



Campaigns Update – July 2021

Overview

The United To Prevent Suicide Team are currently in the process of developing three campaigns with Studio Something:

- FC United To Prevent Suicide (FC United) – to reach primarily men with suicide prevention messaging through football.
- Men in and through the workplace – to disrupt places where men work (e.g. construction, fishing sectors) with health and safety messaging directly related to suicide prevention.
- Young people – to reach young people aged 16 – 19 through digital platforms e.g. TikTok, Twitch with suicide prevention information.

Campaign Objectives

Our main objectives of these campaigns are to help connect, grow and galvanise the social movement in different ways:

- To address the under-representation of men and young people in the movement.
- To increase the level of involvement of men and young people in the movement's campaigns.
- To increase the number of men and young people following the movement's social media channels and/or engagement with our social media content.

FC United

*Sign up for Scotland's new second team. A club for everyone.
FC United to Prevent Suicide has one goal: working together to prevent suicide.*



This is a campaign that starts a new football team – FC United – and invites football fans to make it their second team. As with any new club we begin with a brand new strip (pictured above) that will exist virtually and physically. The new FC United strip will be launched with a series of high profile signings with the team. The aim of the campaign will be to invite people to start supporting us as their ‘second club’ – something they can show support for in the same way they do with the club they follow every single week. Football reaches our target campaign demographic – men (whilst not exclusively) – and always brings with it conversation and interest.

- New Signing Announcements - Social Media Ambassadors

We will be enlisting the support of Scottish sporting personalities and entertainment stars as ‘new signings’ to the FC United team, in the same way as football clubs would announce new signings. These social media ambassadors will be sharing photos of themselves wearing the FC United football strip and encouraging their followers from their existing fan bases to choose FC United as their second team. These fans will ‘join’ the club when they start following our new dedicated Twitter account @_FCUnited and be announced as ‘new signings’ accordingly. Content will be shared from the United To Prevent Suicide Instagram, Facebook, Twitter, and YouTube channels (@TalkToSaveLives) as well.

- Lived Experience

At the heart of the campaign will be lived experience with Scottish footballers and others sharing their stories of mental health issues and/or suicide. Following on from the work with [Hibernian FC](#) earlier this year, we have found that people with stature in the game talking about their experiences always gets a huge outpouring of empathy, and helps others to come forward to tell their stories as well. The first two chats were filmed w/c 12 July with son and father, Callum & Colin Hendry (St Johnstone striker & Scotland legend) and Aaron Connolly & Paul McNeil (Irvine Meadow striker & SFA). Filming of Laura Montgomery & Clare Shine (Glasgow City FC Co-founder & Glasgow City FC forward) is scheduled for w/c 26 July.

- Stats

Football teams are extremely visual on social media, and we aim to be the same. Where football clubs often post stats from previous games or seasons, we can mimic this by issuing graphics with our own stats - suicide numbers, age range most affected, etc. This is a strong and visual alternative of getting our message across; we are uniting people to help prevent these stats in the future. We can also talk to some football fans in ways they have grown to understand it.

- PR Opportunities

We will be collaborating with [Stonewaller](#) to produce our kit reveal video. *Stonewaller* is a new publication that fuses Scottish football with fashion and music. Clubs, especially in the lower leagues, are entrusting Stonewaller with their kit reveals and photoshoots, and the network they are building is continuously growing. They also have a quarterly magazine, as well as a website for various interviews with Scottish football and media personalities, providing another potential route into publicising FC United. As the campaign evolves we will seek other PR opportunities, when appropriate.

- Stakeholder Engagement

As this is a second club for Scotland we'll also be looking to harness support from Scottish football clubs, as well as men's organisations such as The Changing Room, Andy's Man Club, Men United. We'll also be calling on the NSPLG and other key stakeholders to share the campaign's social media assets with relevant networks.

- Timescales

Following its launch in August (date TBC), this campaign will be ongoing and will utilise key dates in the Scottish footballing calendar to generate additional content and interest e.g. World Cup qualifiers, SPLF Trust Trophy, Scottish Cup. We make FC United something people want to support and get behind, not just for a short campaign period, but on an ongoing basis building a following as we go. An away strip will be designed with the 'Listen' sponsor and will be released later in the campaign. This football club will allow men a safe space to share their stories and their feelings with other like-minded men of all ages.

Men In and Through the Workplace

This campaign is in the creative development phase with a launch date yet to be decided. We are currently identifying potential stakeholders/organisations who might be interested in being one of the first organisations to sign up to this campaign. The intention of this campaign is to capitalise on the "health and safety" approach in the workplace and "disrupt" the messaging with a suicide prevention focus. We plan to hold a couple of focus groups to test campaign messaging with men and the Lived Experience Panel. Once this campaign is developed we believe it will have longevity and evolve with the potential to link into organisational sign-ups to the movement and/or enhancing workforce knowledge and skills on mental health and suicide prevention through the work of Action 2.

Youth Campaign

We invited six agencies to tender for this campaign and received four proposals. We asked these four agencies to 'pitch' to an agency appointment panel, which included Action 3 sponsors (Billy Watson and Claire Sweeney) and Fiona Drouet from Action 8. We are working closely with Action 8 to ensure alignment with their work. This campaign is very early in its development and no timelines have been fixed yet. We are currently working to identify youth groups to present the initial creative ideas to start the co-development process off. The focus is very much around young people driving the content and pace of the campaign.

Contact Information

For further information about any of these campaigns or the wider work of United To Prevent Suicide please contact:

Kirstie Cusick
United To Prevent Suicide Social Movement Development Manager
Kirstie.cusick@unitedtopreventsuicide.org.uk
07725 496526