

**PRACADEMIC REVIEW OF
GLOBAL BYSTANDER AND GATEKEEPER
PUBLIC AWARENESS CAMPAIGNS
(2010-2021)**



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1. EXECUTIVE SUMMARY

1.1 Background

Four general approaches to suicide prevention have been categorised by Pirkis et al., (2015): i) restricting access to means, ii) encouraging help-seeking behaviour, iii) restricting media coverage of suicide incidents, and iv) persuading third parties to intervene. In recent years, however, although the first three options have been closely examined and deployed by the TrackSAFE Foundation, the fourth remains relatively under-explored. With this in mind, this report's review of contemporary bystander and gatekeeper campaigns aims to provide TrackSAFE with practical insights on how it may best develop a bystander campaign. In the process, this research project not only draws inspiration from specific suicide prevention campaigns in this sphere, such as Network Rail's 'Small Talk, Saves Lives' in Great Britain and the '113' initiative in the Netherlands; it also draws inspiration from global bystander and gatekeeper campaigns that have focused on other socio-psychological issues too, from the prevention of inappropriate sexual behaviour to bullying.

1.2 Key Findings

Suicide and suicide prevention are complex phenomena, as are the worlds of marketing and persuasion. For this reason, rather than conducting this research in a uni-linear way, the authors have consciously set out to explore a diverse range of campaigns to help TrackSAFE justify and ultimately shape a suicide prevention campaign in the unique environment of an operational railway. In the process, nine consistent themes and lessons emerged:

- i) a growing body of evidence suggests that bystanders do not need to be trained in suicide prevention techniques to make a meaningful intervention (e.g., Owens *et al.* 2019; Marsh *et al.*, 2020)
- ii) of most concern to those that these types of campaign target are:
 - a. a fear that they will say the wrong thing, despite research indicating that it does not matter what one says, for any acknowledgement is better than none. In other words, 'You cannot say the wrong thing' because acknowledgement is what individuals in suicidal crisis seem to need the most
 - b. not knowing what to say in the first instance to 'burst the bubble' of the individual in crisis
- iii) effective bystander campaigns leverage the concept of 'gut instinct' i.e., the 'sixth sense' that tells us when something is wrong and requires an intervention
- iv) bystander campaigns have a strategic focus on making the public more literate and responsive to warning signs and subsequently taking immediate appropriate action

- v) gatekeeper campaigns tend to be highly structured, require a significant amount of resource materials, have a specific team dedicated to administering them, and feature role play in training programmes to allow individuals to assimilate and contextualise the issues the campaign seeks to address. Bystander campaigns, however, are less regimented and do not rely upon role play to achieve their goals
- vi) data on the efficacy and impact of bystander and gatekeeper campaigns is not always made publicly available or accessible to third parties (i.e., anyone outside the circle of individuals who create and manage the campaigns themselves)
- vii) consideration of the 'Werther Effect' is likely to deter railway administrators and operators around the world from publicly acknowledging suicides on their networks or creating targeted campaigns to address them i.e., our research reveals that the rail industry in Great Britain is a rare exception
- viii) bystander campaigns that appear to have the most immediate impact share five main similarities:
 - a. a strong media presence across all platforms
 - b. a website that acts as an anchor and repository for campaign material, as well as providing useful supplementary information e.g., the clear and effective signposting to support services
 - c. strong visual imagery and a short supporting video(s)
 - d. offer helpful options/solutions
 - e. a degree of 'scientific'/data driven rigour behind them, providing justification/the reasoning behind the campaign
- ix) at present, the most accessible elements of bystander and gatekeeper campaigns are supporting videos that focus on identifying when and how to make an intervention. This report, however, highlights how there are two additional elements that historically have been covered in far less detail – even by campaigns with associated websites – that require closer consideration:
 - a. how – in the immediate aftermath of an intervention – the intervening bystander can enlist others to bring the event to a satisfactory conclusion
 - b. what type and level of support is available to the bystander who makes the intervention following its conclusion, because intervening for some can be a harrowing and traumatic experience.

1.3 Suggestions for further studies

- i) This specific piece of research on bystander and gatekeeper campaigns was bounded by the need to focus on campaigns featuring the English language. In future, however, additional material from international campaigns featuring other languages and cultural insights might be gained by employing professional translators to transcribe them into English to allow such analysis to take place.

- ii) Significant insight into the suicide prevention bystander campaign run in Great Britain by the rail industry 'Small Talk, Saves Lives' was gained by interviewing Chris Webb (formerly of Pegasus, the advertising agency behind it) and Ian Stevens M.B.E. (one of the authors of this report) who developed and lead the campaign from 2017 – 2020 through his role at Network Rail (the rail infrastructure controller in Great Britain). Interviewing those closely involved in the other campaigns referenced in this research would similarly provide a much better understanding of them, particularly in relation to their overall design, risk mitigation strategies and ultimately their success, or otherwise.

- iii) The concept of 'dissuasion' (Bannerman, 2020) appears to be gaining traction in the suicide prevention arena. Bannerman's definitive piece of work for Network Rail and the rail industry in Great Britain has gone on to underpin their latest suicide prevention/wellbeing campaign, 'There is always hope'. Developing this pioneering work could provide an additional and/or alternative focus for ongoing suicide prevention activity on Australia's rail network.

2. INTRODUCTION

The purpose of this review is to investigate contemporary prosocial bystander and gatekeeper campaigns that have leveraged insights from the world of 'Bystander Effect' (Latané and Darley, 1964) psychology and 'Gatekeeper' (Wyman *et al.*, 2008) psychology. More specifically, it aims to provide TrackSAFE with pragmatic evidence of how marketing in this way may be able to prevent suicides on the railways in Australia and beyond, either by inspiring members of the public to intervene and assist individuals in crisis and/or by upskilling and training staff to know what 'warning signs' (Wyman *et al.*, 2008:104) to look out for and actions to take in such perilous scenarios. In so doing, it is hoped the research undertaken will help address the issue raised by Pirkis *et al.* (2015), that more evidence needs to be gathered on the effectiveness of intervention strategies to further prove their effectiveness.

Before sharing and discussing the findings of our research, however, it is important to clarify three key points:

- i) on account of there being so many potential bystander and gatekeeper campaigns to choose from, this research project needed to be 'bounded' for a blend of chronological and linguistic reasons. Consequently, it needs to be noted that it is predominantly focused on campaigns of the last decade or so that were communicated in the English language, apart from the L'Oreal Paris 'Stand Up' campaign which was originally launched in French before it was Anglicised four months later
- ii) as you read this report, please 'only assume positive intent' (Prince, cited in Ceserani, 2003:122), because suicide is a highly sensitive and deeply serious issue, and taken out of context its wording risks being misinterpreted
- iii) one needs to acknowledge from the outset that developing campaigns that encourage bystanders to intervene in any suicide attempt scenario - no matter how well-intentioned - can have potential shortcomings, as the following four issues help to illustrate:
 - a. **The training issue:** 'Untrained' bystanders who intervene might inadvertently use language and behaviours that make matters worse rather than better
 - b. **The emotional impact issue:** Bystanders who intervene might end up being traumatised by their personal experiences, including feelings of guilt if their intervention is unsuccessful
 - c. **The personal safety issue:** Bystanders who intervene might be putting themselves in physical or emotional danger during the intervention itself, so there needs to be clarity from the outset in relation to the campaign's expectations of them
 - d. **The support issue:** Bystanders who intervene by 'bursting the bubble' and using 'small talk' to 'save lives' will need additional guidance on how to support those in suicidal crisis after they have made an intervention.

This research project aims to start shining a light on these specific issues and how they may best be addressed. However, it is beyond the scope of this report to cover them in the level of detail they demand.

3. CONTEXT

3.1 Overview of Bystander and Gatekeeper Campaigns

Firstly, from a contextual perspective, it is necessary to draw a distinction between bystander and gatekeeper campaigns. Although – as the L’Oreal bystander campaign in this report highlights (Appendix 2) – the two can occasionally overlap rather than being mutually exclusive. In this particular campaign, gatekeeper training methodologies are blended with those more traditionally associated with bystander campaigns.

Bystander campaigns stem from a psychological phenomenon known as ‘The Bystander Effect’ (Latané and Darley, 1969; Hewstone, Fincham and Foster, 2005; Wade and Tavis, 2008; Gross, 2020) which started to gain notoriety following the tragic ‘Murder of Kitty Genovese in 1964’ (Gross, 2020:501). When *The New York Times* reported the incident, for example, using the headline ‘37 who saw murder didn’t call the police’ (ibid) – a figure that was later changed to ‘38’ – most who read the article were shocked and perplexed by the ‘bystander apathy’ (Latané and Darley (1969) of her neighbours, who could have intervened but chose not to.

In many ways, however, it was not so much the facts of Martin Gansberg’s journalism that had the greatest impact – because according to Gross (2020) only three or four people actually witnessed the crime, and interventions were made – but the power of his story, because it inspired academics like Latané and Darley (1969) to explore the bigger question of ‘why?’ i.e. why it is that people either decide to help, or not help, when they encounter others in crisis?

One of the dominant theories in the literature is the view that individuals either upstand or bystand depending on their personality, with some residing more at the ‘helpful’ and ‘prosocial’ (Gross, 2020:501) end of the spectrum like altruistic ‘kidney organ donors’ (ibid) and others residing more at the ‘social loafing’ (Karan & William, 1992) and ‘fundamentally selfish’ (Dovidio, 1995, cited in Gross, 2020:501) end (see Figure 1) ; another is the social view that a sense of belonging and affiliation (Haslam, 2004; Rovira, 2021) significantly influences people’s behaviour, with individuals being more inclined to help those they regard as similar to themselves. Research by scholars like Latané and Darley (1969) and Wade and Tavis (2008) however, pointed to a third major reason – ‘The Bystander Effect’ – in which a ‘diffusion of responsibility’ (Wade and Tavis, 2008:295) often occurs when individuals are in a crowd i.e. paradoxically, ‘the more people there are around you, the less likely it is that one of them will come to your aid’ (Wade and Tavis, 2008:295). With this in mind, this study will set out to explore insights from Latané *et al.*’s work and how bystander analysis has been used to help marketers design and deliver impactful campaigns.

By contrast, gatekeeper campaigns – which are also to be explored in this compilation – tend to focus on a different target audience. Despite bystander and gatekeeper campaigns sharing much in common, they share the aims of i) raising awareness, ii) improving knowledge, iii) changing attitudes and/or iv) encouraging behavioural change (Banyard *et al.*, 2004) in order to promote interventionist activity – gatekeeper campaigns invariably revolve around training

programmes/courses and a ‘structured’ syllabus which ‘provide knowledge, skills and strategies to help individuals recognise and inquire about risk for suicide and intervene appropriately’ (Holmes, *et al.*, 2021). In other words, these types of campaigns focus upon ‘community facilitators’, such as teachers, police officers, social workers and railway employees (Gilissen *et al.*, 2017), whereas no ‘formal’ training is offered or given to the random members of the public who are generally targeted through bystander campaigns.

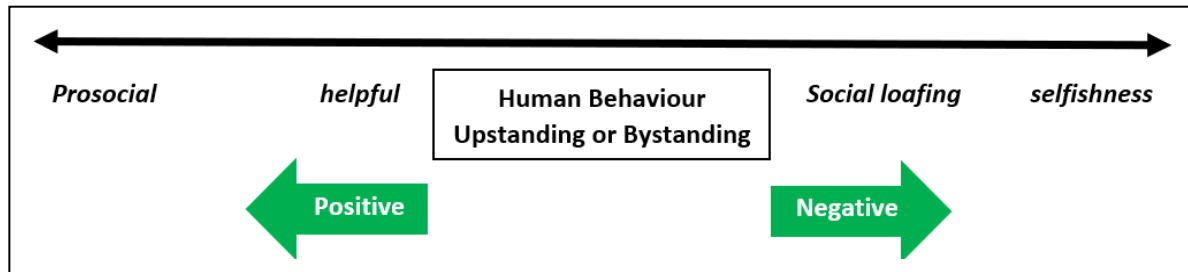


Figure 1. The ‘Altruistic Spectrum’ (Bannerman and Stevens, 2022)

3.2 Definitions

Linked to the key points surfaced in 3.1, it is important to clarify and define what the terms ‘Bystanders’, ‘Gatekeepers’, ‘Campaigns’ and ‘Interventions’ specifically mean within the context of this report, because meanings can often be highly nuanced and differ from one context to another.

i) Bystander

The term ‘bystander’ is used to describe ‘anyone that is aware of a potentially harmful event that could impact another person’ (Taket and Crisp, 2017). In the modern suicide prevention arena, however, the term can also be used to describe someone that acts, by intervening to prevent a suicide. More appropriately these individuals might be termed ‘upstanders’, in that they are ‘stepping up’ to take action, a concept popularised by Power (2002), as opposed to standing by and doing nothing. This piece of research, however, like Marzano *et al.*’s (2020) contention in a report on rail-related suicides, takes the view that ‘bystanders’ and ‘upstanders’ are virtually synonymous. Similarly, it takes the view that bystanders/upstanders tend to be a different target audience in marketing campaigns to gatekeepers, because they are usually members of the public who have had no formal training to equip them to make an intervention of any sort.

ii) Gatekeeper

The term ‘gatekeeper’ is used in the suicide prevention context to describe individuals who – ‘as part of their usual routine’ (Burnette, *et al.*, 2015:16) – may have ‘face-to-face contact’ (ibid:16) with individuals at risk of suicide. In this sense, ‘Gatekeepers may include professionals, such as GPs and mental health staff, or community members who may have contact with people with suicidal intent. They include teachers, faith leaders, people working in the criminal justice system or alongside those in high-risk occupations’ (Public Health England, 2020:58). In both cases they are often supported via training programmes to help them identify and recognise suicide risk warning signs, and to know what to do in relation to making an intervention and progressing post-intervention activities.

iii) Intervention

At the core of both bystander and gatekeeper campaigns is the notion that those engaged in them will potentially make an ‘intervention’, which – from an etymological perspective – stems from the Latin ‘interventionem’ meaning ‘a coming between’ (Etymonline, 2022). From a ‘What are we asking someone that intervenes to do?’ point-of-view, therefore, it is important that the tasks involved in that ‘coming between’ act are clearly understood, so that their perspective is taken into account when considering the campaign ‘ask’ and call to arms, and ultimately addressed through it.

In relation to intervening in a suicide attempt, for example, Owens *et al.* (2019) identify three types of intervention tasks (see also Figure 2.):

a. ‘Bursting the bubble’

This relates to the task of bringing a suicidal person out of their trance-like, dissociated state and back into the present moment, reconnecting them with themselves, others and the everyday world. Verbal and/or physical stimuli are the primary means of achieving this

b. Moving to a safer location

This task relates to moving the person away from the means of suicide to a safer location. One of three methods is usually employed to achieve this:

- direct verbal appeal e.g., ‘please come away from the edge’
- indirect verbal appeal e.g., ‘let’s go somewhere for a coffee’
- a physical act such as grabbing

c. Summoning help

In the delivery of this task interveners have a number of potential options:

- calling a family member or friend nominated by the suicidal person
- calling specialist support agencies (such as Samaritans in the United Kingdom)
- enlisting the help of other passers-by
- calling the emergency services.

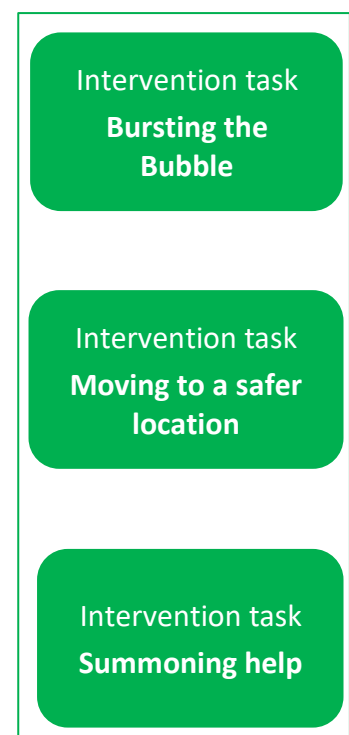


Figure 2. Intervention tasks (Bannerman and Stevens (2022) after Owens *et al.* (2019))

Owens *et al.* (2019) state that the three tasks are interconnected and the order in which they are approached – together with the manner of the intervention – can often be influenced by a myriad of factors, including: the immediacy of danger; clarity of suicidal intent; the capacity of the suicidal person to interact verbally; the intervener’s personality, and whether they are in a position of authority and responsibility.

Added to this, Webb (2021) said that it is essential not to ask too much of people by “putting it all on them” (Webb, 2021) when seeking their buy-in to these tasks. He referred to it as “staying in the lane and being specific about how the task can be delivered”, otherwise individuals may be reticent to intervene if they think that there will be nobody to offer them support once they have made an intervention.

iv) Suicide Prevention Campaigns

Suicide prevention campaigns can manifest themselves in many different shapes and forms, yet within the context of this report we will be using both macro and micro definitions. From a macro perspective, for example, the term ‘suicide prevention campaign’ tends to refer to an overarching strategy, usually public facing and led by governments, charities or large philanthropically minded organisations, which seek, through various overlapping mechanisms, to prevent suicides either by direct action or signposting vulnerable people to support services or activities.

From a micro perspective, it is also important to be aware that individual mechanisms or activities sitting within such a strategic framework can also be referred to as ‘campaigns’. The ‘Small Talk, Saves Lives’ bystander campaign, for example, launched by Network Rail (i.e., the rail infrastructure provider in Great Britain) in 2017, was both a campaign in its own right and part of a wider strategic campaign to prevent suicides on the rail network.

v) The Werther Effect

The Werther Effect was the term coined by the sociologist David Phillips in 1974 to define the imitative effect of suicidal behaviour. The name comes from the novel *The Sorrows of Young Werther*, by the German writer Wolfgang von Goethe. In this book, the protagonist ends up taking his own life in the name of love.

4. METHODOLOGY

The methodological orientation of this ‘pracademic’ (Posner, 2009) report – which is designed to supplement, rather than substitute, the academic research on bystander and gatekeeper campaigns recently undertaken by the University of Queensland on behalf of TrackSAFE – is ultimately guided by the philosophy of ‘interpretivism’ (Saunders *et al.*, 2019:148) rather than positivism. In this respect, its analysis is less concerned with numerical data and quantitative precision, and more concerned with investigating and interpreting the qualitative data and meanings associated with ten different marketing campaigns, as well as the broader social reality within which these campaigns took place.

Linked to this, using the ‘funnel [model]’ (Stokes and Wall, 2014:72), we began this piece of research by casting our nets wide and entering the key words ‘bystander’, ‘gatekeeper’, ‘campaign’, ‘suicide’, ‘prevention’ and ‘marketing’ into general search engines such as Google and Google Scholar to see what secondary and tertiary data would emerge. As a result, we came across a diverse range of campaigns from the ‘Stephen Fry Missing Children’ (Lawson-West, 2016) campaign – which set out to encourage members of the public to play a more active role in seeking and finding people – to the ‘#HOOSGotYourBack’ (The Fellows Group, 2019) campaign at the University of Virginia, which started out in 2014 as an initiative to ‘change the culture around sexual violence’ (*ibid*), yet now ‘other University groups’ are using it ‘in conjunction with their own initiatives, such as the Alcohol and Drug Abuse Prevention Team (ADAPT)’.

Following this, we moved on to studying more specialised databases – such as EBSCOhost and Business Source Complete – to examine a plethora of journal articles in this sphere, from Muralidharan and La Ferle’s (2018) work on ‘social advertising to motivate bystanders’ in the *International Journal of Consumer Studies* to DeMaria *et al.*’s (2018) ‘It’s Not My Place: Formative Evaluation Research to Design a Bystander Intervention Campaign’ article in the *Journal of Interpersonal Violence*.

Finally, in accordance with the TrackSAFE consultancy brief (TrackSAFE, 2021), we narrowed the focus of our research and employed ‘opportunistic purposive sampling’ (Saunders and Townsend, 2018:487) to select ten specific campaigns that we considered most beneficial for inspiring and informing TrackSAFE with their own bystander and gatekeeper campaign decision-making. The campaigns referred to in this report, therefore, were not chosen randomly or for convenience’s sake; they were consciously selected by its authors, using “discretionary”¹ sampling to help provide TrackSAFE with a diverse range of bystander and gatekeeper insights from contemporary marketing campaigns around the world.

Each campaign was reviewed against an agreed set of criteria (Neil, 2021) as shown in Table 1. To aid the research process a pro forma was created and pertinent information for each campaign captured, where it was available. Completed pro formas for the campaigns selected appear as Appendices 1 – 10.

¹ Sampling methods agreed with Heather Neil, Executive Director of the TrackSAFE Foundation, via Zoom on Tuesday 16th November 2021.

Table 1. The review criteria
(Source: Bannerman and Stevens, 2022)

1.	Campaign title
2.	Campaign type (Gatekeeper/Bystander)
3.	Campaign focus <i>The issue the campaign seeks to address is captured here</i>
4.	Primary research documentation <i>Each review commences with a primary document or information from a key source, the details of which are captured here</i>
5.	Date campaign went live
6.	Other dates of note <i>Some campaigns have notable dates other than when they went live. They are noted here for completeness</i>
7.	Country of origin <i>E.g., the country the campaign originated in</i>
8.	Duration of campaign <i>E.g., how long the campaign ran for or whether it remains ongoing</i>
9.	Details of the organisation(s) delivering the campaign
10.	How and where was the campaign delivered/implemented?
11.	Factors that informed the campaign design
12.	Impact of the campaign (positive/negative) and other evaluation or feedback
13.	What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?
14.	What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?
15.	Complete for suicide related campaigns only <i>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</i>
16.	Personal thoughts and views of researchers in relation to the campaign <i>Here the researchers captured thoughts and insights about the campaign that they considered would be of special interest to TrackSAFE</i>
17.	Additional references <i>Documents/material reviewed by the researchers other than the 'primary research documentation' (Question 4) is referenced here</i>

5. INSIGHTS ON RESEARCHED CAMPAIGNS

The aim of this section of the report, is to share our insights into the ten contemporary bystander and gatekeeper campaigns that we reviewed in depth to help inform and inspire TrackSAFE’s decision making around the creation of a bystander campaign of their own. At one point we considered fusing together the logistical and analytical dimensions of these campaigns, however, in the interests of clarity and conciseness we opted instead to use the main body of the text to focus on our commentary and views and the appendices section to capture the micro details.

The campaigns are presented as they appear in Table 2.

Ref.	Campaign	Date	Lead	Campaign type	Origin
1.	Small Talk, Saves Lives	2017	Network Rail	Bystander	Great Britain
2.	Stand Up	2019	L’Oréal	Bystander	France
3.	You Can Talk	2018	Beyond Blue	Bystander	Australia
4.	If You See Something, Say Something	2010	Department of Homeland Security	Bystander	USA
5.	No More	2013	No More	Bystander	USA
6.	Stand Up, Don't Stand By	2019	Uber/No More Foundation	Bystander	USA
7.	Stop Dating Violence	2016	Centers for Disease Control and Prevention	Gatekeeper	USA
8.	National Agenda on Suicide Prevention	2014	113 Suicide Prevention	Gatekeeper	Netherlands
9.	The Intervention Initiative	2014	Bristol University	Gatekeeper	England
10.	Mentors in Violence Prevention	2014	Education Scotland	Gatekeeper	Scotland

Table 2. Campaign presentation

Prior to sharing our key insights, however, four additional points need highlighting:

- i) data on the ‘impact’ of these marketing campaigns has been captured as and where available. However, it needs to be noted that it is notoriously difficult to find evidence of causal impact in the social sphere when so many different variables are involved

- ii) owing to the contemporary nature of these campaigns, and the unhasty pace of academic research, it could be that more evidence of ‘impact’ will emerge at a later date
- iii) marketers may not always be willing to share insights on the impact of their campaigns with the general public, so we needed to work within the confines of the available data
- iv) five of the ten campaigns we reviewed pre-date the 2015 timeline set out in the TrackSAFE consultancy brief (TrackSAFE, 2021)¹. Whilst recognising the increasing impact of social media and social media platforms on our daily lives since that date, the approach we adopted is consistent with our desire to provide TrackSAFE with the most valuable and meaningful information (irrespective of its date of creation and roll out) upon which to base any future optioneering.

5.1 ‘SMALL TALK, SAVES LIVES’

Campaign type:	<i>Bystander</i>	
Campaign focus:	<i>Suicide prevention on the railway</i>	
Country of origin:	<i>Great Britain</i>	
Lead organisation:	<i>Network Rail</i>	
Go live date:	<i>2017</i>	
Further detail:	<i>Appendix 1</i>	

Justification for selection: *This Network Rail campaign is probably the most recognisable bystander campaign internationally with a specific focus on the prevention of suicides on railways. For this reason alone it was considered worthy of review, however, it would also have been remiss to ignore the first-hand knowledge that Ian Stevens M.B.E. – one of the authors of this report – has of it, given that he was directly involved in its design, development and delivery between 2016 and 2020.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *Small Talk, Saves Lives*, are:

- there was a significant amount of risk associated with ‘publicising’ the act of suicide on the railway through a campaign of this nature. Ongoing consideration of the Werther Effect and the mitigation of the associated risk was central to the development and deployment of the campaign¹
- the response to the campaign from the general public was fantastic – they showed a real willingness and appetite for prosocial behaviour
- as well as helping empower members of the public to act, the campaign further highlighted the lifesaving interventions that were already being carried out across the rail network by thousands of rail staff who had been trained specifically in suicide prevention
- there were planned activation periods for the campaign to keep it in the public consciousness. Allied to this was other activity which supported the campaign but was lower in key e.g., using the campaign logo on Network Rail's fleet of road vehicles, see Plate 1
- having one agency design the campaign and lead the communications strategy for it provided a high degree of continuity and sustainability

¹ Analysis of risks and mitigation measures associated with bystander and gatekeeper campaigns including those specifically related to Small Talk, Saves Lives, can be found in sections 6.2 and 6.3 of this report.

- The campaign is very much aimed at the railway environment, but the industry and Samaritans quickly understood that it could be used in a broader societal context, in that the message was appropriate for any environment where a suicide may occur. Much was then made by both those organisations of promoting that message in a wider social sphere. With hindsight, the question is *‘would the campaign have been more effective if it had been set in a wider non-railway setting, akin to a public service announcement?’*




Plate 1.
Promotion of the Small Talk, Saves Lives message in Great Britain took many forms, including Network Rail branding its fleet of road vehicles with the logo

Added to this, when we spoke with Chris Webb (2021) ‘Director of the Consumer Health’ – the design agency campaign lead for ‘Small Talk, Saves Lives’ – via Zoom on Tuesday 21st December 2021, he provided the following key insights:

- *one of the key reasons behind this campaign’s success was its creative use of ‘bisociation’ (Koestler, 1964) i.e., the fusing together of “the innocuous day-to-day interactions and conversations we all have with one another, with something huge such as potentially saving another person’s life.” The phrase “Small Talk”, for example, usually has “negative connotations” and is viewed as “trivial”, yet this campaign “helped to spin this perception around in a provocative and unusual way by illuminating how saying anything to an individual in crisis such as a simple question or observation like ‘can’t believe this weather’ can make a big difference”*
- *a second reason can be attributed to its democratisation of the helping process i.e., “with small talk you do not need to go on a training course, because you are training for it every day of your life from a social skills point-of-view, even though you do not necessarily know it”*
- *a third is that the campaign was “emotive rather than logical”. According to Webb (2021), for example, “you can’t factually convince others to help in these types of situations; far better to target and tap into people’s beliefs and values if you want to motivate them effectively.” In other words, their research indicated that there is a “huge appetite to help” within society – from an empathy and goodwill perspective – yet people are often deterred from doing so because they do not know what to say. The ‘Small Talk, Saves Lives’ campaign, therefore, was built upon the idea that people do not have to be “heroes” or “an expert in psychology” to help; “they simply need to be themselves and to trust their instincts from a human perspective”*

- a fourth is that the campaign was *“linked to the Samaritans”* which *“added credibility, and in many ways gave us the permission to get involved in this sphere”* i.e. *“I’m not sure if a Network Rail campaign alone would have been as effective.”*
- a fifth is that campaign focused on the *“here and now”* and revolved around *“encouraging bystanders to take immediate action in the small window of time when someone is spiralling, before they have become closed to other ways of thinking.”*
- finally, Webb (2021) said that bystander campaigns need to be mindful of *“the ask”* and avoid asking too much of members of the public by *“putting it all on them”* i.e., such campaigns need to *“stay in the lane and be specific about the task, otherwise people will be reticent if they feel that they will have no support or somebody else to pass over to.”* Making *“the ask”* as simple and easy as possible, therefore, is critical.

5.2 ‘STAND UP’

Campaign type:	<i>Bystander</i>	
Campaign focus:	<i>The reduction of sexual harassment in public places</i>	
Country of origin:	<i>France</i>	
Lead organisation:	<i>L’Oréal Paris</i>	
Go live date:	<i>2019</i>	
Further detail:	<i>Appendix 2</i>	

Justification for selection: *This L’Oreal bystander campaign was reviewed because of the contrast it potentially offered to the ‘Stand up, don’t stand by’ campaign run by Uber in the same year (see item 5.6 and Appendix 6). The authors had a desire to see how different the campaigns were given the unique profiles of the companies, their credentials and their markets.*


The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *Stand Up*, are:

- this was an inhouse campaign that then went public, very much like ‘Small Talk, Saves Lives.’ In the case of ‘Small Talk, Saves Lives’ rail staff were making interventions (some on the back of training; others because the rail industry encouraged them to do so by messaging and the promotion of gatekeeper activity) thus the industry thought it could replicate this success by engaging members of the public to do something similar, either in a railway or wider social context
- the ‘Stand Up’ campaign offers training through its online presence. ‘Small Talk, Saves Lives’ had a similar presence (through Samaritans) and material to support the advertising. The L’Oreal digital training is interactive and engaging but despite that its length and format may lead some to abandon it. A key takeaway here is that any online training needs to be dynamic and entertaining to hold the attention of a modern audience
- one of the engaging features about the site is that it appears to show in real time the number of people that have completed the training i.e., it makes you feel like you are part of something and connected with others who share your concern with this issue

- the website and supporting activity – e.g., up-to-date videos of events – are very polished and professional and give the campaign a dynamic edge. For a large organisation such as L'Oreal the cost of these may be minimal; for smaller organisations, however, such costs may be prohibitive in terms of keeping a campaign looking fresh and vibrant
- the community page lays a breadcrumb to the Hollaback! website. The landing page (<https://www.ihollaback.org/read-stories/>), for example, shows by country where reports of harassment have come from. You can then drill down to specific towns/locations, which is impressive
- the 'look' of this campaign was stylistically very appealing
- the digital training video allows the 5D methodology (Direct, Distract, Delegate, Document and Delay) to be practised with video clips reinforcing the action. It is a good package which gives permission to intervene and tells you how to do so i.e., it is highly practical
- the campaign suggests that you trust your instincts when considering what to do (see <https://www.standup-international.com/gb/en/training/victim/identify/intro>)
- L'Oreal is clearly a famous, international brand, and supporting this cause was in many ways a win/win i.e., it helped boost awareness of street harassment and what to do about it, whilst also enhancing L'Oreal's prosocial reputation. In this respect, although it may be harder to find corporations who are happy to be associated with suicide prevention, there may still be scope for strategic alliances with firms or organisations interested in supporting people's wellbeing. 'Movember', for example, which started in Australia in 2003, now has a range of 'official partners' who they work with from a 'Men's Health' perspective, ranging from 'L'Oreal Men Expert' to 'Gillette' (Movember, 2022) which can help to make the unaffordable more affordable.

5.3 ‘YOU CAN TALK’

Campaign type:	<i>Bystander</i>
Campaign focus:	<i>Suicide prevention</i>
Country of origin:	<i>Australia</i>
Lead organisation:	<i>Beyond Blue</i>
Go live date:	<i>2018</i>
Further detail:	<i>Appendix 3</i>



Justification for selection: *This Beyond Blue bystander campaign is an internationally acclaimed campaign which was chosen for review because although – like many others – it was born out of a specific need, it brought together a coalition of suicide prevention organisations to deliver a common message with common imagery, which in turn led to Sindoni’s (2019) paper exploring the use of language and graphics in digital campaign platforms.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *You Can Talk*, are:

- this campaign makes good use of digital platforms to communicate its message to the public in an attempt to inspire them to take action directly or to refer to referenced source material to help educate them in how to take action
- interestingly this campaign aims to place the intervention at a pre-crisis point, whereas others, such as the ‘Small Talk, Saves Lives’ campaign are much more focused on getting the public to reach out to those who are in immediate danger
- this campaign gains a significant amount of gravitas and credibility because of the blend of organisations (ten in total) involved in it
- the campaign appears effectively joined up (despite all the partner organisations involved in it) and in the experience of the authors of this report, having them all sign up to one key message ‘that you don’t need to be an expert to make a difference’ is powerful from what M&C Saatchi call a ‘brutal simplicity of thought’ perspective, because ‘simple ideas enter the brain quicker and stay there longer’ (M&C Saatchi, 2022)
- this campaign uses celebrity endorsement to promote it, which appears to be a growing recent trend in such campaigns.

5.4 ‘If YOU SEE SOMETHING, SAY SOMETHING’

Campaign type:	<i>Bystander</i>
Campaign focus:	<i>Reporting suspicious activity that may constitute a national security threat</i>
Country of origin:	<i>United States of America</i>
Lead organisation:	<i>U.S. Department of Homeland Security</i>
Go live date:	<i>2010</i>
Further detail:	<i>Appendix 4</i>



Justification for selection: *This Department of Homeland Security (DHS) bystander campaign is a highly coordinated campaign targeted at an entire nation’s population, across all social classes and ethnic groups. It is promoted every year in the U.S. through a dedicated awareness day (25th September). The promotion of the campaign has been so successful that it is now embedded in the American psyche i.e., a great example of what money, promotion and government backing can achieve.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *If You See Something, Say Something*, are:


- this is essentially a franchised campaign with materials generated by licensed partners being strictly controlled by them so as not to breach the trademark, copyright or licencing agreements held with the New York Metropolitan Transportation Authority (NY MTA). No other purpose or advertising campaign, such as safety, neighbourhood watch, crime-stoppers, or anti-theft messages, is authorised. Due to the copyright between NY MTA and the DHS, the DHS must create all campaign materials to ensure they are cleared through appropriate channels and maintain consistent messaging
- this appears to be an amazingly well-organised and orchestrated campaign. It has a long life and continues to be sustained by the DHS. Much of what we have read about the campaign is very positive, however, there is some negativity around it, particularly in relation to i) the civil liberties issue e.g., reports of suspicious activity being made based on someone's ethnicity; and ii) reports being made by pranksters
- according to unsubstantiated reports the campaign costs circa \$2 – 3m per annum. Since Tuesday 11th September 2001, however, the number of people who have been killed through terrorist acts in the United States has come to 252. Some, therefore, question the cost of the campaign, especially when cross-compared with other causes

of fatalities, such as car accidents that have claimed over 700,000 lives over the same 20 year period

- in Great Britain, a similar campaign known as 'See it. Say it. Sorted' was developed in 2016 for the Department of Transport (a government body) by the advertising agency, AML Group. They state: 'In just five words, we created a memorable and motivating call to action for passengers. If people see something unusual, they can speak to a member of rail staff or text British Transport Police, and they will sort it. Simple. And to make sure our printed and digital posters are anything but wallpaper, we have illustrated them in the high-contrast style of the graphic Sin City novels' (AML Group, 2022). Critics, however, complained to The Press Association that the posters resembled 'the Nazi's 'Entartete Kunst' propaganda [posters]' (This Week in FM, 2016), highlighting how stylistic sensitivities need to be taken into account when developing such campaigns.

5.5 'NO MORE'

Campaign type:	<i>Bystander</i>
Campaign focus:	<i>Domestic violence and sexual assault</i>
Country of origin:	<i>United States of America</i>
Lead organisation:	<i>No More</i>
Go live date:	<i>2013</i>
Further detail:	<i>Appendix 5</i>



Justification for selection: *This No More bystander campaign was included for review because it was not a campaign in its own right, but rather an element of an organisation's much wider agenda. Whilst the promotion of the campaign is lower key than others, the study identifies how large bodies/organisations can create sustained movements for good and often inject additional thinking into campaigns in the round to ensure their long term effectiveness and sustainability.*


The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *No More*, are:

- the nature of the training tools that No More provide (which are typical of gatekeeper campaigns), coupled with the message 'trust your instinct' (which is more typical of a bystander campaigns) highlight the potential benefits of a blended approach i.e., in the eyes of the authors of this report, there may be scope for TrackSAFE adopting a dual strategy i.e., educating a minority and galvanising a majority, rather than adopting an either/or approach
- the global reach of the organisation is astounding with its campaigns endorsed by many organisations, such as the United Nations and its finances secured through large corporations such as the Avon Foundation for Women. It also enjoys significant celebrity support. Such backing and promotion have the potential to elevate one campaign above another as they vie for support from a finite audience
- there appears to be a recognition that in an attempt to mobilise the greatest number of individuals to act in relation to any given cause they cannot all be 'trained' in that particular area. Whilst some may consider training to be essential, in reality most people are unlikely to voluntarily spend significant amounts of their time engaging with campaigns that require it. In contrast to those who look upon bystander campaigns as a naïve 'quick fix', this campaign suggests that they can still be useful

in challenging situations which cannot be made worse, only better by a third party intervening

- it was concerning to find that, having specifically recognised safety and caring for oneself as an issue following an intervention, information about how to do this was buried as deeply as it was on the campaign website. It would be prudent to include information of this type on all campaign websites and make it easily accessible to those engaging in the campaign should they require it.

5.6 ‘STAND UP, DON’T STAND BY’

Campaign type:	<i>Bystander</i>	
Campaign focus:	<i>Sexual assault</i>	
Country of origin:	<i>United States of America</i>	
Lead organisation:	<i>Uber/No More Foundation</i>	
Go live date:	<i>2019</i>	
Further detail:	<i>Appendix 6</i>	

Justification for selection: *This Uber/No More Foundation bystander campaign – whilst altruistic in nature – was chosen for inclusion because it represents an interesting study in damage limitation by a large corporate body that needed to develop and deliver a campaign quickly, aimed at one specific group with unique cultural identity – those of the nightlife community.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *Stand Up, Don't Stand By*, are:

- this is a highly targeted campaign aimed at both specific geographical locations and individuals who have a shared identity through bar and club culture
- the use of 'pop culture' graphics and their promotion through social media helps to make this campaign more engaging and appeal to its target audience
- the GIFs and the ability to share them directly with friends is an innovative idea – especially given the group(s) it is aimed at – and something one of the authors of this report, Ian Stevens M.B.E. wishes had been considered in relation to the 'Small Talk, Saves Lives' campaign. The concept of all the graphics being 'easy to share', direct from the website can also be considered a stroke of creative genius (Bannerman, 2012)
- overall, this is an extremely interesting campaign given that its roots must potentially lie in a damage limitation exercise for Uber, yet it supports/promotes an issue that should be of concern to us all. It would be interesting to know the thinking of the No More Foundation in this respect in relation to promoting their message whilst doing so with an organisation that was actually at the heart of the issue
- this campaign promotes the concept of 'trusting your instinct' to help identify if there is an issue that requires an intervention. The authors of this report note this is increasingly becoming a trend in contemporary bystander campaigns. This simple concept allows complex messages to reach their audiences more quickly, and also appears to negate the need for any type of specialised training.

5.7 'STOP DATING VIOLENCE'

Campaign type:	<i>Gatekeeper</i>	
Campaign focus:	<i>Dating violence</i>	
Country of origin:	<i>United States of America</i>	
Lead organisation:	<i>Centers for Disease Control</i>	
Go live date:	<i>2016</i>	
Further detail:	<i>Appendix 7</i>	

Justification for selection: *This Centers for Disease Control and Prevention gatekeeper campaign is an extremely comprehensive prevention model that is lauded in medical and scientific literature in the United States. It is considered to make an important contribution to the field of violence prevention, in that preventive intervention for Teen Dating Violence (TDV) addresses a huge range of risk and protective factors whilst demonstrating its effects on multiple adolescent risk and violence outcomes. Its reputation made it a natural gatekeeper campaign to review.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *Stop Dating Violence*, are:

- this is a particularly comprehensive – or some might say ‘gargantuan’ – prevention model that is lauded in medical and scientific literature in the United States
- the programme is multi-stranded and underpinned by a substantial body of literature. It also requires dedicated time and resources across a whole community setting to deliver it effectively. In the view of the authors of this report, therefore, it would be beyond the reach of any rail organisation to deliver something of this nature
- as with most campaigns that seek to do more than just scratch the surface of an issue, this one is supported by a very comprehensive website. In the eyes of the authors of this report the manner in which it is laid out and the sheer volume of material did not make it very engaging. There is a lesson to be learnt here in relation to how dynamic visuals need to be in relation to a campaign to maximise its impact
- signposting to helplines – which is commonplace in campaigns supported by websites – forms part of this campaign’s online offering
- a lot of data is presented on the website which is used to underscore the size of the issue and essentially why individuals should engage with the campaign. Again, the authors of this report note that this approach is almost essential if one wants to ‘tie’ individuals to the campaign ‘ask’.

5.8 'NATIONAL AGENDA ON SUICIDE PREVENTION'

Campaign type:	Gatekeeper
Campaign focus:	Suicide prevention
Country of origin:	Netherlands
Lead organisation:	113 Zelfmoord Preventie
Go live date:	2014
Further detail:	Appendix 8



Justification for selection: *This 113 Suicide Prevention gatekeeper campaign stood out because although there are many campaigns of this nature in the suicide prevention arena, in this case a leading charity (113 Zelfmoord Preventie) set out to promote bystander interventions through a gatekeeper campaign. This is one of the most well known internationally (and follows the UK Samaritans model) hence being chosen for review.*


The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to the *National Agenda On Suicide Prevention*, are:

- one of the outcomes of the campaign was that ‘following the training all participants in all sectors self-reported comparable positive results on knowledge and confidence, regardless of whether they were educated in healthcare or not. In other words, professionals from various backgrounds all benefited similarly from the gatekeeper training’. This finding might suggest that you do not need expertise in mental healthcare or suicidality in particular to be able to embrace the concepts of suicide prevention and act upon them
- ProRail (the state owned company that manages the rail network in the Netherlands) deliver this gatekeeper training to their staff. Despite this they do not publicly discuss or promote their suicide prevention activities for fear of promoting copycat events¹
- the promotion of this gatekeeper training by the national government potentially increases its uptake. 113 Zelfmoord Preventie, however, still have to work hard to ‘sell it’ into national companies and organisations
- due to Covid-19, much face-to-face training had to cease. 113 Zelfmoord Preventie have addressed this by developing an online training capability. The hour long suicide prevention training is both interactive and engaging, using a variety of educational techniques (e.g., videos, graphics, and question and answer scenarios).

¹ Whilst ProRail’s suicide prevention activities have not been specifically reviewed as part of this report Ian Stevens M.B.E. – one of its authors – has first-hand knowledge of their thinking in this space which was subsequently confirmed by the ProRail representative at the Global Railway Alliance for Suicide Prevention (GRASP) meeting of Friday 19th November 2021.

5.9 'THE INTERVENTION INITIATIVE'

Campaign type:	<i>Gatekeeper</i>
Campaign focus:	<i>Rape, sexual assault and domestic violence</i>
Country of origin:	<i>United Kingdom</i>
Lead organisation:	<i>Bristol University</i>
Go live date:	<i>2014</i>
Further detail:	<i>Appendix 9</i>




Justification for selection: *This Bristol University gatekeeper campaign emerged from a need to address sexual violence on university campuses in the United Kingdom. It was reviewed because it was an institutional approach to campaign design, development and delivery. Whilst not the first campaign created in this way and reviewed as part of this project – that being ‘If you See Something, Say Something’ – it does offer an interesting contrast in approach and delivery.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *The Intervention Initiative*, are:

- in a world of predominantly public facing social media driven campaigns, training sessions – which are considered essential to this programme – appear to the authors of this report to be time consuming. This prompts the thought that careful attention needs to be given to how this type of valuable information is communicated to a modern audience brought up in a world dominated by social media
- this campaign utilised a video created in New Zealand for a bystander campaign titled ‘Who are you?’ (2011). Aimed at preventing sexual harassment it is both assertive and cleverly executed and formed part of a ground-breaking multi-media campaign. A viewing via www.whoareyou.co.nz or YouTube is recommended by the authors of this report
- the website that supports the campaign acts as a repository for all the materials and insights required to deliver it. In this respect, it could be argued that it acts as a specialist knowledge hub
- the campaign had the backing of Public Health England (a government agency) as was, giving it a significant air of credibility, and helping to secure its widespread adoption by universities and further education establishments in the United Kingdom.

5.10 ‘MENTORS IN VIOLENCE PREVENTION’

Campaign type:	<i>Gatekeeper</i>
Campaign focus:	<i>Gender-based violence and bullying</i>
Country of origin:	<i>Scotland</i>
Lead organisation:	<i>Education Scotland</i>
Go live date:	<i>2014</i>
Further detail:	<i>Appendix 10</i>



Justification for selection: *This Education Scotland gatekeeper campaign was included to provide a contrast to the ‘If you See Something, Say Something’ campaign (see item 5.4 and Appendix 10). Supported by The Scottish Government, this is a continually evolving campaign which shows how effective the use of different styles of promotion can be when engaging different target audiences. Because of The Scottish Government’s direct backing/involvement it is one of the few campaigns that has readily available source data for the researcher online.*

The main findings that we believe could help TrackSAFE develop a bystander campaign of its own, linked to our research relating to *Mentors In Violence Prevention*, are:

- this is a cohesive campaign and its ongoing delivery is ensured due to it being part of The Scottish Government’s Equally Safe strategy which is embedded in the school curriculum
- a valuable feature of the campaign is that there is material for all those taking part in the scheme or affected by it, from a plethora of in-school material to a simple guide for parents. No stone appears to have been left unturned, making it clear to the authors of this report that serious thought over a long period of time has gone in to making this campaign what it is and what it continues to be
- there is an interesting element to this campaign that the authors of this report have not seen elsewhere i.e., it has monthly themes to promote wellbeing as a direct response to the Covid-19 pandemic
- unsurprisingly, given that this is a national educational campaign run by a government body it is administered and delivered by a dedicated full time team
- this campaign is kept under constant review to ensure it meets contemporary needs and remains relevant to the population it is targeting

- the authors of this report note a general theme with gatekeeper campaigns i.e., a 'central' organising team invariably needs to be behind them, full-time, to ensure an appropriate level of administration and consistent delivery. Alongside this sits a need for an appropriate and significant level of funding.

6. TO BYSTANDER OR NOT BYSTANDER?

All marketing campaigns have strengths and weaknesses, bystander and gatekeeper campaigns are no exception. With this in mind, although there are clearly ‘risks associated with publicly talking about suicide and rail as a method/location’ (TrackSAFE, 2021:2) due to the psychology of ‘ironic process theory’ (Wegner, 1987, cited in Winerman, 2011) and the Werther Effect (Kogler, 2018) – which TrackSAFE will need to identify, discuss and mitigate as highlighted earlier – does this mean that they should dismiss the idea of progressing a bystander campaign of their own in Australia altogether?

To help TrackSAFE and its stakeholders answer this ‘To Bystander or Not Bystander?’ question, this section of the report will now endeavour to shine more light on the issues that will need to be taken into consideration.

6.1 Harnessing Bystander Spontaneity

Broadly speaking, there are five acknowledged ways in which those in suicidal crisis receive help and support from the communities they are part of:

- i) professional medical/health support provided in the main by trained clinicians, such as psychotherapy
- ii) predominately charitable organisations offering practical help and advice. Lifeline in Australia and their 24/7 ‘call centres’ are an example of such organisations
- iii) support groups directly working with those in mental health or suicidal crisis to help them address/work through their issues and concerns. *GROW* in Australia for example offers support to those seeking better mental wellness
- iv) friends, family and colleagues
- v) bystander intervention at the time of acute crisis

For some in the world of suicide prevention, however, it is this last ‘unregulated’ group – i.e., bystanders who offer spontaneous but potentially uninformed advice and ‘support’ to strangers in suicidal crisis – that pose the greatest threat to the latter’s decision making and potential recovery at one of the most critical times in their lives. As a result – linked to the range of issues surfaced earlier in the introduction such as the ‘training issue’, ‘emotional impact issue’, ‘personal safety issue’ and ‘support issue’ (see items 2iii) a – d)) – it is easy to dismiss and discount the valuable contribution that bystanders can potentially play in saving people’s lives.

Although the availability of professional help is central to most national and local suicide prevention strategies and policies – ranging from the direct provision of mental health services to signposting the professional services of others who are trained to help individuals in suicidal crisis – Corrigan (2004) and Pisani *et al.* (2012) point out that that the majority of individuals who experience suicidal thoughts do not seek or receive assistance from such

formal helping relationships. Consequently, there are compelling reasons for taking unregulated sources of support (Mitchelmore and Hindley, 2012) more seriously. In other words, the evidence suggests that a need exists to educate individuals at the informal social level with knowledge, skills and confidence to identify an at risk individual and provide support, be that through a 'formal' training regime – such as a gatekeeper programme – or a more 'informal' prosocial behaviour campaign (that promoted by the RUOK? charity in Australia being a good example of this). As early as 2008, for example, Wyman *et al.* (2008) illuminated how such an approach can be an effective suicide prevention method, and many subsequent studies have gone on to support this point-of-view including recent work by Holmes *et al.* (2021).

It would appear, therefore, that the potential scale and reach of bystander campaigns means that they can offer a useful contribution to suicide prevention efforts in the round, especially because of the opportunity they present for a passer-by to make a last minute intervention. This is a significant consideration where geographical areas may be large and/or those with gatekeeper training are 'thin on the ground. According to Owens *et al.* (2019), for example, there is compelling anecdotal evidence that lives can be saved by passing strangers acting spontaneously, and this was also reflected in the UK award-winning TV documentary 'The Stranger on the Bridge' (Channel 4, 2015) which told the story of one such intervention that captured global media attention.

In this respect, Owens *et al.*'s (2019) work is believed to be the first empirical study to examine the role of passing strangers in preventing suicides in public places, and clearly demonstrates that no specialist skills are needed. Their research indicated, for example, that interveners were ordinary people rather than trained professionals, distinguished only by a high level of social awareness and readiness for social action. Their findings also suggest that people do not need a script and should not be afraid of saying 'the wrong thing' because what interveners said was far less important than how they helped the suicidal person feel, namely safe, connected and validated (i.e., 'I matter'). In this sense, interveners did not have to try to be someone else or act a role; they simply needed to be themselves, and respond with authenticity, calmness and compassion.

It is also worth noting that this more democratic approach to suicide prevention is reinforced elsewhere, such as in the views of six high profile mental health organisations that supported the Australian 'You can talk' campaign (Appendix 3) who all subscribed to the one key message i.e., you do not need to be an expert to make a difference. Similarly, research by Marzano *et al.* (2020) found that people who intervene often have the belief that 'there isn't really anything you could do to make it worse' (Marzano *et al.*, 2020), while the Samaritans charity in the United Kingdom - that take the national lead on suicide prevention - state the following on their website:

'Suicide can be a taboo topic. Often, people who are feeling suicidal don't want to worry or burden anyone with how they feel and so they don't discuss it. But, by asking someone directly about suicide, you give them permission to tell you how they feel. People who have felt suicidal will often say what a huge relief it was to be able to talk about what they were experiencing. Once someone starts talking they've got a better chance of discovering options that aren't suicide' (Samaritans, 2022).

Furthermore, Professor Rory O'Connor – who specialises in Health Psychology at Glasgow University – states: *“Evidence shows asking someone if they're suicidal can protect them. They feel listened to, and hopefully less trapped. Their feelings are validated, and they know that somebody cares about them. Reaching out can save a life”* (Samaritans, 2022).

This thinking is echoed elsewhere too. The You Can Talk campaign in Australia recognises that *“While it can be difficult to talk about suicide, research shows you can have a positive influence on someone who may be considering suicide by initiating a conversation with them and supporting them to seek help”* (RUOK?, 2022)

In Marzano *et al.*'s (2020) investigation, for example, interviewees who had been on the receiving end of a lifesaving bystander intervention frequently commented on the difference 'a random smile of a stranger' or 'someone on the platform asking me a question' had made i.e., '[it was] enough to bring me back from the brink.' Additionally, those interviewed felt more lives could be saved if there was a greater understanding among the public of what to look out for or to be aware of in relation to someone in suicidal crisis and then subsequently be prepared to approach them. Marzano *et al.*'s (ibid) survey findings, however, also indicated that a lack of confidence may be the single biggest barrier to intervening when someone is in distress – although others of course exist e.g., fear of a rebuff and the resultant embarrassment (Goffman, 1963) – which suggests that incorporating elements of a gatekeeper campaign into a bystander campaign such as 'training' could help to increase such confidence and the likelihood of an intervention.

In summary, although there is concern from some quarters that i) bystander campaigns can lead to an ill-informed mass making a situation worse and ii) only those with a formal and professional training should provide support to individuals in crisis, there are others who champion what we call 'Harnessing human nature for greater societal good' such as Berkowitz (2018) who argues that 'bystander intervention is a science-based recommended practice with strong emerging support literature' (Berkowitz, 2018). In this sense, while it is important that TrackSAFE take on board the concerns some organisations may have about bystander – and think deeply and innovatively about how to mitigate the risks of any potential campaign – it is worth remembering that such campaigns do not seek to replace critical specialist support; on the contrary, they can help to supplement it, by offering the potential for a life to be 'spontaneously' saved, over a wider spatial/time continuum than might otherwise be achieved, with someone acting on the skills gained through their engagement with a bystander campaign i.e. spontaneous interventions of this kind can allow the individual they are supporting time to reconsider their life options.

In the case of Jonny Benjamin (Channel 4, 2015), for example, the lifesaving intervention made by the bystander Neil Laybourn on Waterloo Bridge in London 2008 meant that he went on to become an ardent campaigner for mental health and wellbeing charities and resulted in him setting up his own youth mental health charity 'Beyond' in 2018. In February 2021, – as reported in the British tabloid press and online (Express & Star, 2012) – it hosted the UK's first ever mental health and wellbeing festival for schools i.e., more than 1,000 schools and colleges from across the United Kingdom and beyond took part in the festival which consisted of workshops, teaching resources and expert sessions.

6.2 Managing the Risks

Any campaign that highlights the means of suicide runs the risk of further attempts by the same method. This phenomenon, as mentioned previously, is known as the Werther Effect (Phillips, 1974) and dates back to the large number of suicides that followed the publication of Goethe's *The Sorrows of Young Werther* in 1774. In the book, Werther – through unrequited love – took his own life, and as a result Goethe's story inadvertently triggered 'copycat suicides' amongst men in the late 1700s and long after, with some individuals even dressing up in the same manner as Werther and using a similar pistol.

Following Phillips's (1974) pioneering work in this area, many other studies looked at the effect in closer detail. Hawton *et al.* (1999), for example, examined the impact that a British hospital drama featuring a man taking an overdose – which included details of the exact drug and amount that he took – had on copycat behaviour, and using data collected from 49 accident and emergency departments the following week found that the drama had contributed to a 17% increase in overdoses. Similarly, Cheng *et al.* (2007) observed that in the four weeks following the suicide of the famous Taiwanese male television actor MJ Nee in April 2005 – where the method he used had received a huge amount of media coverage – once again suicide attempts rose.

Such modelling behaviour prompted bodies like the World Health Organisation (WHO) to develop media guidelines for the reporting of suicides, a list of 'Don'ts' (WHO, 2017:10) includes two of particular relevance when considering the introduction of bystander campaigns in particular:

- 'Don't explicitly describe the method used '
- 'Don't provide details about the site/location'

This guidance and that built upon it by agencies offering support and guidance in this arena, such as Samaritans in the United Kingdom and Mindframe in Australia is highly influential in deterring most railway administrations and operators around the world from explicitly referencing rail related suicides, let alone promoting activities such as bystander campaigns to prevent them, out of fear that drawing attention to the infrastructure as a means of suicide will result in an increased number.

In a survey of 26 representatives of international infrastructure controllers and operators at the Global Railway Alliance for Suicide Prevention (GRASP) meetings of Friday 19th and Monday 22nd November 2021, for example – attended by one of the authors of this report, Ian Stevens M.B.E. - only Network Rail (Great Britain) presented suicide prevention material that was specifically aimed at rail users and corporately branded. The mood of others was summed up by the ProRail (Netherlands) representative who stated that they were very much averse to referencing suicides and the rail network for fear of promoting further incidents. Similarly, in personal correspondence with Ian Stevens M.B.E., a representative from Trafikverket (Sweden) – who was unable to attend these meetings – wrote: *"I am hesitant to have a specific campaign that refers to the railway as a method. It is more "safe" to have campaigns about help lines etc. [because] you never know what can be a trigger."*

Nevertheless, in terms of making recommendations for ‘managing the risks associated with publicly talking about suicide and rail as a method/location’ (TrackSAFE, 2021:2), the authors of this report were unable to find any research that had been undertaken in relation to the impact railway administrators or operators could have on rail related suicides by publicly acknowledging them or creating targeted and specific bystander campaigns to address them. Furthermore, given this void and the body of evidence pointing towards the Werther Effect, it is not surprising that the lion’s share of international activity linked to preventing rail related suicides goes unpublicised.

Despite this paucity of evidence, however, Ian Stevens M.B.E. does have first-hand experience of the ‘Small Talk, Saves Lives’ campaign in Great Britain referred to in item 5.1, and how the campaign went about ‘mitigating any risks associated with publicly talking about suicide and rail as a method/location’ (TrackSAFE, 2021:2), having been the driving force behind its introduction and delivery between 2016 and 2020. Consequently – from a recommendation’s perspective – the case study that follows offers an alternative view to the prevailing international one held by railway administrations i.e., the campaign presents the railway as a backdrop to suicides in an attempt to promote prosocial behaviour in the form of suicide prevention amongst a target group i.e., rail passengers.

6.3 ‘Small Talk Saves Lives’ – A Risk Mitigation Case Study

In 2010, the rail industry in Great Britain began working with Samaritans, the United Kingdom’s leading suicide prevention charity. One of the contracted services they supplied was gatekeeper training for rail staff and the British Transport Police to help them identify individuals that may be in emotional or suicidal crisis, how to engage with them and how to manage such situations.

By 2015, it was clear from the recorded number of staff interventions being made in suicide attempts, that the training they were receiving could be considered a success. Given this, the industry surmised that if it could engage its customers in a suicide prevention campaign the potential existed for the number of events to fall, especially in areas or at times when its own staff were not available to make interventions. In short, such a bystander campaign would increase the likelihood of a chance last minute intervention being made in a suicide attempt around the rail network.

During 2015 and 2016, both Middlesex University and the advertising agency Pegasus were commissioned to undertake research into the potential for a rail related suicide prevention bystander campaign and the public’s appetite for one. Middlesex University – through Dr. Lisa Marzano’s (2016) work – identified that such potential existed i.e., ‘A bystander awareness campaign is likely to be needed if members of the general public are to play a role in identifying individuals in distress and intervening in safe and effective ways.’ Through focus groups, Pegasus was also able to confirm that there was a public appetite for one.

Industry partners, together with Pegasus came together in 2016 and 2017 to develop the 'Small Talk, Saves Lives' campaign as it is known and seen today. Whilst supporting its development, Samaritans were averse to linking it to the railway due to a fear that it might lead to suicidal contagion, citing both the Werther Effect and their own media guidelines – i.e., 'avoid reporting methods of suicide.'

As a partner and world leader in their field, this Samaritans perspective could not be ignored. However, the industry believed that the risk of increasing suicides on the railway by directly seeking to engage customers in the prevention of an activity that was already widely known of, through 'advertising' outside of its control – e.g., national and local press, social media and internet chat rooms – was still considered acceptable relative to the positive impact it could have. Additionally, on advice emerging from partner discussions which included academics in the suicide prevention arena – such as anthropologists and what was then Public Health England – the industry took the view that messaging about preventing suicides on the railway, delivered in a railway setting, was unlikely to resonate with those in suicidal crisis who had not already considered the rail network as a means of suicide. In turn, building the campaign around a message of hope also provided an element of support to those who may view it in a state of suicidal crisis, for it is well known that stories of hope and recovery have the power to help those in crisis and dispel stigma and myths about suicide. Within the literature, this is referred to as 'The Papageno Effect' (Niederkrötenhaler *et al.* (2010)) i.e., the sensitive portrayal of suicide (through mass media) that focuses upon someone overcoming a suicidal crisis by being presented with non-suicide alternatives, deriving its name from the 18th century opera 'The Magic Flute' by Mozart in which Papageno was contemplating suicide until other characters showed him a different way to resolve his problems.

Other factors considered to have suicide preventing effects were also included in the campaign, such as the signposting of those in crisis to professional help services as recommended in the WHO media guidelines. Despite these mitigations, however, the risk being taken by the industry could, of course, not go unaddressed and so a mechanism was put in place to withdraw the campaign if the finite number of suicides on the network showed unacceptable increases over a standardised norm for rolling periods throughout the year.

Contextualising the campaign in a railway setting was considered to bring other benefits to the rail industry as well. For example:

- the impact of suicides/attempted suicides on rail staff can be traumatic; this national campaign, therefore, was something that they could all relate to, and it helped to bring what is a fragmented operational network closer together through a spirit of cooperation, support and shared endeavour
- rail performance in Great Britain is primarily measured by Government through 'minutes delay.' Annually, delays related to suicides/attempted suicides were in the region of half a million minutes. The industry, therefore, had a need to show the Government that it was taking direct steps to address this issue above and beyond those that it already had in place

- it allowed the industry to visibly demonstrate its good morals and social responsibility, by being part of a broader movement to reduce suicides in Great Britain as a whole
- whilst promoting interventions in suicide attempts on the railway there was anecdotal evidence to suggest that those in crisis were potentially dissuaded from taking their lives on the railway because they were concerned that they might be prevented from doing so. This dissuasive factor is captured by Marsh *et al.*, (2020) who suggests that advertising the chances of an intervention through bystander campaigns can help to dissuade people who do not want to be intervened with from considering particular locations as a site for suicide
- The campaign provided a valuable tool that the rail industry could deploy and share with others beyond its boundary where incidents of suicidal contagion were taking place, either on or around the network (Kingston, 2019)

In terms of how the success of the campaign was to be 'assessed', like so many other bystander campaigns, its direct impact – i.e. in this case how many interventions it led on to – was never considered to be a realistic measure, given that anyone who intervened in a suicide attempt was unlikely to advise the industry of their actions, either because i) they did not know how to, ii) they did not want to, or iii) they just did not consider their action to be an intervention. Nevertheless, the preponderance of evidence indicates that successful interventions were inspired by the campaign through correspondence sent to the Samaritans by individuals who cited it as the prompt for their action.

The form of assessment opted for, therefore, took a different path, and looked instead at the reach of the campaign across all of its traditional and social media outlets/platforms, based on the theory that the further it filtered into society the greater the potential it had for an intervention to be made by someone who had viewed it. Summarising these alternative metrics, Chris Webb (Webb, 2021) highlighted that 63% of those who saw the campaign felt confident judging if somebody might need help, and 64% felt confident about what to say to a person in distress, and these percentages were significantly higher than amongst those who had not seen the campaign. In addition to this, two-thirds of the individuals who watched the 'Small Talk, Saves Lives' campaign said they were either 'likely' or 'very likely' to intervene compared to just half who had not seen it, and a third of people who watched it said that they had already approached and tried to help somebody who appeared in distress as a result of it.

These successes, at the time, helped to validate the campaign, whilst ongoing research around the world, such as Niederkrotenthaler *et al.*'s (2020) closer analysis of The Papageno Effect, which helped to confirm its positive impact on those in crisis and concluded that intervention materials do not increase short-term suicide risk, which supported the stance the industry had taken.

Although there were initial concerns, therefore, that this campaign might lead to an increase in the number of suicides on the railway, time has shown this not to be the case. In statistics published by the Rail Safety and Standards Board (Rail Safety and Standards Board, 2021) – a not for profit organisation that works with the rail industry in Great Britain to drive change and improvements – for example, the number of suicides on the rail network between 2015 and 2019 have decreased slightly in percentage terms over the last two recorded years, despite the number of suicides amongst the general population increasing (see Figure 3):

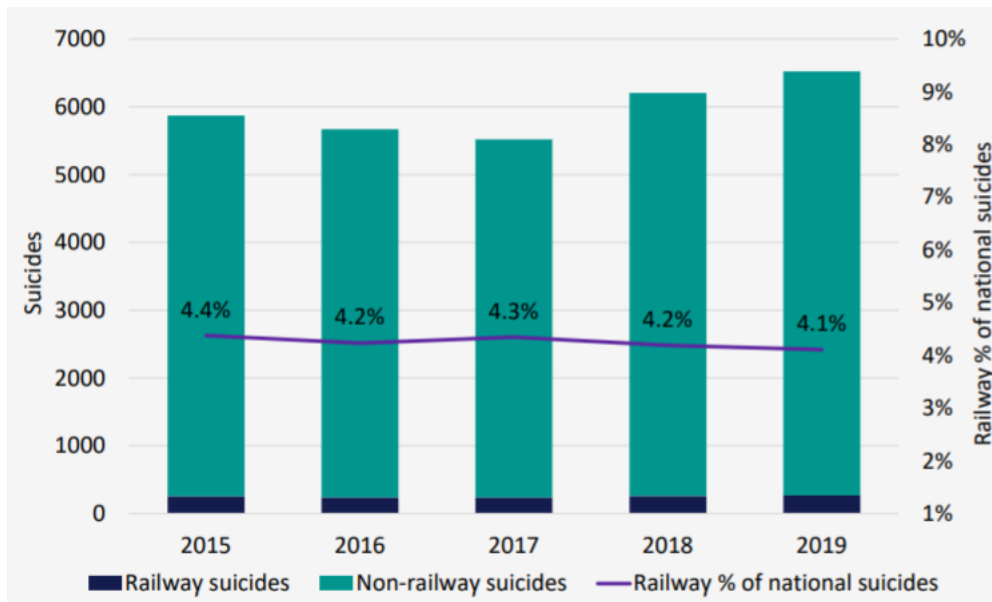


Figure 3. Rail related suicides – 2015 to 2019 as a percentage of those in the total GB population
(Source: Rail Safety and Standards Board, 2021)

In summary, this case study has set out to explain what happened when the GB rail industry decided to back a bystander campaign and engage with its customers and the known public issue of suicide on the railway in a way that contextualised it and made the ‘ask’/call to action easier for people to visualise. This was not without its risks, but working with stakeholders and professionals in the suicide prevention arena and discussing suitable mitigation measures that would appease all views and manage those risks, the following three practical decisions were made:

- i) To build the campaign around a message of hope
- ii) To signpost those in crisis to professional help services
- iii) To set a level of tolerance for suicides on the network, which if exceeded would see the campaign withdrawn

This campaign, therefore, was not an impulsive or reckless one; it was informed by a robust process of scrutinising the data and cross-comparing the pros and cons, and over time the potential benefits were perceived to out-weigh the potential risks. One of the most obvious benefits, for example, was the possibility of a reduction in suicides on both the network and in the wider population i.e., ‘we sensed that the general message of the campaign could

spread beyond the railway's boundary. It later transpired, however, that we had hugely underestimated the positive impact that it would have, as it caught the imagination of the public and industry partners alike. Consequently, the prosocial stance of the industry in this arena and its recognition that it was part of the solution to a national "wicked problem" (Churchman, 1967) played well in all quarters and became a core part of the government's national suicide prevention strategy. Had the industry chosen to promote a third party bystander or gatekeeper campaign (as had been originally proposed) it is hard to believe that the resultant benefits of 'Small Talk, Saves Lives' would have been realised' (Stevens, 2022).

The campaign was also kept under constant review by a steering group, and over time this led to it being finessed. This included a second promotional video being released which concentrated on giving those who might intervene the confidence to do so, and a research project (Marzano *et al.*, 2020) that was commissioned to focus on the nature of interventions and how learning from the experience of those that intervened and those that had been subject to an intervention could shape future campaigns.

Today, Network Rail and the GB rail industry continue to promote 'Small Talk, Saves Lives,' however, the Covid-19 pandemic has clearly brought with it a new focus to their campaigns which promote mental health and wellbeing more broadly. Again, set in the railway environment, the innovatively subtle "There's Always Hope" campaign developed by Network Rail in association with Ardmore promotes bystander intervention, self-help and signposting to support organisations. As an aside, this campaign – that won the Creative Pool award – was born out of work previously undertaken by the authors of this report looking at the field of 'Dissuasion' (Bannerman, 2020), which its creative director Paul Bowen referred to as the campaign's 'north star' (Bowen, 2021).

7 CONCLUSION AND RECOMMENDATIONS

7.1 Conclusion

In Conclusion, this ‘pracademic’ (Posner, 2009) research project has set out to shine more light on the world of bystander and gatekeeper campaigns to support and inform TrackSAFE’s decision making in this space, including the possibility of developing a bystander campaign of its own. As a result of this analysis, like Keating *et al.* (2021) of Queensland University of Technology – who were commissioned by TrackSAFE in tandem with the authors of this report to conduct a critical review of the academic literature on this topic – ‘it would appear that marketing campaigns are a useful tool for influencing bystander awareness, knowledge, attitudes and behaviours’ (Keating *et al.*, 2021), provided the risks are cautiously considered and mitigated appropriately.

With this mind, the evidence suggests that by helping the broader population to become aware of the positive impact that bystander interventions can make, there is always the potential for a passer-by to make a last minute intervention.

Finally, whilst this report focuses on bystander and gatekeeper campaigns it is important to note that other marketing campaigns to prevent suicides are emerging today from the thinking associated with the concepts Latané and Darley put forward in 1964 (the Bystander Effect) and Wyman *et al.* first highlighted in 2008 (Gatekeeper psychology). More holistic wellbeing and/or dissuasive campaigns are being adopted – such as Network Rail’s recent ‘There’s always hope’ campaign which drew inspiration from Bannerman’s (2020) Dissuasion report. Such campaigns may potentially reach a wider audience or resonate more effectively with those in mental health or suicidal crisis particularly in a post-Covid world. The right sort of campaign might also ameliorate deep seated and long standing concerns that some may have regarding the Werther Effect.

7.2 Recommendations

Given the research and the outputs captured in this report its authors make the following recommendations:

1

A bystander campaign set in a railway context has the potential to make a meaningful contribution to suicide prevention.

Whilst being cognisant of the Werther Effect and the need to put appropriate checks and balances in place (derived from meaningful dialogue with interested parties) a bystander campaign set in a railway context has the potential to make a meaningful contribution to suicide prevention

2

Any campaign should be targeted and focused.

Any campaign should be focused in and around areas where suicide rates are considered to be highest and/or of greatest concern. They should be viewed as long term initiatives in a bid to maximise their potential benefits. This will ensure resources are targeted and budgeted for appropriately

3

Coordinate public engagement in the creation of any campaign.

Focus groups consisting of those with lived experience of suicide, those with intervention experience, as well as members of the public should be established to help shape the language and feel of any campaign

4

Create a community of Upstanders.

Any real or perceived concerns that a bystander intervention heightens the risk of a suicide event should be discounted on the strength of current evidence i.e., research by Owens *et al.*, (2019) and Marsh *et al.*, 2020) demonstrates that you do not need to be specially trained to make a meaningful intervention

5

Employ a specialist advertising agency to build an effective campaign.

The most effective campaigns are those with a strong visual presence and a succinct call to action/'ask' to connect them to their intended audience. A blended balance of traditional media and social media supported by a well curated website offers the greatest opportunity for a successful, memorable and sustainable campaign

6

Campaigns should recognise the needs of those making an intervention.

When creating a bystander campaign, consideration should be given to addressing three potential needs of the individual making the intervention, specifically:

- i) what support they may require in the immediate aftermath of an intervention to assist in bringing it to a conclusion
- ii) what support they may require over the longer term should they develop a post event emotional response in relation to their actions or the event as a whole
- iii) a mechanism by which that individual, should they express an interest, may be alerted to the outcome of their intervention

7

The concepts of ‘trusting your instincts’ and not worrying about what to say when making an intervention must be at the heart of any bystander campaign.

To be effective, bystander campaigns must champion the psychological message that people need to:

- i) trust their instincts or rely on their sixth sense to know when something is out of place
- ii) not worry about saying the wrong thing for fear of making matters worse i.e., our research indicates that a permissive tone can help bystanders to appreciate that it does not matter what one says, for any acknowledgement is better than none. In other words, ‘You cannot say the wrong thing’ because acknowledgement is what individuals in suicidal crisis tend to crave the most

8

Include measures that allow the effectiveness of the campaign to be assessed.

Include a robust set of measures/success criteria (e.g., changes in attitude, lowered suicide attempts and suicides) against which a meaningful analysis/evaluation of the campaigns impact can be made both in the short and long term

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APPENDICES

The following Appendices contain detailed analysis of the ten campaigns reviewed as part of this research project

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SMALL TALK, SAVES LIVES

I knew something was wrong.
I wasn't sure what to say, so I asked



And that's all it took
If you think someone might need help, trust your instincts and start a conversation. You could save a life.
Find out more at samaritans.org/smalltalksaveslives
#SmallTalkSavesLives
A registered charity



in partnership with



CAMPAIGN TYPE

Bystander

CAMPAIGN FOCUS

Suicide prevention on the Great British rail network by encouraging potentially life-saving interventions from members of the public

COUNTRY OF ORIGIN

Great Britain

1.	Campaign title	Small Talk Saves Lives
2.	Campaign type (Gatekeeper/Bystander)	Bystander
3.	Campaign focus	Suicide prevention on the Great British rail network by encouraging potentially life-saving interventions from members of the public
4.	Primary research documentation	<p>Network Rail (https://www.networkrail.co.uk/communities/safety-in-the-community/railway-safety-campaigns/suicide-prevention-campaigns/)</p> <p>Samaritans (https://www.samaritans.org/support-us/campaign/small-talk-saves-lives/)</p> <p>British Transport Police (https://www.btp.police.uk/police-forces/british-transport-police/areas/campaigns/small-talk-saves-lives/)</p>
5.	Date campaign went live	November 2017 onwards
6.	Other dates of note	<p>Campaign conceived in the Spring of 2017.</p> <p>The campaign went through activation periods which were each two weeks in duration. These took place in November 2017, April 2018 and November 2018. Outside these activation periods there was continuous drumbeat activity relating to the campaign both nationally and locally. The campaign is still active today but Covid-19 has seen the narrative around small talk saving lives in relation to suicide prevention morphing into one about public wellbeing.</p>
7.	Country of origin	Great Britain
8.	Duration of campaign	Ongoing

9.	Details of the organisation(s) delivering the campaign	<p>Network Rail (https://www.networkrail.co.uk/communities/safety-in-the-community/railway-safety-campaigns/suicide-prevention-campaigns/)</p> <p>Samaritans (https://www.samaritans.org/support-us/campaign/small-talk-saves-lives/)</p> <p>British Transport Police (https://www.btp.police.uk/police-forces/british-transport-police/areas/campaigns/small-talk-saves-lives/)</p>
10.	How and where was the campaign delivered/implemented?	<p>The campaign was implemented across several different channels to ensure visibility amongst the target audience. This included: paid and organic reach via social media, earned media coverage across national and regional print, online and broadcast channels, and out-of-home campaign posters and signage in the railway environment. The campaign was implemented in several intense bursts once or twice a year.</p> <p>In a first for a rail based campaign cinema advertising was used to promote it in high risk suicide areas. And in another first it showed on prime time television to an audience of millions to support Prince William’s charitable work in relation to mental health.</p> <p>The style of the campaign altered through time and two accompanying videos reflected this as did the material that went with them. At the start of the campaign the material was very much focused on giving people the permission to approach strangers to ask if they were alright. Feedback from that wave of the campaign prompted a shift to the production of material about how a conversation could be struck up with a stranger for the second wave.</p> <p>As well as seeking to promote life-saving interventions amongst the public the campaign also signposted individuals to resources and support housed on the Samaritans website (https://www.samaritans.org/support-us/campaign/small-talk-saves-lives/).</p> <p>The initial phase of the campaign had a national focus. The second and all following phases were very much more targeted at areas where there was known to be a higher than usual risk of suicide.</p>

		<p>The campaign was accompanied by two videos, the first can be found here https://www.youtube.com/watch?v=KiynAdEuyWQ (November 2017) and the second released a year later (November 2018) for what became known as phase II of the campaign here https://www.youtube.com/watch?v=VDchxgZxjCM.</p>
11.	<p>Factors that informed the campaign design</p>	<p>An academic report by Middlesex University suggested that support from the wider population could help make a positive difference to suicides in the railway environment and that a bystander campaign would be beneficial in helping increase the number of interventions made by the public. This was supplemented by research amongst the train travelling public to assess their awareness of the things taking place around them when travelling by train (including in the station environment), their willingness to help if a situation arose, and the key barriers that might stop them from acting. The most common barriers to intervention identified during this pre-campaign research were not knowing how to spot somebody in distress; and not knowing what to say.</p> <p>The campaign built upon the excellent work already done by the rail industry to train staff to help deal most effectively with people who might be showing suicidal intent. This was important as it meant members of the public could act as extra pair of eyes and ears, to supplement the high levels of interventions that were already taking place due to the efforts of rail staff. A compelling statistic that showed the impact already being made by train staff – for every life lost on the railway, six are saved by those around them (source: Network Rail) – was used at the heart of the Small Talk Saves Lives campaign.</p> <p>In summary, the campaign sought to educate people to better understand that suicide is preventable (and not inevitable) and to empower people to act to prevent suicides on the rail network.</p> <p>At the heart of the campaign were two concepts, those of trusting your instinct to determine if an individual might be vulnerable and that nothing you could say to someone in a suicidal crisis could make the situation worse, a concept promoted by Samaritans and later supported by Christabel Owens (2019) – see section 17, reference 1.</p>

		<p>The campaign was heavily influenced by focus groups. These were undertaken around the country and were made up of individuals that had the potential to offer insight into how it might best be structured and focused.</p> <p>The rail industry was adamant that the campaign should have a railway feel about it, to add realism to the ask – to intervene in potential rail suicides. This was at odds with conventional thinking that seeks to separate the act of suicide and the means.</p> <p>Throughout the course of the campaign, Network Rail continued to research suicides on the network in partnership with academics – particularly those from Middlesex and Canterbury universities. Recommendations from this work were built into campaign material as appropriate.</p>
12.	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>The campaign received vast levels of support from the GB media and gained significant support on social media. Campaign research amongst GB train passengers found campaign awareness had reached 42% within two years of launch.</p> <p>In terms of outcomes, 63% of those who saw the campaign felt confident judging if somebody might need help and 64% felt confident about what to say to a person in distress - these percentages were significantly higher than amongst those who hadn't seen the campaign. In addition, of those who had seen the campaign, two-thirds said they were either 'likely' or 'very likely' to intervene compared to just half who hadn't seen it. And furthermore, a third of people said they'd already approached and tried to help somebody who appeared in distress as a result of the Small Talk Saves Lives campaign.</p> <p>Oft quoted as a sign of success for the Small Talk Saves Lives campaign is that it reached more than 10 million people in its first 15 days and was endorsed by Stephen Fry (raconteur), Lord Alan Sugar (Lord of the realm and entrepreneur), suicide researcher Professor Rory O'Connor and many others (source: Samaritans).</p>

		<p>The campaign has been hugely successful and won 26 awards around the world, across a range of charitable and commercial nominations. All of which have helped promote the campaign further and prompt others to copy or build on its success.</p> <p>The practical success of bystander campaigns in the suicide prevention arena is difficult to assess unless, those that do intervene step forward. Increasingly Samaritans receive advice from individuals that they have intervened based upon engagement with the Small Talk Saves Lives campaign. The last notification was November 2021 (source: Samaritans).</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>Members of the public putting themselves at risk: A lot of effort was made to get the messaging right so that people didn't feel like all the responsibility was being put on them and to reiterate that the campaign ask was simply to ask a question if they felt safe and able to do so, or seek help from elsewhere. This messaging was tested via focus groups before the campaign and refined accordingly. One of the campaign hero films role-modelled a compassionate, caring intervention to reinforce the nature of the ask.</p> <p>The risk of contagion by openly talking about suicide: We worked closely with the team at Samaritans and Network Rail to ensure the messaging was appropriate and that the focus was on helping 'prevent' suicide on the railway, with the aim of discouraging people from seeing it as a possible location.</p> <p>Inadvertently upsetting or offending the families of people who have previously taken their lives on the railway: We involved people who had previously tried to end their lives on the network to help support our messaging, as well as doing in-depth pre-campaign-launch interviews with family members of those who had lost their lives on the railway to ensure message comprehension and appropriate tone. The feedback was overwhelmingly positive.</p>

14.	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>The focus was on arming people with the confidence to act. This was done in a few different ways. Firstly, encouraging people to trust their instincts if they see something that doesn't look quite right. This included reinforcing the point that if somebody is fine then no harm will be done. Secondly, making the 'ask' really simple – a simple question such as 'what is the time?' can be all it takes to break somebody's suicidal thoughts/intent in that moment. Thirdly, highlighting that we all use small talk everyday of our lives, and so it is.</p> <p>Instil a sense of confidence – research by Pegasus showed a need to normalise the behaviour of intervention by giving people the knowledge and confidence to act. Intervention needed to be promoted as a simple, everyday ask – not an act of heroism.</p> <p>The videos associated with the campaign and supporting material made it clear to those who might consider intervening only to do so if they felt safe and comfortable doing so and if they did not to call the police (or contact a member of rail staff if one was available).</p>
15.	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>Samaritans were extremely unhappy that the message of the campaign – suicide prevention - and the means - the railway environment – were effectively brought together, both against their advice and conventional wisdom. The view taken by the rail industry, on advice from its expert in this arena, was that the campaign had to be set in context and that given rail suicide was a unique subset of all suicides and widely discussed on social media it was a given that most people in suicidal crisis recognised it as a potential means of suicide.</p> <p>Presenting the campaign within the railway environment, in an attempt to reduce suicides on the infrastructure (and highlight to the railway community that national action was being taken to address this issue) was a risk the industry considered worth taking. Suicide numbers were reviewed regularly however to establish if the campaign</p>

		<p>might be causing an increase in deaths through suicide. It was agreed that if even a causal link could be established between an increase in suicide numbers and the campaign, activity in relation to it would cease.</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • there was a significant amount of risk associated with ‘publicising’ the act of suicide on the railway through a campaign of this nature. Ongoing consideration of the Werther Effect and the mitigation of the associated risk was central to the development and deployment of the campaign • the response to the campaign from the general public was fantastic – they showed a real willingness and appetite for prosocial behaviour • as well as helping empower members of the public to act, the campaign further highlighted the lifesaving interventions that were already being carried out across the rail network by thousands of rail staff who had been trained specifically in suicide prevention • there were planned activation periods for the campaign to keep it in the public consciousness. Allied to this was other activity which supported the campaign but was lower in key e.g., using the campaign logo on Network Rail's fleet of road vehicles • having one agency design the campaign and lead the communications strategy for it provided a high degree of continuity and sustainability • The campaign is very much aimed at the railway environment, but the industry and Samaritans quickly understood that it could be used in a broader societal context, in that the message was appropriate for any environment where a suicide may occur. Much was then made by both those organisations of promoting that message in a wider social sphere. With hindsight, the question is <i>‘would the campaign have been more effective if it had been set in a wider non-railway setting, akin to a public service announcement?’</i>.

17.**Additional references**

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2. Personal insights from this report's author, Ian Stevens, M.B.E. who commissioned the campaign on behalf of the GB rail network
3. Personal insights from Chris Webb who led the advertising agency, Pegasus, in the creation of the campaign

STAND UP



CAMPAIGN TYPE

Bystander

CAMPAIGN FOCUS

The reduction of sexual harassment in public places

COUNTRY OF ORIGIN

France

1.	Campaign title	Stand up
2.	Campaign type (Gatekeeper/Bystander)	Bystander
3.	Campaign focus	The reduction of sexual harassment in public places
4.	Primary research documentation	L'Oréal Paris website at https://www.loreal-paris.co.uk/stand-up
5.	Date campaign went live	01/11/2019 – the campaign went live initially with L'Oreal employees
6.	Other dates of note	08/03/2020 - campaign launched to the public worldwide on International Women's Day
7.	Country of origin	France
8.	Duration of campaign	Currently running
9.	Details of the organisation(s) delivering the campaign	L'Oréal Paris. No specific contact details exist relative to those leading this campaign. A starting point however would be via the online chat facility on L'Oreal's website. 'Hollaback!' partner L'Oreal with this campaign. They are a global, people-powered movement to end harassment, who work together to ensure equal access to public spaces. Details of the movement can be found at https://www.ihollaback.org/ .
10.	How and where was the campaign delivered/implemented?	In November 2019, L'Oréal Paris launched an in-house campaign to train 100 % of the people working for the Group – women and men – to intervene safely and successfully if they experience or witness 'street' harassment. Opening the public's eyes to the scale of harassment experienced by women, in particular, was the focus of the campaign. It aims to simultaneously discourage harassers, support

		<p>victims and encourage bystanders to intervene. To affect a cultural shift in the global response to street harassment.</p> <p>On International Women’s Day 2020, L’Oréal Paris took the campaign outside the Group and on to the street. The campaign is focused on 11 countries and targets schools to public transport to festivals to online spaces, Stand Up seeks to reach 1 million bystanders and turn them into upstanders.</p> <p>Two online training platforms exist to give bystanders the 'tools' and permissions to become upstanders. There is a 10 minute digital training package and a one hour webinar. At the heart of each are what L'Oreal/Hollaback! call the five D's: Direct, Distract, Delegate, Document, Delay, a method which is simple, safe and effective.</p> <p>The campaign is further supported by a 'call to arms' video and has a significant online presence. Public events are also staged to increase the profile of the campaign within individual communities - videos are then posted of these events. An online community via L'Oreal's website also exists which appears well used and populated.</p> <p>Internationally L’Oreal has used a cross channel integration strategy of Digital: Facebook, Instagram, TikTok, YouTube, Spotify, TV and influencers to drive the campaign, these include the likes of Céline Dion, a L’Oréal Paris Spokesperson for the campaign.</p>
<p>11.</p>	<p>Factors that informed the campaign design</p>	<p>The campaign was prompted by research commissioned by L'Oreal and conducted by Ipsos which identified the prevalence of street harassment in eight countries: Canada, France, India, Italy, Mexico, Spain, UK, USA. Amongst the survey's findings were that 78% of women had experienced sexual harassment in public spaces. Only 25% of victims said someone helped and that 86% of respondents would not know what to do when witnessing harassment.</p> <p>The research findings and L'Oreal's global focus, primarily on women, meant that the Group were ideally positioned to deliver a campaign of this nature. As Delphine Viguiere-Hovasse, Global Brand President of L’Oréal Paris says “L’Oréal Paris stands for empowerment in every walk of a woman’s life. By removing obstacles preventing women</p>

		<p>from fulfilling their ambitions, we are committed to elevating their sense of self-worth. With Hollaback! and other local NGO partners we invite women and men to stand up, to safely respond when they witness or experience street harassment. Together we can create a world for girls and women to march confidently forward into a world free from street harassment.”</p> <p>The campaign reaches out to both bystanders and those that may be subject to street harassment. It offers the former training to become upstanders and the latter guidance on what to do if they experience street harassment in real time.</p> <p>For the campaign to have international reach it relies heavily on all social media outlets e.g., Twitter, Facebook etc.. It has its own hashtag "#westandup" and a growing logo presence of a 'D' traditionally written on an outstretched palm of the hand.</p> <p>As of 2nd December 2021 the website showed that 527,044 people have engaged with the training and there have been 15,000 posts on the "community site".</p>
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>Limited numerical evidence for the impact of the campaign could be sourced. The only material that came to light was related to its impact in Indonesia, with the data being sourced through the DRUM advertising agency awards 2021. The citation quoted the following:</p> <p>The Stand Up Movement campaign inspired both men and women with video display 360 reaching 17 million women and 7 million men for a total impression of 67 million and 13 million, respectively with View Through Rate (VTR) of 39%. This campaign has also been shown to lead many readers and supporters through 84 coverage articles that reach over 58 million readers, resulting in a 10x Return On Investment (ROI) from the specified media value. The results on Instagram and Facebook showed a total reach of 19m and 60m impressions respectively, and a click through rate of 2.53 percent, which outperformed the benchmark of 0.5 percent, it has also fuelled over 2000 user generated content and conversation that flows across social media with campaign awareness has reached around 45% since March 2021. According to the campaign’s website, there are more than a million users, and more than 15,000 people have been trained both online and offline.</p>

		<p>These findings demonstrated that the goals of raising awareness and training people on the 5D methodology (via a digital training program) were met.</p> <p>A sentiment analysis revealed overwhelmingly positive responses to the campaign. Pre- and post-campaign polls also revealed that as a result of the campaign, L’Oreal Paris is perceived to be more trustworthy, suitable, and powerful for women by +5, +4, and +8 measurement points, respectively. This demonstrates that the campaign not only met the goal set but also had a favourable impact on the brand's image in the minds of the consumers.</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>In the digital training module, there is reference to the person intervening to be aware of their safety (and that of the individual being harassed). The FAQ section also references personal safety.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>No material was identified whilst researching this campaign to address this query</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>

16.

Personal thoughts and views of researchers in relation to the campaign

- this was an inhouse campaign that then went public, very much like ‘Small Talk, Saves Lives.’ In the case of ‘Small Talk, Saves Lives’ rail staff were making interventions (some on the back of training; others because the rail industry encouraged them to do so by messaging and the promotion of gatekeeper activity) thus the industry thought it could replicate this success by engaging members of the public to do something similar, either in a railway or wider social context
- the ‘Stand Up’ campaign offers training through its online presence. ‘Small Talk, Saves Lives’ had a similar presence (through Samaritans) and material to support the advertising. The L’Oreal digital training is interactive and engaging but despite that its length and format may lead some to abandon it. A key takeaway here is that any online training needs to be dynamic and entertaining to hold the attention of a modern audience
- one of the engaging features about the site is that it appears to show in real time the number of people that have completed the training i.e., it makes you feel like you are part of something and connected with others who share your concern with this issue
- the website and supporting activity – e.g., up-to-date videos of events – are very polished and professional and give the campaign a dynamic edge. For a large organisation such as L’Oreal the cost of these may be minimal; for smaller organisations, however, such costs may be prohibitive in terms of keeping a campaign looking fresh and vibrant
- the community page lays a breadcrumb to the Hollaback! website. The landing page (<https://www.ihollaback.org/read-stories/>), for example, shows by country where reports of harassment have come from. You can then drill down to specific towns/locations, which is impressive
- the ‘look’ of this campaign was stylistically very appealing
- the digital training video allows the 5D methodology (Direct, Distract, Delegate, Document and Delay) to be practised with video clips reinforcing the action. It is a

		<p>good package which gives permission to intervene and tells you how to do so i.e., it is highly practical</p> <ul style="list-style-type: none"> • the campaign suggests that you trust your instincts when considering what to do (see https://www.standup-international.com/gb/en/training/victim/identify/intro) • L’Oreal is clearly a famous, international brand, and supporting this cause was in many ways a win/win i.e., it helped boost awareness of street harassment and what to do about it, whilst also enhancing L’Oreal’s prosocial reputation. In this respect, although it may be harder to find corporations who are happy to be associated with suicide prevention, there may still be scope for strategic alliances with firms or organisations interested in supporting people’s wellbeing. ‘Movember’, for example, which started in Australia in 2003, now has a range of ‘official partners’ who they work with from a ‘Men’s Health’ perspective, ranging from ‘L’Oreal Men Expert’ to ‘Gillette’ (Movember, 2022) which can help to make the unaffordable more affordable.
<p>17.</p>	<p>Additional references</p>	<p>No additional references sourced</p>

YOU CAN TALK

You Can Talk

If you're really worried about a friend or family member's mental health, it's hard to know what you can do and how to help them. While the warning signs of suicide are not always obvious, learning how to identify them and raise your concerns could help change another person's life - and you don't have to be an expert to make a difference.

#YouCanTalk

CAMPAIGN TYPE

Bystander

CAMPAIGN FOCUS

Suicide prevention

COUNTRY OF ORIGIN

Australia

1.	Campaign title	You Can Talk
2.	Campaign type (Gatekeeper/Bystander)	Bystander
3.	Campaign focus	Suicide prevention
4.	Primary research documentation	Beyond Blue (https://www.beyondblue.org.au/the-facts/suicide-prevention/youcantalk) Reach Out.com (https://au.reachout.com/collections/youcantalk) Minister Hunt's Media (https://www.health.gov.au/ministers/the-hon-greg-hunt-mp/media/government-welcomes-youcantalk-campaign)
5.	Date campaign went live	July 2018
6.	Other dates of note	Not applicable
7.	Country of origin	Australia
8.	Duration of campaign	The campaign material continues to exist across all participating organisations websites to this day. It received a 'boost' between December 2019 and January 2020 when it was promoted by the Morrison Government over the Christmas and New Year holiday period.
9.	Details of the organisation(s) delivering the campaign	The campaign was a collaboration between several organisations, including Beyond Blue, Everymind, Headspace, Lifeline, ReachOut, RUOK?, SANE Australia, the Centre of Best Practice in Aboriginal and Torres Strait Islander Suicide Prevention, Roses in the Ocean and the Black Dog Institute.

10.	<p>How and where was the campaign delivered/implemented?</p>	<p>This is an Australia wide campaign that saw many suicide prevention organisations collaborating to present the same messaging and materials across all their digital platforms. The home pages of each organisation look different as does the way in which the information is presented, but notwithstanding that each has a substantial amount of reference/support/ material offering advice for those who may seek to intervene and support someone in suicidal crisis. The key message from each organisation is that you don't need to be an expert to make a difference.</p> <p>The campaign generated a lot of social media traffic which in turn and the collaborating organisations provided plenty of material to support their presence on sites such as Facebook.</p> <p>Campaign and briefing packs were available for any media outlet and had the support of well-known ambassadors such as Benjamin Law (writer and broadcaster) and Courtney Millar (Actor).</p>
11.	<p>Factors that informed the campaign design</p>	<p>The background to the campaign is succinctly captured in this paragraph: "Research has shown that suicide rate in Australia is on the rise and that most people who die by suicide are not in contact with mental health services. They most likely communicate their suicidal thoughts to family members or close friends, whose responses may sound unhelpful and/or dismissive, thus reinforcing suicidal ideation. This national emergency has been tackled via a social media campaign, #YouCan Talk, launched by a government-supported digital platform, BeyondBlue".</p> <p>The research referenced comprised of a landmark survey of 3000 people in Australia that found many wanted to do more to prevent suicide in their communities but didn't know how to. In turn 50% of respondents believed only mental health professionals could help prevent suicide, while 40 per cent worried talking about suicide made things worse. The campaign was established to break down these myths, mobilise the community and empower family and friends to act as 'eyes and ears' to ensure their loved ones could get support before reaching crisis point.</p>

		<p>Material on the BeyondBlue website provides an insight into the thinking behind the campaign:</p> <ul style="list-style-type: none"> • "While it can be difficult to talk about suicide, research shows you can have a positive influence on someone who may be considering suicide by initiating a conversation with them and supporting them to seek support. You don't need to be a clinician, a GP, or a nurse to check-in with someone you are worried about. It is OK to let someone know you have noticed they are struggling and ask them if they are experiencing thoughts of suicide." <p>This campaign aims to place the intervention at a pre-crisis point e.g., discussing suicidal intent before an individual reaches crisis point.</p>
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>In October 2020 the Black Dog Institute of Australia (https://www.blackdoginstitute.org.au) noted that data by which to evaluate this campaign was not yet available. The authors of this report remain unsighted of any to this date.</p> <p>There are factors worth noting in relation to the campaign, in its broadest sense that suggest that it may have a positive impact, namely:</p> <ul style="list-style-type: none"> • a significant number of Australian mental health charities set aside the temptation to 'capture markets' or to compete with each other in order to amplify an important message, #YouCanTalk. As Frank Quinlan, C.E.O of Mental Health Australia states 'in a sector that is often criticised for being fragmented, #YouCanTalk is yet another excellent model and example of leadership through collaboration and cooperation, in an environment that too often encourages competition' (Quinlan, 2022) • #YouCanTalk addresses the longstanding taboo that has prevented direct conversations about suicide by highlighting that you do not need to be a clinician, a GP, or a nurse to check-in with someone you are worried about and it is OK to trust your instincts in these matters

		<ul style="list-style-type: none"> • #YouCanTalk is about giving people the confidence to have the conversation by connecting them to the tools that can support them.
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>The campaign is very upfront about how one of the best ways to support someone you believe to be in suicidal crisis is to ‘confront’ them and ask specifically ‘Are you having thoughts about suicide?’ It goes on to say ‘be prepared for the answer to be yes’. This shows recognition of a risk, and whilst mitigation is offered via signposting to the ‘Life in Mind’ website (https://lifeinmind.org.au/) the suggested resources are not easy to find. The risk of finding that conversation to be a difficult one is also recognised but in this instance mitigation is offered, ‘If you’re still unsure about having the conversation, connect with supports and resources that will help you navigate it.’</p> <p>The need for those in suicidal crisis to gain additional support is also recognised through the campaign, as is their safety ‘ensure they are safe for now and talk to the person about who else to involve so they can be supported. You can assist by connecting them with other supports and services.’ The authors of this report were unable to establish if another risk was being mitigated against here, that of the intervener not knowing how to gain support once they had intervened and move into a post-intervention scenario.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>Organisations promoting the campaign carried literature on their websites that sought to support individuals who might be concerned or worried when discussing issues around suicide. As illustrated by this quote from the Life in Mind website (https://lifeinmind.org.au/youcantalk).</p> <p>"It is normal to feel worried or nervous about having a conversation with a friend, family member or work colleague who might be experiencing suicidal thoughts, but there are resources available to help you."</p> <p>Other organisations go into much more detail about how those supporting others in suicidal crisis should look after themselves. On the Beyond Blue website at https://www.beyondblue.org.au/the-facts/suicide-prevention/worried-about-someone-suicidal/self-care-for-the-supporter, for example five key areas are explored, comprising:</p>

		<p>managing stress, building a personal support network, making time for yourself, developing a healthy lifestyle, utilising professional support services.</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This campaign is very pro discussions around suicide and suicidal intent. In essence it promotes this approach (taken from the Beyond Blue website):</p> <p>"It can be frightening and distressing when someone you care about wants to harm themselves. It's important to remember that you don't need to be a clinician, a GP, or a nurse to check-in with someone you are worried about. If a person you know seems to be struggling, reaching out and connecting with them could save their life." (https://www.beyondblue.org.au/the-facts/suicide-prevention/worried-about-someone-suicidal/having-a-conversation-with-someone-you're-worried-about).</p> <p>There are no references in the campaign that link means and the actual act of suicide together.</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • this campaign makes good use of digital platforms to communicate its message to the public in an attempt to inspire them to take action directly or to refer to referenced source material to help educate them in how to take action • interestingly this campaign aims to place the intervention at a pre-crisis point, whereas others, such as the 'Small Talk, Saves Lives' campaign are much more focused on getting the public to reach out to those who are in immediate danger • this campaign gains a significant amount of gravitas and credibility because of the blend of organisations (ten in total) involved in it • the campaign appears effectively joined up (despite all the partner organisations involved in it) and in the experience of the authors of this report, having them all sign up to one key message 'that you don't need to be an expert to make a difference' is powerful from what M&C Saatchi call a 'brutal simplicity of thought'

		<p>perspective, because ‘simple ideas enter the brain quicker and stay there longer’ (M&C Saatchi, 2022)</p> <ul style="list-style-type: none"> • this campaign uses celebrity endorsement to promote it, which appears to be a growing recent trend in such campaigns.
<p>17.</p>	<p>Additional references</p>	<ol style="list-style-type: none"> 1. Quinlan, F., 2022. [online] Available at: https://mhaustralia.org/newsletters-bulletins/clone-ceo-update-lets-talk-leadership 2. Sindoni, M.G. (2019) ‘#YouCanTalk’: A multimodal discourse analysis of suicide prevention and peer support in the Australian BeyondBlue platform. <i>Discourse and Communications</i>, Sage Journals, Volume 14 Issue 2, April 2020

IF YOU SEE SOMETHING, SAY SOMETHING



CAMPAIGN TYPE

Bystander

CAMPAIGN FOCUS

Reporting suspicious activity that may constitute a national security threat – specifically terrorism and terrorism-related crime

COUNTRY OF ORIGIN

United States of America

1.	Campaign title	If you see something, say something
2.	Campaign type (Gatekeeper/Bystander)	Bystander
3.	Campaign focus	Reporting suspicious activity that may constitute a national security threat - specifically terrorism and terrorism-related crime
4.	Primary research documentation	The principal reference source is the U.S. Department of Homeland Security (DHS) Partnership Guide which can be found at https://www.dhs.gov/sites/default/files/publications/SeeSay-Overview508_1.pdf
5.	Date campaign went live	The campaign has seen a number of iterations. It was originally implemented and trademarked by the New York Metropolitan Transportation Authority (NY MTA) in 2002. In July 2010, the DHS went on to launch a national "If You See Something, Say Something" campaign. A similar campaign was subsequently launched in Canada in 2013.
6.	Other dates of note	This study focuses on the 2010 DHS campaign, the origins of which can be traced back to the 2002 NY MTA campaign
7.	Country of origin	United States of America
8.	Duration of campaign	The campaign is year round. There is however an awareness day each year on 25 th September promoted under the banner "#SeeSay. Given the longevity of the campaign its slogan is now considered a national motto for fighting terrorism.

<p>9.</p>	<p>Details of the organisation(s) delivering the campaign</p>	<p>The DHS (https://www.dhs.gov/) hold in essence a franchise from NY MTA to run this campaign. They then seek to form partnerships to help promulgate the message/campaign across the country. Partners increase awareness by aligning their public safety messaging with the campaigns messages and by distributing outreach materials.</p> <p>Campaign partners include states, cities and counties; airports and mass transit entries; sports leagues and teams; major sports events and entertainment venues; colleges and universities; fairs and festivals and private sector businesses. There are many examples of such partnerships online including the 2016 NBA All-Star Game in Toronto (https://www.dhs.gov/news/2016/02/18/dhs-partners-royal-canadian-mounted-police-if-you-see-something-say-something) and Baylor University's (Waco) support of the National Awareness Day in 2019 (https://www.baylor.edu/mediacommunications/news.php?action=story&story=213083)</p>
<p>10.</p>	<p>How and where was the campaign delivered/implemented?</p>	<p>The campaign is a national one with a unified message which reinforces the importance of state, local, tribal, territorial, and federal entities — including police chiefs and sheriffs — working together to fight terrorism and keep communities safe. The message reinforces the important role local communities play and encourages them to work together with DHS on the campaign.</p> <p>Partners have access to Campaign resources that can be customised to their specific needs. DHS create at no cost, “If You See Something, Say Something” materials (e.g., print, digital, web) for state, local, tribal, territorial, and private sector partners. DHS provides graphic design support; however, it does not fund printing of materials, hosting, or paid media placement of partner materials. These include but are not limited to: Public Service Announcements (PSAs), print materials and digital materials.</p> <p>A rundown of campaign materials can be found at https://www.dhs.gov/see-something-say-something/campaign-materials.</p>

		<p>A mobile app for reporting also exists today, something that was not available when the campaign first started in 2010.</p>
<p>11.</p>	<p>Factors that informed the campaign design</p>	<p>The campaign was designed to make people think differently about their role (as an everyday citizen) in protecting their communities. It sought to make them look beyond law enforcement as the end-all crime deterring force and turn them into 'law enforcement support staff' by asking them to be vigilant and observant and report anything they were suspicious of to the appropriate authority. There was recognition that members of the public would not receive any training in this role, but with appropriate messaging would know what to look for, act on their instincts and report suspicious activity appropriately.</p> <p>Specific focus in terms of design was paid to:</p> <ul style="list-style-type: none"> • appealing to the philanthropic nature/goodwill of individuals to take pride in and help their communities • ensuring reports of suspicious behaviour could be given anonymously • the need to respect civil rights and liberties by emphasizing behaviour rather than appearance in identifying suspicious activity • helping people understand what constituted suspicious activity • the need to highlight the sort of detail that needed to be reported to law enforcement agencies • how to alert law enforcement agencies to suspicious activity.
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>The key difficulty to measuring the relative success of the “See Something, Say Something” campaign is how do you prove a negative? There is little official evidence that the campaign works with the absence of terrorist events not necessarily correlating with campaign success. Similarly, because of the issue it seeks to address, data from the DHS about the number of actual plots or real preattack behaviours that were thwarted by information from the public are just not available.</p>

		<p>The one statistic to emerge through this research is that to date the New York Police Department have investigated 42,000 tips since the campaign was original launched by NY MTA in 2002 (see section 17, reference 1).</p> <p>Anecdotal stories abound though, such as this one from the National Association of School Resource Officers published on 3 May 2021. Students at Wauwatosia East, High School advised their School Resource Officer (SRO) of a 14-year-old boy' who was depressed, who owned a shotgun and was displaying suspicious behaviour. Based on this report the boy was arrested and confessed that he was going to shoot the SRO before going on a planned school shooting spree. The full article can be viewed here https://www.nasro.org/news/2021/05/03/news-releases/sro-success-story-see-something-say-something-helps-disrupt-school-shooting-plans/.</p> <p>Advocates of the campaign might measure success in other ways too. It's longevity and ongoing appeal may be one, whilst another might be the way it has entered the psyche of the American public, which is reflected in headlines such as this one in The Washington Post from 23 September 2016, 'How if you see something, say something' became our national motto.</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>No official material has come to light in relation to the risks associated with the campaign or their mitigation through our research. What we have identified however are two common themes of concern regularly raised about the campaign:</p> <ul style="list-style-type: none"> i. according to Washington Post (23 September 2016, 'How if you see something, say something' became our national motto) the campaign encourages Americans to live in unreasonable fear; "The expression makes us vigilant, but also makes us paranoid" - the term paranoid is frequently used in articles of this nature. Whilst it is unclear whether this was ever considered a campaign risk it could be argued that a mitigation measure might be the volume of campaign literature that highlights specifically what the public should report to law enforcement agencies. This approach could also be seen as mitigation against calls that may otherwise waste the time of those agencies

		<p>ii. civil liberties - there is concern amongst many that the campaign encourages people to engage in racial profiling whilst looking out for so-called “suspicious” behaviour. There is much written on this issue including an article in the Huffington Post (5 December 2016) titled "If You See Something, Say Something (It's Not About What You Think It Is)" (https://www.huffpost.com/entry/if-you-see-something-say-something_b_8724728). By way of mitigation, campaign literature emphasises that factors such as race, ethnicity, gender, national origin, sexual orientation or gender identity are not suspicious. And as with the mitigation outlined in i) above emphasis is placed on it being activities that should be considered as suspicious (of which examples are given), not people.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>No material was identified was identified whilst researching this campaign to address this query</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • this is essentially a franchised campaign with materials generated by licensed partners being strictly controlled by them so as not to breach the trademark, copyright or licencing agreements held with the New York Metropolitan Transportation Authority (NY MTA). No other purpose or advertising campaign, such as safety, neighbourhood watch, crime-stoppers, or anti-theft messages, is authorised. Due to the copyright between NY MTA and the DHS, the DHS must create all campaign materials to ensure they are cleared through appropriate channels and maintain consistent messaging

		<ul style="list-style-type: none"> • this appears to be an amazingly well-organised and orchestrated campaign. It has a long life and continues to be sustained by the DHS. Much of what we have read about the campaign is very positive, however, there is some negativity around it, particularly in relation to i) the civil liberties issue e.g., reports of suspicious activity being made based on someone's ethnicity; and ii) reports being made by pranksters • according to unsubstantiated reports the campaign costs circa \$2 – 3m per annum. Since Tuesday 11th September 2001, however, the number of people who have been killed through terrorist acts in the United States has come to 252. Some, therefore, question the cost of the campaign, especially when cross-compared with other causes of fatalities, such as car accidents that have claimed over 700,000 lives over the same 20 year period • in Great Britain, a similar campaign known as 'See it. Say it. Sorted' was developed in 2016 for the Department of Transport (a government body) by the advertising agency, AML Group. They state: 'In just five words, we created a memorable and motivating call to action for passengers. If people see something unusual, they can speak to a member of rail staff or text British Transport Police, and they will sort it. Simple. And to make sure our printed and digital posters are anything but wallpaper, we have illustrated them in the high-contrast style of the graphic Sin City novels' (AML Group, 2022). Critics, however, complained to The Press Association that the posters resembled 'the Nazi's 'Entartete Kunst' propaganda [posters]' (This Week in FM, 2016), highlighting how stylistic sensitivities need to be taken into account when developing such campaigns.
<p>17.</p>	<p>Additional references</p>	<p>1. Nessen, S., (2021) 'See Something, Say Something': A Post-9/11 Experiment in Citizen Policing Endures. Gothamist (https://gothamist.com/news/see-something-say-something-post-911-experiment-citizen-policing-endures)</p>

NO MORE

NO MORE

CAMPAIGN TYPE

Bystander

CAMPAIGN FOCUS

Domestic violence and sexual assault

COUNTRY OF ORIGIN

United States of America

1.	Campaign title	The No More Foundation promote bystander intervention through their broader campaign agenda
2.	Campaign type (Gatekeeper/Bystander)	Bystander
3.	Campaign focus	Domestic violence and sexual assault
4.	Primary research documentation	No More website at https://nomore.org/about/our-story/
5.	Date campaign went live	The No More Foundation came into being in 2013 with part of its agenda being to promote bystander intervention to prevent domestic violence and sexual assault
6.	Other dates of note	Not applicable
7.	Country of origin	United States of America. The reach of the Foundation is global. As recently as September 2021 it delivered its "Join The Chorus" initiative to 54 Commonwealth countries at a virtual event on the margins of the 2021 UN General Assembly (UNGA) session.
8.	Duration of campaign	The Foundations bystander work is year round, facilitated by its links with and to other organisations/countries and the promotion of its general campaign activity
9.	Details of the organisation(s) delivering the campaign	<p>No More is coalition organisation which operates under the guidance of a volunteer Executive Board and a Steering Committee, which includes representatives from leading anti-violence non-profit organisations. Day-to-day running of No More is led by a small, dedicated team.</p> <p>Organisations on the Steering Committee include the Young Women's Christian Association (YWCA), the National Coalition Against Domestic Violence, the National Network to End Domestic Violence and Men Can Stop Rape.</p>

		<p>Corporate sponsors include Avon Foundation for Women, Bank of America, Macy’s, and Uber.</p> <p>For a full list of partners visit https://nomore.org/about/behind/.</p>
<p>10.</p>	<p>How and where was the campaign delivered/implemented?</p>	<p>The organisation has its roots in America. It has a strong on-line presence both via its website and all social media channels. Its reach is global and its domestic and international connections with other charities and governmental organisations appears to be very sophisticated.</p> <p>Key to the Foundation work is individuals taking a pledge to stand up against domestic violence and sexual assault an element of which is to ‘challenge yourself and others not to use language or expressions that denigrate women and girls ... or tease men and boys Speak up to let others know that their comments are limiting and offensive Challenge comments that blame the victim for what has happened to them by letting your friends know that blaming the victim is inappropriate and offensive and encouraging them to consider why society questions the victim’s behavior rather than the perpetrator’s. Learn how you can safely step in and speak up when you’re witnessing behavior that may put someone in danger.’</p> <p>Resources to provide guidance on how and when to intervene are on the No More website at https://nomore.org/learn/while-its-occurring/. Online, traditional media and citizen driven, local and national events together with high profile campaign ambassadors (including Ross Byrne and FKA twigs (sic)) promote intervention activity and signpost the website. There are a range of posters and videos/Public Service Announcements (PSAs) in all media formats that further the reach of the Foundation, its work and resources.</p>
<p>11.</p>	<p>Factors that informed the campaign design</p>	<p>The No More Foundation is dedicated to ending domestic violence and sexual assault by increasing awareness, inspiring action, and fuelling cultural change by whatever means possible. Whilst recognising that its local and international links are a key means of raising awareness, it also understood that it had to mobilise individuals who witnessed</p>

		<p>scenes of domestic violence and sexual assault to take direct action to prevent them. The intervention element of their website (which can be found here https://nomore.org/learn/while-its-occurring/) therefore seeks to:</p> <ul style="list-style-type: none"> i. encourage individuals to act – in essence giving them the permission to intervene ii. provide guidance on how to respond iii. highlight particular circumstances and what sort of response might be appropriate. <p>Bullets ii. and iii. above provide the individual who intervenes with the tools to do so.</p> <p>The website also provides links to other resources from different organisations that may be more appropriate to certain scenarios/locations than No More's own material, which they divide into the following groups: campus resources, resources for men, resources for teens and youths' resources for the workplace and preventionist training.</p> <p>Intervention techniques are divided between those specific to domestic violence and those more appropriate to sexual assault. In the former the 3D's are referenced Distract, Direct and Delegate. In the latter, the methodology is similar but there is also an emphasis on Prevention. Key to both scenario's is "Follow your instincts. If a situation feels wrong to you, it probably is. One way to decide is to ask yourself, "If I don't act, could the situation get worse?" IF YES, then you should evaluate the best way to intervene."</p>
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>Statistical measures of success have been hard to come by for the No More Foundation itself and their intervention programme/activities in particular. On a broader scale the following may be considered as success 'measures':</p> <ul style="list-style-type: none"> i. the Foundations ability to engage with a large number of partner organisations to promote a domestic abuse and sexual assault agenda. It has 1,400 allied organisations and over 40 state, local, and international chapters

		<ul style="list-style-type: none"> ii. influencing governments and international agencies to progress a domestic abuse and sexual assault agenda iii. the Foundations ability to engage with significant corporate sponsors iv. the creation, promotion and adoption of an internationally recognised symbol for domestic violence and sexual assault awareness. <p>The outcomes from bullets i. and ii. have the potential to impact upon millions around the world who may find themselves subject to domestic abuse and sexual assault.</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>The Foundation have obviously given thought to the safety of individuals that may intervene. On its website the following message appears "Safety is key in deciding when and how to respond to domestic and sexual violence while it's occurring. If the situation is already violent or looks like it's escalating quickly, don't directly intervene. Call 911. The nod to calling law enforcement agencies, by dialling 911, also recognises another issue, that of the intervener being able to enlist support (and not feeling isolated) should the need arise.</p> <p>Hidden deeper in the intervention pages of the No More website are a couple of 'Tips' for ensuring personal safety they are "If you think intervening will put you in danger at any time, call 911 instead" and "Try not to outwardly judge or confront the abuser, as it may make the situation worse or more dangerous for the victim, and could put you in danger too."</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>We were able to identify three references to this issue through our research. Two appeared on the No More website page relating to 'supporting survivors' https://nomore.org/learn/what-to-say/ which is somewhat divorced from their intervention pages.</p> <p>The first is a general statement at the head of the page 'Knowing what to say to someone who may be experiencing domestic violence or sexual assault can be</p>

		<p>overwhelming and downright scary. Though it may be tough, you can still be of some help.'</p> <p>The second appears thus, with the final four words being hyperlinked to another website page signposting support organisations:</p> <p>Take care of yourself too. Make sure you seek support and help if you are feeling overwhelmed.</p> <p>Domestic violence and sexual assault can be extremely difficult and painful experiences for the families and friends of victims/survivors. Common feelings of those supporting victims/survivors include helplessness, frustration, anger and guilt. It can be helpful to talk with someone. Confidential support is available.</p> <p>The third reference was buried in one of 10 real-life intervention scenarios. Presented as a 'Tip' it reads "you understandably may be experiencing discomfort, shock or uncertainty, and have a lot of questions. To respect the survivor's discomfort and give yourself the space you need to process your own feelings, wait until you're away from the survivor and call the National Sexual Assault Hotline for free, confidential support."</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>

<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • the nature of the training tools that No More provide (which are typical of gatekeeper campaigns), coupled with the message ‘trust your instinct’ (which is more typical of a bystander campaigns) highlight the potential benefits of a blended approach i.e., in the eyes of the authors of this report, there may be scope for TrackSAFE adopting a dual strategy i.e., educating a minority and galvanising a majority, rather than adopting an either/or approach • the global reach of the organisation is astounding with its campaigns endorsed by many organisations, such as the United Nations and its finances secured through large corporations such as the Avon Foundation for Women. It also enjoys significant celebrity support. Such backing and promotion have the potential to elevate one campaign above another as they vie for support from a finite audience • there appears to be a recognition that in an attempt to mobilise the greatest number of individuals to act in relation to any given cause they cannot all be ‘trained’ in that particular area. Whilst some may consider training to be essential, in reality most people are unlikely to voluntarily spend significant amounts of their time engaging with campaigns that require it. In contrast to those who look upon bystander campaigns as a naïve ‘quick fix’, this campaign suggests that they can still be useful in challenging situations which cannot be made worse, only better by a third party intervening • it was concerning to find that, having specifically recognised safety and caring for oneself as an issue following an intervention, information about how to do this was buried as deeply as it was on the campaign website. It would be prudent to include information of this type on all campaign websites and make it easily accessible to those engaging in the campaign should they require it.
<p>17.</p>	<p>Additional references</p>	<p>No additional references sourced</p>

STAND UP, DON'T STAND BY



CAMPAIGN TYPE

Bystander

CAMPAIGN FOCUS

Sexual assault

COUNTRY OF ORIGIN

United States of America

1.	Campaign title	Stand up, don't stand by
2.	Campaign type (Gatekeeper/Bystander)	Bystander
3.	Campaign focus	Sexual assault. The campaign is aimed specifically at those involved in the club/bar culture/scene.
4.	Primary research documentation	The campaign website - https://dontstandby.org/
5.	Date campaign went live	February 2019
6.	Other dates of note	The campaign received a low key launch in December 2018
7.	Country of origin	United States of America
8.	Duration of campaign	Currently running
9.	Details of the organisation(s) delivering the campaign	Uber (https://www.uber.com/us/en/safety/womens-safety/) in partnership with the No More Foundation (https://nomore.org/stand-up-dont-stand-by-continuing-to-drive-change-with-uber/) and local law enforcement agencies geographically aligned to the campaigns areas of focus
10.	How and where was the campaign delivered/implemented?	<p>The campaign was launched in February 2019 in Las Vegas and Los Angeles. In May that year it was rolled out in the cities of Washington DC, Seattle, and Philadelphia. In 2019, Uber also introduced the campaign in Australia and New Zealand. The research undertaken as part of this project focuses on the US campaign.</p> <p>The campaign is a multi-media campaign. There is a central/underpinning specially created website (https://dontstandby.org/) on which all the material relating to the campaign can found. The campaign is promoted through the website, but a focus is</p>

		<p>placed on promotion in the cities where the campaign is active. The range of promotional tools used locally and or nationally comprise:</p> <ul style="list-style-type: none"> • all social media channels • press releases • blog releases • posters • an array of GIFs (that can be shared with friends) • billboards • videos - these not only promote the campaign but act to inform bystander action and decision making. The principal campaign video can be found on this website page https://dontstandby.org/resources. <p>An element of the campaign promotes the training of local bar operators, bartenders, busboys and security staff in the signs to look out for to prevent an assault or to recognise one when it is taking place. There is a page on the website dedicated to this (https://dontstandby.org/training).</p> <p>All the promotional material associated with the campaign (apart from videos) e.g., the website, posters, GIFs.</p> <p>All the graphics associated with the campaign, such as posters, GIF's, statistics and the campaign video are instantly shareable from the website.</p>
<p>11.</p>	<p>Factors that informed the campaign design</p>	<p>No background material exists explicitly to address this query in terms of the origin of the campaign. However, it is common knowledge, derived via journalistic reports and Uber's own data that the company was (and still is) marred by a sexual assault and rape scandal. This is well summed up in an online NBC News report dated 5 December 2019 titled 'Uber reveals extent of sexual assault problem: thousands of abuse reports a year' (https://www.nbcnews.com/news/us-news/uber-reveals-widespread-sexual-assault-problem-including-hundreds-reports-rape-n1096411). Uber were well aware of this</p>

		<p>issue long before it began to make headlines thus a campaign of this nature could be considered as a damage limitation exercise in an attempt to maintain some of their reputation.</p> <p>In terms of factors actually influencing the design of the campaign these have not been revealed through our research. As researchers experienced in campaign reviews however, we suggest the following may have been factors:</p> <ul style="list-style-type: none"> • the demographic of those involved in the 'night life' scene is likely to have influenced the bright 'pop art' imagery of the campaign • the need for campaign imagery to reflect the multi-cultural make up of modern America • a recognition that to positively engage the widest audience with the campaign, the psychological call to action when considering an intervention would best be triggered by telling people to trust their instinct or as in this case under the banner "Trust your gut" "If it feels like something is off, it probably is. Don't brush it off, trust your instincts. If you don't help, who will?" (https://dontstandby.org/) • typical of campaigns associated with the No Hope Foundation, the 'vehicle' of pledging support is prominent - (https://dontstandby.org/take-action) • a need to educate Uber drivers in 'acceptable' behaviours, both their own and those of others and the need to take action should they witness sexual abuse. There is a separate page on the website relating to this at https://dontstandby.org/driver-safety-tips.
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>Our research has been unable to identify the impact of the campaign. Data was sought in relation to sexual assaults in each of the five US cities where the campaign runs. However, we were unable to identify those specifically related to the nightlife community.</p> <p>One indicator of impact might be Uber's own data relating to this area. The ride-hailing app had been under pressure to disclose details about its safety record, which led to it</p>

		<p>publishing its first US-based safety report in December 2019, with a promise to release a further report every two years. The 2021 edition has not yet been published. The first report showed that Uber had nearly 6,000 reports of sexual assault in 2017 and 2018.</p> <p>Another measure of success might be the role out of the campaign in Australia. The argument being that if it were not perceived to be successful the No More Foundation and its partners would be unlikely to progress it.</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>In the digital training module, there is reference to the person intervening to be aware of their safety (and that of the individual being harassed). The FAQ section also references personal safety.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>No material was identified whilst researching this campaign to address this query</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • this is a highly targeted campaign aimed at both specific geographical locations and individuals who have a shared identity through bar and club culture • the use of 'pop culture' graphics and their promotion through social media helps to make this campaign more engaging and appeal to its target audience

		<ul style="list-style-type: none"> • the GIFs and the ability to share them directly with friends is an innovative idea – especially given the group(s) it is aimed at – and something one of the authors of this report, Ian Stevens M.B.E. wishes had been considered in relation to the ‘Small Talk, Saves Lives’ campaign. The concept of all the graphics being ‘easy to share’, direct from the website can also be considered a stroke of creative genius (Bannerman, 2012) • overall, this is an extremely interesting campaign given that its roots must potentially lie in a damage limitation exercise for Uber, yet it supports/promotes an issue that should be of concern to us all. It would be interesting to know the thinking of the No More Foundation in this respect in relation to promoting their message whilst doing so with an organisation that was perpetuating the issue itself • this campaign promotes the concept of ‘trusting your instinct’ to help identify if there is an issue that requires an intervention. The authors of this report note this is increasingly becoming a trend in contemporary bystander campaigns. This simple concept allows complex messages to reach their audiences more quickly, and also appears to negate the need for any type of specialised training.
<p>17.</p>	<p>Additional references</p>	<p>No additional references sourced</p>

STOP DATING VIOLENCE



CAMPAIGN TYPE

Gatekeeper

CAMPAIGN FOCUS

Dating violence with a focus on 11 - 14 year olds

COUNTRY OF ORIGIN

United States of America

1.	Campaign title	STOP Dating Violence
2.	Campaign type (Gatekeeper/Bystander)	Gatekeeper
3.	Campaign focus	Dating violence with a focus on 11 - 14 year olds
4.	Primary research documentation	Online database for the Centers for Disease Control at https://www.cdc.gov/violenceprevention/intimatepartnerviolence/datingmatters/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fviolenceprevention%2Fdatingmatters%2Findex.html
5.	Date campaign went live	2016 onwards
6.	Other dates of note	2009 - 2011 - Programme developed. 2011 - 2016 - Programmed trialled.
7.	Country of origin	United States of America
8.	Duration of campaign	Ongoing
9.	Details of the organisation(s) delivering the campaign	Centers for Disease Control and Prevention (CDC)
10.	How and where was the campaign delivered/implemented?	The campaign material is available to all through the Centers for Disease Control and Prevention National Center for Injury Prevention and Control website. The resources allow the campaign to delivered in all mid school environments and community settings where dating violence is considered a significant issue. The

		<p>material seeks to engage young adults, peers, families, schools, and neighbourhoods in preventing dating violence through education and intervention.</p> <p>The programme has seven elements delivering activities across four key groups:</p> <ul style="list-style-type: none"> • school aged children through youth programmes • parents through relationship programmes • communities in which dating violence may be an issue through youth communications programs and the training of educators • Policy makers by supplying tools to gather data, interpret it and subsequently use it to inform decision making. <p>A minimum of six roles need to be assigned to deliver this programme in its entirety, all of which need to be coordinated by a 'Prevention Lead'.</p>
11.	<p>Factors that informed the campaign design</p>	<p>The campaign was developed to address growing concern in the US public health sphere that unhealthy, abusive, or violent relationships were having both short-and long-term negative effects, including severe consequences, on developing teenagers. For example, those who are victims of teen dating violence (TDV) are more likely to:</p> <ul style="list-style-type: none"> • experience symptoms of depression and anxiety • engage in unhealthy behaviours, like using tobacco, drugs, and alcohol • exhibit antisocial behaviours, like lying, theft, bullying, or hitting • think about suicide. <p>In addressing that violence, the programme seeks to minimise a myriad of negative consequences across the lifespan of individuals, including the greater risk of them experiencing intimate partner violence (IPV) in their more permanent relationships in adulthood.</p> <p>Youths in 6-8th grades were surveyed annually to assess their exposure to dating violence and related behaviours. Some students were also surveyed as they began high</p>

		<p>school to examine the long-term effects of Dating Matters. This constituted the most rigorous longitudinal, randomized-controlled trial in this space to date.</p> <p>The youth and parent programs in this programme were developed from existing evidence on what works to prevent teen dating violence. CDC also adapted and created new evidence-informed strategies to address gaps in the existing programming.</p>
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>In a research article published in the American Journal of Preventive Medicine dated July 2019 titled <i>An RCT of Dating Matters: Effects on Teen Dating Violence and Relationship Behaviors (2017)</i> the following was reported in relation to the programme trial (conducted between 2011 and 2016) students reported 8.43% lower teen dating violence perpetration, 9.78% lower teen dating violence victimization, and 5.52% lower use of negative conflict resolution strategies.</p> <p>Middle schoolers who participated in the programme also reported lower levels of:</p> <ul style="list-style-type: none"> • bullying perpetration • cyberbullying perpetration and victimization (females only) • physical violence perpetration • weapon carrying • alcohol and substance use • delinquency • sexual violence perpetration and sexual violence victimization (females only) • sexual harassment within and outside of dating relationships.
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>A key risk appears to have been the need to communicate clearly and effectively with teenagers. The CDC therefore went to considerable efforts to:</p> <ul style="list-style-type: none"> • explore knowledge, attitudes, and behaviours of the primary audience (11 to 14 year-olds) toward dating and relationships

		<ul style="list-style-type: none"> • test messages and concepts with teenagers • survey communities on capacity to implement a youth communications program • analyse the preferences of youth-focused audiences • review literature on communication campaigns geared towards similar audiences on sensitive topics and key influencers of high-risk, urban youth. <p>Delivery of the programme is dependent upon those with key specialisms to deliver content to specific groups. For example, parent program facilitators should have experience and skills working with parents, especially parents of teenagers. They should feel comfortable delivering health education and facilitating engaging, open dialogue about difficult topics. This risk is addressed by a rigorous selection process for facilitators.</p> <p>Those administering the programme handle sensitive personal data. In recognition of this, guidelines about how and who should manage it have been clearly set out. In addition, those leading the programme are required to make a written 'pledge of confidentiality' stating that they will protect any personal data appropriately.</p> <p>To ensure the programme's success it needs to be delivered consistently by those administering it. To that end some must undertake 10 hours of training. In that training there is a module about 'handling' those in distress.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>The programme cannot proceed without the 'Coach' developing a Safety Monitoring Plan. This must address how to handle participant distress, suspected child abuse and neglect, risk of imminent harm, or other special situations either involving potential risks to participants, facilitators, or children, or in which mandated reporting laws may apply. Specifically:</p> <ul style="list-style-type: none"> • facilitators need be prepared and able to handle participant distress • those involved in the schemes need to understand national and state laws

		<ul style="list-style-type: none"> on-site contacts (e.g., at the school implementing the programme), need to be identified who can support facilitators if any concerns arise. <p>These issues are considered so significant that a 10 page Appendix in the 'Coaches' Playbook' (pages 65 -75) are set aside to help address them. The Coaches' Playbook can be found at https://vetoviolence.cdc.gov/sites/vetoviolence.cdc.gov/files/pdf/DM-Coaches-Playbook-RGB-508-8-2.pdf.</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> this is a particularly comprehensive – or some might say ‘gargantuan’ – prevention model that is lauded in medical and scientific literature in the United States the programme is multi-stranded and underpinned by a substantial body of literature. It also requires dedicated time and resources across a whole community setting to deliver it effectively. In the view of the authors of this report, therefore, it would be beyond the reach of any rail organisation to deliver something of this nature as with most campaigns that seek to do more than just scratch the surface of an issue, this one is supported by a very comprehensive website. In the eyes of the authors of this report the manner in which it is laid out and the sheer volume of material did not make it very engaging. There is a lesson to be learnt here in relation to how dynamic visuals need to be in relation to a campaign to maximise its impact signposting to helplines – which is commonplace in campaigns supported by websites – forms part of this campaign’s online offering a lot of data is presented on the website which is used to underscore the size of the issue and essentially why individuals should engage with the campaign. Again,

		<p>the authors of this report note that this approach is almost essential if one wants to ‘tie’ individuals to the campaign ‘ask’.</p>
<p>17.</p>	<p>Additional references</p>	<ol style="list-style-type: none"> 1. Niolon, P.H., Vivolo-Kantor, A.M., Tracy, A., Latzman, N.E., Little, T.D., DeGue, S., Lang, K.M., Estefan, L.F., Ghazarian, S. R., McIntosh, W. L., Taylor, B., Johnson, L., Kuoh, H. Burton, T., Fortson, B., Mumford, E. A., Nelson, S., Joseph, H. Valle, L. A. & Tharp, A.T. (2019). An RCT of Dating Matters: Effects on Teen Dating Violence and Relationship Behaviors. <i>American Journal of Preventive Medicine</i>. 57(1) 13-23 2. Niolon, P.H. (2020). Introduction to a Special Section on the Effects of the Dating Matters Model on Secondary Outcomes: Results from a Comparative Effectiveness Cluster Randomized Controlled Trial. <i>Prevention Science</i>, advance online publication

NATIONAL AGENDA FOR SUICIDE PREVENTION



CAMPAIGN TYPE

Gatekeeper

CAMPAIGN FOCUS

Suicide prevention

COUNTRY OF ORIGIN

Netherlands

1.	Campaign title	National Agenda on suicide prevention
2.	Campaign type (Gatekeeper/Bystander)	Gatekeeper
3.	Campaign focus	Suicide prevention
4.	Primary research documentation	The campaign website - https://www.113.nl/english
5.	Date campaign went live	2014
6.	Other dates of note	Gatekeeper training in Holland for suicide prevention became a mainstream activity in the Netherlands in 2008
7.	Country of origin	Netherlands
8.	Duration of campaign	Gatekeeper training continues to be carried out in the Netherlands to this day by Rino Groep (https://www.rinogroep.nl/opleiding/6799/suicidepreventietraining-gatekeeper.html) on behalf of '113 Suicide Prevention' (https://www.113.nl/english). To date 11,000 gatekeepers have been trained according to information provided on the 113 Suicide Prevention website.
9.	Details of the organisation(s) delivering the campaign	'113 Suicide Prevention'/113 Zelfmoord Preventie (https://www.113.nl/english) Dutch Ministry of Health ProRail - State-owned company that manages the rail network in the Netherlands (https://www.prorail.nl/)

10.	<p>How and where was the campaign delivered/implemented?</p>	<p>Gatekeeper training in Holland for suicide prevention became a mainstream activity in Holland in 2008. In 2014 the national gatekeeper training programme was officially handed over to 113 Suicide Prevention for further dissemination. This followed the organisation launching the country's National Agenda on suicide prevention. Gatekeeper training is promoted heavily by '113 Suicide Prevention' through their online presence and formal partnerships with large organisations such as ProRail.</p> <p>Today training courses can be booked online with pre-set dates being offered. They cost circa \$300 AUD. Alternatively, organisations and businesses can arrange in-house training through Rino Groep.</p>
11.	<p>Factors that informed the campaign design</p>	<p>National research culminating in the publication of a Multidisciplinary guideline to diagnose and treat suicidal behaviour in Dutch mental healthcare (see reference 1.) in 2012, established that 50% of Dutch suicides were completed by those unknown to mental healthcare facilities. This highlighted the importance of identifying and assisting people with suicidal ideation in community settings such as schools, volunteer organisations and social services. In response to the report's findings, '113 Suicide Prevention' launched the National Agenda on suicide prevention in an attempt to reduce the number of suicides across Holland especially amongst the group that fell outside the formal healthcare mechanism.</p> <p>The Dutch gatekeeper training program is designed as skills training with a duration of four hours and is based on the Question, Persuade, Refer (QPR) principles. It consists of four main parts:</p> <ul style="list-style-type: none"> • Introduction • theoretical background • role-plays • referral pathways. <p>In the introduction, the topic of suicide is explored and attendees share their experiences. The theoretical background focuses on the epidemiology of suicide, risk</p>

		<p>factors and probable causes, and stresses the global consensus of experts that talking about suicidal ideation can help to prevent suicide. After this, role-plays are performed by trainees and are repeated three times in order to deepen the skills and consolidate the trainees' confidence. Finally, there is a plenary discussion on the best routes for referral and further help.</p> <p>Two trainers are required to deliver the gatekeeper training.</p>
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>A study of the Gatekeeper campaign following its formal adoption by 113 Suicide Prevention was undertaken between January 2015 and July 2016 (see reference 2). Amongst the report's findings were that:</p> <ul style="list-style-type: none"> • 'The results confirm that the training was effective in all employment sectors in improving participants' knowledge on suicide and addressing suicidality, and in their self-confidence to conduct a dialogue on suicide and suicidal thoughts. Six weeks after the gatekeeper training, all participants benefitted significantly from the training on these topics.' • following the training all participants in all sectors self-reported comparable positive results on knowledge and confidence, regardless of whether they were educated in healthcare or not. In other words, professionals from various backgrounds all benefited similarly from the gatekeeper training.
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>ProRail whilst training a considerable number of their personnel in suicide prevention through the '113 Suicide Prevention' gatekeeper programme chose not to publicise this due to concerns around the Werther Effect. This continues to be the case today.</p> <p>One of the elements of the campaign is to signpost those in crisis to '113 Suicide Prevention'. Services are available online although many choose to call the 24/7 helpline. Up to July 2020 the number to call was 0800-0113 from then on it became just 113. It was in the autumn of 2019 that the government promised to work on creating the new 113 number for the suicide prevention hotline, following the deaths of two people that took their own lives after being unable to reach the helpline because</p>

		<p>they were unaware of the prefix that also needed to be dialled. ‘People who are suicidal must be able to find and receive the right support and help quickly and without barriers,’ State Secretary Paul Blokhuis of Public Health said at the time.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>No material was identified whilst researching this campaign to address this issue</p>
<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>During the research, the authors established what one of them, Ian Stevens M.B.E. was already aware of through a close former working relationship with ProRail, that the training of their staff in suicide prevention was not publicly advertised due to their concern around the Werther Effect. This continues to be the case to this day as confirmed by the ProRail representative at the Global Railway Alliance for Suicide Prevention (GRASP) meeting of Friday 19th November 2021, which Ian Stevens attended.</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • one of the outcomes of the campaign was that ‘following the training all participants in all sectors self-reported comparable positive results on knowledge and confidence, regardless of whether they were educated in healthcare or not. In other words, professionals from various backgrounds all benefited similarly from the gatekeeper training.’ This finding might suggest that you do not need expertise in mental healthcare or suicidality in particular to be able to embrace the concepts of suicide prevention and act upon them • ProRail (the state owned company that manages the rail network in the Netherlands) deliver this gatekeeper training to their staff. Despite this they do

		<p>not publicly discuss or promote their suicide prevention activities for fear of promoting copycat events^a</p> <ul style="list-style-type: none"> • the promotion of this gatekeeper training by the national government potentially increases its uptake. 113 Zelfmoord Preventie, however, still have to work hard to ‘sell it’ into national companies and organisations • due to Covid-19, much face-to-face training had to cease. 113 Zelfmoord Preventie have addressed this by developing an online training capability. The hour long suicide prevention training is both interactive and engaging, using a variety of educational techniques (e.g., videos, graphics, and question and answer scenarios). <p>^a Whilst ProRail’s suicide prevention activities have not been specifically reviewed as part of this report Ian Stevens M.B.E. – one of its authors – has first-hand knowledge of their thinking in this space which was subsequently confirmed by the ProRail representative at the Global Railway Alliance for Suicide Prevention (GRASP) meeting of Friday 19th November 2021</p>
<p>17.</p>	<p>Additional references</p>	<ol style="list-style-type: none"> 1. Van Hemert, A.M., Van Der Glind, G., Kerkhof, A. J. P. M., De Keijser, J., Verwey, B. (2012) Multidisciplinary guideline diagnosis and treatment of suicidal behaviour. magazinevoorpsychiatrie.nl 2. Terpstra, S., Beekman, A., Abbing, J. <i>et al.</i> (2018) Suicide prevention gatekeeper training in the Netherlands improves gatekeepers’ knowledge of suicide prevention and their confidence to discuss suicidality, an observational study. <i>BMC Public Health</i> 18, 637. https://doi.org/10.1186/s12889-018-5512-8

THE INTERVENTION INITIATIVE



CAMPAIGN TYPE

Gatekeeper

CAMPAIGN FOCUS

Rape, sexual assault and domestic violence in university and further education settings

COUNTRY OF ORIGIN

United Kingdom

1.	Campaign title	The intervention initiative
2.	Campaign type (Gatekeeper/Bystander)	Gatekeeper
3.	Campaign focus	Rape, sexual assault and domestic violence in university and further education settings
4.	Primary research documentation	Fenton, R.A., Mott, H.L. and Rumney, P.N.S. (2015) (2nd Edition) <i>The Intervention Initiative: Theoretical Rationale</i> [online]. Bristol: University of the West of England
5.	Date campaign went live	2014
6.	Other dates of note	Campaign conceived and worked up between 2010 and 2014
7.	Country of origin	United Kingdom
8.	Duration of campaign	Campaign material remains available at the University of Exeter website at http://socialsciences.exeter.ac.uk/research/interventioninitiative/
9.	Details of the organisation(s) delivering the campaign	Bristol: University of the West of England. Bristol university developed this programme on behalf of all universities and further education settings in the United Kingdom. It was supported by Public Health England (a former government agency).
10.	How and where was the campaign delivered/implemented?	<p>The campaign material was made available to with all universities and further education establishments in the United Kingdom. Many took it up including the University of Manchester, Exeter University and Robert Gordon University (Aberdeen).</p> <p>The campaign comprised of a social norms questionnaire and eight training sessions.</p> <p>As part of the campaign the New Zealand 'Who are you?' bystander campaign video (2011) was used https://www.youtube.com/watch?v=iUj2OHLAG3w.</p>

		<p>The training sessions each last between 60 and 90 minutes. To achieve their goal, they had to be delivered sequentially and sessions cannot be missed.</p>
<p>11.</p>	<p>Factors that informed the campaign design</p>	<p>Social norms approach - which is a theory and evidence based approach aimed at correcting misperceptions which influence behaviour (Berkowitz, 2013).</p> <p>A desire to encourage men and women to change social norms in their peer culture that support problematic and abusive behaviours.</p> <p>A desire to use the further education community to help proactively to stop violence and abuse (which from around 2010 onwards was becoming an increasing problem on university and further education campuses in the United Kingdom).</p> <p>The need to make the initiative sustainable.</p> <p>The need to give men a positive and active role in the prevention of violence against women.</p> <p>The need to teach the theory of bystander intervention and the practical skills necessary to intervene confidently and competently to prevent violence</p>
<p>12.</p>	<p>Impact of the campaign (positive/negative) and other evaluation or feedback</p>	<p>No material was identified whilst researching this campaign to address this issue</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>It was considered essential that role play be included in the training sessions so that participants could feel comfortable and safe when making an intervention.</p> <p>That intervention should be delegated to an authority figure if there is an immediate safety risk to self or others.</p>

14.	What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?	No material was identified whilst researching this campaign to address this issue
15.	Complete for suicide related campaigns only	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>
16.	Personal thoughts and views of researchers in relation to the campaign	<ul style="list-style-type: none"> • in a world of predominantly public facing social media driven campaigns, training sessions – which are considered essential to this programme – appear to the authors of this report to be time consuming. This prompts the thought that careful attention needs to be given to how this type of valuable information is communicated to a modern audience brought up in a world dominated by social media • this campaign utilised a video created in New Zealand for a bystander campaign titled ‘Who are you?’ (2011). Aimed at preventing sexual harassment it is both assertive and cleverly executed and formed part of a ground-breaking multi-media campaign. A viewing via www.whoareyou.co.nz or YouTube is recommended by the authors of this report • the website that supports the campaign acts as a repository for all the materials and insights required to deliver it. In this respect, it could be argued that it acts as a specialist knowledge hub • the campaign had the backing of Public Health England (a government agency) as was, giving it a significant air of credibility, and helping to secure its widespread adoption by universities and further education establishments in the United Kingdom.

17.

Additional references

This programme draws heavily on the work of A. Berkowitz, as below:

1. Berkowitz, A.D. (2009) Response Ability: A Complete Guide to Bystander Intervention [online]. Beck & Company
2. Gidycz, C.A., Orchowski, L.M. & Berkowitz, A.D. (2011). Preventing Sexual Aggression Among College Men: An Evaluation of a Social Norms and Bystander Intervention Program. *Violence Against Women*, 17(6) 720-742
3. Berkowitz, A. (2013) A Grassroots' Guide to Fostering Healthy Norms to Reduce Violence in our Communities: Social Norms Toolkit [Online]. Available from: http://www.alanberkowitz.com/Social_Norms_Violence_Prevention_Toolkit.pdf

Other references:

4. Fenton, R.A., Mott, H.L. and Rumney, P.N.S. (2015) (2nd Edition) *The Intervention Initiative: Theoretical Rationale* [online]. Bristol: University of the West of England
5. 'Who are you', New Zealand bystander campaign video (2011) [online, YouTube] at <https://www.youtube.com/watch?v=iUj2OHLA3w>

MENTORS IN VIOLENCE



CAMPAIGN TYPE

Gatekeeper

CAMPAIGN FOCUS

Gender-based violence, bullying and other forms of violence

COUNTRY OF ORIGIN

Scotland

1.	Campaign title	Mentors in Violence Prevention (MVP)
2.	Campaign type (Gatekeeper/Bystander)	Gatekeeper
3.	Campaign focus	Gender-based violence, bullying and other forms of violence
4.	Primary research documentation	Education Scotland's National Improvement Hub (https://education.gov.scot/improvement/practice-exemplars/mentors-for-violence-prevention-mvp-an-overview)
5.	Date campaign went live	2014
6.	Other dates of note	Pilot scheme run in Scotland in 2012 and campaign developed thereafter for roll out in 2014
7.	Country of origin	Scotland. The campaign was originally developed in the United States by US Educator Dr. Jackson Katz in 1993.
8.	Duration of campaign	The campaign is year round
9.	Details of the organisation(s) delivering the campaign	Education Scotland (https://education.gov.scot/improvement/practice-exemplars/mentors-for-violence-prevention-mvp-an-overview) and the Scottish Government

10.	<p>How and where was the campaign delivered/implemented?</p>	<p>MVP is a peer mentoring programme that gives young people the chance to explore and challenge the attitudes, beliefs and cultural norms that underpin gender-based violence, bullying and other forms of violence. Following a pilot programme in Edinburgh and Inverclyde councils in 2012, it has since been introduced in 29 local authorities across Scotland. Through the campaigns resources it engages local authority and secondary school leaders, teachers, support staff, parents and community partners who work with young people and young people themselves.</p> <p>The campaign is promoted by the Scottish Government as part of its Equally Safe strategy, through the school curriculum. It gives young people the opportunity to take a leadership role (as MVP peer mentors) in challenging gender based violence and other forms of harmful behaviour and is a valuable tool in supporting wellbeing and positive mental health.</p> <p>Through the combined gatekeeper training of the various groups allied to the campaign it promotes a 'bystander' approach where individuals are not looked on as potential victims or perpetrators but as empowered and active bystanders with the ability to support and challenge their peers in a safe way.</p> <p>In relation to mentors (e.g., senior school pupils) the training they must undertake covers:</p> <ul style="list-style-type: none"> • leadership skills • using a bystander approach • exploring violence through a gender lens • recognising violent behaviour • challenging victim blaming. <p>Teachers require training too as do any members of the 'Mentor Support Team' before the programme can be delivered in a school. The requirements are set out in the campaigns Implementation Guide (https://blogs.glowscotland.org.uk/glowblogs/public/mvpscotland/uploads/sites/9030/)</p>
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		<p>2021/03/29091653/MVP-SCOTLAND-IMPLEMENTATION-GUIDE.pdf). All the materials that support the campaign and those delivering it can be found at https://blogs.glowscotland.org.uk/glowblogs/mvpscotland/. A simple pamphlet for parents can also be found here for schools to provide parents with once the campaign is to be adopted.</p>
<p>11.</p>	<p>Factors that informed the campaign design</p>	<p>Gender-based violence was for a long time considered endemic in Scottish society; domestic abuse incidents rose year on year and there was evidence that young people, particularly girls, encountered physical, emotional and sexual partner violence. This was further substantiated through survey of Scottish young people of secondary school age, 'Young People's Attitudes to Violence against Women' (2014) – see section 17, reference 1. It was these factors that led to the creation of the programme.</p> <p>The campaign originated in the United States and it was felt necessary to adapt it for a Scottish audience following two pilots that ran in 2012. These identified that the language of the scenarios was not culturally relevant and that the programme was not contemporary enough e.g., it did not include scenarios relating to transgender bullying or pornography.</p> <p>Promotion and the ongoing sustainability of the campaign has been key to design considerations, which have led to the following:</p> <ul style="list-style-type: none"> • train the trainer sessions being developed to ensure rapid and sustained deployment • a sole source for programme materials, thus ensuring messages and delivery do not get lost or diluted • awareness raising days • reviews/'audits' of delivery by schools delivering the campaign a central team.

<p>12.</p>	<p>Impact of the campaign (+ve/-ve) and other evaluation or feedback</p>	<p>Evidence of the impact of MVP has been gathered through staff feedback, attitude questionnaires and focus groups. Key messages are:</p> <ul style="list-style-type: none"> • staff report an increase in pupils who are ready to alert them to safety concerns. This increased communication allows staff to be proactive and to put support in place as necessary • pupils and staff have related examples of pupils intervening on the school bus or in the community when they have witnessed violence or bullying • both pupils and staff refer to an improved ethos within school and a reduction of barriers between older and younger pupils • following staff training there is a significant increase in the number of staff who feel that they have the necessary skills to educate others about gender-based violence. <p>In terms of 'numbers' reflecting success these are contained in the annual reports for the campaign. In terms of headline figures though, in 2015 at the embryonic stage of the campaign only nine local authorities and 49 schools were involved in it and 846 MVP sessions had been run. By 2018/19 (the last time a full set of data was collated because of Covid-19) 29 local authorities (90% of the total) were involved in the campaign along with 198 schools (an increase of 300%). The number of MVP sessions delivered had risen to 3467 (an increase of 310%).</p>
<p>13.</p>	<p>What risks were identified in relation to the campaign and how were these mitigated by the design and/or delivery?</p>	<p>The campaign is reviewed annually and all reports from 2015/16 can be found here - https://education.gov.scot/improvement/practice-exemplars/mentors-for-violence-prevention-mvp-an-overview.</p> <p>A key risk at the start of the campaign was ensuring the content was relevant to the Scottish cultural setting. This was addressed by running pilots of the campaign and adjusting materials appropriately.</p> <p>As campaign has progressed over the years the risks/challenges it faces are captured in the annual reports. An ongoing theme however is that MVP sits within a busy</p>

		<p>landscape and that teacher commitment, time, timetabling and/or getting pupils out of class to deliver it places a huge strain on its sustainability. The solution to these challenges has come from the ongoing support/buy in of senior leadership teams and the drive of the central campaign team.</p> <p>Covid-19 was not obviously considered at the start of the campaign but since 2020 it has had a considerable impact on its delivery. Over the Covid period the central team have progressed on-line mechanisms to deliver the campaign and slightly changed the message to focus on well-being. The need for that team to support schools reinvigorate the campaign in a post Covid education system has already been assessed and upskilling courses for example have been designed.</p>
<p>14.</p>	<p>What if any support was considered, provided and/or recommended for those that might make an intervention or be impacted by the intervention programme they are part of?</p>	<p>Because of the nature of the material and issues this campaign deals with and the age of the school mentors a structured programme of support is in place for adults and young alike. It consists of:</p> <ul style="list-style-type: none"> • school staff and community partners being trained to form mentor support teams. Their role being to prepare and support the mentors throughout the school year • providing mentors with child protection training and facilitation skills before they deliver any workshops • regular meetings between mentors and the mentor support team to ensure every person feels comfortable delivering workshops • ensuring staff wellbeing is available onsite prior to involvement in the campaign because some may have been impacted by the issues the campaign deals with • Education Scotland safeguarding processes • some campaign material carrying 'trigger warnings' e.g. 'Please remember that some of these videos contain content and themes young people or staff may find upsetting. Suitable warnings and safeguarding should be put in place when they are shown'.

<p>15.</p>	<p>Complete for suicide related campaigns only</p>	<p>Are any recommendations captured in campaign documentation/research material that specifically references the issue of the potential risk of publicly talking about suicide and rail as a method/location and how it was addressed/managed?</p> <p>This is not a campaign with a specific focus on suicide prevention</p>
<p>16.</p>	<p>Personal thoughts and views of researchers in relation to the campaign</p>	<ul style="list-style-type: none"> • this is a cohesive campaign and its ongoing delivery is ensured due to it being part of The Scottish Government’s Equally Safe strategy which is embedded in the school curriculum • a valuable feature of the campaign is that there is material for all those taking part in the scheme or affected by it, from a plethora of in-school material to a simple guide for parents. No stone appears to have been left unturned, making it clear to the authors of this report that serious thought over an extended period of time has gone in to making this campaign what it is and what it continues to be • there is an interesting element to this campaign that the authors of this report have not seen elsewhere i.e., it has monthly themes to promote wellbeing as a direct response to the Covid-19 pandemic • unsurprisingly, given that this is a national educational campaign run by a government body it is administered and delivered by a dedicated full time team • this campaign is kept under constant review to ensure it meets contemporary needs and remains relevant to the population it is targeting • the authors of this report note a general theme with gatekeeper campaigns i.e., a ‘central’ organising team invariably needs to be behind them, full-time, to ensure an appropriate level of administration and consistent delivery. Alongside this sits a need for an appropriate and significant level of funding.
<p>17.</p>	<p>Additional references</p>	<ol style="list-style-type: none"> 1. Scottish Government Social Research Series (2014) Young People’s Attitudes to Violence against Women: Report on Findings from the Young People in Scotland Survey

The logo for TrackSAFE Foundation features a vertical green bar on the left side of a white rectangular box. To the right of the bar, the text "TrackSAFE" is written in a bold, sans-serif font, with "Track" in black and "SAFE" in green. Below "TrackSAFE", the word "Foundation" is written in a smaller, bold, black sans-serif font.

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