



**men's
minds
matter**

Ambassador Pack



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Welcome to Men's Minds Matter

Thank you so much for helping us spread our message, and ultimately save even more lives.

In this document you'll find guidelines and other information that will come in handy when talking about MMM online and everywhere else.

If there are any questions that aren't answered, get in touch with **Tommy** on **tommylee@mensmindsmatter.org**





About
**men's
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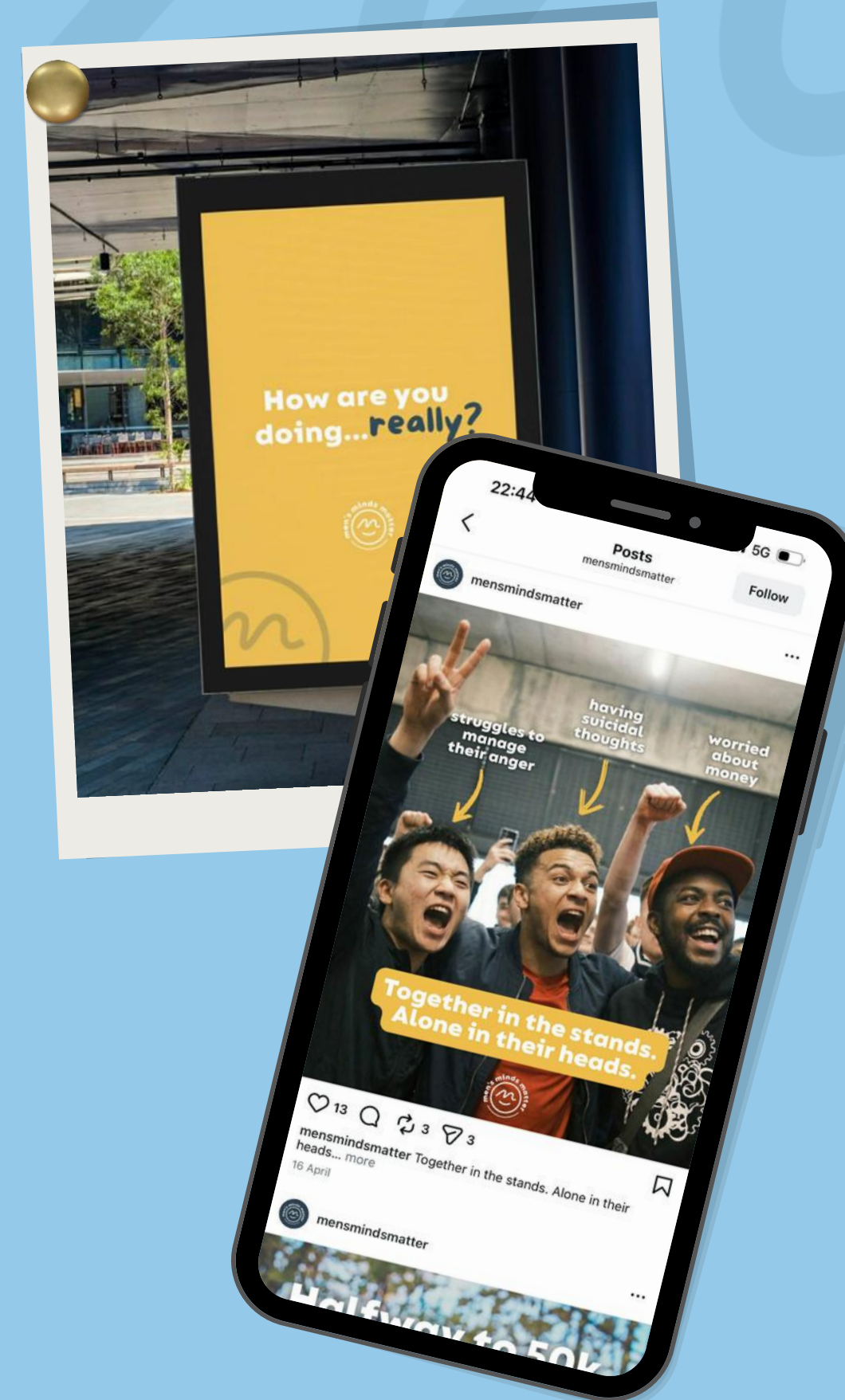


Men's Minds Matter is a leading suicide prevention organisation. Since 2009, we've researched, campaigned for, and supported men in suicidal crisis. We've developed a clinical model that's helped save over 1000 lives to date.

In the UK, three quarters of all completed suicides are by men. It's the single biggest killer of men under 50. The outward expression of male distress is felt by all parts of society. If we help men in crisis, we help everyone.

Our unique clinical model takes a different view on the causes of – and treatment for – suicidal intention to traditional methods. It's used in the NHS and other clinical settings, and not just for treating men.

MMM is run by two friends – clinical psychologist Dr Luke Sullivan, and lived experience expert, and survivor of a suicide attempt, Nigel Sanderson. They're supported by network of media professionals, researchers, clinicians, lived experience experts, people bereaved by suicide and many others.



The model

The Men's Minds Matter model underpins all the work we do. It's a significant point of difference to other organisations.

However – it can have limited potential in connecting with people who are less 'expert' in the field. But if right for your audience, it's a great thing to talk about.

A summary of the model:

It takes a completely different perspective on suicide and is based on rigorous science and draws on established evidence-based practices. It sees suicide not as being caused by mental illness, but by life crises and entrapment in psychological and emotional pain. When this is understood, treatments are completely different and can be more effective.



Important: due to the clinical nature of the model, please check content with **tommylee@mensmindsmatter.org** before posting.



**How to
talk
about**



We're **not** a charity...

We're a community interest company. They're very similar, but different.

When describing us, please use the term 'suicide prevention organisation' – not 'charity'.

Also feel free to shorten to 'MMM', but only if you've already used our full name in whatever you're saying or writing.

We're happy to give you flexibility and freedom when it comes to talking and posting about MMM and the partnership. However, some dos and don'ts are necessary.

Do

- Talk openly and directly about suicide
- Be kind to yourself. You may receive comments and messages from people who are struggling. We're happy to give advice, but it's important you accept there are limits to the help you can give
- Share posts when we launch new campaigns, and tag us on Instagram
- Engage with people who are leaving comments (unless they're overly negative)
- Follow Samaritans' guide for talking about suicide – more on the next slide
- Try and keep the tone light and positive where possible

Don't

- Use the term 'commit suicide'. This is related to a time when suicide was illegal, and is considered insensitive by many
- Post any messaging that could be seen to be comparing or pitting men against women
- Engage with negative comments if you suspect they're purely there to start a fight
- Post content that is purposefully sensationalist or provocative. We should be aiming for calm, rational conversation

Important: if you are posting anything that could be considered 'clinical' or advice, please check content with **tommylee@mensmindsmatter.org** before posting.

Although designed for journalists, the Samaritans guide to reporting on suicide should be applied to our social content and marketing too.

The full guidelines can be downloaded [here](#). Some may not feel relevant to you, but in summary:

1. Don't detail the methods used by people who die of suicide
2. Do highlight that suicide is preventable and signpost places people can go for support
3. Avoid dramatic and sensationalist language
4. Don't refer to places as 'popular' suicide sites
5. Avoid dramatic or sensational pictures or videos
6. Avoid repetitive sharing of stories
7. Be mindful of sharing people's social media comments – it can be easy to share the 'wrong' kind of person's
8. Don't include content or details of suicide notes
9. Don't speculate about the cause of an individual's suicide
10. Be doubly cautious discussing the suicide of young people



SAMARITANS

Research evidence shows that certain types of media depictions, such as explicitly describing a method, sensational and excessive reporting, can lead to imitational suicidal behaviour among vulnerable people. In contrast, coverage describing a person or character coming through a suicidal crisis can serve as a powerful testimony to others that this is possible, and can encourage vulnerable people to seek help. Samaritans' media guidelines for reporting suicide offer practical advice on how to reduce the risk of media coverage negatively impacting on people who may be vulnerable.

Signposting

If you receive a comment from someone who is actively suicidal, it's important to remember that MMM are not currently able to offer one-to-one support.

Instead, signpost places that people can go for help.

See opposite for a template response. Feel free to use this, but try and personalise if possible.

I'm sorry to hear you're going through a tough time. There are no easy answers but there are people out there that can help.

The Samaritans are available on the phone 24/7 on 116 123.

CALM also offer a helpline from 5pm-midnight every day, on 0800 58 58 58.

I'd also strongly recommend talking to your GP and other local mental health services. And if you're in immediate danger, then please call 999.

@MensMindsMatter also have resources on their website - head to their profile or visit: www.mensmindsmatter.org.

Men's mental health stats

Not every post you create has to be loaded with stats. But sometimes, they help.

- Three quarters of all UK deaths by suicide are men
- Suicide is the biggest killer of men under 50
- A man dies of suicide every two hours
- 85% of all rough sleepers are men
- Men generally report lower levels of life satisfaction
- Men are less likely to access psychological help - with only 36% of referrals to NHS talking therapies being for men



If using stats and facts outside of these, please make sure that you're using ones from credible sources - like from .gov websites or the NHS. Check with us if unsure.



**Visual
guidance**

Logo

Our full range of logos can be downloaded [here](#).

Colour

If designing social assets, please make sure you use the right shades (see the palette on the right).

Imagery

For imagery, adhere to the advice from the Samaritans on previous slides – don't pick anything sensationalist or too dramatic.

We're aiming to spread messages of positivity and hope, so this should be reflected in the images we use. 'Sad' images can be used in the right context, but sparingly.



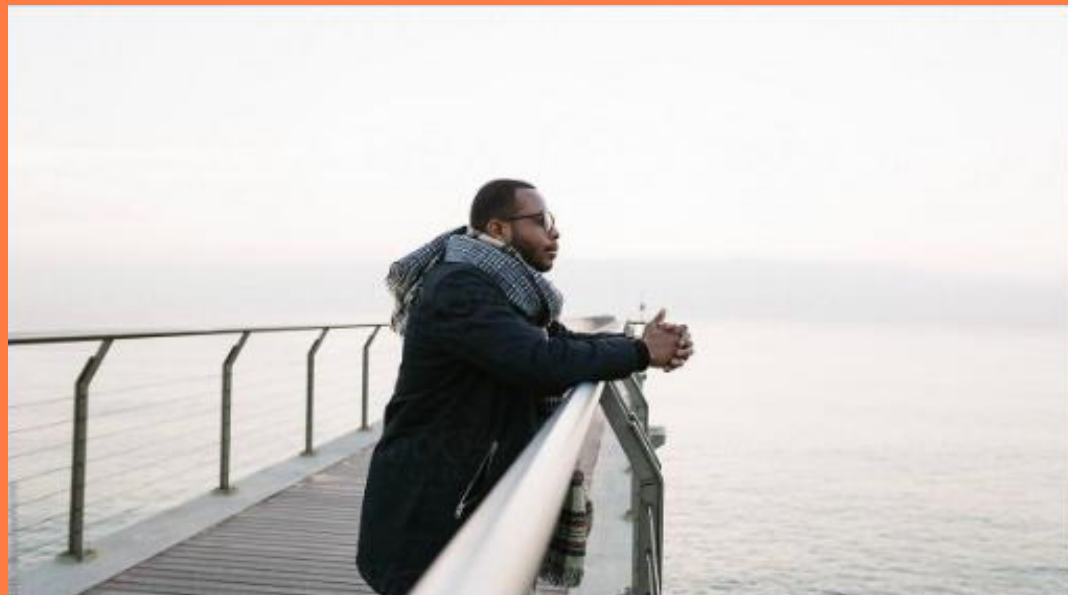
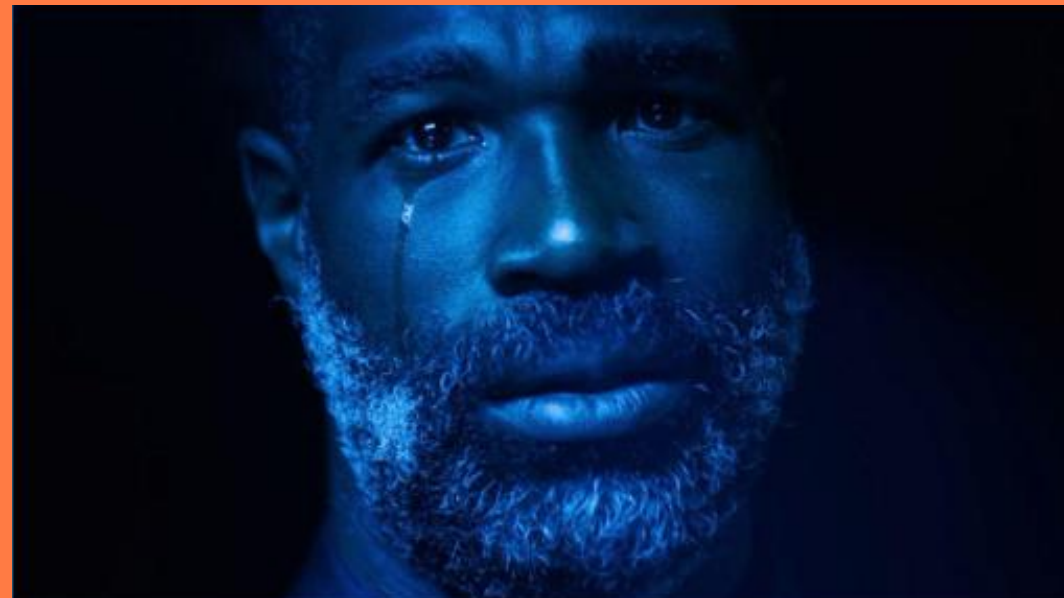
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		Baby Blue RGB 148, 201, 233 CMYK 36, 14, 0, 9 Hex Code #94c9e9
		Coral Red RGB 255, 123, 68 CMYK 0, 52, 73, 0 Hex Code #ff7b44

Images we like



Show a range of different types of men, with a default setting of hope, community and action.
When sharing more 'sad' content, try and show people that are getting help, rather than struggling alone.

Images we don't like



No overly dramatic shots of men struggling alone. Don't show people on bridges, next to water, or anything that could be seen as someone considering taking their own life.

Also avoid anything that could be considered 'toxic' – for example anger or overly physical activities.



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Thank you!

We hope this is everything you need to join us and help tell our, and your, story in a positive, constructive way.

If anything is missing, if you have any questions, or would like content to be checked, then please get in touch with Tommy on **tommylee@mensmindsmatter.org**