

CHANGING THE NARRATIVE ON SUICIDE

SUPPORTER PACK

World Suicide Prevention Day 2025



PAPYRUS
PREVENTION OF YOUNG SUICIDE

10 September
#WSPD25

In the UK,
around

**FIVE YOUNG
PEOPLE**

take their own
lives each day.

*Source: ONS, NISRA, NRS



PAPYRUS
PREVENTION OF YOUNG SUICIDE

Welcome

Thank you for standing with PAPYRUS this World Suicide Prevention Day (WSPD).

This year's global theme, set by the International Association for Suicide Prevention (IASP), is 'Changing the Narrative on Suicide', with the powerful call to action:

'Start the Conversation'.

This supporter pack has been created to help you speak openly, safely and compassionately about suicide - not just on 10 September, but every day.

Because every day matters.

Suicide is still the biggest killer of people aged 35 and under in the UK. Yet for too long, stigma and silence have made it harder to reach those in crisis. It's time to change the narrative - to speak out, to share hope, and to show that no one has to struggle alone.

At PAPYRUS, we're here for life. Every week, thousands of young people and those who care for them reach out to HOPELINE247 - our free, confidential suicide prevention helpline. Many of these contacts happen late at night, in moments of isolation and fear. But they are met with compassion, safety planning, and most of all, hope.

By joining us this WSPD, you're becoming part of a growing community determined to smash the stigma around suicide and create real, lasting change.

Inside this pack, you'll find everything you need to get involved. However you choose to take part, thank you for standing with us. Together, we can change the narrative on suicide and offer hope to those who need it most.

With hope,

The PAPYRUS Team

#WSPD25

Who is PAPYRUS?

PAPYRUS is the UK charity dedicated to preventing suicide in young people under 35.

When they're thinking about suicide or feeling unsafe, young people have to know how and where to find help, and everyone else needs to know what to do and say when it matters most.

That's why PAPYRUS exists. We're a young person's suicide prevention charity, which for us means much more than raising awareness. Our work is rooted in hope - the belief that suicide is preventable, and that with the right support, we can all play a part in saving young lives.

We run HOPELINE247, available all year round, for anyone in need of urgent, free, confidential support. We shape confronting and life-changing conversations about suicide. We teach people how to spot the signs and intervene. We partner with communities and businesses; we influence policy; we speak, and learn and grow.

HOPELINE247 is run by trained, paid advisers and is open 24 hours a day, 365 days a year. Every conversation is a chance to save a life, and in 2024, someone contacted our service every three minutes.

Our vision is a society which speaks openly about suicide and has the resources to keep young people safe.

Our mission is simple: to prevent suicide and promote positive mental health and emotional wellbeing in young people.

**And above all else, we are here.
We're always here.
That's how we save lives.
Together, we are here for life.**

What is World Suicide Prevention Day?

World Suicide Prevention Day takes place every year on 10 September. It's a moment for people, communities and organisations around the world to come together to raise awareness, challenge stigma, and take action to save lives.

This year's theme is 'Changing the Narrative on Suicide', with a call to action to 'Start the Conversation'. It invites all of us to think differently about suicide, not as a taboo topic or private struggle, but as something we can talk about openly, safely and compassionately.

We believe **suicide is preventable** and that no young person should ever feel like they have to face it alone. But to truly prevent suicide, we need to create a society that listens, learns and leads with hope.

Whether you're sharing a post on social media, starting a conversation in your workplace, or simply checking in with someone you care about, your actions matter. They can be the spark that changes a life.

Together, we can build a future where talking about suicide is no longer a source of shame but a source of support.

This World Suicide Prevention Day, and every day, let's change the narrative.

Let's start the conversation.

#WSPD25

Spread the Word – Asset Pack

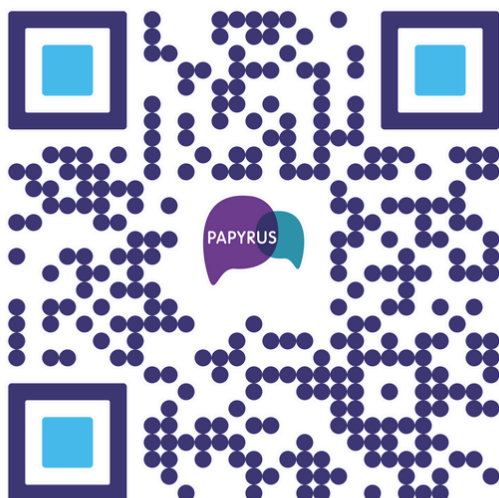
We've put together a dedicated Asset Pack to help you share life-saving messages this World Suicide Prevention Day.

Inside, you'll find a range of downloadable social media graphics and post copy to use across your channels, including content in Welsh.

These resources are designed to raise awareness, challenge stigma, and signpost to support.

You can find a link to our Asset Pack Google Drive folder [here](#).

Scan the **QR code** below for social media graphics and messages to share on WSPD. Don't forget to tag us, our handles are listed below.



-  @PAPYRUSCharity
-  @papyrus_uk
-  @papyruscharity
-  @PAPYRUS_Charity
-  @papyrus_charity
-  @PAPYRUSCharity

Supporting us in your workplace

Your workplace has the power to start life-saving conversations.

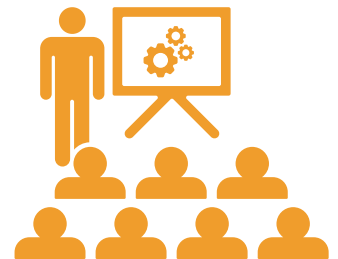
By supporting PAPYRUS this WSPD, you can help us challenge stigma, break down barriers, and create suicide-safer spaces where people feel seen, heard, and supported.

Here's how you can get involved:

Education and Training

Starting meaningful conversations in your workplace can make a real difference. Our training sessions give teams the confidence to spot signs of suicide, start conversations, and know how to support someone in crisis.

Whether you're looking for a short awareness session or in-depth accredited training, we can work with you to find the right fit for your team.



Get in touch with our education and training team for more information:

training@papyrus-uk.org

Corporate Partnerships

We love working with passionate teams who want to make suicide prevention part of their culture.

If your workplace is looking for a charity partnership with purpose, let's talk. Drop us a line:

corporate@papyrus-uk.org



Fundraising

Every pound you raise helps us keep HOPELINE247 running, and brings us one step closer to a suicide-safer society.

From team events and coffee mornings to creative challenges,

If you're thinking about fundraising this World Suicide Prevention Day, we'd love to hear from you.

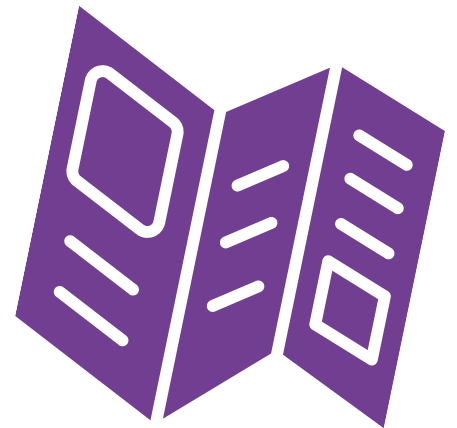
Reach out to our fundraising team at: fundraising@papyrus-uk.org



Resources and merchandise

Resources

We have a range of helpful resources, posters and materials you can use to raise awareness of PAPYRUS and support young people in your community, school, university, or workplace.



[Our resources](#) cover important topics including suicide, self-harm, communicating with young people, exam stress, bereavement, and guides tailored for parents, carers and universities. We also have HOPELINE247 posters to help signpost young people to life-saving support.

To request printed resources or find out more about what we offer, our admin team would be happy to help. You can reach them here:

admin@papyrus-uk.org

Merchandise



Our official PAPYRUS merchandise is a great way to show your support, start conversations and raise awareness of suicide prevention. From t-shirts and pin badges to wristbands and banners, you can browse the full collection here: www.papyrus-uk.org/shop Every item you order helps fund vital support and spread the message that hope is always here.

Speaking about suicide safely

We don't use the term 'committed suicide'

Changes made in the Suicide Act of 1961 decriminalised the act of suicide in England and Wales; it was decriminalised in Northern Ireland in 1966. The word 'commit' treats it as if it were still a crime, which perpetuates the stigma around suicide and is offensive to families and friends. Instead, use 'died by suicide' or 'took their own life' instead.

We think of families and friends of the deceased, as well as other vulnerable young people

Please consider, not only the grief of family and friends of the deceased, but other vulnerable young people who may be feeling worthless and not coping with life at that time and for whom explicit descriptions of suicide method could offer a life escape route.

We don't portray method or suicide notes

Descriptions of suicide method could offer a life escape route for vulnerable young people, this includes locations in which suicides are considered more common. Evidence about the potential for imitative behaviour is strong. We don't portray suicide notes.

We share hope, not harm

Suicide is a word that a lot of people might shy away from due to the associated stigma. We want people to realise that by supporting PAPYRUS Prevention of Young Suicide, they're not only helping to break down the stigma surrounding suicide, but they're also giving HOPE to people who, in the future, may need to use our service.

We don't refer to high profile suicides

Whilst high profile suicides might catch the attention of the press and lead to an outpouring of public emotion, it can also affect those vulnerable to thoughts of suicide and imitative behaviour.

We don't assume there is one single reason for suicide

Suicide is complex, and there are often multiple reasons why a person might experience thoughts of suicide. Speculation over a reason for suicide is also to be avoided.

We don't romanticise suicide or endorse myths surrounding suicide

Perpetuating the idea that suicide is a solution, is not helpful and is to be avoided.

We signpost to **HOPELINE247**

Our free, confidential call, text and email services are a lifeline for young people experiencing thoughts of suicide, and helps concerned others who are worried about somebody close to them. We are also here for any professional who has had an encounter with suicide, and would like to talk it through with one of our suicide prevention advisers.

HOPELINE247

Call: 0800 068 4141

Text: 88247

Email: pat@papyrus-uk.org

We are here 24/7. We are here for life.



Real Voices

Changing the Narrative Together

Real stories have the power to break the silence, offer connection, and spark change. Here's how you can hear from others or share your own.



I thought it was normal to feel suicidal after losing my dad.

[Read Nicole's story.](#)

It was an overwhelming feeling of worthlessness. I would think that I wasn't good enough and that the world would be better off without me.

[Read Jack's story.](#)



I am thankful for every happy memory I make because I never thought I would be gifted another life again.

[Read Ailidh's story.](#)



I wasn't too much. I was hurting. I was masking. I was surviving in a world that didn't see me properly.

[Read Emily's story.](#)



Want to share your story?

Every story matters. If you feel ready to talk about your experience, whether it is around suicide, bereavement or fundraising, we'd love to hear from you.

[Share your story with us](#)

Your Support in Action

This year, your support has helped us keep saving young lives.
Here are just some of the powerful ways we've worked together
to make suicide prevention everyone's business.

Our Emergency Appeal

For the first time in our 28-year history, PAPYRUS launched an emergency appeal to help keep HOPELINE247 running through the night.

In 2024 alone, HOPELINE247 supported more than 12,000 night-time contacts, with a 66% increase in young people reaching out via webchat.

Facing the devastating possibility of reducing HOPELINE247's night-time hours, we turned to our supporters. You responded with overwhelming generosity.

Together, we've raised over £340,000 so far, helping to keep our life-saving suicide prevention helpline, open 24/7.

[PAPYRUS Emergency Appeal](#)

Sabrina Carpenter Donation

We were beyond honoured to receive a massive £123,427.37 donation from the Sabrina Carpenter Fund, in support of our Emergency Appeal.

This incredible contribution came via Plus1, a platform that supports artists in giving back.

Our relationship with Plus1 began in 2023 when Noah Kahan also chose PAPYRUS for his UK tour, and it's only grown stronger since!

Making HOPELINE247 BSL Accessible



In a vital step toward greater accessibility, last year, PAPYRUS launched British Sign Language (BSL) access to HOPELINE247 through a partnership with Sign Solutions.

This partnership ensures that Deaf young people can access life-saving suicide prevention support in a way that works for them.

This addition to HOPELINE247 makes PAPYRUS one of the first suicide prevention helpline to offer BSL interpretation alongside wider language support, helping to break down communication barriers and opening up essential services to more young people in crisis.

We're proud to continue raising awareness of this important development and championing accessibility for all.

[Read more about it here](#)

**Stu Chaplin,
PAPYRUS COO -**
**Suicide is the biggest killer of young
people in the UK, and through this
service, we are removing the
barriers for the Deaf community to
access the life-saving suicide
prevention support they
need and deserve.**

Suicide Prevention in Scotland

This year, our team in Scotland has worked tirelessly with schools, universities, emergency services and communities to start life-saving conversations and build suicide-safer spaces for young people across the country.

From Aberdeen to Edinburgh, we've delivered awareness sessions and training to help people recognise the signs of suicide, know how to respond, and feel confident starting difficult conversations.

Thanks to local partnerships and generous support, including a £1,500 grant from Tesco, we've been able to distribute free resources to schools across Glasgow, helping more young people learn about suicide prevention and feel empowered to reach out.



Suicide Prevention in Schools

In Surrey, we've partnered with 30 schools and colleges to implement suicide prevention policies, deliver parent and carer sessions, roll out a digital toolkit, and provide training to staff.

In Carmarthenshire, our team have been busy delivering Welsh-language training workshops to over 100 headteachers, creating momentum for further bilingual training across Wales.

These are just two examples of the incredible work taking place across the UK to embed suicide prevention in education. Every regional team plays a vital role in empowering communities and creating suicide-safer learning environments.

Real Conversations That Save Lives

Talking saves lives and this year, we've seen powerful conversations lead the way.



PAPYRUS CEO Ged Flynn joined Tom Dickinson on the Tom's Talks podcast to speak candidly about grief, hope and the life-saving importance of helplines like HOPELINE247.

[Watch here.](#)

In a powerful exchange for Deaf Awareness Week, Ged sat down with Debra Cartlidge from Deaf Village North West to spotlight the urgent need for accessible suicide prevention support. [Watch here.](#)

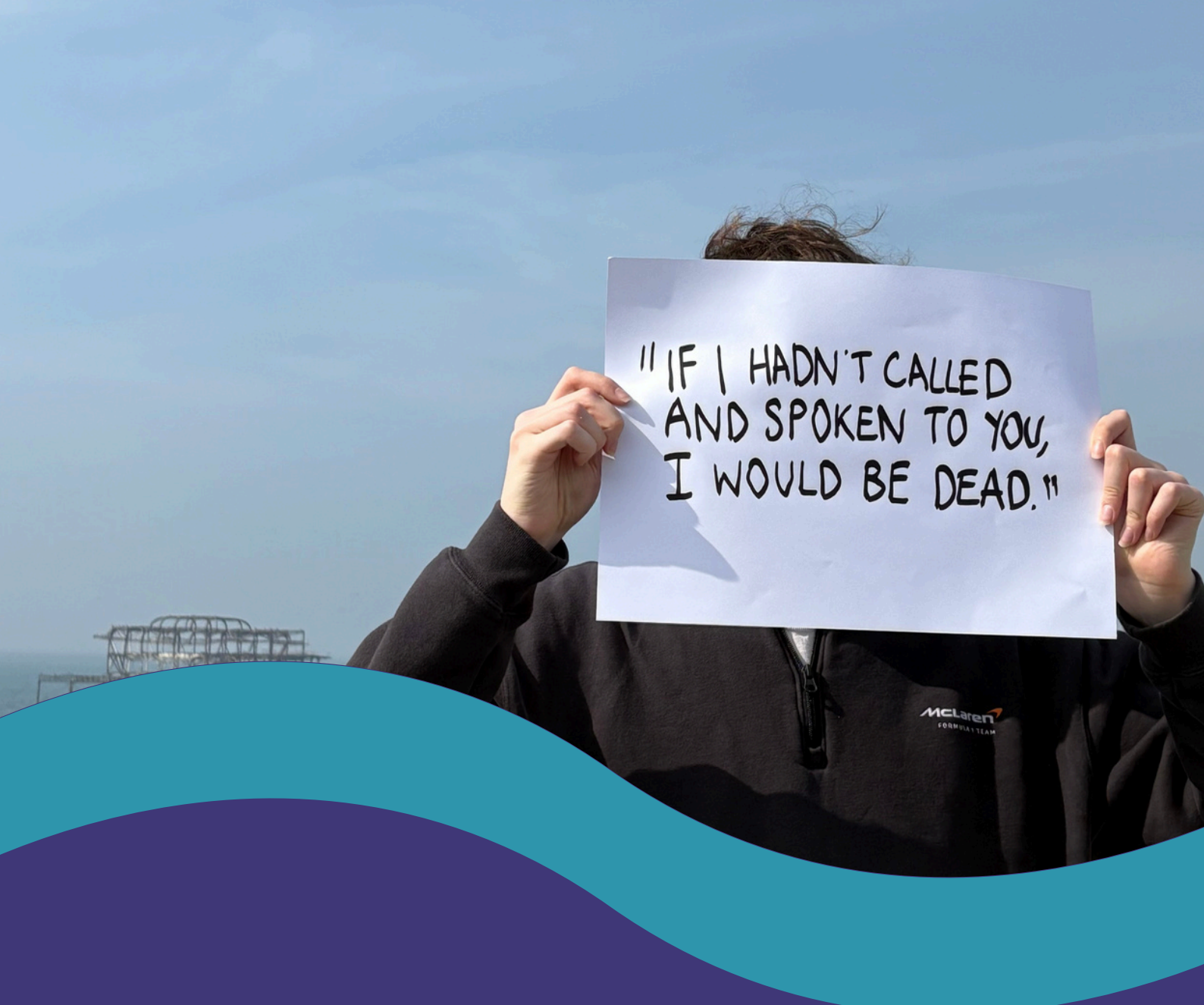
Deaf community members Nick and Josh courageously shared their lived experiences of exclusion and mental health stigma - a reminder of the vital work still to do. [Watch here.](#)

HOPEWALK 2025

A shift in season brought fresh energy to HOPEWALK this year, with the event taking place in May for the first time in 12 years and leaving a lasting mark.

Supporters across the UK stepped forward in solidarity, helping us raise £15,772.97 for suicide prevention.

Every step taken helped spark conversations that can save lives.

A person is shown from the chest up, holding a white rectangular sign with both hands. The sign has handwritten text in black ink. The person is wearing a dark grey or black zip-up hoodie. On the left chest of the hoodie, there is a small logo that reads "McLaren FORMULA 1 TEAM". The background is a clear blue sky with some faint clouds. In the distance, to the left, there is a structure that looks like a bridge or a large industrial building under construction. The bottom half of the image is a solid dark blue background with a teal wavy line separating it from the top half.

"IF I HADN'T CALLED
AND SPOKEN TO YOU,
I WOULD BE DEAD."

HERE FOR
LIFE.



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