**Suggested newsletter copy to be shared from 21 February 2023**

**Title: Samaritans’ Small Talk Saves Lives campaign**

**50 words**

A little small talk and a simple question like “Hi, where can I get a coffee?” can be all it takes to interrupt someone's suicidal thoughts and could help set them on the journey to recovery.

Find out how Small Talk Saves Lives at [www.samaritans.org/smalltalksaveslives](http://www.samaritans.org/smalltalksaveslives)

**100 words**

Small Talk Saves Lives empowers the public to trust their instincts and encourages them to act if they see someone who might need help.

A little small talk and a simple question like “Hi, where can I get a coffee?” can be all it takes to interrupt someone's suicidal thoughts and could help set them on the journey to recovery.

Delivered in partnership with Network Rail, British Transport Police and the wider rail industry, Small Talk Saves Lives will run from 21 February to 12 March 2023.

Join thousands of people looking out for one another [www.samaritans.org/smalltalksaveslives](http://www.samaritans.org/smalltalksaveslives)

**200 words**

A little small talk and a simple question like “Hi, where can I get a coffee?” can be all it takes to interrupt someone's suicidal thoughts and could help set them on the journey to recovery.

Since launching in2017, Small Talk Saves Lives has successfully raised awareness within railway stations and other public settings 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 with a stranger. You might worry about saying the wrong thing – but having the confidence to act could help save a life.

Delivered in partnership with Network Rail, British Transport Police and the wider rail industry, the latest phase of Small Talk Saves Lives will run from 21 February to 12 March 2023.

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