

Suicide Prevention: My brother's legacy



Alice Hendy MBE

Founder
R;ipple



Safer Workplace, **Today.**

Protect your employees from harmful <online searches>



The R;pple story and impact

Alice Hendy MBE lost her brother Josh to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple.

1.9m

Active
Users

50,300+

Searches
Intercepted

31

Lives
Saved*

33

Awards
Won

**People who have reached out to us directly*





The Numbers

Suicide Statistics



720,000

People die by suicide every year, globally. (World Health Organisation)

58%

Of all deaths by suicide globally occur before the age of 50 years old (IASP)

1 in 100

Deaths in 2019 was the result of suicide (IASP)

73%

Of global suicides occur in low and middle income countries (World Health Organisation)



Suicide's Invisible Accomplice



1.2 m

internet searches for ways to take your own life happen every month, globally. (Suicide forum)

>26%

of suicide cases in under 20s and 13% of those in 20–24-year-olds had a suicide-related search history. (The Lancet & University of Manchester)





Language and Myth Busting

The importance of language



What not to say

What to say instead

Why?

Successful/Unsuccessful

Lived through a suicide attempt

'Successful' is inappropriate because it frames a tragic outcome as an achievement.

Other people have it worse

Tell me more about how you're feeling

Invalidation to compare someone to someone else. Can lead to feelings of guilt and shame on top of emotional distress.

How could you be so selfish?

Your feelings are valid

Suicidal people often assume the world would be better without them, therefore they may see living in their current state as more selfish than acting on their suicidal ideation.

Myth Busting!



Myth 1

If someone has a 'good' life, they can't feel suicidal

Anyone at any time in their life can experience thoughts of suicide, regardless of their situation.

Myth 2

If I talk about suicide, it might put the idea in someone's head

Having safe conversations around suicide will not make someone suicidal, instead it lets them know you are a person they can reach out to for support.

Myth 3

People who say they are suicidal are only 'attention seeking'

Telling someone you are experiencing suicidal thoughts takes a huge amount of courage and should always be taken seriously.

Myth 4

Suicide won't affect me

Suicide doesn't discriminate – it can affect anyone at any time.



'Signs'

®

Spot the signs of suicide

Behavioural Markers

- Isolating from others
- Lack of communication
- Giving away possessions
- Driving recklessly
- Aggression
- Substance misuse
- Change in sleeping patterns
- Financial difficulties
- Gathering materials
- Relationship problems

Emotional Markers

- Irritability
- Mood swings
- Shame
- Anxiety

Physical Markers

- Weight Gain
- Acne
- Signs of self-harm
- Lack of hygiene
- Loss of interest in appearance

Verbal Markers

- Feeling stuck
- Having no purpose
- Not wanting to exist
- Believing they are a burden
- Worthless
- Alone
- Talking about death

IMPORTANT: Sometimes, there are no signs at all...



Spot the signs of suicide

Fire drills and marshals are common practice for workplaces, and Fire Action signs having been a legal requirement since 2007.

A person is 62 times more likely to die from suicide (1 in 88) than in a fire (1 in 5,447).



The poster features a large blue exclamation mark icon at the top. Below it is a blue header bar with the text "Suicide Action". The main content consists of five rows, each with an icon and a text box. The first row has a red icon of a bell and a red text box. The second row has a green icon of a person running and a blue text box. The third row has a green icon of two people with arrows and a blue text box. The fourth row has a red prohibition sign over a person walking and a blue text box. The fifth row has a red prohibition sign over a person with a gear and a red text box.

Suicide Action

-  Raise awareness if you spot someone struggling
-  Leave avoidance behaviour by the nearest exit
-  Assemble your suicide prevention plan
-  Do not ignore your responsibility to protect your staff
-  Do not take any risks with mental health

 R;pple | 1 in 12 employees will have suicidal thoughts. Install R;pple now to ensure youre workforce is #Working9toAlive



Top Tips

How to support a suicidal person

Listen

- DO take time to listen, without interruption
- DO give your undivided attention
- DON'T judge
- DON'T force your advice or opinions
- DON'T lecture
- DON'T pity or patronise
- DON'T change the subject

Trust

- DO show respect
- DO treat everything in confidence
- DON'T take charge
- DON'T leave them alone

Care

- DO be calm
- DO provide gentle reassurance
- Do accept and believe them





The R;pple Tool

The Next Level of Suicide Prevention



Ripple is an innovative
digital crisis intervention tool.

It gets activated when
a person searches for a harmful
or suicide-related content online
*including a range of conditions to include financial
wellbeing, alcohol misuse, gambling addiction,
eating disorders, and much more...*



How R;pple Helps

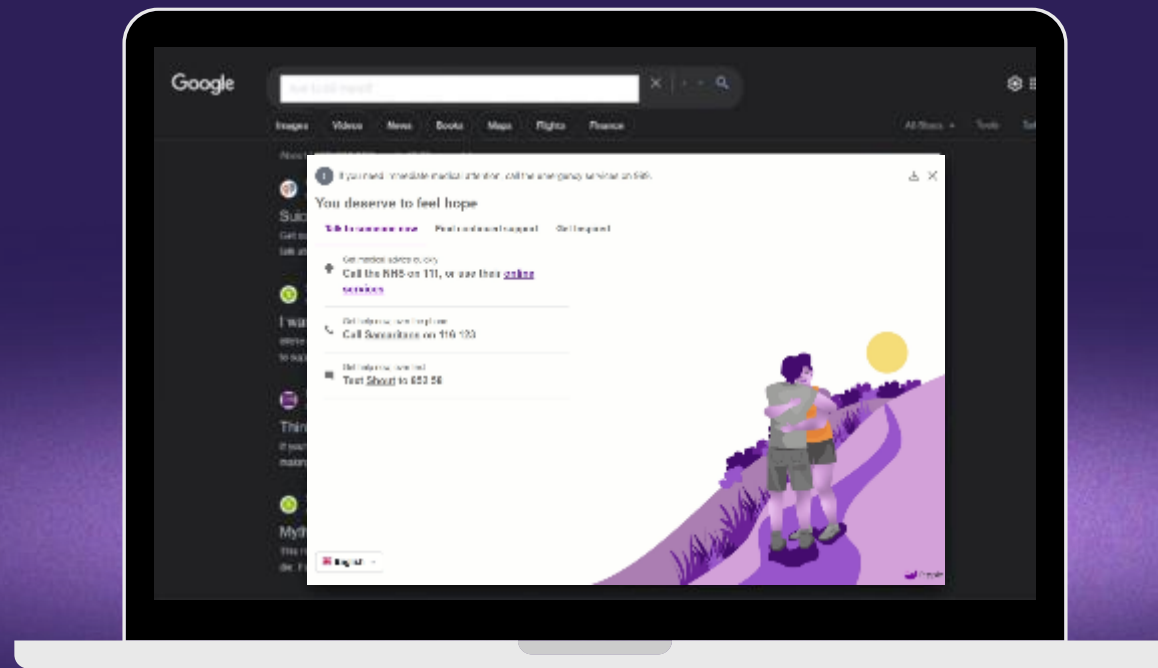


Protection in 3 simple steps

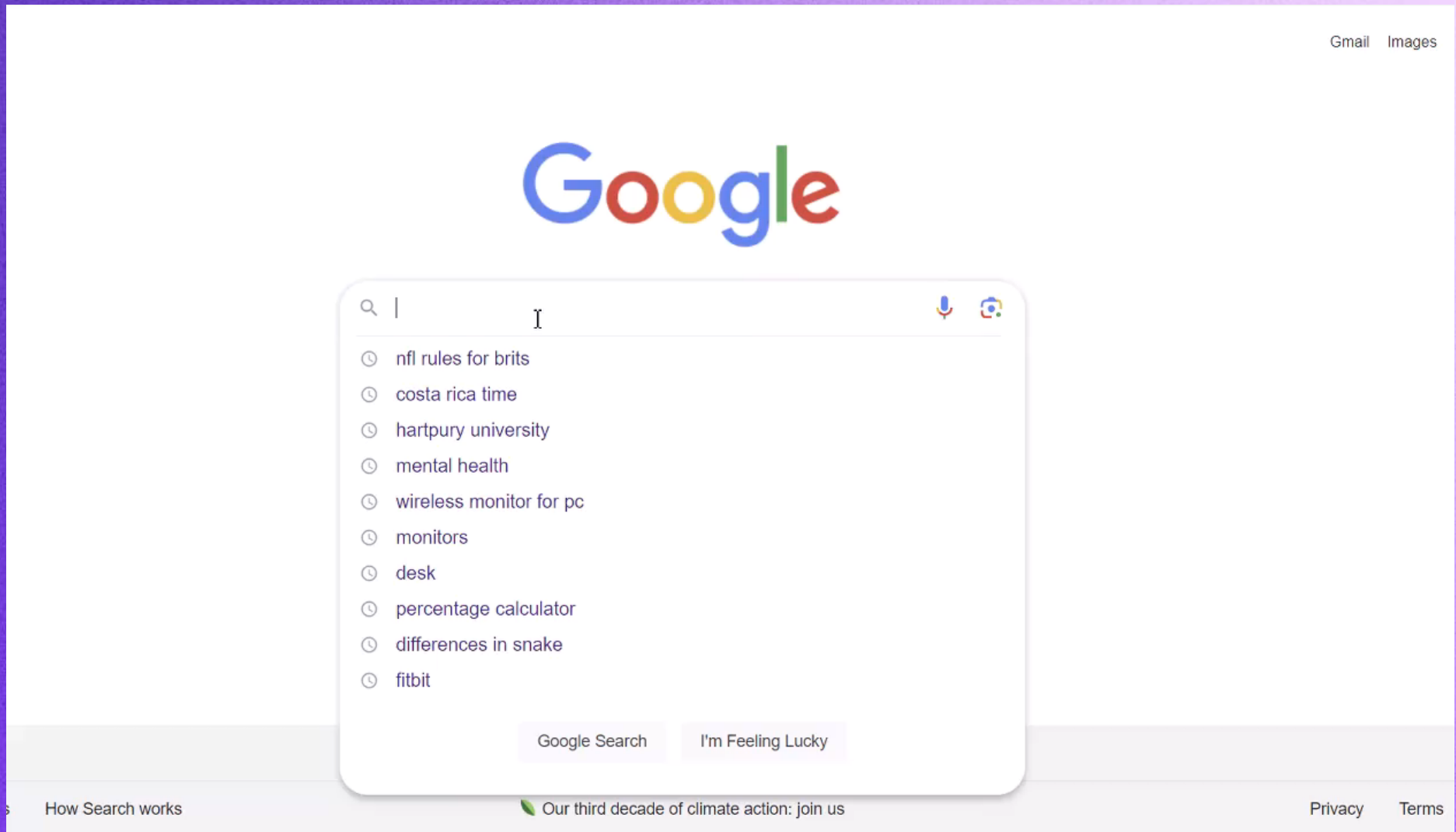
1 Intercepts the search with a calmly presented pop-up screen.

2 Guides the person through a filter of breathing exercises to help them pause and reflect.

3 Signposts to helplines and mental health resources, accompanied with messages of hope.



Ripple Demo



Who is R;pple Aimed Towards?

Parents

Parents are able to download R;pple for **free** on all laptops and computers in their household.

Education Sector

Schools, colleges and universities of all varieties can download and deploy R;pple en masse, for **free** to put an additional layer of protection in place for their students.



Businesses & Public Sector

Businesses and organisations can deploy R;pple for a subscription fee to protect their staff who may be conducting harmful online searches.

Venues

Venues such as concert halls, stadiums, football grounds coffee shops, airports and hotels can deploy R;pple through Wi-Fi integration.

Trusted by

Businesses and Public Institutions



Publicity

Ripple is a crucial voice in the media, challenging misinformation and stereotype, giving hope and advice, and advocating for changes that can save lives.

sky news

BBC
NEWS

Daily Mail

itv

LBC
NEWS

TEDx

Evening Standard

EXPRESS

GQ

Mirror

5

GBN

BBC
RADIO

yahoo!
news

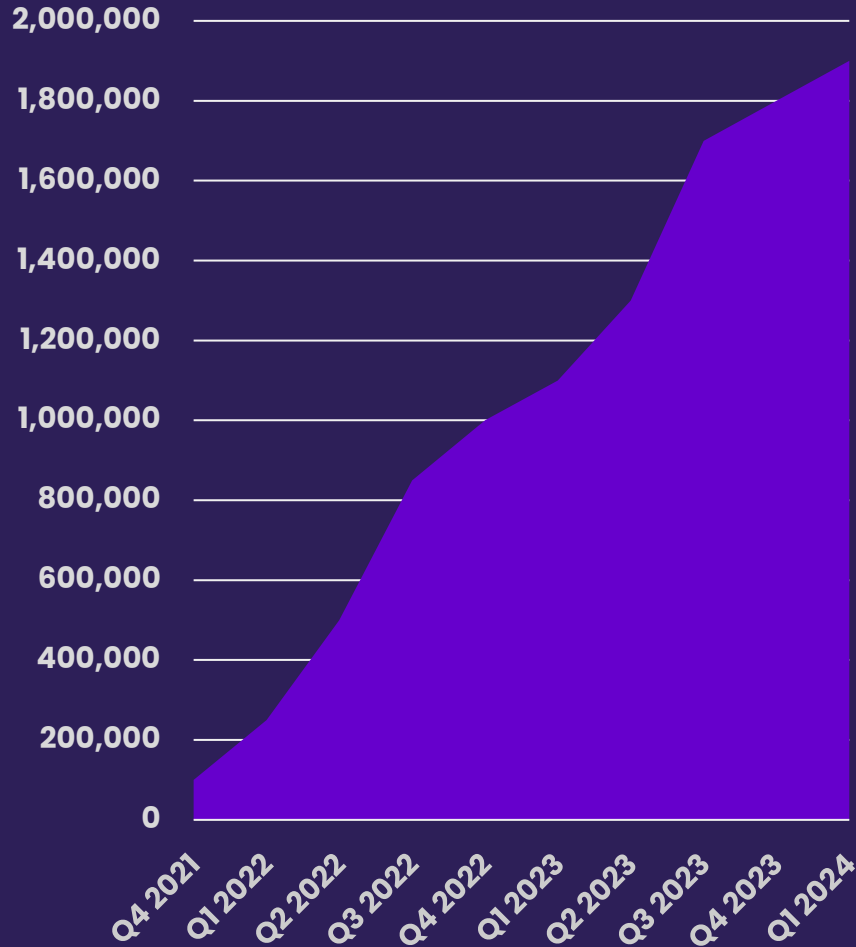
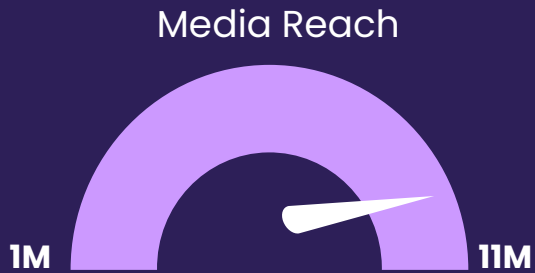
The News

The Telegraph

CHANNLEYE



Our Impact



Active Users **1,900,000**

Interceptions **50,300+**

Lives Saved* **31**

*People who have reached out to us directly

Awards Won **33**

Global Reach



Europe

Austria, Belgium, England, France, Germany, Gibraltar, Guernsey, Ireland, Isle of Man, Italy, Jersey, Netherlands, Portugal, Russia, Scotland, Spain, Switzerland, Sweden, Wales

Africa

Algeria, Egypt, Libya, Senegal, South Africa, Uganda

Americas

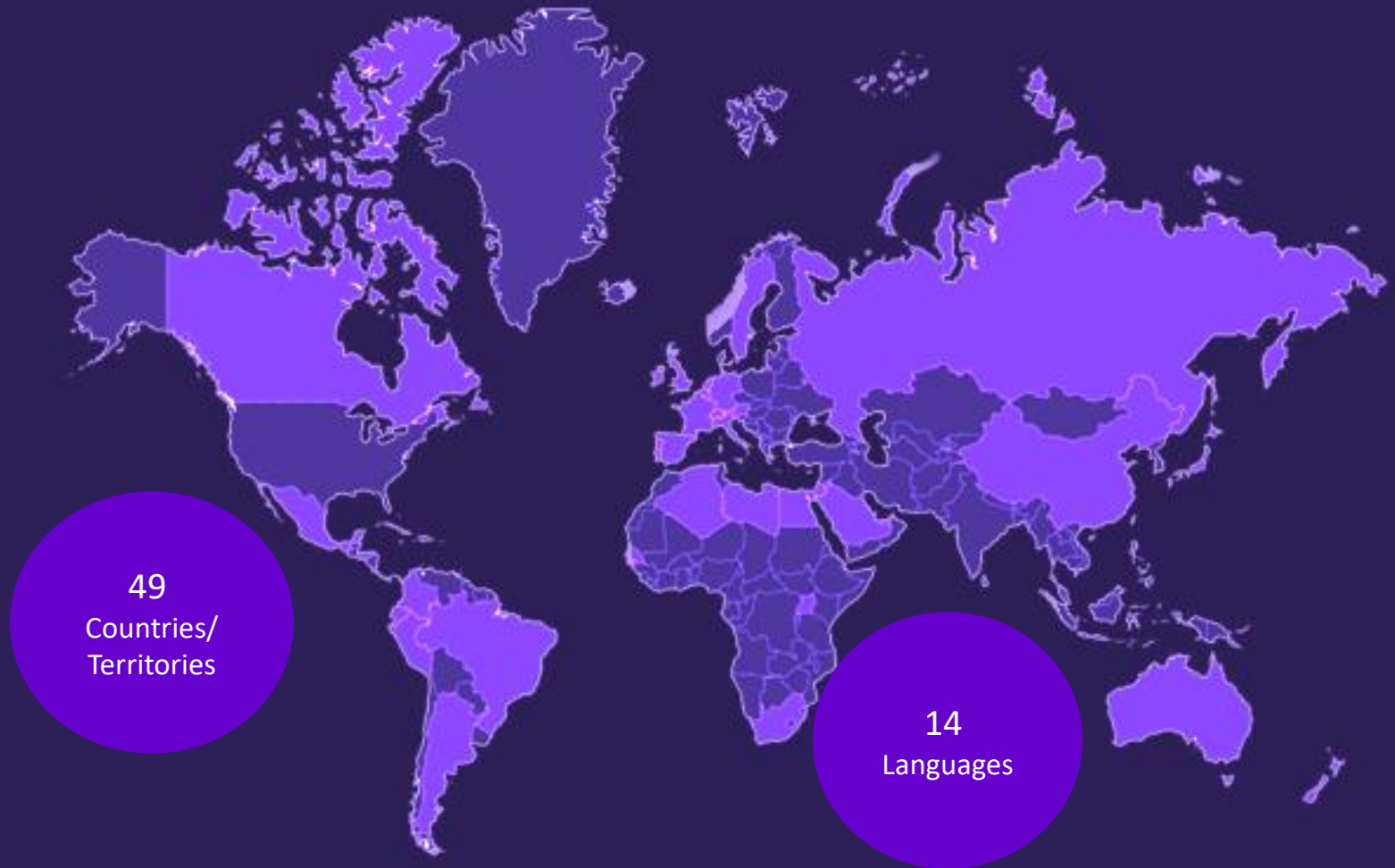
Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Asia

China, Hong Kong, Japan, Jordan, Lebanon, Qatar, Saudi Arabia, Taiwan, UAE, India

Oceania

Australia, New Zealand





Resources

®



find a helpline

Free, confidential support from a helpline or hotline near you. Online chat, text or phone.



Start typing your country...



Select your browser to
install R;pple on your device



Google Chrome



Mozilla Firefox



Microsoft Edge



Safari



Opera



Thank you!

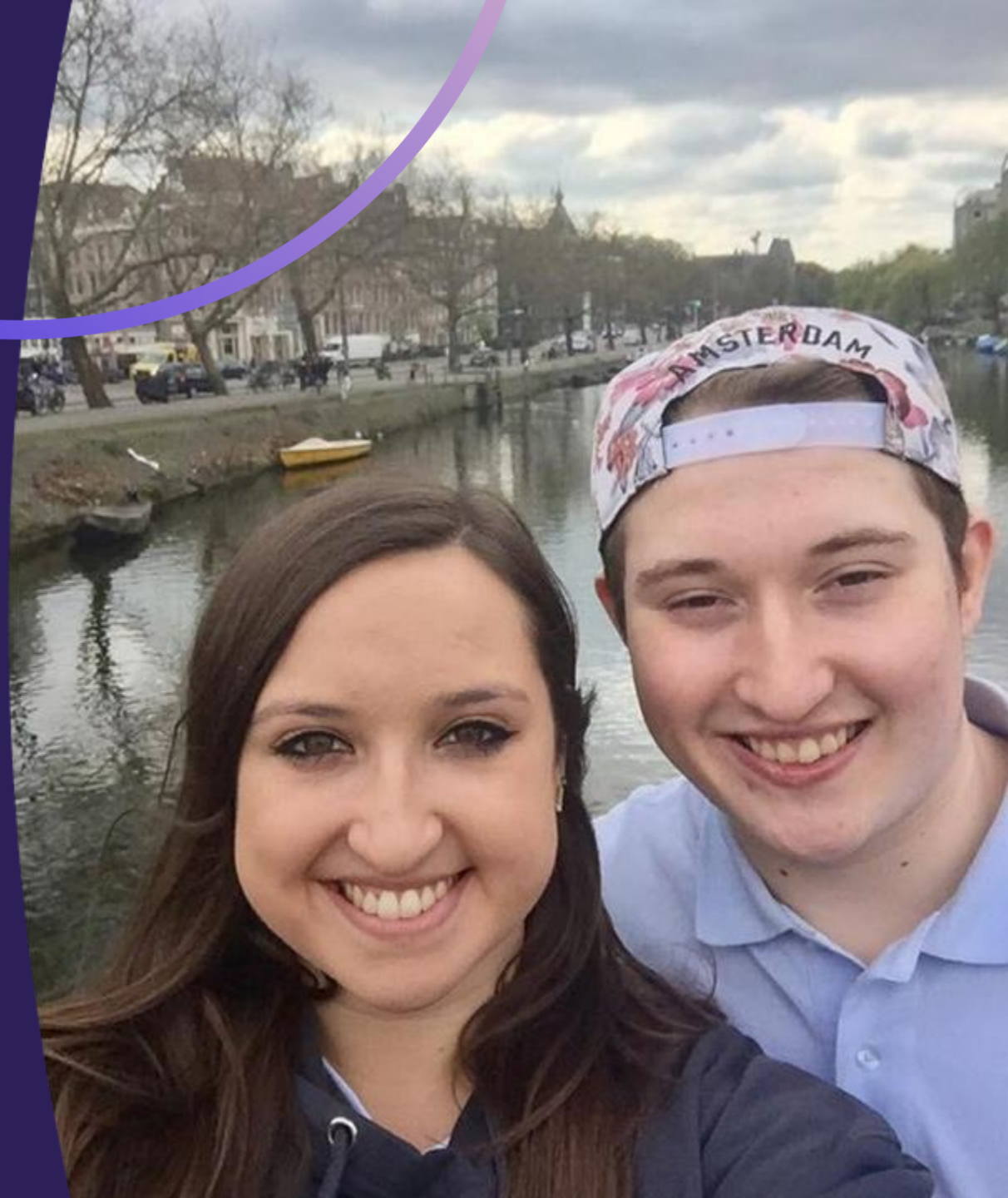
Q&A



R;pple
Subscriptions

+44 (0) 20 3988 6040

info@ripplesuicideprevention.com





Transforming harmful <online
searches>
into a journey of hope.