

HOPE

#myhopeis

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#myhopeis campaign

Helping engage members
of the public in suicide
bereavement research.

National Suicide Bereavement Survey Recruitment Campaign

#myhopeis 2017 Campaign

About the #myhopeis campaign

There are 12 weeks left for people to complete the national anonymous suicide bereavement online survey. Currently, 5403 people have participated since 27th September 2017. However, we believe the more people that take part, the louder our voice will be, when we present findings to government. Hence, the reason we are trying to get even more people to participate.

We have come up with a plan to help raise awareness of the national anonymous suicide bereavement online survey and hopefully, reach out to a wider audience and motivate even more people to participate. I am very grateful to you all for your unfailing support, since this study was launched 27th September 2017. Equally, something very special seems to have happened, quite by accident. That is, we are finding our voice and each other. It seems that we are not only completing a survey that

will inform government and help to inform the development of services for those bereaved by suicide, but we have started a conversation about 'suicide bereavement' on my twitter account (@SJMcDonn). The level of support from the general public is unprecedented in this field. Many have reported to me, that their involvement in completing the survey, helping to raise awareness of the research and motivating people to participate, has been an empowering experience.

The above-mentioned has helped **Suicide Bereavement UK** and **If U Care Share Foundation** to develop the #myhopeis campaign, to raise awareness of the study and motivate people to complete the survey. It is very simple, but we believe it will be very effective but only with your support. We have therefore decided to start a social media campaign called #myhopeis

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We will use #myhopeis for the following:

- To reach out to a wider audience to help raise awareness about the suicide bereavement survey and motivate more people to complete it.

In addition, we have chosen one 'positive word' for each of the remaining weeks left during the recruitment phase. The purpose of this is for people to include an inspirational quote, that is directly associated with the word chosen for that week. Please include the word, the quote refers to, and #myhopeis on the tweet. This will provide those bereaved by suicide positive quotes, written by people bereaved or affected by suicide and will help to create a community of hope. We really hope you will support this campaign.

How can I take part in the #myhopeis campaign?

- Please provide text or a short film clip on social media, that will help to motivate people to complete the suicide bereavement survey. It must include the following words: #myhopeis in your film clip. For example *'My hope is that our voices will be heard.'*
- You might also want to share an inspirational quote, on the campaign (#myhopeis) that is directly associated with the 'positive word' chosen for that week. An example of what you might write on twitter is as follows: *'HOPE: 'Hope is being able to see there is light despite all of the darkness' Desmond Tutu #myhopeis'*
- Help raise awareness of the suicide bereavement survey (noted below) and our campaign #myhopeis amongst your contacts

The word for each week will be provided every Thursday on my twitter account (@SJMcDonn).

Who can participate in the #myhopeis campaign?

Anyone who is bereaved or affected by suicide

Link to survey: <http://research.bmh.manchester.ac.uk/cmhs/research/Impactofsuicide>

Key resources for those bereaved by suicide

Information about sources of support for those bereaved by suicide can be found at: www.supportaftersuicide.org.uk.

You can also download a copy of the booklet 'Help is at Hand' from this link.

For more information about the campaign contact: sharon.mcdonnell@suicidebereavementuk.com

Thank you for considering our requests. We do hope you will support us.