

Small Talk Saves Lives



Communications toolkit



Working together to improve the health and wellbeing of our communities



**This toolkit is
designed to help you
support Small Talk
Saves Lives**

What is Small Talks Saves Lives



Small Talk Saves Lives is a national suicide prevention campaign developed by Samaritans in partnership with Network Rail, British Transport Police, and the wider rail industry. It encourages people to start a simple conversation if they think someone doesn't look OK in public spaces—especially railway stations—provided they feel safe to do so.

Why small talk matters: Suicide is preventable; suicidal thoughts are often temporary and interruptible. Even simple questions like “Are you OK?” can provide a vital moment of connection. 59% of people say they would value kind words from a stranger when visibly distressed.

Key Messages for Partners



“Your words are a life-saving kit.”

If you notice someone who doesn't look OK, start small talk—if safe to do so.

You don't need to be an expert. Saying something is better than saying nothing.

Anyone can save a life by showing they care.

Supporting Messages

Small talk doesn't have to be complicated: “Cold today, isn't it?”, “Do you know what time the next train is?”

If someone responds and seems distressed, listen actively and help them find support. If the person is on the rail network and you're concerned, contact British Transport Police on 61016 or call 999 in an emergency.

How Partners Can Support the Campaign

Support	Actions
A. Communications & Awareness-Raising	<ul style="list-style-type: none">• Share social media content using #SmallTalkSavesLives.• Display posters in public buildings, workplaces, and community settings.• Promote Samaritans support (24/7 free helpline 116 123).
B. Staff and Volunteer Engagement	<ul style="list-style-type: none">• Brief staff on how to approach someone safely.• Encourage staff to watch Samaritans' Small Talk video.• Include suicide prevention awareness in organisational training plans.
C. Community Outreach	<ul style="list-style-type: none">• Host stands in transport hubs, libraries, leisure centres, and campuses.• Partner with local Samaritans branches for joint events.• Share local case studies and encourage community stories.

Social Media Posts

Post 1

You don't have to be an expert to help someone who might be struggling. A simple "Hey, are you alright?" could save a life. #SmallTalkSavesLives

Post 2

If someone doesn't look OK and you feel safe, start a conversation. Saying something is better than saying nothing. #SmallTalkSavesLives ❤️

Post 3

Everyday conversations can become moments that matter. Small talk really can save lives. #SmallTalkSavesLives

Post 4

If someone may be in distress on the rail network, text BTP on 61016 or call 999 in an emergency. #SmallTalkSavesLives

**A simple question
at the right time
could save a life.**



#SmallTalkSavesLives

Samaritans is a registered charity

To provide partners with a range of authentic voices and to support flexible messaging, here are all available quotations from the campaign materials. These can be used in press releases, newsletters, or local communications.

Ian Cooper – Branch Director, Bedford Samaritans

“Whilst we know that small talk may not always feel easy to some, we know that it can make a huge difference to someone in distress. So, whether you comment on the weather, or ask where someone can find a coffee, the simple small talk can be all it takes to connect with someone and potentially save a life. Through our Outreach activities we aim to bring the concept of Small Talk Saves Lives to our wider community.”

Louise McNally – Principal Suicide & Trespass Prevention Specialist, Network Rail

“Small Talk Saves Lives shines a light on the power of everyday conversation, and its ability to make a huge impact on a stranger. Millions of people pass through the rail network each day, and every single one of them could ask a simple question or say a friendly comment that could make all the difference. By encouraging colleagues and passengers to pause and start a conversation with someone that looks like they might need help, we’re encouraging people to make looking out for one another second nature and reminding them that small talk really can save lives.”

Superintendent Sam Painter – British Transport Police (Lead for Protecting Vulnerable People)

“The Small Talk Saves Lives campaign reinforces the message that anyone can play a role in supporting vulnerable people, even through something as simple as a little small talk. We continue to work closely with Samaritans and Network Rail to ensure that those experiencing a mental health crisis receive timely and appropriate help. While a moment of small talk could help someone feel less alone, we also encourage anyone who sees a person they believe is in distress on the railway network to report it to us by texting 61016 or calling 999 in an emergency.”

Useful links

- [Every Mind Matters](#) - for expert advice and practical tips to help you look after your mental health and wellbeing
- [SHOUT](#) - Text SHOUT to 85258 24/7. The service is focused on supporting young people aged 11-25.
- [Calm](#) - Our suicide prevention helpline is for anyone affected by suicide or suicidal thoughts
- [Heads Up](#) - Men Mental Health support and information
- [Mind BLMK](#) - Mental health support across BLMK. For more information about services please Phone: 0300 330 0648
- [Samaritans](#) - offers a listening service which is open 24 hours a day, PHONE on 116 123 www.samaritans.org/
- [THE HUB OF HOPE](#) - is the UK's leading mental health support database
- [PAPYRUS](#) - Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.
- [Total Wellbeing Luton](#) - Total Wellbeing Luton supports people living in Luton who want to improve their physical and emotional health
- [Stay Safe App](#) - A suicide prevention resource, packed full of useful information and tools to help you stay safe in crisis.



In partnership with  BRITISH TRANSPORT POLICE  NetworkRail

Support for Young People

All children and young people will feel worried at some point this is part of growing up. This can leave a young person feeling worn out and isolated.

Visit Young Minds for tips on how to support young people with anxiety.

Every Mind Matters also provides information on supporting young people with their mental health including tips for parents and carers.

How you feel matters: Getting help in Milton Keynes, Bedford Borough, Central Bedfordshire, and Luton.

Calm: National campaign providing services, tools, and knowledge for people in crisis.



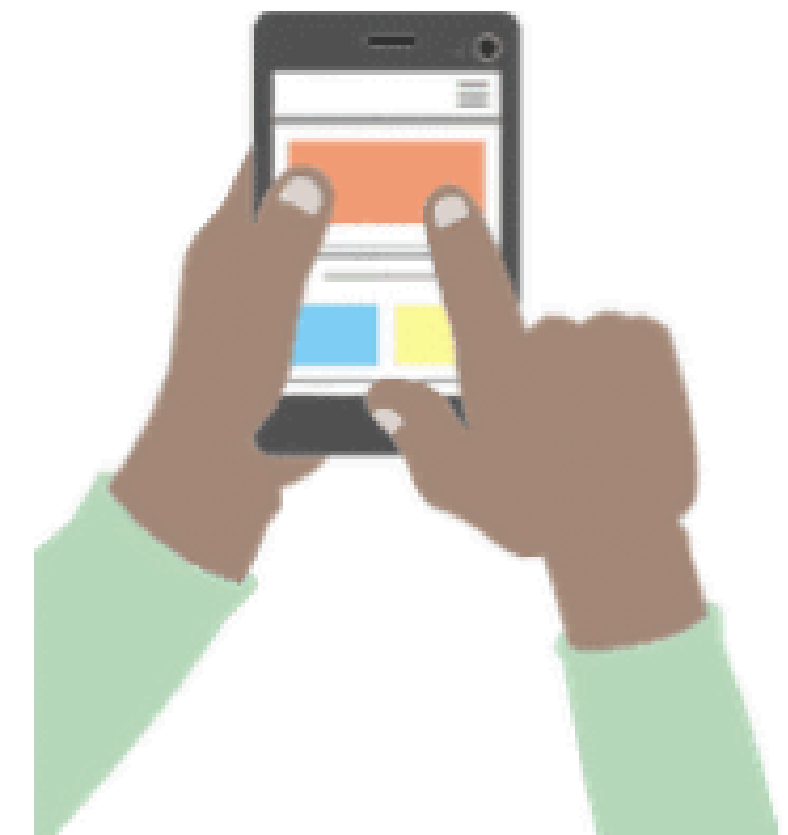
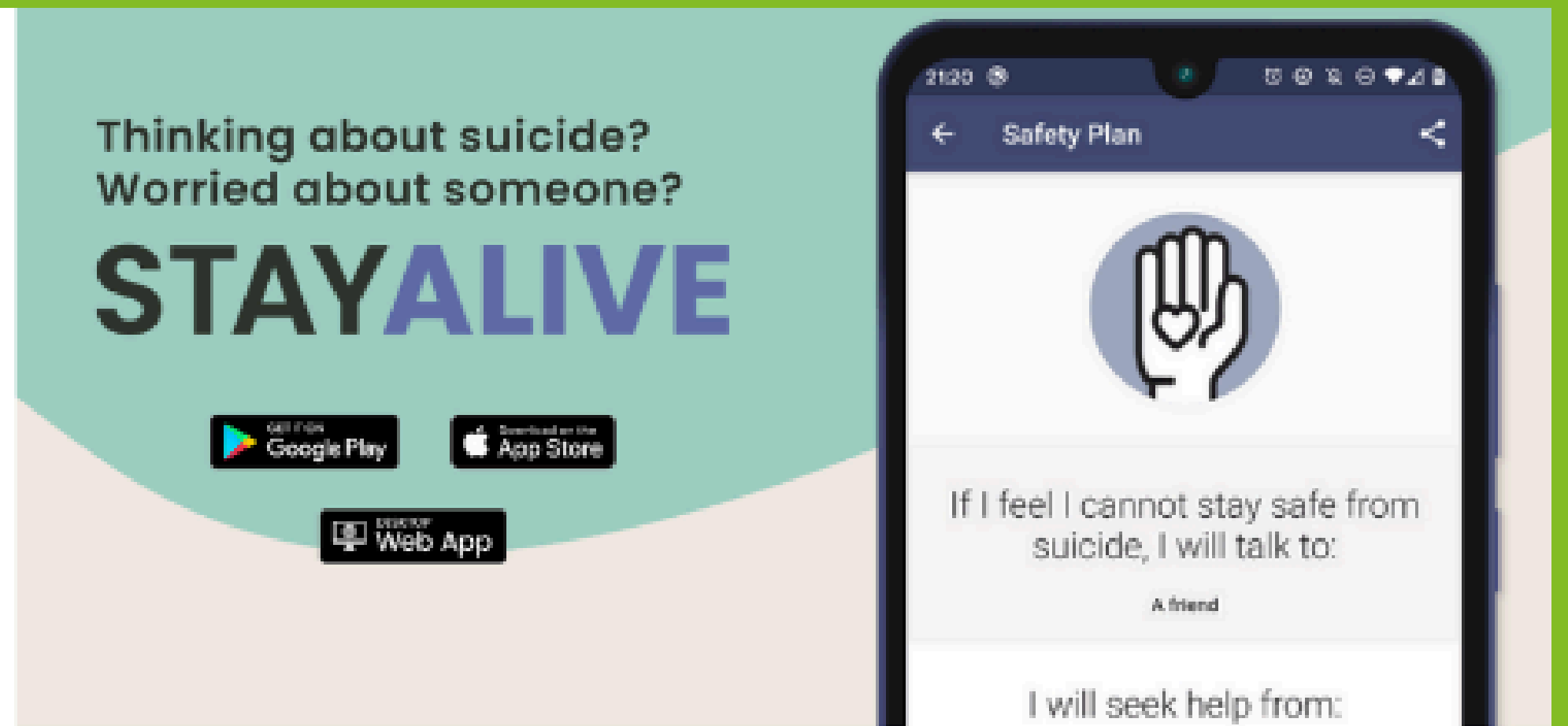
The Stay Alive app is a suicide prevention resource for the UK, packed full of useful information and tools to help you stay safe in crisis. You can use it if you are having thoughts of suicide or if you are concerned about someone else who may be considering suicide.

The app includes:

- A safety plan with customisable reasons for living
- A LifeBox where you can store photos and memories that are important to you
- Strategies for staying safe and tips on how to stay grounded when you're feeling overwhelmed
- Guided-breathing exercises and an interactive Wellness Plan

The app also links you directly to local and national crisis resources, with space to add in your own as well. Please share information about the app widely.

You can download the Stay Alive app from your app store.



Urgent & Crisis Support

If you are experiencing a mental health crisis for the first time you should contact your GP or **NHS 111**, select **option 2**

Samaritans offers a listening service for those in crisis, who have suicidal thoughts, or just need someone to talk **available 24 hours** a day, every day of the year on **116 123** (free). Alternatively via email at jo@samaritans.org , or www.samaritans.org for access to webchat in the evenings and a range of resources.

Mind BLMK's Recovery Lounge's are a free service available 365 days of the year, 5.00pm-11.00pm. For more information please call 0300 330 0648 or visit www.mind-blmk.org.uk/how-we-can-help/crisis-support for location addresses.

Mind BLMK Milton Keynes Crisis Café is a free service available 365 days of the year, 5.00pm-11.00pm. Drop in for face to face support between 5pm and 11pm or call 01525 722 225 to speak to a member of the team,. Telephone support is for Milton Keynes residents only. Visit www.mind-blmk.org.uk/how-we-can-help/crisis-support for location address.

In an emergency if you or somebody else's life is in danger contact the emergency services on 999 or go to A&E

Thank you for your support

This toolkit has been produced by the BLMK Suicide Prevention Campaign group.



SAMARITANS

Luton



MK Milton Keynes City Council

Working together to improve the health and wellbeing of our communities