

## **'Read Between the Lines' for International Suicide Prevention Day**

People in Inverclyde are being told you can help to save a life. The area is joining the international suicide prevention campaign and the theme is 'If you can read between the lines, you can save lives.' And it's being led in Scotland by Choose Life, NHS Health Scotland.

This year's International Suicide Prevention Day is on 10 September.

Choose Life (NHS Health Scotland) has launched its 'read between the lines' campaign, which calls on everyone to be alert to the warning signs of suicide in people close to them. The message is that if you're worried about someone, such as a friend, family member or workmate, asking them directly about their feelings can help to save their life.

Inverclyde HSCP has been delivering suicide prevention training for a number of years. Now over 2,500 people have been trained in suicide prevention. In addition to the training, concerted efforts for Inverclyde to make its significant contribution to reducing suicide include a contribution to the running costs of the local Samaritans branch, a strong investment and commitment supporting people who have been bereaved by suicide through the local CRUSE service and Survivors of Bereaved by Suicide (SOBS).

Last year ten people in Inverclyde took their own lives, leaving a lasting and devastating impact on families, friends and communities. The suicide prevention campaign encourages each of us to 'read between the lines' and ask people close to us about their feelings. That way, we can all play a part in suicide prevention.

The campaign targets men and women who are likely to be in greatest contact with people most at risk of suicide – men aged 30-59, since statistics show that around three quarters of suicides have been men in every year since 1990. Campaign posters and information booklets will be displayed at a range of places including community centres, Job Centre Plus, GP surgeries, pharmacies, work places and local police stations. In addition, the HSCP will be running a social media campaign via Twitter.

For more information about suicide prevention, log onto [www.chooselife.net/ask](http://www.chooselife.net/ask) or contact [Brian.Young@inverclyde.gov.uk](mailto:Brian.Young@inverclyde.gov.uk).