

Suicide Prevention Campaign in Barnet

Evaluation Report | 2021-22



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Suicide Prevention Campaign in Barnet



Suicide Prevention Campaign in Barnet

Executive Summary

In the UK and Ireland, men are three to four times more likely to lose their life to suicide than women. Reducing the risk of suicide in middle-aged men is one of the main priority areas identified in the Barnet Suicide Prevention Strategy 2021 - 25. Our suicide prevention campaign had the overall aim of preventing mental ill-health and suicidality amongst working-aged men, the largest group who lose their lives to suicide locally and nationally. The campaign launched in October 2021 and ran until the end of December 2021. The focus of the campaign was encouraging men to talk about their mental health, seek help and where possible to support other men in their lives.

Four interlinked projects were set up to achieve the aims of the campaign.

They were:

- Targeted promotion of the “Stay Alive” app encouraging men in the target age group to talk and seek help;
- Large scale digital and outdoor media campaign;
- Community Outreach targeting men who work in male-dominated industries; and
- Establishing “Andy’s Man Club” peer-to-peer support group in the borough.

Key findings:

Increasing help seeking behaviour amongst men

The digital promotion of Stay Alive app reached over 100,000 people in Barnet. During the three months of targeted promotion, there was a 27% increase in new users in London and a 5% increase in men in London using the app. In addition, the interactions with the “Urgent Help” and “Find Help Now” sections were also increased and views on the North London Resources section went up from 0 to 195.

A survey of local users of the app showed that people found the resources within the app useful to find further support. Furthermore, the anonymous nature of Stay Alive helped them to develop coping strategies to stay safe. Many people said that they would keep the app on their devices in case needed. These findings indicate that a digital tool can be useful to enable men to seek help, by making them aware of local resources and giving them a sense of control over when and how to seek help.

Enabling men to talk about their mental health

Those who used the app reported that they can talk more comfortably to someone about their mental health and suicidal thoughts when they are struggling. This is partly because Stay Alive helped reduce stigma of suicide through awareness and gave people confidence to talk. Having direct open conversations with men in male dominant workplaces enabled them to address their fears around cultural norms, societal attitudes and losing their jobs due to mental health problems. Most notably they improved their understanding of the importance of talking about mental health and not bottling up feelings.

Showing the Zero Suicide Alliance video during the direct engagement with men helped them find the right words and increased confidence to have difficult conversations with their fellow workers. There was a commitment to “I’ll ask my mate if he’s OK twice” by some of the workers as well as wanting to recommend the app and Andy’s Man Club to others in their lives.

Attendees of the peer-to-peer support group, Andy’s Man Club, reported that the group allowed them to express thoughts and emotions that they would have otherwise not spoken about. Many attendees of Andy’s Man Club stated that they feel less alone by having others to talk to on a regular basis.

Reducing number of deaths by suicide in working-aged man

It is too soon to understand if this campaign has led to reduction in coroner recordings of death by suicide due to the time taken to complete an inquest. It can take months or even years for a suicide to be registered. However, the Real Time Surveillance System data, during and after the campaign for both Barnet and the rest of London, showed there were no recordings of suspected suicides in Barnet during November 2021 - January 2022, the period of the campaign, and

then limited numbers following the campaign. This pattern contrasts significantly to what was seen across London where numbers remained relatively steady throughout with an increase in January 2022.

There were no other factors that could be identified that would have made a direct impact on the number of deaths by suicide in Barnet during the campaign period. Although it is difficult to say that this is a direct result of campaign, it is a very positive outcome and shows the potential impact the campaign made on deaths by suicide.



1. Context for the Campaign

Barnet's Suicide Prevention Strategy 2021-25¹ was approved by Health and Wellbeing Board in July 2021. The partnership delivering the strategy is multi-agency and multi-disciplinary reflecting the complexity of suicidal behaviour. The strategy recognises the negative impact of the pandemic and increased cost of living on mental wellbeing, and the already evident increase in multiple risk factors for suicide and self-harm such as bereavement, social isolation, and loneliness², domestic violence, and unemployment³.

Our aim is to run a long-term campaign over the duration of the Suicide Prevention Strategy which will be delivered in phases. We were keen to adopt the PDSA (Plan, Do, Study, Act) approach for the following reasons:

- Suicide is a complex behaviour.
- Research on what works in preventing suicide amongst men or other groups is still evolving.
- Barnet's first suicide prevention campaign, working in collaboration with the Voluntary and Community Sector.

2. Background to the Campaign

Middle-aged men (25 to 64, with the highest aged 44 to 49 years) in the UK and in Barnet have the highest suicide rates of any age or gender group, a fact that has persisted for decades. Although some evidence suggest that recession has affected women, middle-aged men are more likely to be affected by economic adversity. Furthermore, there is some evidence that suicides within low-skilled industries are increasing^{4,5}.

During the planning of the campaign, the following evidence-based assumptions were made⁶:

- Men in lower-income groups and those from minority ethnic communities are disproportionately affected by suicide.
- Socialisation and traditional male gender roles discourage emotional expression. For example,

men are less likely to talk and seek help for emotional problems but may be more likely to self-treat and interact with community and hobby-related wellbeing activities rather than formal mental health or crisis services.

These following assumptions about men's behaviours were also made:

- Men can easily engage with digital platforms such as apps and social media.
- Men are able to have conversations in a non-clinical peer-to-peer support environment.

Based on what we know from the evidence, our target audience was identified as men of working age and particularly those who work in low-income male-dominated industries.

1. Barnet Suicide Prevention Strategy 2021 - 2025 _cleared.pdf (moderngov.co.uk)

2. Office for National Statistics (2020), 'Coronavirus and Loneliness, Great Britain: 3 April to 3 May 2020'

3. Office for National Statistics (2021), 'Employment in the UK: May 2021',

4. Windsor-Shellard, B. and Gunnell, D. (2019) Occupation-specific suicide risk in England: 2011-2015. The British Journal of Psychiatry, 215, 594-599

5. Milner, A., Maheen, H., Currier, D and LaMontagne, A. D. (2017) Male suicide among construction workers in Australia: a qualitative analysis of the major stressors precipitating death. BMC Public Health, 17, 1-9.

6. Samaritans. (2021) Engaging men earlier: A Guide to service design, <https://www.samaritans.org/about-samaritans/research-policy/middle-aged-men-suicide/engaging-men-earlier/>; Very Well Mind. (2020) Understanding Suicide Among Men, <https://www.verywellmind.com/men-and-suicide-2328492>; Smith, D.T, Mouzon D.M, Elliott, M. (2018) Reviewing the Assumptions About Men's Mental Health: An Exploration of the Gender Binary. Am J Mens Health, 12(1): 78-89

3. Approach to the campaign

The four elements of our campaign are outlined in the table below.

Table 1. The elements of the campaign

Service	Purpose	Target Audience	Methods
Stay Alive app	Provision of 24/7 resource signposting to sources of support for people who are distressed or contemplating suicide.	Whole population	The Stay Alive app is a pocket suicide prevention resource, with useful information and resources to help stay safe from suicide. The app includes access to Barnet support services as well as national resources. The app is produced by Grassroots suicide prevention charity.
Media campaign	Provide encouragement to men to talk about their feelings and download the Stay Alive app to find sources of support.	Whole population and targeted	Large scale campaign that cut across digital, outdoor media, and council owned channels. Hitch Marketing was commissioned to push promotion through digital marketing with a focus on awareness building and urging residents to download the suicide prevention app for themselves or to help someone.
Community Outreach with Zero Suicide Alliance training	Increase confidence of people who have contact with the target population in their ability to talk to someone who might have suicidal thoughts.	Whole population and targeted	Community events and face-to-face sessions with male-dominated industries to raise awareness of mental health support and suicide prevention; upskilling and encouraging people to do the Zero Suicide Alliance training. Organised by local voluntary organisation "CommUNITY Barnet".
Andy's Man Club	Provide opportunities for peer-to-peer support for men.	Targeted	Setting up the first face-to-face Andy's Man Club in London where men can speak openly about their mental health in a judgment-free, non-clinical and confidential environment.

3.1 Stay Alive App

The Stay Alive app was developed by Grassroots - a UK-wide suicide prevention charity dedicated to supporting people to develop the skills and confidence needed to save lives.

The Stay Alive app is a pocket suicide prevention resource including useful information to help people who are having thoughts of suicide or who are concerned about someone else who may be having suicidal thoughts. The app includes life-saving features including quick access to local crisis service or national helplines, safety plan and strategies for staying safe. In addition, features include 'how to help a person thinking about suicide', customisable 'reasons for living', suicide bereavement resources,

and Barnet wellbeing services and support. The app is available in different languages.

The Stay Alive app was chosen as a key component of the campaign as we believed awareness and usage of it would contribute to the long-term aim of decreasing number of deaths by suicide and the following medium-term outcomes:

- Increased help-seeking behaviour amongst men of working age by downloading the app
- Improved understanding into whether downloading the app made it easier find local mental health resources

3.2 Digital and Outdoor Media Campaign

The aim of the digital and outdoor media campaign was to encourage men to feel they were not alone, to raise awareness of the Stay Alive app and increase downloads. Posters were developed with a call to action to download the app with a QR code and App Store and Google Play Store logos. The posters also included images of a diverse range of men, a strapline of text either saying 'Can't find the words' or 'You're not alone', and the tag line of the Stay Alive app 'Thinking about suicide? Worried about someone?'.

The Barnet Suicide Prevention Partnership, colleagues in Public Health and the Council's Communications, experts by experience, Grassroots and Hitch Digital Marketing were all consulted on the creatives and images used. Following feedback, we ensured that images of men from different age groups and ethnicities were included in the posters, so that as many men as possible could relate to the promotional materials. Examples of both outdoor and digital creatives can be found in Appendix 1.

The campaign materials were displayed at bus stops, on the rear of buses across the borough and in TfL stations for six weeks 4th October - 14th November 2021.

Public Health commissioned Hitch Digital Marketing to carry out large scale targeted online promotion of campaign materials and encouraging use of the app. The campaign ran from October to December on Facebook and Google using the images created and tested various copy options to learn which resonated with the target audience and would encourage self-help behaviour such as visits to the website for

support, or downloading the app.

Hitch Digital Marketing also created a toolkit using Trello, which included the creatives, copy for social media posts and live links. This was shared with the voluntary and community sector and partners to easily repost, share and promote the app.

The main objectives of the digital and media promotion was to increase number of downloads and set a target of 3500 downloads during the three-month campaign period. This was based on average download numbers per month in the recent months before the campaign. It was not until later in the campaign that we were informed that we could only get download data at a national level and not at a local level like we had hoped. To mitigate this, we included several indicators of success that were measurable on a local level. These included:

- Impressions of targeted digital promotion (number of times an ad is displayed on a device on facebook or google)
- Reach of targeted digital promotion (number of people the ads reach)
- Increase of new users and men using app
- Number of views of North London page and searches of Barnet in app

During the campaign we reflected on further indicators that we could use to measure the impact. This included the messaging on the posters such as 'You are not alone,' and "Can't find the words?". Although we were not able to measure the impact of these messages, they would have had some effect on the success of the campaign.

3.3 Community Outreach

Public Health commissioned CommUNITY Barnet to carry out community engagement events between October 2021 and March 2022 as part of the campaign. The aims of these were:

- Raise awareness of mental health support and suicide prevention amongst working-aged men by promoting Zero Suicide Alliance training, Andy's Man Club and Stay Alive app.
- Gain insight into how men from male-dominant industries engage with mental health programmes, specifically relating to suicide.
- De-stigmatise mental health and encourage men to talk to other men and their friends and families about mental health either in the workplace or social settings.

A mixture of public awareness events was planned, with several smaller both face-to-face and online engagement sessions with men who work in male dominated industries such as the construction industry. Mace Groups, Wates Construction and Barratt London companies were identified from the major housing development programmes in Barnet, such as the Brent Cross town centre. The Barnet Council's depot was also identified as a male-dominant working environment.

The events were conducted by trained Community Barnet staff members and male volunteers who have lived experience of mental health problems. The training included the Zero Suicide Alliance online training, safeguarding and understanding bereavement training. All had enhanced DBS check. See appendix 2 for the list of events.





3.4 Andy's Man Club peer-to-peer support

Evidence shows men are less likely to talk about their mental health and talk to their peers⁷ and there is a clear association between suicide and loneliness⁸. In Barnet, by setting up Andy's Man Club – a community-based peer support programme - we wanted to create a safe space for men to talk and to improve social connections⁹ before men reach a crisis point.

Andy's Man Club is a men's mental health and suicide prevention charity that offers free-to-attend peer to peer support for men aged 18 and above. They have in-person groups across the country for men to come together and speak openly about their mental health in a judgment-free, non-clinical, confidential environment. They also have online groups and clubs across the country all on a Monday night at 7.00pm, which are attended by over 2,000 men. As Andy's Man Club model has been shown to improve men's mental health and reduce suicide risk, we did not seek to measure how the group impacts men's mental health. However, we collected anecdotal feedback from attendees about how well the group is functioning.

The longer-term intended outcome is to:

- De-stigmatise mental health and encourage men to talk to other men about their emotions and mental health

The London Borough of Barnet Public Health team helped to secure a venue. Thanks to Meridian Wellbeing, London's first Andy's Man Club opened at the Meritage Centre, Hendon on 28th March 2022. To help promote and raise awareness of the club, we developed a professional launch video with recordings/footage of notable people within the mental health field, including Jonny Benjamin MBE, Chief Exec of MHFA England, men in the borough, AMC representatives and the Deputy Director of Public Health. This video as well as posters and social media content were used to gauge interest and encourage men to come along. We also planned to develop a partnership with the premiership rugby club Saracens to help promote the club.

We have set the following indicators of success:

- Number of new attendees at Andy's Man club Barnet sessions
- Average number of men attending Andy's Man Club Barnet sessions each week
- Reach of promotional video
- Number of people social media posts have reached
- Positive feedback from attendees stating they felt more comfortable speaking about emotions and mental health through attending AMC

⁷ Engaging men earlier | Our policy and research | Samaritans, Understanding Suicide Among Men (verywellmind.com), Reviewing the Assumptions About Men's Mental Health: An Exploration of the Gender Binary (nih.gov)

⁸ J. Cacioppo et al., 'Loneliness as a Specific Risk Factor for Depressive Symptoms: Cross-Sectional and Longitudinal Analyses', Psychology and Aging 21, no. 1 (2006): 140–51, <https://doi.org/10.1037/0882-7974.21.1.140>. ⁹ A. Stravynski and R. Boyer, 'Loneliness in Relation to Suicide Ideation and Parasuicide: A Population-Wide Study', Suicide & Life-Threatening Behavior 31, no. 1 (2001): 32–40

⁹ Samaritans (2020) Out of sight, out of mind: Why less-well off, middle-aged men don't get the support they need. April 2020. Samaritans_-_out_of_sight_out_of_mind_2020.pdf



3.5 Campaign costs

The costs of directly funded elements of the campaign are given below to assist others seeking to undertake similar campaigns. These do not include the cost of Barnet Council officer time from either the communications team or public health.

Project	Cost
Digital Marketing	£9,950
Community Engagement	£9,000
Design of creatives and outdoor media	£7,500
Consultancy from Grassroots	£1,000
Andy's Man Club venue hire for 1 year and promotional content	£5,890
Survey and interview from Grassroots	£5,915
TOTAL	£39,355

4. Measuring impact

4.1 The aim of the evaluation

The overall aim of the evaluation is to test whether and how the selected interventions outlined above are improving mental health and wellbeing of the target group and ultimately contributed to preventing

suicide. We recognise that disentangling elements of the campaign may be difficult, but we will be presenting the evidence that relates to individual elements.

4.2 Scope

All key elements of the campaign were included in the scope with exception of outdoor media. Given the cost of measuring the impact of the outdoor media, we decided not to try to measure the impact as a separate element. However, this type of promotion has a potential to reach large audience.

Based on the provider data, we know that bus rear adverts typically reached more than 800,000 people. TfL underground station adverts across different locations in Barnet appeared circa 200,000 times.

4.3 Development of Logic Model and Outcome Data Framework

Our evaluation approach began by mapping out the logic behind the campaign. This involved articulating assumptions that informed the rationale of the campaign and then linking the contexts, activities and outcomes, i.e. “Why do we think that doing things in this way will bring about the change we want?”

The longer-term aim of this work is to:

- Reduce number of deaths by suicide in working-aged men
- Reduce number of men self-harming
- Reduce number of men expressing anxiety

After completing the logic model, an outcome framework was developed to review data being gathered to determine the success of the programme in achieving the agreed outcomes. The Public Health Team, Hitch Marketing, Grassroots and Community Barnet were consulted on both the logic model and outcome framework to capture their comments as critical friends. The final Logic Model and Outcome Data Framework are found respectively in Appendix 3 and Appendix 4.

4.4 Sources of data to inform the evaluation

We used both quantitative and qualitative approaches to evaluate our campaign. Below we briefly describe the different sources of data and methods we used.

Table 2: Data sources

Data Source	Content
Hitch Marketing data report, including Grassroots Stay Alive analytics	Includes all the indicators of success determined in the outcome framework, as well as information like best performing creative and best times of day to reach the target audience.
Grassroots Stay Alive app Survey and Interviews	A mixed method research approach conducted by Grassroots to better understand the experiences of those who downloaded the Stay Alive app during the campaign period and whether promoting the app was a useful call to action. See below for the survey methodology.
Community Barnet Community Engagement Report	Content of the events, observations, feedback from participants and recommendations for next phase of campaign.
Andy's Man Club attendee report	Number of attendees each week, number of new attendees and returning attendees. It also included feedback from questions we asked the facilitators to ask participants on the impact the club has had on them.
Real Time Surveillance System	Thrive London's Real-Time Surveillance System (RTSS) is a data-sharing platform for suicide prevention in London. The RTSS is co-hosted by the Metropolitan Police (MPS), launched in September 2019 and provides real-time data on suspected suicides. The RTSS data enable us to assess if the campaign is successful in reducing number of suspected suicides in Barnet during and after the campaign.
OHID Local Authority Suicide Prevention profiles	Local Authority profiles include registered deaths in from suicide analysed by sex, age, area of usual residence of the deceased and suicide method based on Office for National Statistics. This data, although more definitive, is only available after at least a year and dependent on the coroner processes. We will continue to review these statistics.
Hospital Episode Statistics (HES)	HES provides data to on self-harm incidences warranting hospital admissions. Currently we do not have access to HES to analyse gender breakdown.
Office for National Statistics annual survey wellbeing measures	ONS survey includes questions about Life Satisfaction, Happiness and Anxiety. This data is not available by Local Authority.

The survey methodology

Grassroots were chosen to do this research as they developed the app and have the expertise and previous experience in conducting surveys and interviews to measure the impact of the app. Questions were also included to allow respondents to feedback about the promotional materials used during the campaign period.

The survey was divided into four response flows:

- Individuals using the app for themselves
- Individuals using the app to support someone who is at-risk of suicide
- Professionals using the app to support someone who is at-risk of suicide
- Individuals not using the app, but based in Barnet, who can feedback on the campaign and app

Due to the very specific target group for the research (Barnet-based, Stay Alive app users, working aged men) we decided to take a multifaceted approach to enable recruitment. This included direct communications with key partners in the Barnet area, such as Community Barnet and the Barnet Wellbeing Hub; use of the paid-for and targeted survey application Prolific; and incentivising uptake of surveys. The data was then processed using thematic analysis to find the prominent patterns and themes.

Interviews

Participants were identified and recruited from Community Barnet engagement, those who completed the survey and from social media. Recruiting participants proved difficult despite incentivisation. If we repeat the campaign in the future, we will start recruitment earlier to secure substantive participation in the interviews. In the end a total of seven interviews were conducted over Zoom. We also made sure the interview questions tested the overarching themes:

1. Stay Alive:

- improved awareness / knowledge / attitudes
- improved access to support/ suicide prevention resources in Barnet
- helped self-management and coping strategies
- helped men using digital tools to support mental wellbeing

2. Overall, the campaign materials effectively engaged men

The data was again processed using thematic analysis to find the prominent patterns and themes.



5. Findings

5.1 Digital Media Campaign

Reach of targeted digital promotion

The following data illustrates the reach of Hitch Digital Marketing's targeted paid promotion on Facebook, Google Display and Google Search.

The promotion used online algorithms to target only working-aged men living in Barnet postcodes. Because the promotion was targeted, we can estimate that the majority of those that saw the ads were working-aged men in Barnet, although the algorithms may have captured some people in surrounding areas.

A total of 118,365 people saw the targeted Facebook advertising in Barnet. When comparing this figure to the number of men living in the borough (2020) this

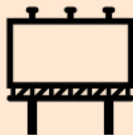
could mean that 60% of digitally active men in Barnet could have seen the ads.

The ads were displayed several times, on different days, different times and with different messages. The total number of times an ad appeared on someone's screen was 2,351,381 times. Therefore, comparing to the number of men in the borough, we can estimate that men in the borough could have seen the promotional content on average 11 times.

Finally, almost 20,000 people clicked through to the App Store, and therefore engaged with the content, meaning they could have downloaded or forwarded the app onto friends and family.



118,356 people could have seen the targeted Facebook advertising (reach in Barnet)



Targeted promotion was displayed 2,351,831 times (impressions)



Total number of clicks from promotional content to the Stay Alive app store 19,235

Usage of the app

The following figures show app usage in London during the period of promotion (October – December 2021) compared with the previous three-month period (July-September 2021). Due to constraints with the app monitoring, local Barnet data could not be captured. However, to our knowledge no other local authorities were actively promoting the use of the Stay Alive app during this period. We are, therefore, fairly confident that the figures in London can be largely accredited to the targeted digital promotion.

We saw a 26.7% increase in new users in London compared to the previous three months. There were more men who were using the app in London, which differed from national usage patterns, where there was a decrease in men using the app. In addition, more people viewed North London and Barnet resource pages, which previously had not been viewed at all. All these findings support our view that the increase in new users was down to our campaign.



27% increase in new users



5% increase in men



Views on North London resources section of app went from 0 to 195



Searches for Barnet resources in app went from 0 to 13

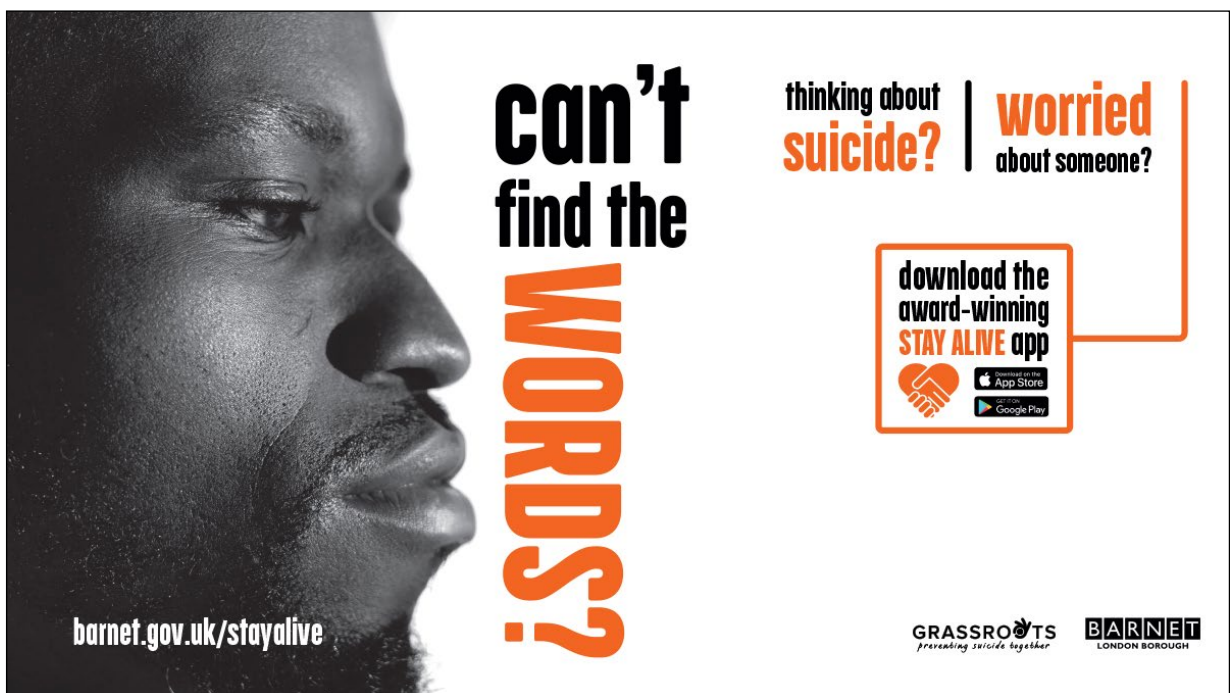
Creatives

Amongst the four promotional creatives developed, the below were the best performing in terms of number of clicks and views. This insight will help to inform use of images for future campaigns.

Best performing creative on Google display



Best performing creative on Facebook



User behaviour

The following figures provide insight into the behaviour of app users. A 3% increase in usage time compared to the previous 3-month period shows users were spending slightly longer on the app than before. Almost 90% of clicks came through mobile phones. The information below also shows best performing days of the week, times of the day, and which headlines and descriptions resonated best with our target audience.

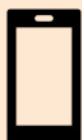
The figures below also show numbers of people interacting with the “Urgent Help” section of the app and how more people were interacting with the ‘Find Help Now’ section of the app in the campaign period.

We trialled different messaging, images, day of the week and times of the day to promote our message and the use of the app. This was invaluable to help us to gain insight into behaviours of the target audience and plan the next phase of the campaign.

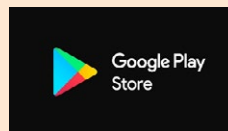
We learnt lessons in how best to promote the app, for example using the right language, images, times of day. To make the user journey as simple as possible, we learnt it was better to push the app directly rather than sending people through the council website.



3% increase in usage time (compared to previous 3-month period)



89% of our clicks came through mobile phones



Best performing mobile device: Android



Most engaged and best performing age group 25 -55



Best performing headline used in Google display promotion: ‘Free suicide prevention app’



Best performing description: ‘Get help from local Barnet emergency and crisis support services via this free app’



Best performing days: Friday (1st) and Monday (2nd)



**Best performing times: 17:00 -19:00
21:00 - 23:00**



87 users in London clicked for urgent support within app



11% increase in London users using Find Help Now within app (compared to previous 3-month period)

5.2 Stay Alive downloads

During the three-month campaign period there were 11,138 downloads of the app across the country. This is significantly higher than the 3,500-download target set. It is difficult to ascertain

how many of these downloads can be credited to our targeted localised campaign because download data is currently not available at a local level.

5.3 Stay Alive app survey and interviews

Survey Results

The target audience of this research was working-aged men in Barnet. The demographic questions showed us that:

- 94% of participants reported living or working in Barnet
- 69% of respondents were male
- 84% were currently in work/employment

Of the 106 who responded to the survey, 16 individuals downloaded the app and 90 individuals did not use the app but but were in Barnet and could provide feedback on the campaign and app. The following summarises the results from the sample size of 106 respondents:



Those who had downloaded Stay Alive

Improved awareness / knowledge / attitudes

For themselves	Stay Alive helped them to talk freely about their mental health	91%
	Stay Alive helped them to talk more openly about suicide to someone else when they were struggling with suicidal ideation	82%
	Stay Alive helped people talk to friends and family	78%
	Stay Alive helped people talk to a healthcare professional	17%
For someone else	Stay Alive helped people to speak about suicide to individuals they were concerned about	100%
In a professional capacity	Stay Alive helped people they were supporting better articulate around the topic of suicide	100%
Across all use cases	Stay Alive helped reduce the stigma of suicide through improved awareness	69%

Improved access to support / knowing how to access suicide prevention resources in Barnet

For themselves	Stay Alive highlighted where they could find further support	100%
	People found the signposted resources helpful	100%
	People used 'Local support UK e.g. North London and Barnet Resources'	36%
For someone else	Stay Alive highlighted where they could find further support on the app	100%
	People found the signposted resources helpful	100%
In a professional capacity	Stay Alive highlighted where their patient could find further support to keep safe	100%

Improvement in self-management and coping strategies

For themselves	Stay Alive helped them stay safe from suicide	82%
For someone else	Stay Alive helped to keep the person they were supporting safe from suicide	67%
	Stay Alive equipped those they were supporting with self-management techniques and coping strategies	100%
In a professional capacity	Stay Alive kept the person they were supporting safe from suicide	100%

Effectiveness of the campaign materials

Across all use cases	People had seen the campaign adverts	92%
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Of those who had not downloaded the app

Perceptions of digital tools to support mental wellbeing

Across all use cases	People would feel comfortable using an app for support if they were having thoughts of suicide or struggling with their mental health	82%
	People think a suicide prevention app is both for people at risk and those supporting someone else	84%
	People would consider downloading a suicide prevention app like Stay Alive	60%
	People thought Stay Alive could be useful for them or others in the future	33%

Effectiveness of the campaign materials

Across all use cases	People saw the campaign materials	18%
	After seeing the adverts, people acted by researching and reading reviews	19%
	People would be more likely to download Stay Alive after seeing the campaign materials	33%



Interview results

A total of seven individuals have taken part in the interviews. Although it is recognised that these numbers are low, through thematic analysis, very important themes were identified. The themes could be further investigated with greater numbers:

1. The importance of accessibility

- Stay Alive is a resource that can be accessed any time; reference was made to feeling supported at night when other services may not have been available.
- Accessing Stay Alive anonymously helped people feel 'in control' of their help-seeking journey as they could control how much they shared and with who.
- All participants valued the range of features and tools on Stay Alive and saw the app as a way of accessing support if traditional styles of face-to-face support were not available to them (e.g., distance, cost, availability, stigma).

“ it was there at any time I needed it and that was one thing that was just really important. I was awake at two in the morning and I couldn't sleep, but there was something there I could read, you know? ”

2. Stay Alive supporting long-term change

- Participants used the tools on Stay Alive to stay safe from suicide; they were reminded of coping strategies and their unique reasons to stay alive.
- Stay Alive helped nurture open conversations by giving people the tools and confidence to understand and talk about mental health and suicide.
- Participants indicated that they would keep the app on their device, expressing a need to be prepared in case they needed it for themselves or others in the future.

“ I stored some good memories... and when I looked back at them, I tend to see this is a more reason why I should stick around, do away with these thoughts, just so I could be alive, not just for me, but for this people. ”

3. Reflections on the campaign materials

- Some participants felt unable to scan the QR codes due to stigma.
- None of the interviewees had seen the online adverts, but 3 people saw the posters on a bus rear and 1 person saw a bus stop advert in Finchley.
- Participants connected with the campaign materials and in particular felt supported by the 'You're not alone' statement and related imagery.
- There were mixed feelings on our choice of models. Some liked the use of 'everyday' people citing a level of authenticity and realism. For others, they felt the use of celebrities could have positively impacted engagement by familiarity.

5.4 Community Outreach

Over 1,500 people were engaged with across the four community events and over 300 men via direct engagement in a total of four male dominant workplaces. The public engagement events were delivered in Brent Cross shopping centre, Wellbeing Café at the Meritage Centre and the Nowruz Festival. They involved raising awareness of mental health and wellbeing and local services. A summary of both the public and sessions with male dominant industries, as well as case studies from participants is found in Appendix 2.

Community Barnet worked closely with HR and Wellbeing Managers to deliver events tailored to their specific needs and priorities. Those attending the direct engagement sessions were predominantly White British men; however, White European and White Other men also made-up significant sections of the audiences. The age of participants ranged from 30-50. Although the most common spoken language was English, other European languages were also spoken at the construction sites.

Overall, it was difficult to assess the impact of public engagement events against the specific aims of this element of the campaign. The feedback presented here therefore focuses primarily on the targeted events.

Evidence of increased awareness of Stay Alive App, Andy's Man Club and the Zero Suicide Alliance training video

There was huge interest in Andy's Man Club and the Stay Alive app. Many men immediately downloaded the app and others asked for promotional materials about the Stay Alive to display in their workplace. Some asked for help to download the app after the sessions.

People found that Zero Suicide Alliance Training provided the words and confidence to have difficult conversations and asked for the weblink training. Some asked for more information about Andy's Man Club, such as the venue.

Some were put off by the name "Stay Alive" and felt disinclined to download but complimented the app

for its rich source of local resources. The developers had received similar feedback before and believed concerns about the name were related to stigmas around talking about mental health and suicide. They have evidence to show the impact of the app on mental health and suicidal thoughts.

Many people downloaded the app after each session stating that they were doing it for someone else. Some also mentioned promoting the App to friends, family and other networks.

Evidence of improved awareness of the importance of talking openly about mental health with their fellow workers

Participants expressed that they are feeling isolated – particularly as many were not able to return home for the festive break due to the spike in the Omicron variant in December 2021.

There was a lot of interest in discussing 'why male suicide is high?'. The audiences thought that men are less likely to discuss their problems due to a combination of 'bottling up their emotions', stigma and not knowing how to discuss mental health due to fear. There was an acknowledgement that the understanding of mental health differed across different communities and cultures and due to old-fashioned societal attitudes and embarrassment.

Lack of awareness of what fellow workers are going through was one of the key themes that emerged during the conversations. Emphasising the "I'll ask my mate if he's OK twice" was well received.

Some men shared their experiences of knowing people who had died by suicide and how the emotions are still with them. Some participants said their daily lives continue to be impacted by the death of fellow workers by suicide.

We knew that men can be reluctant to talk about and seek help and support for their problems, and are less well-informed about mental health, with more negative attitudes about mental ill-health than women^{10, 11, 12, 13}. Our findings from the direct community engagement with men are in line with this evidence. Having and talking about mental health

10 Robertson S, Bagnall A, Walker M. Evidence for a gender-based approach to mental health programmes: Identifying the key considerations associated with "being male". Leeds: The Movember Foundation, 2015.

11 Holzinger A, Floris F, Schomerus G, Carta MG, Angermeyer MC. Gender differences in public beliefs and attitudes about mental disorder in western countries: A systematic review of population studies. *Epidemiology and Psychiatric Sciences* 2012; 21: 73-85.

12 Batterham PJ, Calear AL, Christensen H. Correlates of suicide stigma and suicide literacy in the community. *Suicide and Life-Threatening Behavior* 2013; 43: 406-17.

13 Stene-Larsen K, Reneflot A. Contact with primary and mental health care prior to suicide: A systematic review of the literature from 2000 to 2017. *Scandinavian Journal of Public Health* 2017; 47: 9-17.

issues can be perceived as a weakness. Different cultural norms, men's traditional roles as bread winners, particular worries about losing jobs in construction and short-term jobs can all lead men to "bottle up" their problems.

Evidence of improved understanding of how men from male dominant industries engage with mental health programmes, specifically relating to suicide

There was acknowledgement across the different sessions that there is a stigma around mental health services, and this created a significant barrier for men to engage with the services. Some men felt that it is their responsibility to earn money and send money home to their families overseas. They felt that they are unable to ask for help due to worries about losing their jobs if they talk to someone about

their mental health and wellbeing. However, when men understood that the events were delivered in collaboration with the HR department, they were reassured that their mental health is priority and felt encouraged to talk about their problems.

It was observed in these sessions that men did not go into any level of detail about their own mental health when asked questions, suggesting it's still a taboo subject to discuss in front of other men and men not wanting to appear weak in front of colleagues/mates.

Having male staff and volunteers presenting the talks, sharing lived experiences, and encouraging the 'It's good to talk' approach was well received.

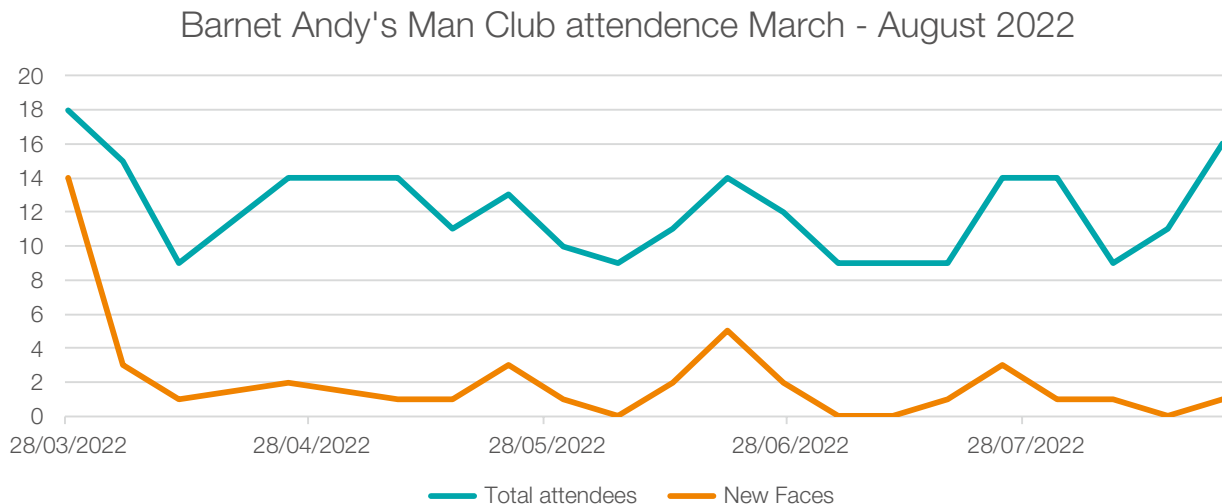


5.5 Andy's Man Club – peer to peer support

After four months of Andy's Man Club group in Barnet, we collected data on number of participants each week and number of new faces attending each week. The chart below shows the trends of men attending over time. In total there were 42 new faces to Andy's Man Club in Barnet and there have been 241 attendees in total over

the period from the end of March to mid-August. This therefore shows that many people have been coming back again. There has been an average of 12 attendees each week, which is similar to national clubs where they expect around 15 attendees.

Graph 2 – Andy's Man Club attendance March – August 2022



We have also collated feedback from attendees to evaluate the impact of the club on their mental health. This was done by the organiser of Andy's Man Club posting questions into their private Facebook group and sharing an anonymous report of the feedback with us.

All 14 respondents stated that attending AMC made them feel more comfortable to speak about their emotions and mental health. Many said it allowed them to express thoughts and emotions that they would have otherwise not spoken about. Many also said it made them feel less alone that

they had others to talk to and felt they had more of a sense of purpose. One attendee said that the club saved their life and if they hadn't attended, they think they would not be here today. For the full results see Appendix 5.

The video promoting Andy's Man Club had over 80% more views than an average video because of our promotion of it. This indicates more widespread awareness of this resource. Many professionals in the London Borough of Barnet were talking about the club and have reported that they had made referrals or recommended the club to men.

“ I did attend the session on the 28th of March, and I would like to take this time to congratulate you and the all team for the great job and professionalism in running these meetings. In fact, these sessions enable to have an invaluable service in the local communities for people whom really need the most. ”

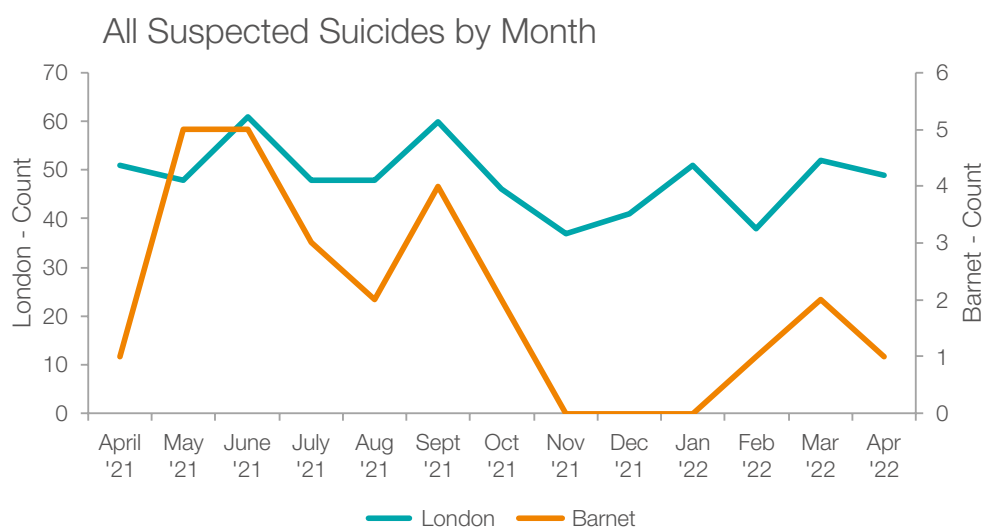
5.6 Long term public health impact

It is too soon to understand if this campaign has led to reduction in coroner recordings of death by suicide due to the time taken to complete an inquest. It can take months or even years for a suicide to be registered.

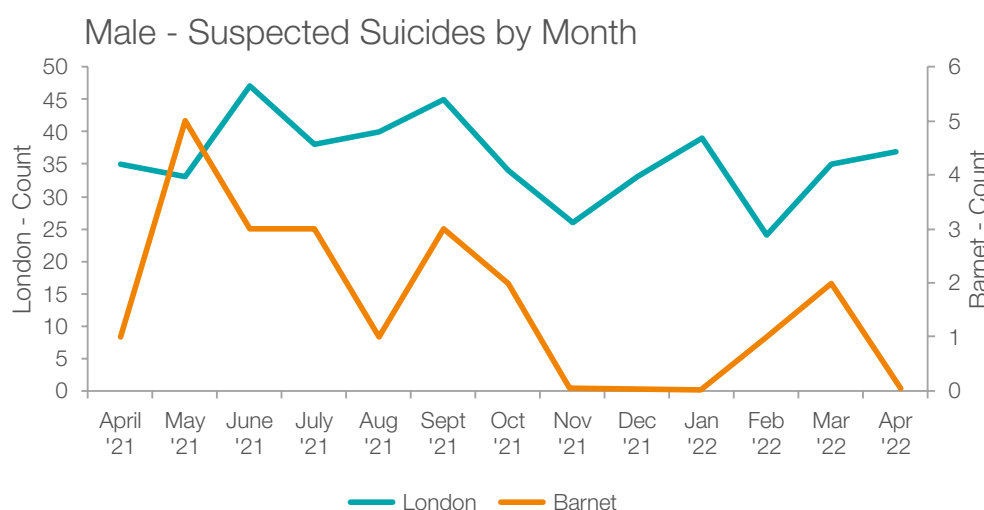
However, we are able to look at the data from the RTSS before, during and after the campaign for

both Barnet and the rest of London. In the figures below, we show all the suspected lives lost to suicide and then suspected lives lost to suicide in men for London and Barnet. Note that the London and Barnet numbers are on different scales to allow the trends to be compared.

Graph 3 - All Suspected Lives Lost to Suicide, April 21 to April 22



Graph 4 - Suspected Lives Lost to Suicide in Men, April 2021 to April 2022



As can be seen from these graphs, there were no recordings of suspected suicides in Barnet during November 2021 - January 2022, the period of the campaign, and then limited numbers following the campaign. This pattern contrasts significantly to what was seen across London which remained relatively steady through-out with an increase in January.

There were no other factors that could be identified that would have made a direct impact on the number of deaths by suicide in Barnet during the campaign period. Although it is difficult to say that this is a direct result of campaign, it is a very positive outcome and shows the potential impact the campaign made on deaths by suicide.

6. Conclusions

The multiple elements of the suicide prevention campaign helped to understand if the selected interventions are improving mental health and contributing to prevention of suicide amongst working-aged men. We evaluated each intervention individually but recognise that it is difficult to disentangle elements of the campaign and make a direct link to the overall impact. We are confident that bringing together the different aspects of the campaign allowed us to start achieving many of the long-term outcomes we set out in our logic model and ultimately reduced number of lives lost to suicide during the campaign period.

We believe the campaign was able to:

- Increase awareness of local mental health resources;
- Contribute to de-stigmatising mental health and enable men to feel more comfortable talking about mental health and suicide;
- Increase help seeking behaviour and improve coping mechanisms;
- Improve our understanding about the target group and how to engage with this group;
- Help men to understand the importance of talking to others, family friends and fellow workers.

7. Recommendations

As this was our first campaign, we adopted a PDSA approach, and several key lessons have been identified. If the campaign were to be replicated, we recommend following:

Digital and outdoor campaign

- Continue with digital promotion based on the learnings from the analysis of the user behaviour, including the time we do the digital promotion to increase the usage of the app.
- Produce video content to promote the app to increase engagement.
- Consult men in construction on the campaign materials to ensure creatives are representative and the appropriate language/imagery used which are inviting.
- Include reference in the creatives on the importance of downloading the app in advance before a time of crisis.
- Advertising the app in additional areas around Barnet, for example:
 - o Barbers
 - o Gyms
 - o GP practices
 - o Supermarkets/shop windows
 - o Schools/colleges

Stay Alive app

We should continue to promote the app to:

- Help people to stay safe from suicide and develop coping strategies.
- Help people to talk more openly to someone when they were struggling with suicidal ideation.
- Create more awareness and understanding of mental health and suicide in the target group and for all.
- Help professionals to find the right wording and further support to keep their clients safe. We should consider exploring the use of app as part of local care pathways.

Community Engagement

- Continue with direct engagement with workers in their workplace rather than pursuing public events.
- Conduct follow-up sessions with companies that have already been engaged with to offer continued support and resources for HR/ Wellbeing departments to feel equipped to support employees themselves.
- We have clearly seen the signs that men are willing to support their fellow workers. We have now become aware of a programme specifically developed for the construction industry called the

Mates in Construction (MATES) – a workplace suicide prevention programme consisting of general awareness training for staff to identify at risk colleagues and help them access professional services¹⁴. We should consider developing a similar programme in Barnet. Such programmes should be supported by senior managers and co-produced with the workers themselves.

- We are aware that some of the construction companies have sites in other North Central London boroughs. A suspected suicide incidence in one borough has an impact on the workers in other boroughs. We have already started liaising with these boroughs and shared learning from the engagement work with the industry. We are working together to develop a toolkit for construction companies to signpost to resources across NCL as a sustainable offer. This initiative must include provision of bereavement support and awareness. We will also include postvention support into the plan for the next phase of community engagement.
- Since many of the men who participated have been affected by bereavement including suicide bereavement, there is a need to ensure bereavement support is available in a way that addresses the needs of these men. This will be explored with the NCL Support After Suicide service.

- Expand the target group to include Eastern European communities. We know anecdotally that there were many people from Eastern European communities amongst the construction workers.
- To make the evaluation easier, it is recommended to secure interview participants when we start the community engagement so that we can have a larger data set to help strengthen observations and themes.

Andy's Man Club

- Continue promoting Andy's Man Club and support them to open another club on the other side of the borough to increase the provision and ensure the club is accessible to men across Barnet.
- Consider celebrity engagement with Andy's Man Club to increase awareness and attendance to the club e.g. a partnership with Saracens to help promote the club and to support legitimisation of male mental health within the borough.
- Work with other North Central London boroughs to encourage them to open clubs. This would also increase awareness of Andy's Man Club in the borough and in North London.



¹⁴ Gullestrup, J., Lequertier, B. and Martin, G. (2011) MATES in Construction: Impact of a multimodal community-based program for suicide prevention in the construction industry. *International Journal of Environmental Research and Public Health*, 8, 4180-4196.

APPENDIX 1



APPENDIX 2

Table 1. Community events

Event	Date	No. of people engaged with	Type of event	Profile of participants
Purple Tuesday	2 November 2021	60	Face-to-Face	Visually it appeared that people were aged between 30-65 years Female/male split People self-identified themselves by their ethnic or linguistic heritage when asked. Anecdotally, volunteers and staff confirmed they reflected London residents.
Wellbeing Café	10 December 2021	12	Face-to-Face	Majority female
Nowruz Festival	13 March 2022	Estimated attendance 1500	Face-to-Face	Mix of ethnicities, Iranian, Afghani, Iraqis, Persian.

Table 2. Direct engagement

Event	Date	No. of people engaged with	Type of event	Profile of participants
LBB Depot	10 December 2021	70	2 x Face-to-Face	All Male – under 60 years Diverse workforce – 27 different languages spoken at home, but we had been advised that all the men had functional English.
Mace Group	13 Dec 2021	140	2 x Face-to-Face 1 x Online session	Mixture of men aged between late 20s to 40s. Mix of ethnicities and languages spoken at home, but the Mace managers confirmed that all the men had good functional English.
Wates Group	15 Dec 2021	12	Face-to-Face	All male, aged 30-50. A range of ethnic groups consisting. Whilst most spoke English, some staff were White European/White Other and spoke English as a second language after mother tongue.
Barratt London	2 Feb 2022	80	Face-to-Face	All male Mainly 20s to 40 years, consisting of frontline construction staff. A mix of ethnic groups- White British, White Other, and White European as shared by the manager.

Case Study 1

Mr A is a regular client of Community Barnet's Befriending Service and has a regular phone call with our Befriending volunteer. Mr A has several chronic health conditions that have left him feeling very low and experiencing dark thoughts.

Our befriender used his Zero Suicide Alliance training to discuss these feelings and referred Mr A to his GP to access further support. He also signposted to the Stay Alive App.

Reactions to the Befriending support and signposting from Barnet Friends included:

“ I feel very low and have been having some dark thoughts. ”

“ My befriender is a very special person and has a beautiful soul choosing to help people, like myself, in most difficult times. Helping people to see there is a hope when you don't see one. She has already helped me more than words can say and not one word or even a book if I can write for her can describe her and how amazing she is! I have been suicidal, and she is one of the people who is helping me to hang on in hope where I did not see one and when I didn't love or care about myself no more and she has a soul bigger than life itself!! I thank you from the bottom of my heart for everything she has done so far and continue being there for me, being a friend when I MOSTLY needed one!”

“I would like to express my gratitude and appreciation to my befriender. I couldn't describe how much better, with sincerity and honesty, he helped me go through the toughest time in my life. ”

Case Study 2

This was disclosed during the engagement event with the Mace Group. It turns out two colleagues had taken their own lives within the last six months. We talked about the devastating impact this has had and we encouraged them to seek support to talk through their feelings. One construction worker downloaded the Stay Alive app there and then encouraged his colleagues to do the same saying that we would pass the information onto one of the families he was in touch with. He also shared that he feels completely traumatised by the event. The NCL Support After Suicide contact details were specifically mentioned at the face-to-face events. However, providing specific literature on this would have been a key tool at these events, in addition to the Stay Alive app literature.

“ A work colleague killed himself at our Kings Cross site. We didn't know what to say so we didn't say anything. ”

APPENDIX 3

SUICIDE PREVENTION CAMPAIGN LOGIC MODEL

Overall Aim

To prevent poor mental health and suicidality amongst working-age men

Objectives

- To increase help-seeking behaviour amongst men
- To encourage men to talk about their mental health
- To encourage men to talk to other men in their lives, e.g. friends and family
- To test if the approaches chosen i.e. Stay Alive app and Andy's Man Club are worthwhile to men from lower-income groups

Evidence based assumptions around men, mental health and suicide¹:

- Men in lower-income groups and those from minority ethnic communities are disproportionately affected by suicide.
- Socialisation and traditional male gender roles discourage emotional expression. For example, men are less likely to talk and seek help for emotional problems but may be more likely to self-treat and interact with community and hobby related wellbeing activities rather than formal mental health or crisis services.

Assumptions made for the campaign:

- Men can easily engage with digital platforms such as apps and social media
- Men are able to have conversations in a non-clinical peer-to-peer support environment
- Training the community to talk about suicide through Zero Suicide Alliance will help more people identify signs of suicidal thoughts, support the wider community to talk about suicide and encourage men to seek help.
- Using posters with images of a diverse range of men and specific language targeted at encouraging men to talk will help a diverse range of men identify with the posters and be more inclined to interact with the content and download the app.
- Most working aged men are digitally literate and will see promotion of the app through social media and online.
- Digital approaches will not work for some men, so face-to-face support for men through Andy's Man Club could potentially cater to them.

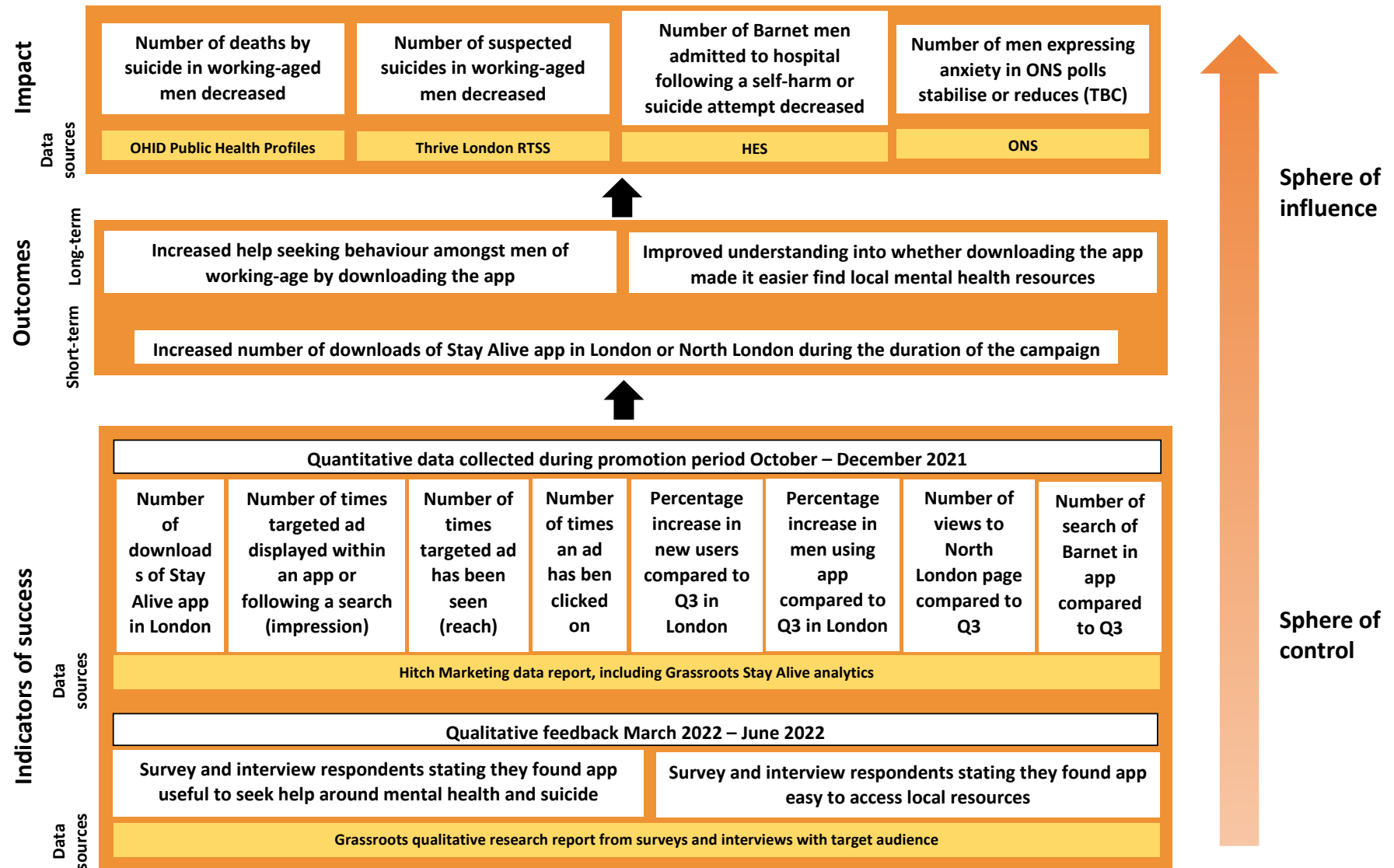
¹ Engaging men earlier | Our policy and research | Samaritans, Understanding Suicide Among Men ([verywellmind.com](https://www.verywellmind.com)), Reviewing the Assumptions About Men's Mental Health: An Exploration of the Gender Binary ([nih.gov](https://www.nih.gov))

Time frame	Goal (Why are we doing this?)	Inputs (What we will invest – people, expertise, money, time)	Activities /Outputs (What we will do – projects, education initiatives, quick wins)	Outcomes		Long-term Public Health Impact
				Short term (Immediate outcomes we will achieve)	Medium term (Over one year -the results we want to see – what we will achieve)	
October – December 2021	Stay Alive app - Increase help-seeking behaviour amongst working-aged men by offering an easy-to-use digital tool - Enable men to find resources in Barnet by downloading the app.	~26k Public Health investment Input of LBB Public Health staff time Communication support from the Council's Corporate Comms Digital marketing expertise from Hitch Marketing Design of campaign assets for print and digital from Good Impressions Suicide Prevention consultancy expertise from Grassroots Suicide Prevention who developed Stay Alive app Community Engagement/outreach from Community Barnet Zero Suicide Alliance training	Targeted marketing to promote downloading 'Stay Alive' Suicide Prevention app - Use digital tools such as key word searches on Google to reach target audience - Monitor and analyse reach and impressions of digital assets broadcast through Google and Facebook - Use posters with QR code in bus stops and bus rears to encourage men to download app - Ensure app is up to date with different languages and Barnet resources so is accessible for our target audience	Stay Alive app Increased number of downloads of Stay Alive app in London or North London during the duration of the campaign	Stay Alive app Increased help seeking behaviour amongst men of working-age by downloading the app. Improved understanding into whether downloading the app made it easier find local mental health resources	1. Number of deaths by suicide in working-aged men in Barnet decreased 2. Number of suspected suicides in working-aged men decreased 3. Number of Barnet men admitted to hospital following a self-harm or suicide attempt decreased 4. Number of men expressing anxiety in ONS polls stabilise or reduces

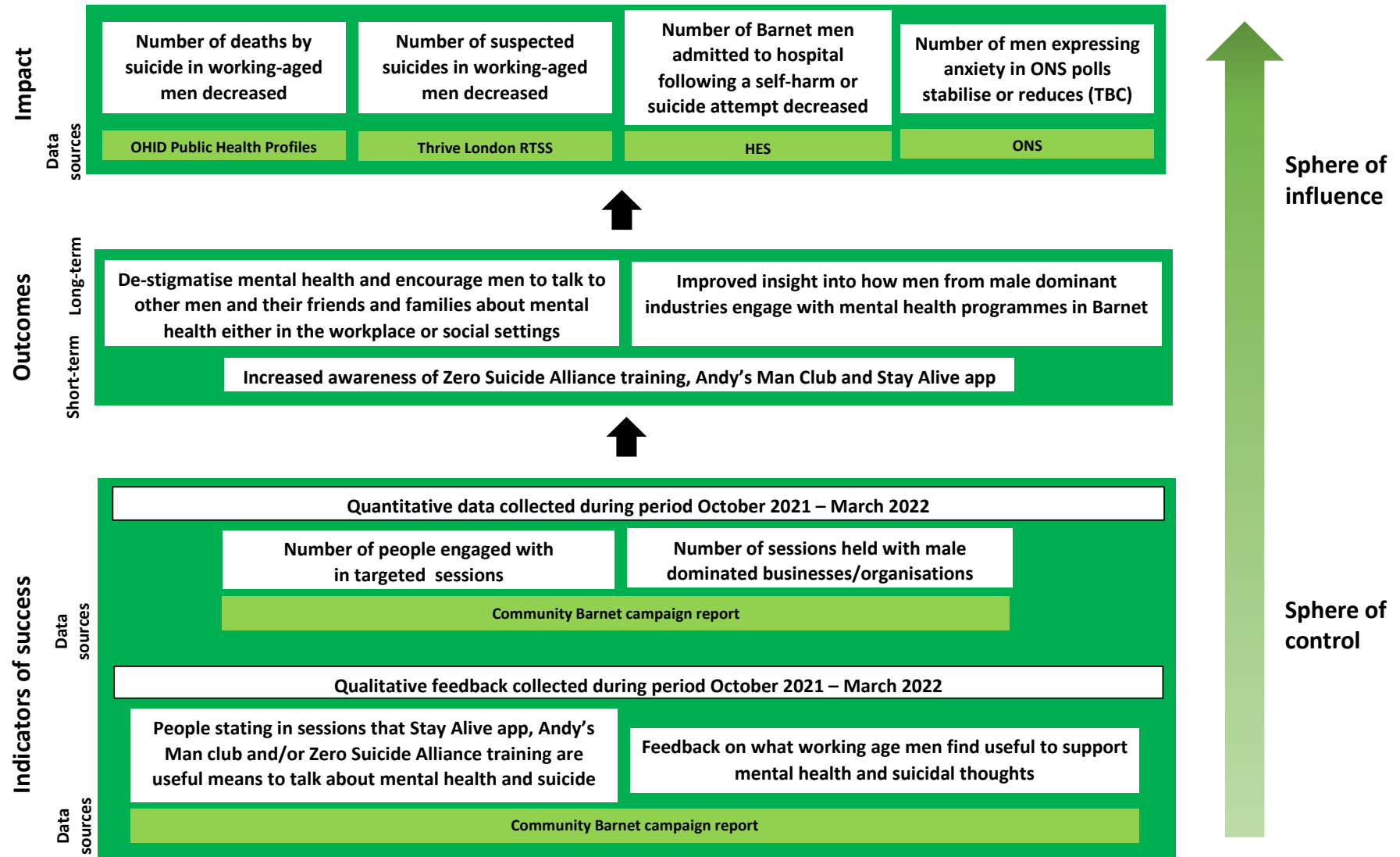
October 2021 – March 2022	<p>Community led outreach</p> <ul style="list-style-type: none"> - Raise awareness of mental health support and suicide prevention amongst men from lower income groups and in wider community. - Better understand where men from lower-income groups go for mental health support and suicidal thoughts. 		<p>Community-led outreach</p> <ul style="list-style-type: none"> - Community Barnet to engage with male oriented industries e.g. construction, to provide information about suicide and talking about mental health, with the specific calls to action to download the Stay Alive app, attend and engage with Andy's Man Club and do the Zero Suicide Alliance training - Community Barnet to collect intelligence on where men from lower income groups go for mental health support and suicidal thoughts. 	<p>Community-led outreach</p> <p>Increased awareness of Zero Suicide Alliance training, Andy's Man Club and Stay Alive app</p>	<p>Community-led outreach</p> <p>Increased number of people doing Zero Suicide Alliance training in organisations contacted by Community Barnet</p> <p>Improved insight into lower income men and mental health in Barnet</p> <p>De-stigmatise mental health and encourage men to talk to other men and their friends and families about mental health either in the workplace or social settings</p>	
March 2022 - ongoing	<p>Peer to peer support</p> <ul style="list-style-type: none"> - Allow men a space to have informal conversations in a non-clinical, non-judgmental space, where they may be more likely to talk 		<p>Peer to peer support</p> <ul style="list-style-type: none"> - Set up first London Andy's Man Club (AMC) within Barnet to offer men a safe space to have conversations around mental health - Promote online AMC sessions on social media before launch of face to face - Create video content to promote launch of face-to-face AMC sessions 	<p>Peer to peer support</p> <p>Increased number of men attending Andy's Man Club in Barnet</p> <p>Increased awareness of Andy's Man Club in Barnet</p>	<p>Peer to peer support</p> <p>De-stigmatise mental health and encourage men to talk to other men about their emotions and mental health</p>	

APPENDIX 4

Outcome framework – Stay Alive app

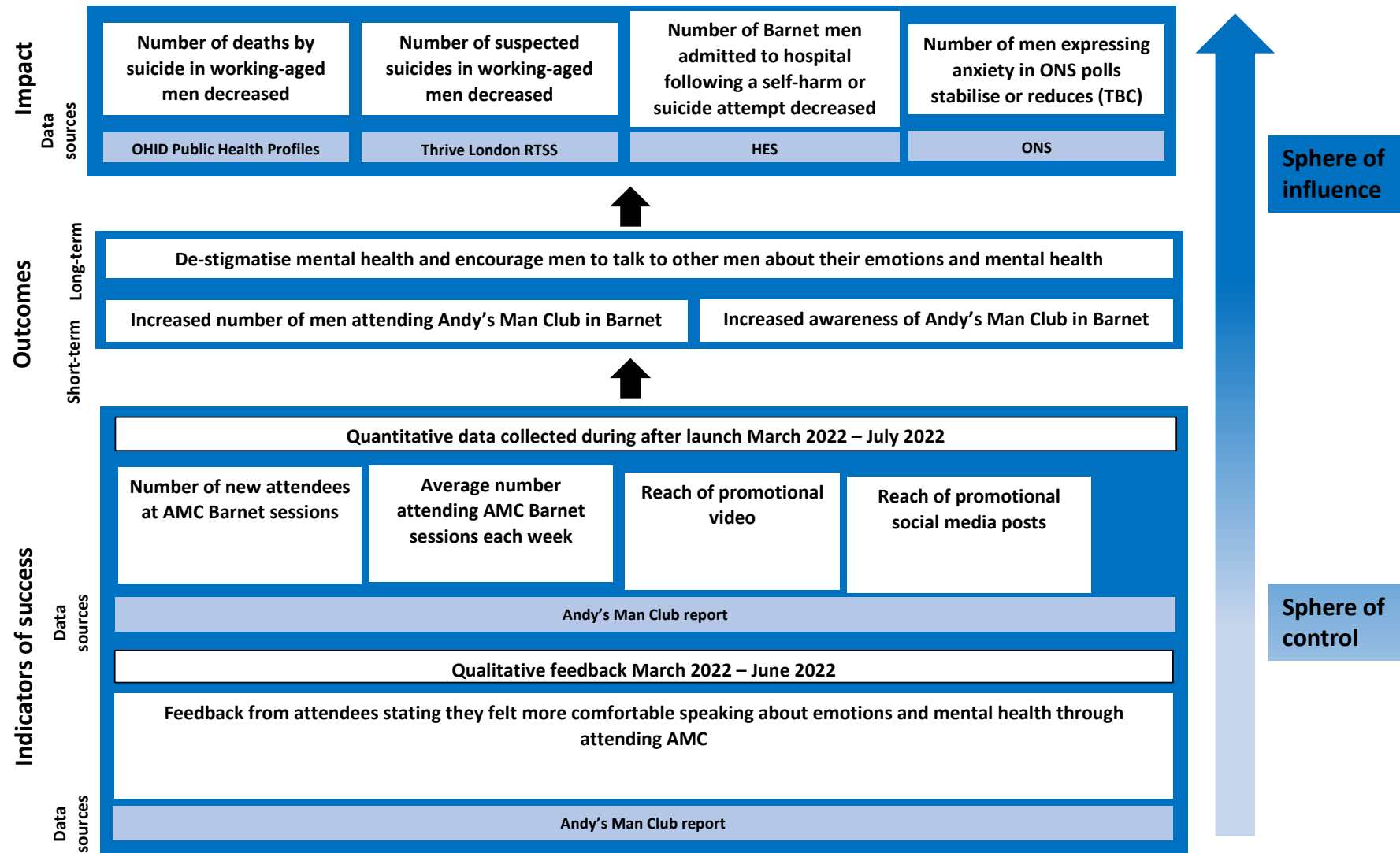


Outcome framework – Community Engagement



APPENDIX 4

Outcome framework – Peer to Peer support (Andy's Man Club)



APPENDIX 5

Have you found that through attending Andy's Man Club you feel more comfortable to speak about your emotions and mental health?	How has attending Andy's Man Club affected you and your life?	Is the Meritage Centre in Hendon a good venue for you?	Do you have any other feedback to share about Andy's Man Club in Barnet?
Yes	It has encouraged me to be more open about my mental and offer support to other people	Yes	I thoroughly enjoy being a facilitator at AMC Barnet. I have also connected with many like minded groups who work in the same area
Yes.	It has given me an avenue to share my thoughts and reassured me that I am not alone in struggling with mental health.	Not for me personally as I travel some distance to get there, but the venue is easy to find and fit for purpose.	Andy's Man Club is a vital support network for thousands of men who may otherwise suffer in silence. It provides routine and familiarity for those who attend, and the men of AMC Barnet are grateful for it's existence.
Yes.	Very positively. It's been important for me to find an outlet for discussing mental health which I had not been able to do until going to AMC. The impact has been better than I hoped. It's also clear that there is a unique shared group experience forming between all the participants with a lot of mutual support and empathy.	It's 20 minutes away, so yes	
Yes.	I've felt much less alone during a very challenging period of life. It has given me a healthy support outlet to express difficult experiences and emotions. I always leave feeling lifted in some way, whether relating to myself directly, or by being there for other men in need of support.	Yes	Long may it continue!
Yes massively	In a great way, its a great way to start my week and everyone is so helpful	Yes absolutely	The facilitators are great, they make you feel at ease, and I'd highly recommend
Yes	Its great to have a place to go and talk for men.	Its okay.	Thanks
Yes	It has given me male friends and mentors	Yes	

Andy's Man Club provides me with the opportunity to be open about my feelings and emotions and share my worries and concerns in a safe space that is well facilitated. It enables me to focus on both the negative and positive aspects of my life.	Andy's Man Club has provided me with the opportunity meet other local people and be part of a growing supportive community and develop my skills to become part of the Facilitation team.	The Meritage Centre is a good location, with plenty of room, good public transport links and the availability of parking is invaluable for those travelling from other areas in the Borough of Barnet.	Andy's Man Club is a well organised and the Barnet group has a growing team of dedicated Facilitators volunteering their time on a Monday evening.
Very much so	I feel like I have a sense of purpose and belonging and have the confidence to talk about what is on my mind in a comfortable, secure and non-judgemental environment.	Yes	It's a fantastic organisation and I look forward to attending every Monday. I've made quite a few friends and it has benefited me in so many way. Thank you AMC for everything you do; you're truly making a difference to peoples lives and their families. Keep up the great work.
Yes	Yes	Yes	Being able just to talk has lowered my stress level and brought about a sense of relief.
Yes. I'm able to convey and open up about my emotions without any negativity.	AndysManClub saved my life. If I hadn't attended. I would not be here today. I still have daily, weekly struggle. But attending AndysManClub aids me when I need support	Yes. It's a great venue. Facilities are excellent. Safe venue to attend. Members can park their cars safely knowing nothing will happen too them. The room is large enough for two groups and if needed we could always used the smaller room.	A great space to share emotion's with. Great support from the staff at the Meritage Centre. Working partnership with Meridian Wellbeing.
Yes has given me the platform to talk about things that would otherwise have been kept in my head	Opened my mind in that I'm not alone in what I've experienced, gone through and thinking. The support from other men and facilitators has been incredible to help improve my mental wellbeing	Yes	Thank you for supporting me in the time of need and I now look forward to Monday evenings and seeing a group of men that I feel connected to. Thanks for being available at the right time and will always be attending on Mondays, no matter how good or bad I feel
yes	Made me feel comfortable talking about things affecting me	Yes	No

With thanks to

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Community Barnet

Grassroots

Hitch Digital Marketing

Rachel Wells

Andy's Man Club

Barnet Public Health Team

LBB Depot

Meridian Wellbeing