**Suggested newsletter copy to be shared from 20 February 2024**

**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 22 February to 19 March 2024.

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

**200 words**

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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 22 February to 19 March 2024.

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*\* The research was conducted by Censuswide with 2,004 Nationally Representative UK General Consumers (16+) between 03.01.2023 - 05.01.2023. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles and are members of The British Polling Council.*