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Public Service Communications Academy 2020

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

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LGcomms

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.







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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.



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Constructing our messages Who will they listen to? How do we want 👉 people to engage? What actions do we promote? How do we 🖌 empower them? How do we create an emotional connection? Who will influence change?





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How did it go?

....

Barnsley Council

10 September at 11:00 - 🕄

We're proud to present Jeff's message about the importance of asking #AlrightPai and really meaning it. Remember, everyone has a story to tell... #WorldSubidePreventionDay. Find out more about the support available at barnsley.gov.uk/AlrightPal





I've never met Jeff and probably never will but I just wanted to say this is incredible and very well said. Look after yourselves and ask how your mates are with sincerity. It takes courage and strength to express your feelings and ask for help. Keep s... See more

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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





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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





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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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