

# Press Release



04 September 2014

## **Suicide prevention- If you read between the lines, you could save lives**

NHS Borders, Scottish Borders Council and other local partners are supporting Choose Life's 'Read Between the Lines' national campaign during Suicide Prevention week (8- 12 September) where they will be promoting the importance of suicide prevention in the Borders.

For each suicide, the impact on those left behind lasts a lifetime. The idea that suicide shouldn't be talked about is a remaining taboo and doesn't help those grieving or the many people who may be feeling suicidal right now.

Choose Life's 'Read Between the Lines' campaign is tackling this stigma and helping to reduce further deaths by raising awareness so that people know that if they are worried about someone, asking them directly about their feelings could help save their life.

The campaign acknowledges that signs of suicide can be ambiguous, but encourages people to be alert to warning signs that someone they know isn't quite themselves, or if they notice any changes in their behaviour that cause concern. It also aims to reassure people that asking someone about what's troubling them can make a positive difference.

Allyson McCollam, Joint Head of Health Improvement for NHS Borders and SBC said: "Suicide has an immense impact on society, on local communities and on individuals, and we can all play a large part in preventing suicides."

She added: "The aim of Suicide Prevention Awareness Week this year is to promote the involvement of the general public; offering them support and help to gain valuable skills in identifying signs of suicidal intent in the people around them: friends, colleagues, family members or neighbours, and encouraging them to talk about how they feel."

Local events during this year's Suicide Prevention week include the Big Event on 11 September at the Tait Hall in Kelso and the Hopeful Steps Walk and the Hopeful Routes

Cycle, both of which set off from Princes Royal Trust (Borders) Carers Centre, Brewerybrig, Low Buckholmside, Galashiels on Saturday 13 September at 10am.

Further information on these events and Suicide Prevention can be found at [www.nhsborders.scot.nhs.uk](http://www.nhsborders.scot.nhs.uk). Or by contacting NHS Borders and SBC Joint Health Improvement on 01835 825 970.

**Ends**

#### **Notes to Editors**

The telephone helpline numbers are: Breathing Space on 0800 838587 or Samaritans on 08457 909090.

**Please contact the Communications Team on 01896 828287 / 8261 for further information.**