

'You said, we listened'

August 2023

Welcome to our latest quarterly newsletter!

Firstly, a huge thank you for being part of Samaritans Lived Experience Panel. Your contributions are really appreciated, and we hope that you find it an interesting and rewarding experience.

The aim of the panel is to create the space for people with personal experience of suicide, self-harm, or Samaritans' service-use to influence the work that we do.

In this newsletter, we share some key findings from recent panel surveys, so you can see how your contribution has shaped Samaritans' work.

Key facts about the panel

- There are **603** panel members.
- In the last quarter, we have **shared 2 surveys, a podcast**, and shared the **Audit Findings**.
- We celebrated our **Second Anniversary** in May 2023.

Samaritans Lived Experience Audit

Over the last 12 months, a member of the research team has been busy conducting an audit of the lived experience panel. It is important for us to understand if the panel is meeting its objectives

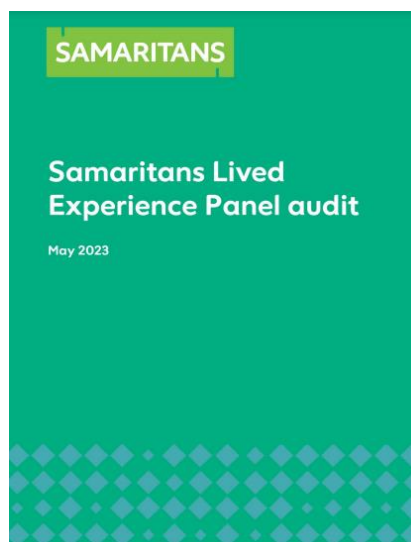
and to better understand the experience of panel members and staff who use the panel.

During this time, panel members completed surveys to provide feedback and 6 panel members took part in a focus group to share their experience of being part of the panel.



We were thrilled to share the **findings of the audit** with you in May and look forward to implementing the recommendations over the next 12 months.

A key finding from the audit suggested that panel members wanted to hear about the panel in a variety of formats. We released our first podcast to give an update about the audit. You can listen [here](#). If you would prefer to read about the audit report please click [here](#).



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Samaritans 'Handraiser' Survey

Panel Members were asked to provide their feedback on 5 statements that were being considered for a new campaign called a 'handraiser'.

The purpose of this type of campaign is to **raise awareness about Samaritans** and to attract new supporters who share similar values to us as an organisation.

Your feedback has been **invaluable** and really shaped our thoughts about developing this type of campaign and what is needed to make it meaningful. For example, panel members highlighted the need to **include statistics** within a statement, as it helps to highlight the urgency to make it feel timely and relevant.

Panel members also suggested that the words 'pledge' and 'movement' were **not clear** and could cause confusion, so we have removed these. It was also suggested that the majority of panel members would want to share these 'handraiser' concepts via **social media**. With this in mind, we have developed the campaign to ensure it is **easy to share** via social media platforms.

With your help we have narrowed down the five concepts down to **three** which will be used in our campaign. The **campaign is due to launch soon**, and we look forward to sharing these with you!

Our Senior Marketing Officer Louise would like to say thank you to the Panel for their support with this project.

"Thank you! Your feedback was hugely beneficial, and we have learnt a lot from the results in terms

of the language we were using and how to portray the Handraiser concept as a whole. Your comments and feedback have all been taken on board and because of you we feel we now have a much clearer, stronger, and more impactful set of concepts to take forward for the Handraiser."

Lived Experience Opportunities

We currently don't have any opportunities advertised, but please do keep an eye on our [Lived Experience at Samaritans](#) web page.

Huge thank you once again, please do contact us if you have any feedback or questions. We would love to hear from you!

Email us at myexperience@samaritans.org

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