



National  
**Suicide Prevention**  
Alliance

# World Suicide Prevention Day toolkit

Friday 10th September 2021

'Creating hope through action'

All the digital content you need:  
social media copy, images, tags & resources

# Contents

- ♡ **Benefits of this toolkit** [Slide 3](#)
- ♡ **The theme for 2021** [Slide 4](#)
- ♡ **Key messages** [Slide 5](#)
- ♡ **How to access the content** [Slide 6](#)
- ♡ **Your link to all text, assets & resources** [Slide 7](#)
- ♡ **Example tweet** [Slide 8](#)
- ♡ **If you do just one thing, please post this!** [Slide 9](#)
- ♡ **Contact us** [Slide 10](#)

# Benefits of our toolkit

♡ **Includes social media text, digital assets, and other resources**

♡ Enables you to share a range of reflections on 'hope'

- **Saves you time**

♡ Developed by a working group of NSPA members and Lived Experience Influencers

♡ **Be part of a day that explores what 'hope' might look like in suicide prevention**

# The theme for 2021

**The international theme for the day is  
“Creating hope through action”**

We will be sharing thoughts and reflections on the rich and complicated idea of ‘hope’ in suicide prevention, including what brings people hope, struggles with hope and hopelessness, and projects that can build hope.

You can choose the reflections and projects that suit you best, and use our digital assets to share those, or write your own.

# Key messages

## Hope is important, but complicated

**We asked our network of NSPA members, including people with lived experience, to respond to these questions:**

- ♡ The word 'hope' brings up ... for me
- ♡ What does hope look like to you?
- ♡ What do you hold on to when you're not feeling hope?
- ♡ How do you help to build hope among people you work with or those that you use service?

The variety of responses we received shows how complicated and varied 'hope' is for people.

We have collected some longer pieces on our website, and lots of shorter responses in an explorable digital space, any of which you can share on the day.



National  
**Suicide Prevention**  
Alliance

# How to access our content

- ♡ There are 10 longer pieces on 'hope' - personal reflections and descriptions of projects – on our website here: <https://bit.ly/NSPAWSPPD>
- ♡ We have lots of shorter contributions on a Miro board here: <https://bit.ly/NSPAMiro>
- ♡ We have written social media copy for use in the week before and on the day, and created animations, images, a zoom background and an email signature for you to use as you find helpful
- ♡ You can find the social media plan, copy and all the resources here: <https://bit.ly/NSPAWSPPDToolkit>

# Your link to all toolkit content

- ♡ Social media copy, images and animations
- ♡ Zoom background
- ♡ Email signature

**All available from:** <https://bit.ly/NSPAWSPTToolkit>

- ♡ Hashtag the campaign at #WSPD
- ♡ Tag us at @NSPA\_UK



National  
Suicide Prevention  
Alliance

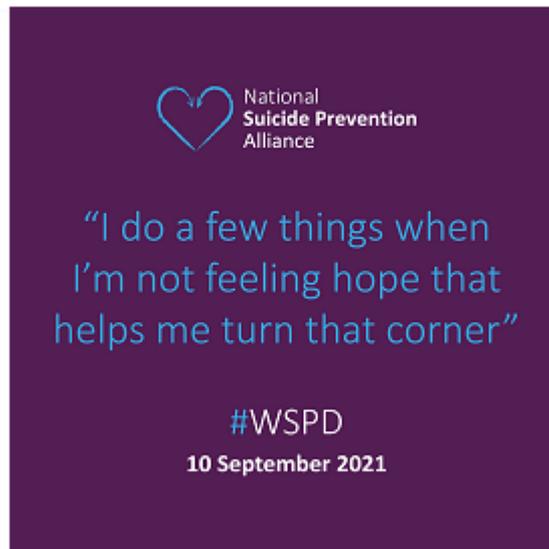
# Example tweet



National Suicide Prevention Alliance @NSPA\_UK · 48m



Some people find it helpful to work to develop their sense of hope, or build it up when it feels 'dissolved'. This personal reflection shares one person's strategies. [@NSPA\\_UK](https://bit.ly/reflection) #WSPD



National  
Suicide Prevention  
Alliance

# If you do just one thing...

**Here's a message for you to post on social media if you don't manage to use any of the other resources in our toolkit. It includes the link to the reflections on hope on our website.**



Today, on World Suicide Prevention Day, [@NSPA\\_UK](#) will be exploring what 'hope' means in suicide prevention and sharing stories of hope and the complexity of it.

<https://bit.ly/NSPAWSPD>

[#WSPD](#)



National  
**Suicide Prevention**  
Alliance



Thank you for taking part!

**If you have any queries please  
email: [info@nspa.org.uk](mailto:info@nspa.org.uk)**

[nspa.org.uk](http://nspa.org.uk)

[@NSPA\\_UK](https://www.instagram.com/NSPA_UK)



National  
**Suicide Prevention**  
Alliance