**SUGGESTED INTERNAL COMMUNICATIONS**

**UNDER EMBARGO UNTIL: 21 February 2023**

**‘Small Talk Still Saves Lives’ Says Charity Partner Samaritans**

Samaritans’ Small Talk Saves Lives campaign empowers the public to trust their instincts and encourages them to act to prevent suicide at railway stations and other settings. Running from 21 February to 12 March 2023, the Small Talk Saves Lives campaign is delivered in partnership with Network Rail, British Transport Police and the wider rail industry.

As a proud partner/ supporter/ funder – delete as appropriate of Samaritans we are sharing the campaign to remind people that having the confidence to act could help save a life.

Since launching in 2017 Small Talk Saves Lives has successfully raised awareness within the rail environment and elsewhere about the need to trust your instincts and start a simple conversation if you think someone might need help.

But there is more that can be done as only 50% of UK adults said they would feel confident approaching and speaking to someone they don’t know if they were concerned about them in public.

It’s normal to feel anxious about starting a conversation and making small talk. However, by trusting our instincts if something doesn’t feel right, a little small talk and a simple question, such as “Hello, what’s the time?” can be all it takes to interrupt someone’s suicidal thoughts and help start them on the journey to recovery.

**In 2022, Anthony approached someone in distress he was worried about and made an intervention. His simple act of trusting his instincts, making small talk and listening, saved a stranger’s life.**

“To approach someone, I’d say trust your instincts. You don’t need training or skills to listen. People need someone to listen more than anything.”

**Find out more about *Small Talk Saves Lives*, including tips on how to start a conversation, at** [**Samaritans.org/smalltalksaveslives**](http://www.samaritans.org/smalltalksaveslives) **or join the conversation on social media using #SmallTalkSavesLives.**

**Find out more about our partnership with Samaritans [here – Insert your own internal link here if there is one available]**

Contact Lauren Parsons at l.parsons@samaritans.com for further approvals and/or information.