ed.ac.uk/files/atoms/files/2020-05-15\\_covidlifesurvey\\_report\\_final\\_web.pdf](https://www.ed.ac.uk/files/atoms/files/2020-05-15_covidlifesurvey_report_final_web.pdf):
- [Managing Traumatic Events in the Workplace](#) Employee Assistance Professionals Association (EAPA)
- [Violence Toolkit](#) Health & Safety Executive (HSE)
- [Coping with Traumatic Events](#) Oxford University
- [Coping with a Traumatic Event](#) Royal College of Psychiatrists (RCPsych)
- [Crisis Management Toolkit](#) Business in the Community (BITC) - includes some case studies