

Public Service Communications Academy 2020

**Raising our standards:
democracy and communities**
24-26 November 2020

Are you #AlrightPal?

- Started as a suicide prevention campaign.
- Through segmentation and data it now covers general and low-level mental health to support our suicide prevention work.
- Based on creating the right conditions for good mental health and wellbeing, for early interventions.

#AlrightPal?



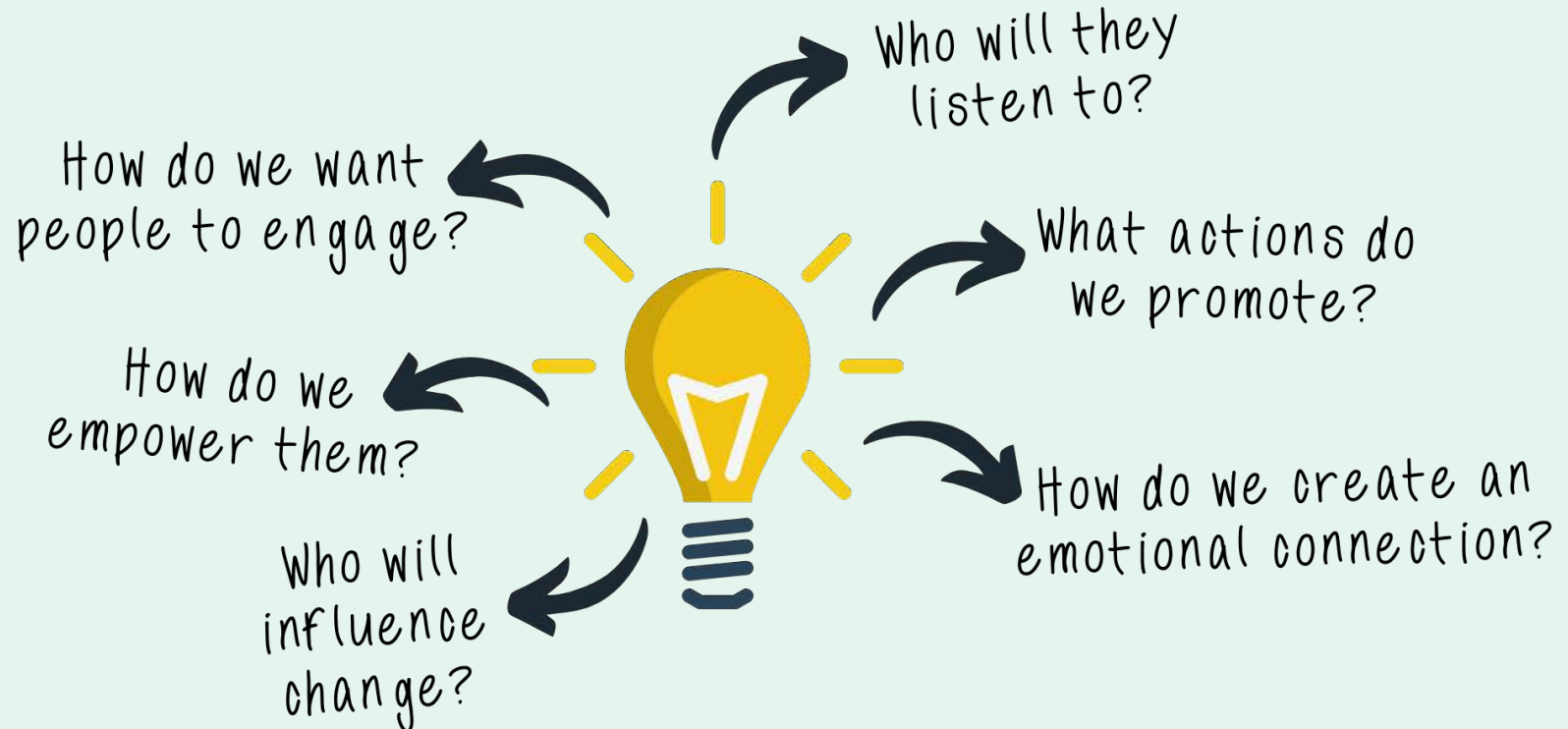
What do we know?

Building block stats – break it down, where can you make a difference?

- Number of people on average that die by suicide in Barnsley every year.
- Age and gender of registered deaths by suicide in Barnsley.
- Just over half (53%) of people who experienced concerns about their mental health avoided social situations or contact from friends and family.

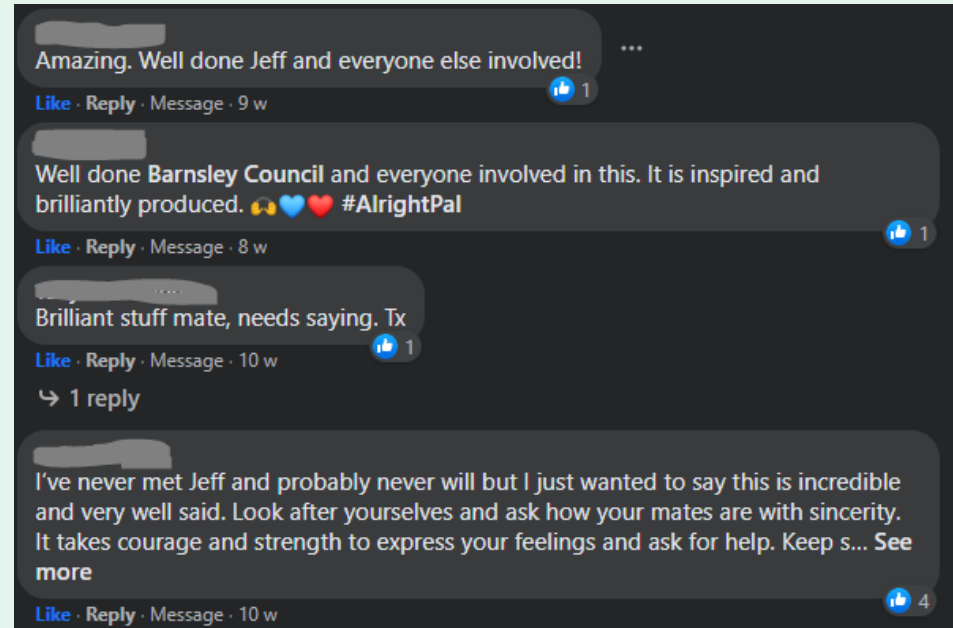
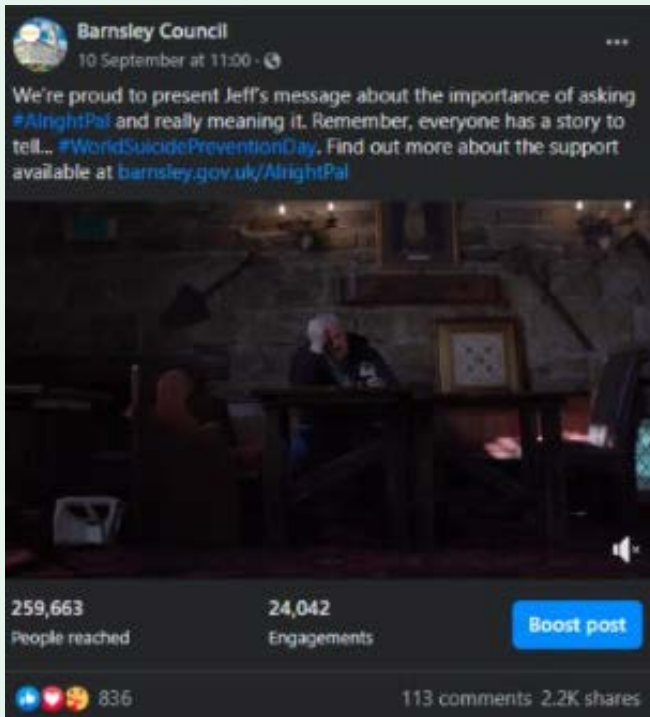


Constructing our messages





How did it go?



Channel	Posts	Reach	Impressions	Engagement	Link clicks	Likes	Comments	Shares	Video views
Facebook	8	296,576	349,737	24,624	106	941	114	2,341	125,000
Twitter	13	N/A	66,915	3,159	41	491	13	327	12,521
Instagram	10	3,049	2,290	N/A	N/A	30	7	14	575
YouTube	1	230	110	N/A	N/A	N/A	N/A	N/A	313
TOTAL	32	299,855	419,052	27,783	147	1,462	134	2,682	13,409

We're all in this together

- Partnership working
- Budget provided by public health
- Tone – message to come from all partners not ‘the council’
- Barnsley FC – some risk, allowing others to drive overall campaign.
- Huge impact and hit our target audience
- Improved working relationships

Don't stop, evaluate!

- We're improving service delivery by evaluating – mental health and suicide strategy
- Refresh and refocus for next time
- Learn from what didn't go so well and shout about what you achieved
- Record social media engagement for our spoken word poem

What's next?

- Partnership strategies so more partners can be involved and demonstrate their commitment to tackling the issue.
- Explore data around self-harm
- Audience segmentation to widen our focus.
- Focus initially on messages for men. Consider young people, women (postnatal depression)

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