



# THRIVE LDN COMMS TOOLKIT:

## World Suicide Prevention Day 2025

### 10 September 2025

Updated Wednesday, 13 August 2025

#### About this toolkit

In this toolkit you can access the latest [#ZeroSuicideLDN campaign](#) and London suicide prevention assets for digital channels alongside a series of suggested messages for digital and non-digital communications.

We have split this across messages that can be shared in the lead to World Suicide Prevention Day (WSPD), for on the day itself, and beyond. We have also included suggested messaging which can be used by anyone who completes the training who may wish to encourage others in their network to do so.

Additionally, we've included some further evergreen content to promote other training resources which are supporting Londoners to look out for others at this time.

#### Further information/ support

If you want to chat with the Thrive LDN team about making the suggested copy more relevant to your community/audiences, then please get in touch, e-mail James Ludley on [james.ludley@nhs.net](mailto:james.ludley@nhs.net); [info@thriveldn.co.uk](mailto:info@thriveldn.co.uk).

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2. Update: [#ZeroSuicideLDN campaign and suicide prevention in London](#)
3. [Digital assets](#)

Download a suite of **static and video assets** to use with our suggested social media copy via Google Drive:

- [All #ZeroSuicideLDN assets](#)
  - [Static images](#)
  - [Video files](#) (including [updated London time-lapse](#))
- [Screensavers](#)
- [Posters – inc localised and translated](#)

#### 4. **#ZeroSuicideLDN and World Suicide Prevention Day**

- [For posting on World Suicide Prevention Day - Tuesday, 10 September 2024](#)
- [For posting any time before or after World Suicide Prevention Day](#)
- [For promoting the training upon completion \(anytime\)](#)
- [Standard text for newsletters and/or offline copy](#)

#### 5. **[Support with money worries \(cost-of-living signposting\)](#)**

- Suggested social media posts support signposting to relevant services that will support Londoners with money worries.

#### 6. **[Thrive LDN conversation starter](#)**

- Tools to help Londoners engage with friends, family, neighbours or those they support in the community or workplace about good mental health, wellbeing and financial worries.

#### 7. **[Free trauma-informed practice training](#)**

- Thrive LDN has been working with Nicola Lester Psychological Trauma Consultancy to offer free, online trauma-informed practice training to support individuals and organisations. The training is offered across three levels, Bronze, Silver and Gold. At each level, participants receive a certificate of completion and certified badge which can be used to demonstrate their knowledge and trauma informed training status.

## 1. Context and introduction

World Suicide Prevention Day (WSPD) takes place annually on 10 September. It was established in 2003 in conjunction between The International Association for Suicide Prevention (IASP) and the World Health Organisation (WHO).

The theme for WSPD 2024-2026, selected by IASP, is 'Changing the Narrative on Suicide' using #StartTheConversation. [Find out more general information about the campaign.](#)

It is a significant advocacy and communication-based event aimed at reaching national organisations, governments, and the general public, giving a singular message that suicide can be prevented.

## 2. Update: #ZeroSuicideLDN campaign and suicide prevention in London

Six years ago on World Suicide Prevention Day 2019, the [citywide #ZeroSuicideLDN campaign](#) was launched by the Mayor of London and partners to encourage

Londoners to access the Zero Suicide Alliance's (ZSA) free, online suicide prevention training.

**Since then, around 465,000 people across the capital have completed the ZSA's training.** This is a fantastic, collective achievement. Thank you to all London partners for continuing to support sharing this important training offer and promoting the campaign.

However, we can't be complacent. We want to continue to build on this momentum and mark World Suicide Prevention Day 2025 as an opportunity to encourage many more Londoners to learn how to support those around them who may be in crisis by supporting the #ZeroSuicideLDN campaign.

Added to this, for many there continues to be extreme challenges posed by the increases to the cost-of-living and other pressures, which in turn means more Londoners will be considered vulnerable to suicide.

To support partners, we have also adapted and included some wider signposting in the context of the current challenges for the public mental health response in London, including cost-of-living and accessing NHS urgent mental health support lines.

By thinking and talking more about our mental health and how this is impacted on the environment around us, we can break the stigma surrounding suicide and mental health.

### ***Digital assets to support the campaign***

In this toolkit you can access the latest campaign assets for digital channels alongside a series of suggested messages for digital and non-digital communications to help you promote the ZSA training to your community/ networks.

We have split this across messages that can be shared in the lead to WSPD, for on the day itself, and beyond. We have also included suggested messaging which can be used by anyone who completes the training who may wish to encourage others in their network to do so.

### ***About the Zero Suicide Alliance***

The [Zero Suicide Alliance](#) (ZSA) is UK based and hosted by Mersey Care NHS Foundation Trust. The ZSA is ultimately concerned with improving support for people contemplating suicide by raising awareness of and promoting free suicide prevention training which is accessible to all.

The ZSA has several training modules, including their flagship [Suicide Awareness Training module](#). It is a short, free, online course that can be taken by anyone who wants to learn basic suicide awareness and prevention skills.

The training was updated last year, with new scenarios and updated guidance the training takes around 30-minutes to complete.

### 3. #ZeroSuicideLDN digital assets

#### **Download #ZeroSuicideLDN resources**

Use the links below to explore a range of **static and video assets** to use with our suggested social media copy.

We have created these in various ratios (4:5 for Instagram, landscape, and portrait) to support across social and digital channels.

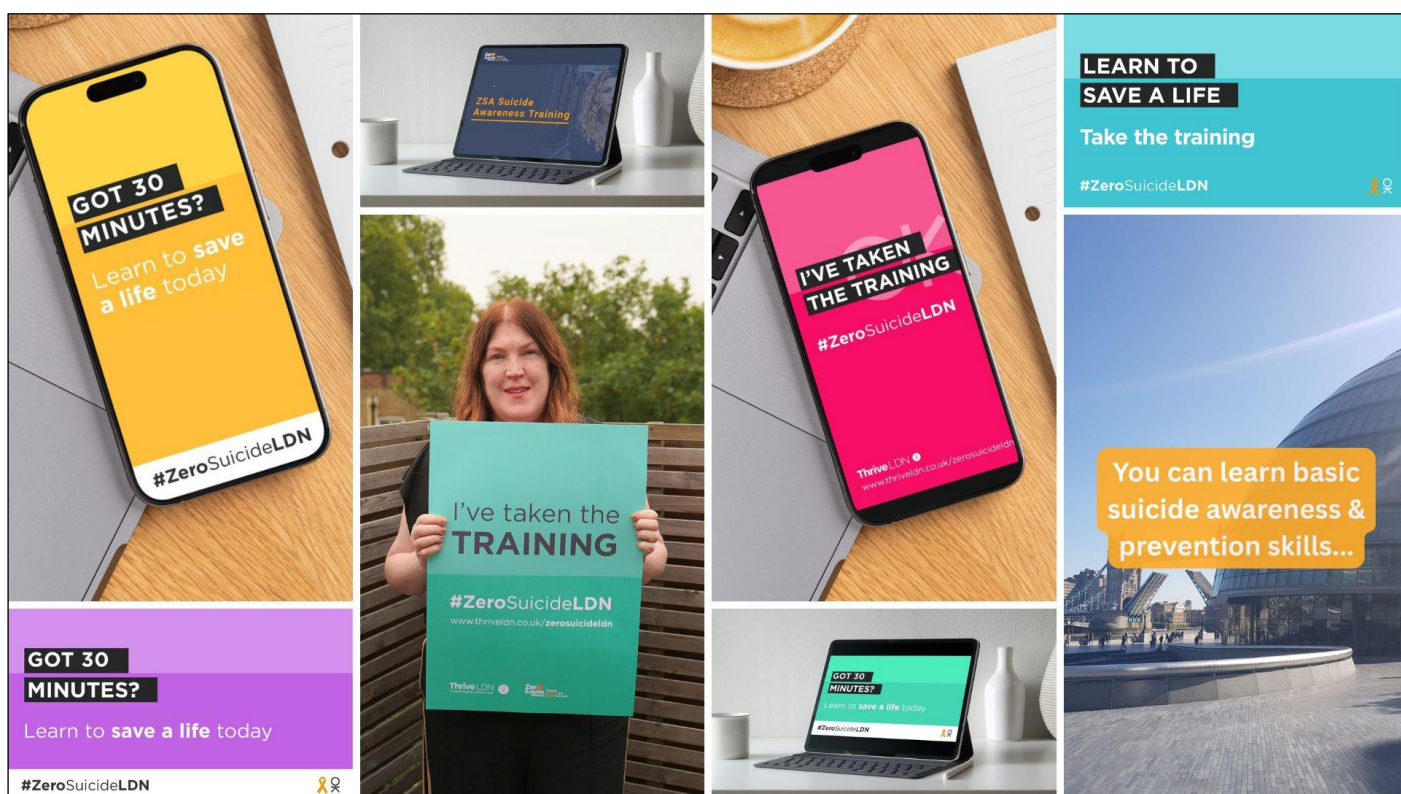
When posting the static images, please add or adapt accordingly the alt-text copy as included below. This helps to make content more accessible. If you're unsure how to add alt-text, see info below for [Facebook](#), [Instagram](#), [X/Twitter](#) and [LinkedIn](#).

All resources are available to download via Google Drive:

- [All #ZeroSuicideLDN assets](#)
  - [Static images](#)
  - [Video files](#) (including [updated London time-lapse](#))
- [Screensavers](#)
- [Posters – inc localised and translated](#)

ZIP files with all assets:

- [ZeroSuicideLDN digital assets 2025 \(64MB\)](#)
- [ZeroSuicideLDN posters 2025 \(31MB\)](#)
- [ZeroSuicideLDN computer screensaver graphic 2025 \(1MB\)](#)





## 4. Suggested social copy for World Suicide Prevention Day


### For posting/scheduling on World Suicide Prevention Day: Wednesday, 10 September 2025

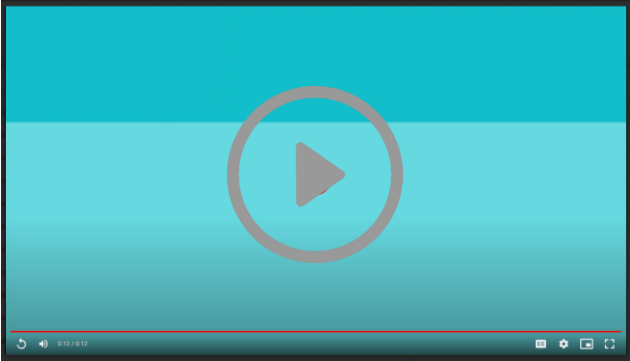

#### Suggested assets

For ease, we've included some suggested assets alongside the suggested copy (below). To download a suggested graphic right click, then 'open link' to download.



#### Alt text for static assets


When posting the static images, please add or adapt accordingly the alt-text copy as included below. This helps to make content more accessible. If you're unsure how to add alt-text, see info below for [Facebook](#), [Instagram](#), [X/Twitter](#) and [LinkedIn](#).

Channel	Suggested copy	Example assets and links for more
<b>Twitter (1)</b>  <b>Add 1B as a thread/comment to initial post (1A)</b>	<p><b>(1A)</b></p> <p>Today is #WorldSuicidePreventionDay and we're supporting the #ZeroSuicideLDN campaign.</p> <p>Join the 460,000+ Londoners who have taken @Zer0Suicide's free, online suicide prevention training.</p> <p>Together, #StartTheConversation to break the stigma surrounding suicide and mental health.</p> <p><b>(1B)</b></p> <p>London works best when we look out for each other.</p>	<p><b>VIDEOS</b></p> <p>01 New timelapse video</p>  <p><a href="#">Download</a></p>


	<p>Join the #ZeroSuicideLDN campaign here:  <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a></p>	<p>02 'Learn to save a life' video graphic</p>  <p><a href="#">Download</a></p>
<b>Twitter (2)</b>	<p>Today is #WorldSuicidePreventionDay.</p> <p>If you've got 30 minutes spare, then join us in taking the free @Zer0Suicide online training: <a href="http://zerosuicidealliance.com/training">http://zerosuicidealliance.com/training</a></p> <p>When you've completed it, share your certificate. Together we can break the stigma and save a life.</p> <p>#StartTheConversation</p>	<p><b>STILL GRAPHICS</b></p>  <p><a href="#">Download</a></p> <p>Alt text: On a purple background reads the text: Got 30 minutes? Learn to save a life today. Along the bottom is the</p>
<b>Twitter (3)</b>	<p>Today is #WorldSuicidePreventionDay.</p> <p>Today you can support the #ZeroSuicideLDN campaign by taking free, online training to know what to do if a loved one, colleague or stranger is feeling suicidal.</p> <p>It only takes 20 minutes. #StartTheConversation</p> <p>Visit: <a href="http://www.zerosuicidealliance.com/training">www.zerosuicidealliance.com/training</a></p>	

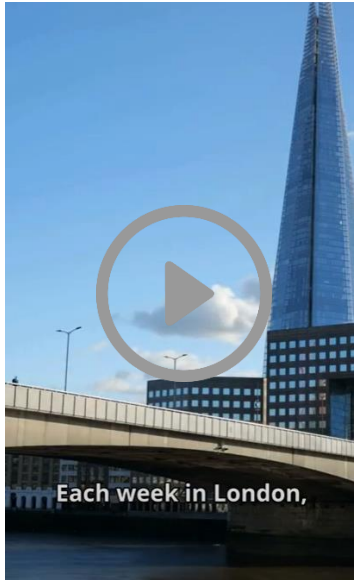



<p><b>Twitter (4)</b></p>	<p>Today is #WorldSuicidePreventionDay and you can make a difference.</p> <p>Take 30 mins to complete FREE online training from @Zer0Suicide and learn how to support someone struggling. Let's break the stigma and save lives.</p> <p><a href="http://www.zerosuicidealliance.com/training">www.zerosuicidealliance.com/training</a></p> <p>#ZeroSuicideLDN</p> <p>#StartTheConversation</p>	<p>campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.</p>  <p><a href="#">Download</a></p> <p>Alt text: On a yellow background reads the text: Learn to save a life. Take the training. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.</p>
<p><b>Twitter (5)</b></p>	<p>Around 11 people a week take their own life in London.</p> <p>This #WorldSuicidePreventionDay you can learn how to save a life with free, online suicide prevention training.</p> <p>London works best when we look out for each other. Join the #ZeroSuicideLDN campaign: <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a></p>	 <p><a href="#">Download</a></p> <p>Alt text: A tablet computer sits on a white desk, propped up by a keyboard case. The screen shows the title slide for the "ZSA Suicide Awareness Training," with the Zero Suicide Alliance logo in the corner and a photo of a woman looking thoughtfully to the side.</p>
<p><b>Twitter (6)</b></p>	<p>Are you one of the 460,000 Londoners who has completed online free suicide prevention training since the @MayorofLondon launched #ZeroSuicideLDN in 2019?</p> <p>Help us share the campaign and encourage more Londoners to join us.</p> <p>We can all help save a life. ❤️</p> <p><a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a></p>	<p><a href="#">Download</a></p> <p>Alt text: A tablet computer sits on a white desk, propped up by a keyboard case. The screen shows the title slide for the "ZSA Suicide Awareness Training," with the Zero Suicide Alliance logo in the corner and a photo of a woman looking thoughtfully to the side.</p>

		<div data-bbox="1240 113 1776 416"></div> <div data-bbox="1240 443 1370 475"><a href="#">Download</a></div> <div data-bbox="1240 501 2020 750"><p>Alt text: On a two-tone pink background reads the text: I've taken the training #ZeroSuicideLDN. At the bottom is Thrive LDN's logo and website details: thriveLDN.co.uk slash Zero Suicide LDN. The Thrive LDN OK watermark is visible in the background of the asset, with the OK slightly unaligned through the middle horizontality where there is a change of colour tone.</p></div> <div data-bbox="1240 777 2020 809"><p><b>Full range of #ZeroSuicideLDN assets via Google Drive:</b></p></div> <div data-bbox="1240 836 2020 904"><p><a href="https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link">https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link</a></p></div>
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<p><b>Twitter (7)</b></p>	<p>#WorldSuicidePreventionDay is a good opportunity for us all to remember that a mental health emergency should be taken as seriously as a physical one.</p> <p>If you need urgent help for your mental health, get help by calling 111 or visiting NHS 111 online: <a href="https://111.nhs.uk/triage/check-your-mental-health-symptoms">https://111.nhs.uk/triage/check-your-mental-health-symptoms</a></p>	<div data-bbox="1240 113 1827 443">  <p>The image is a promotional graphic for NHS 111. It features a blue background. On the left, there is a white smartphone icon with a red border. The screen of the phone displays a blue triangle with the text 'CALL 111' inside, and below it, the text 'select mental health option'. To the right of the phone, the text 'Are you in a mental health crisis?' is written in white. In the top right corner, the NHS logo is visible.</p> </div> <p><a href="#">Download</a></p> <p>Alt text: A promotional graphic of NHS 111: a mobile phone is to the left of the image, on screen reads "Call 111 select mental health option". Next to the phone reads: Are you in a mental health crisis? The NHS logo is top right of the screen.</p>
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<b>Instagram</b>	<p>Today for #WorldSuicidePreventionDay we're supporting the #ZeroSuicideLDN campaign with @ThriveLDN and the @zerosuicidealliance.</p> <p>We know that living and working in London can be stressful, and right now for some it may be overwhelming. That is why we want to encourage Londoners to take free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Together we can break the stigma surrounding suicide and mental health.</p> <p>Learn to save a life today...</p> <p>Visit 🖱️ <a href="https://thrivedn.co.uk/ZeroSuicideLDN">thrivedn.co.uk/ZeroSuicideLDN</a></p> <p>Or find details in @ThriveLDN bio.</p> <p>#ZeroSuicideLDN #ThroughTogether  #ThriveLDN #ZeroSuicideAlliance  #Londoners #MentalHealth  #London #LifeInLondon  #WeAreLDN #OKLDN  #SuicidePrevention #OnlineTraining</p>	<p><b>VIDEO</b></p> <p>01 New timelapse video</p>  <p><a href="#">Download</a></p> <p><a href="#">Reel cover image</a></p> <p><b>STILL IMAGE</b></p> 
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[Download](#)

Alt text: On a light green background reads the text: Learn to save a life. Take the training. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.

**Instagram stories**

**9x16 static image**


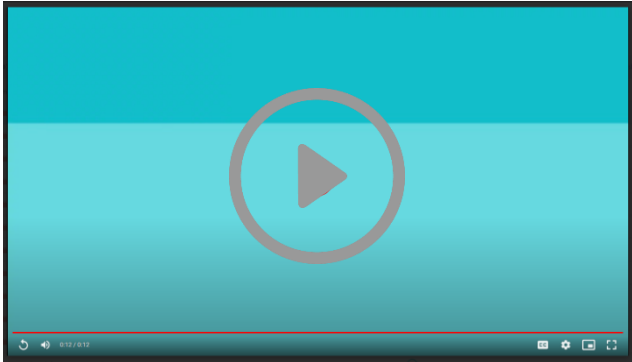


#ZeroSuicideLDN 

Add the following link to signpost to the training:  
<https://www.zerosuicidealliance.com/suicide-awareness-training>

**Full range of #ZeroSuicideLDN assets via Google Drive:**

[https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI\\_CdE?usp=drive\\_link](https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link)

<p><b>Facebook and LinkedIn</b></p>	<p>Today for #WorldSuicidePreventionDay we're supporting the #ZeroSuicideLDN campaign with Thrive LDN and the Zero Suicide Alliance.</p> <p>Learn to save a life today...</p> <p>We know that living and working in London can be stressful, and right now for some it may be overwhelming. That is why we want to encourage Londoners to take free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Find out more and take the training today:  <a href="http://www.thriveldn.co.uk/ZeroSuicideLDN">www.thriveldn.co.uk/ZeroSuicideLDN</a></p> <p>Are you one of the 400,000 Londoners who has already completed the Zero suicide Alliance's free online training since #ZeroSuicideLDN campaign launched in 2019?</p> <p>Help us share the campaign and encourage more Londoners to join us. We can all help save a life. ❤️</p> <p>Together we can break the stigma surrounding suicide and mental health.</p>	<p><b>VIDEOS</b></p> <p>01 New timelapse video</p>  <p><a href="#">Download</a></p> <p>02 'Learn to save a life' video graphic</p>  <p><a href="#">Download</a></p> <p><b>STILL GRAPHICS</b></p>
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**GOT 30  
MINUTES?**

Learn to **save a life** today

#ZeroSuicideLDN



[Download](#)

Alt text: On a purple background reads the text: Got 30 minutes? Learn to save a life today. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.

**LEARN TO  
SAVE A LIFE**

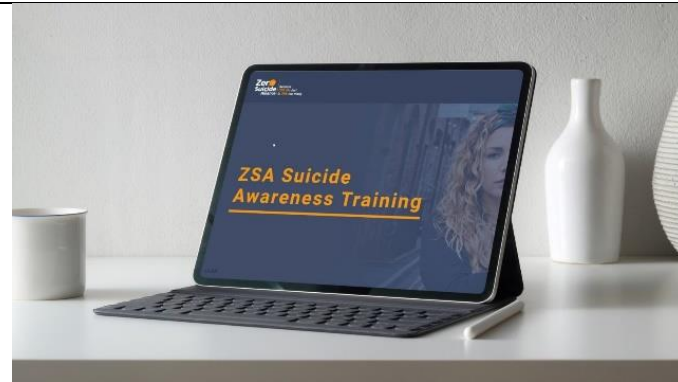
**Take the training**

#ZeroSuicideLDN



[Download](#)

Alt text: On a yellow background reads the text: Learn to save a life. Take the training. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.




[Download](#)

Alt text: A tablet computer sits on a white desk, propped up by a keyboard case. The screen shows the title slide for the "ZSA Suicide Awareness Training," with the Zero Suicide Alliance logo in the corner and a photo of a woman looking thoughtfully to the side.

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<p><b>LinkedIn</b></p> <p>For individuals, can be adapted for other channels</p>	<p>Today is #WorldSuicidePreventionDay.</p> <p>I've just taken free, online suicide prevention training.</p> <p>It's never been more important to think and talk more about mental health. The Zero Suicide Alliance's free suicide prevention training is a really helpful way to learn what to do if a loved one, colleague, or stranger is in a crisis or at risk of suicide.</p> <p>Learn to save a life today, join me in supporting the #ZeroSuicideLDN campaign.</p> <p>Join me and take the training now:  <a href="https://zerosuicidealliance.com/training">https://zerosuicidealliance.com/training</a></p> <p>#ZeroSuicideLDN</p>	<p><b>'Learn to save a life' video</b></p>  <p>Alt text: On a yellow background reads the text: Learn to save a life. Take the training. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.</p> <p><b>Full range of #ZeroSuicideLDN assets via Google Drive:</b></p> <p><a href="https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link">https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link</a></p>
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## For posting any time before or after World Suicide Prevention Day

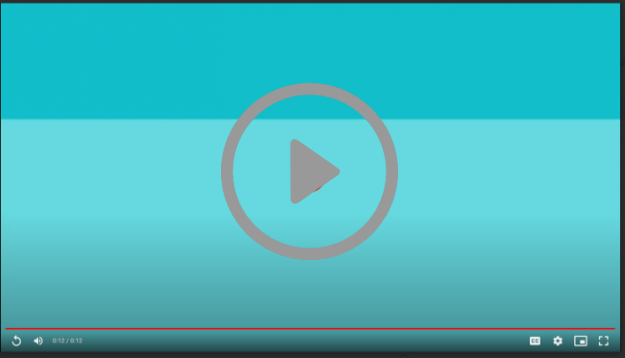

### Suggested assets

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### Alt text for static assets

When posting the static images, please add or adapt accordingly the alt-text copy as included below. This helps to make content more accessible. If you're unsure how to add alt-text, see info below for [Facebook](#), [Instagram](#), [X/Twitter](#) and [LinkedIn](#).

Channel	Suggested copy	Example assets and links for more
Twitter (1)	<p>We all need to look out for one another. That's why we are supporting #ZeroSuicideLDN to encourage everyone to take free, online training to know what to do if a loved one, colleague, or stranger is in crisis.</p> <p>Learn to save a life today...</p> <p><a href="http://www.thriveldn.co.uk/ZeroSuicideLDN">www.thriveldn.co.uk/ZeroSuicideLDN</a></p>	<p><b>Full range of #ZeroSuicideLDN assets via Google Drive:</b></p> <p><a href="https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link">https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link</a></p> <p><b>VIDEOS</b></p> <p>01 New timelapse video</p>  <p><a href="#">Download</a></p>
Twitter (2)	<p>It's never been more important to think and talk more about mental health. That's why we are taking @Zer0Suicide's free suicide prevention training, to learn what to do if a loved one, colleague, or stranger is at risk of suicide.</p> <p>You can too. ❤️</p> <p><a href="https://zerosuicidealliance.com/training">https://zerosuicidealliance.com/training</a></p>	

<p><b>Twitter (3)</b></p>	<p>Some people may be finding life harder than usual at the moment. It's vital we all look out for each other, in case someone may be in crisis.</p> <p>That's why we are supporting the #ZeroSuicideLDN campaign. You can too, it only takes 30 minutes.</p> <p>Visit 📖 <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a></p>	<p>02 'Learn to save a life' video graphic</p> 
<p><b>Twitter (4)</b></p>	<p>London works best when we all work together and look after each other. ❤️</p> <p>There's FREE online 30-minute training available to help us all to spot the signs when someone may be thinking about taking their life.</p> <p>Visit <a href="https://zerosuicidealliance.com/training">https://zerosuicidealliance.com/training</a></p> <p>#ZeroSuicideLDN</p>	<p><a href="#">Download</a></p> <p><b>STILL GRAPHICS</b></p> 
<p><b>Twitter (5)</b></p>	<p>For some Londoners right now, worries over money or debt may be overwhelming. Would you be able to spot a neighbour or friend in distress? There's FREE @Zer0Suicide online training to help.</p> <p>Visit <a href="https://zerosuicidealliance.com/training">https://zerosuicidealliance.com/training</a></p> <p>#ZeroSuicideLDN</p>	<p><a href="#">Download</a></p> <p>Alt text: On a purple background reads the text: Got 30 minutes? Learn to save a life today. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.</p>

**LEARN TO  
SAVE A LIFE**

**Take the training**

#ZeroSuicideLDN





[Download](#)

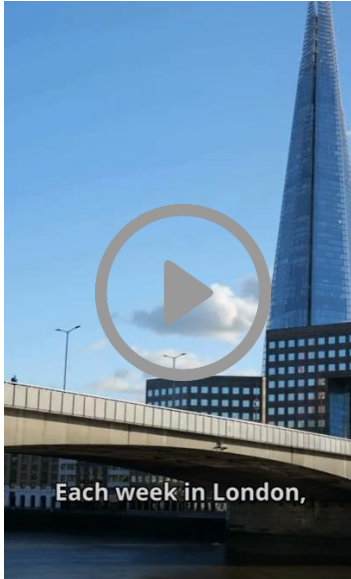

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[Download](#)


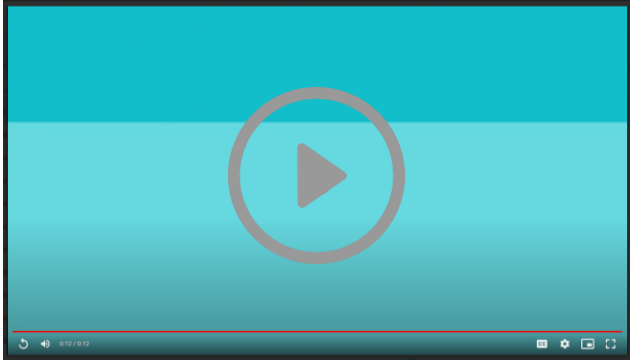
Alt text: A tablet computer is propped up on a white desk next to a mug and vase. The screen shows a promotional message on a green background: "GOT 30 MINUTES? Learn to save a life today." Below this is a white bar with the hashtag "#ZeroSuicideLDN" and a yellow awareness ribbon logo.

<p><b>Twitter (6)</b></p> <p><b>Witness to suicide resource and support</b></p>	<p>First Hand has been developed by @ThriveLDN, @AfterSuicideUK and @GrassrootsSP to support anyone who has witnessed the suicide of someone they do not know.</p> <p>If this is you, please know that there is help and support available. You are not alone ❤️</p> <p><a href="https://supportaftersuicide.org.uk/resource/first-hand/">https://supportaftersuicide.org.uk/resource/first-hand/</a></p>	 <p>Alt text: On an orange background reads the following text: First Hand, making sense of lasting memories and emotions after the suicide of someone you didn't know. Along the bottom sit Thrive LDN, Support after Suicide and Grassroots' logos.</p>
<p><b>Twitter (9)</b></p> <p><b>NHS urgent mental health support lines signposting</b></p>	<p>Life can be really difficult, and you might sometimes feel completely overwhelmed. But remember, a mental health emergency should be taken as seriously as a physical one.</p> <p>If you need urgent help for your mental health, visit NHS 111 online:</p> <p><a href="https://111.nhs.uk/triage/check-your-mental-health-symptoms">https://111.nhs.uk/triage/check-your-mental-health-symptoms</a></p>	 <p>Alt text: A promotional graphic of NHS 111: a mobile phone is to the left of the image, on screen reads "Call 111 select mental health option". Next to the phone reads: Are you in a mental health crisis? The NHS logo is top right of the screen.</p>

<b>Instagram</b>	<p>Have you got 30 minutes to learn how to save a life today?</p> <p>Around 10 people a week take their own life in London. We want to encourage Londoners to take the FREE online training provided by the @zerosuicidealliance so they know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Learn to save a life today... take the training.</p> <p>Visit <a href="https://thriveldn.co.uk/zerosuicideldn">thriveldn.co.uk/zerosuicideldn</a></p> <p>Or find details in @ThriveLDN bio.</p> <p>#ZeroSuicideLDN</p> <p>#ThroughTogether</p>	<p><b>VIDEO</b></p> <p>01 New timelapse video</p>  <p><a href="#">Download</a></p> <p><a href="#">Reel cover image</a></p> <p><b>STILL IMAGE</b></p> 
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		<p><a href="#">Download</a></p> <p>Alt text: On a light green background reads the text: Learn to save a life. Take the training. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.</p> <p><b>Instagram stories</b></p> <p><b>9x16 static image</b></p>  <p>#ZeroSuicideLDN </p> <p>Add the following link to signpost to the training: <a href="https://www.zerosuicidealliance.com/suicide-awareness-training">https://www.zerosuicidealliance.com/suicide-awareness-training</a></p> <p><b>Full range of #ZeroSuicideLDN assets via Google Drive:</b> <a href="https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link">https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link</a></p>
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<p><b>Facebook and LinkedIn</b></p>	<p>Living and working in London can be stressful, and right now for some it may be overwhelming. Would you be able to spot a colleague or friend in distress?</p> <p>That is why we want to encourage Londoners to take the Zero Suicide Alliance's free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Learn to save a life today... take the training.</p> <p>Visit: <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a></p>	<p>01 New timelapse video</p>  <p><a href="#">Download</a></p> <p>02 'Learn to save a life' video graphic</p>  <p><a href="#">Download</a></p> <p><b>STILL GRAPHICS</b></p>
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**GOT 30  
MINUTES?**

Learn to **save a life** today

**#ZeroSuicideLDN**



[Download](#)

Alt text: On a purple background reads the text: Got 30 minutes? Learn to save a life today. Along the bottom is the campaign hashtag - #ZeroSuicideLDN – and an orange ribbon next to the Thrive LDN OK logo.



[Download](#)

Alt text: A tablet computer sits on a white desk, propped up by a keyboard case. The screen shows the title slide for the "ZSA Suicide Awareness Training," with the Zero Suicide Alliance logo in the corner and a photo of a woman looking thoughtfully to the side.

**Full range of #ZeroSuicideLDN assets via Google Drive:**

		<a href="https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link">https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE?usp=drive_link</a>
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## For posting on completion of the training – can be posted anytime


### ***Suggested assets***

For ease, we've included some suggested assets alongside the suggested copy (below). To download a suggested graphic right click, then 'open link' to download.

### ***Alt text for static assets***


When posting the static images, please add or adapt accordingly the alt-text copy as included below. This helps to make content more accessible. If you're unsure how to add alt-text, see info below for [Facebook](#), [Instagram](#), [X/Twitter](#) and [LinkedIn](#).

Channel	Suggested copy	Example assets and links for more
Twitter (1)	<p>I've just taken @ZeroSuicide's free suicide prevention training ❤️</p> <p>Join me and the 460,000+ Londoners to learn how to support a loved one, colleague or stranger in crisis. Together we can break the stigma surrounding suicide and mental health.</p> <p>Visit: <a href="https://zerosuicidealliance.com/training">https://zerosuicidealliance.com/training</a></p>	<p><b>STILL IMAGE</b></p>  <p><a href="#">Download</a></p>

<b>Twitter/ Linkedin (2)</b>	<p>It's never been more important to think and talk more about mental health.</p> <p>That's why I've taken Zero Suicide Alliance's free suicide prevention training to learn how to support someone in crisis.</p> <p>It only takes 30 minutes. Will you join me?</p> <p>👉 <a href="https://zerosuicidealliance.com/training">https://zerosuicidealliance.com/training</a></p>	<p>Alt text: On a two-tone yellow background reads the text: I've taken the training #ZeroSuicideLDN. At the bottom is Thrive LDN's logo and website details: thriveldn.co.uk slash Zero Suicide LDN. The Thrive LDN OK watermark is visible in the background of the asset, with the OK slightly unaligned through the middle horizontality where there is a change of colour tone.</p> <p><b>VIDEO</b></p>  <p><a href="#">Download</a></p> <p><b>Full range of #ZeroSuicideLDN assets via Google Drive:</b></p> <p><a href="https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2eqGI_CdE?usp=drive_link">https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2eqGI_CdE?usp=drive_link</a></p>
<b>Twitter/ Linkedin (3)</b>	<p>Around 11 people a week take their own life in London.</p> <p>It only takes 30 minutes to take Zero Suicide Alliance's free suicide prevention training to learn how to save a life.</p> <p>I've taken the training. Will you?</p> <p><a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a></p>	



<b>Twitter/ Linkedin (4)</b>	<p>Got 30 minutes? Why not use it to learn how to save a life?</p> <p>I've just completed Zero Suicide Alliance's training to learn how to support someone who may be in crisis.</p> <p>Join me and learn to save a life today:  <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a> </p>	
<b>Facebook LinkedIn/</b>	<p>I've taken suicide prevention training.</p> <p>It's never been more important to think and talk more about mental health. The Zero Suicide Alliance's free suicide prevention training is a really helpful way to learn what to do if a loved one, colleague, or stranger is in a crisis or at risk of suicide.</p> <p>Learn to save a life today, join me in supporting the #ZeroSuicideLDN campaign.</p> <p>Visit Thrive LDN's website for more details:  <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a> </p>	

<b>Instagram</b>	<p>I've taken @zerosuicidealliance's free, suicide prevention training to support the #ZeroSuicideLDN campaign.</p> <p>It's never been more important to think and talk more about mental health. The training only takes 30 minutes and is a really helpful way to learn what to do if a loved one, colleague, or stranger is in a crisis or at risk of suicide.</p> <p>Together we can break the stigma surrounding suicide and mental health.</p> <p>Join me and learn to save a life today...</p> <p>Visit <a href="http://thriveldn.co.uk/zerosuicideldn">thriveldn.co.uk/zerosuicideldn</a></p> <p>Or find details in @ThriveLDN and @zerosuicidealliance bio.</p>	<p><b>STILL IMAGE (4:5 format)</b></p>  <p><a href="#">Download</a></p> <p>Alt text: On a two-tone purple background reads the text: I've taken the training #ZeroSuicideLDN. At the bottom is Thrive LDN's logo and website details: <a href="http://thriveldn.co.uk/zerosuicideldn">thriveldn.co.uk slash Zero Suicide LDN</a>. The Thrive LDN OK watermark is visible in the background of the asset, with the OK slightly unaligned through the middle horizontality where there is a change of colour tone.</p> <p><b>VIDEO (9x16 format)</b></p>
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**I'VE TAKEN  
THE TRAINING**

#ZeroSuicideLDN

ThriveLDN   
[www.thriveldn.co.uk/zerosuicideldn](http://www.thriveldn.co.uk/zerosuicideldn)

**Full range of #ZeroSuicideLDN assets via Google Drive:**

[https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGICdE?usp=drive\\_link](https://drive.google.com/drive/folders/189EzBGDyPA96jr-Tw6-sTlh2egGICdE?usp=drive_link)

## Standard text for newsletters and/or offline copy

This standard text can be adapted for websites, e-newsletters and other bulletins. Localise and adapt text in red.

### Website copy

680 words

## **[Headline]More than 460,000 Londoners play their part in the #ZeroSuicideLDN campaign**

**DN. YouTube embed:** <https://youtu.be/eHh2Ott94YM> OR [static image](#).

Suicide is the leading cause of death in people aged 15–29, and the biggest killer of men under 49 in the UK. In London, the sad truth is suicide is the cause of death of around 11 Londoners every week.

Launched six years ago in September 2019 by the Mayor of London, the citywide [#ZeroSuicideLDN campaign](#) has now supported more than 460,000 people across the capital access free, online suicide prevention training.

Developed by the Zero Suicide Alliance, the free, online training takes around 30 minutes to complete and is designed to show how to have a direct and honest conversation about suicide and mental health with friends and family. The training also helps to break the stigma of talking about mental health, suicidal thoughts and bereavement.

On average 1 in 4 (25 per cent) of the total number of completed training sessions each month are being done by those living or working in London. #ZeroSuicideLDN campaign organisers, Thrive LDN, have praised how this demonstrates the spirit of Londoners to play their part in looking out for other Londoners. As well as showcasing the collective effort to from London partners to support the citywide campaign.

**Marking World Suicide Prevention Day 2025, [Local spokesperson] said:** “[Organisation/Borough] supports the #ZeroSuicideLDN campaign and we want to help it go even further. World Suicide Prevention Day is an opportunity to remember that it has never been more important for each of us to think and talk more about mental health and wellbeing.

“Please take the free 30-minute online training and then tell your friends, colleagues, and family about it too. Together, by encouraging even more Londoners to take the Zero Suicide Alliance’s free online training, we can support people to talk openly about suicide and mental health.”

The campaign is led by London’s public health partnership, Thrive LDN. Noting the continued support and number of people taking the training each month, Thrive LDN director, Dan Barrett, thanked everyone who has played their role in looking out for other Londoners. Barrett also stressed how debt is a significant risk factor for suicide and that the training remains “more important than ever” during challenging economic times.

While London has the lowest suicide rate of any English region, a [2024 report by Association of Mental Health Providers](#) highlighted how the cost-of-living crisis has played a role in worsening existing mental health challenges. Evidence shows

	<p>financial pressures provoking mental ill health amongst individuals, and intensifying structural inequalities faced by racialised and marginalised communities.</p> <p><b>Dan Barrett, Thrive LDN director, commented:</b> “It is very encouraging to see the number of people who have taken the training since the #ZeroSuicideLDN campaign was launched six years ago. However, a lot has happened since which makes people more vulnerable to suicide or crisis. That is why we want to encourage as many people as possible to take free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>“For many Londoners it remains a challenging and uncertain time with increased cost-of-living pressures being felt unevenly across the capital. Debt is a significant risk factor of suicide. Financial concerns are not always commonly discussed. Many people may feel a sense of shame about their situation or do not typically discuss personal finance with others. Therefore, the training remains relevant and more important than ever.”</p> <p>To find out more about these resources and the suicide prevention training, visit <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a>.</p>
<p><b>Newsletter copy</b></p> <p><i>113 words</i></p>	<p><b>This World Suicide Prevention Day take free, online training and be prepared to save a life</b></p> <p>We know that living and working in London can be stressful, and right now for some it may be overwhelming considering the many challenges so many Londoners face.</p> <p>That is why we want to encourage Londoners to support the <a href="http://www.thriveldn.co.uk/zerosuicideldn">#ZeroSuicideLDN campaign</a> and take free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>World Suicide Prevention Day is an opportunity to remember that it has never been more important for each of us to think and talk more about mental health and wellbeing. For full details visit: <a href="http://www.thriveldn.co.uk/zerosuicideldn">www.thriveldn.co.uk/zerosuicideldn</a>.</p>

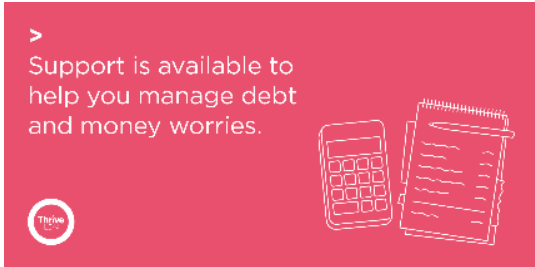
## 5. Support with money worries (cost-of-living signposting)

We are encouraging partners to signpost to information on how to manage financial anxiety and uncertainty, alongside resources which support mental health and wellbeing. The below suggested social media posts support signposting to relevant services that will support Londoners with money worries. Please consider incorporating these alongside any other planned communications on this topic/ area or when aligning with suicide prevention communications.

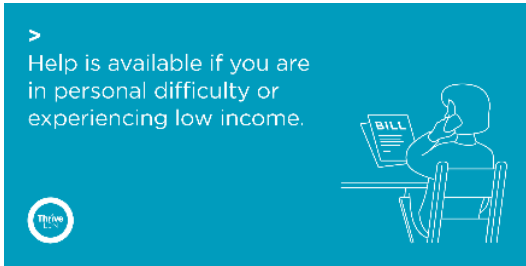
### In summary:

- Financial resilience and feelings of control relating to finance have a profound impact on people's wellbeing.
- Employment and financial security have a two-way relationship with overall mental health, with stable, consistent employment and the ability to save money act as protectors of mental health whereas debt, unemployment, and financial instability act as some of the main barriers to emotional wellbeing.
- The challenges posed by the cost-of-living crisis are being felt unevenly across London, exposing differences of vulnerability across geographies and social groups. As such, more Londoners will be considered vulnerable to suicide.
- In response to this it is vital for London to take a public mental health approach to its response to ensure that the wellbeing of Londoners is prioritised alongside the growth of London's economy.







### Support with money worries (below links could be localised)

Channel	Suggested copy	Example assets
Twitter – Debt Free Advice	<p>For some Londoners right now, worrying about money may feel overwhelming or leaving you feeling very anxious.</p> <p>If you are worried about money or need free, impartial advice, @DebtFreeAdvice_'s advice line is there to help.</p> <p>Call 0800 808 5700 or visit <a href="http://www.debtfreeadvice.com">www.debtfreeadvice.com</a></p>	 <p><a href="#">Download</a></p>





<p><b>Twitter – supporting debt and money worries 1</b></p>	<p>For some Londoners right now, worries over money or debt may be overwhelming.</p> <p>If you are worried about money or need impartial advice, there is support available. Ask for help if you need it.</p> <p>@DebtFreeAdvice_ 0800 808 5700</p> <p>@CAPuk 0800 328 0006</p> <p>Or visit <a href="http://www.nhs.uk/mental-health/advice-for-life-situations-and-events/how-to-cope-with-financial-worries/">www.nhs.uk/mental-health/advice-for-life-situations-and-events/how-to-cope-with-financial-worries/</a></p>	<p>Alt text: Graphic reads: Support is available to help you manage debt and money worries. Alongside a line drawing of a calculator and note pad.</p>  <p><a href="#">Download</a></p> <p>Alt text: Graphic reads: Help is available if you are in personal difficulty or experiencing low income. Alongside a line drawing of a person on the phone with a document in front of them with the word 'Bill' written on it.</p>
<p><b>Twitter – supporting debt and money worries 2</b></p>	<p>Talking about financial concerns and difficulties is challenging. But you are not alone, and there is nothing to be ashamed of.</p> <p>Talk to someone you trust💬</p> <p>Reach out to friends and family💛</p> <p>If you need advice there is support available:  <a href="http://www.london.gov.uk/what-we-do/communities/help-cost-living/help-if-money-worries-are-affecting-your-mental-health">www.london.gov.uk/what-we-do/communities/help-cost-living/help-if-money-worries-are-affecting-your-mental-health</a></p> <p>#ThroughTogether</p>	


<b>Twitter – supporting debt and money worries 3</b>	<p>Accessing help and support for financial difficulties is really important. And doing what you can to stay well will help you deal with things better.</p> <p>Talk to someone you trust 💬</p> <p>Take things one step at a time 👍</p> <p>Focus on what you can control 👤</p> <p>Reach out to friends &amp; family 🤝</p>	
<b>Twitter – personal difficulty</b>	<p>If you find yourself in urgent financial or personal need, there is support and information available for you. Please seek help if you need it.</p> <p>📞 @turn2us_org: 0808 802 2000</p> <p>🏠 @Shelter: 0344 515 1540</p> <p>🍷 @TrussellTrust: 0808 208 2138</p> <p>Or visit <a href="http://www.london.gov.uk/what-we-do/communities/help-cost-living/">www.london.gov.uk/what-we-do/communities/help-cost-living/</a></p>	


<p><b>Instagram</b></p>	<p>For some Londoners right now, worrying about money may feel overwhelming or leaving you feeling very anxious.</p> <p>If you are worried about money or need free, impartial advice, @debtfreeadvice's advice line is there to help.</p> <p>Call 0800 808 5700 or visit <a href="https://debtfreeadvice.com">debtfreeadvice.com</a></p> <p>If you find yourself in urgent financial or personal need, there is support and information available for you. Please seek help if you need it.</p> <p> @turn2us_org: 0808 802 2000</p> <p> @sheltercharity: 0344 515 1540</p> <p> @trusselltrust: 0808 208 2138</p> <p>Find more advice by searching 'GLA Cost of Living Hub'.</p>	<div data-bbox="1294 113 1581 469"> <p>Support is available to help you manage debt and money worries...</p>  </div> <p><a href="#">Download</a></p> <p>Alt text: Graphic reads: Support is available to help you manage debt and money worries. Alongside a line drawing of a calculator and note pad.</p> <div data-bbox="1294 699 1655 1342"> <p>Support is available to help you manage debt and money worries...</p>  </div>
<p><b>Instagram</b></p>	<p>Talking about financial concerns and difficulties is challenging. But you are not alone and there is nothing to be ashamed of.</p> <p>If you need support and impartial advice, there are free professional services available.</p>	<div data-bbox="1294 113 1655 1342"> <p>Support is available to help you manage debt and money worries...</p>  </div>

Accessing help and support for financial difficulties is really important. But so is also doing what you can to stay well, which will help you deal with things better.

Talk to someone you trust 

Take things one step at a time 

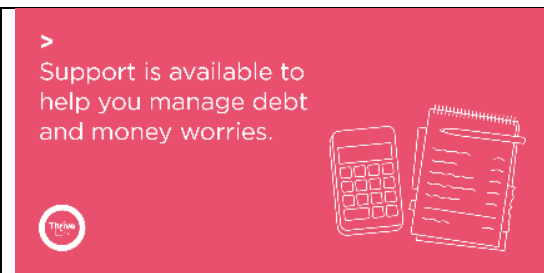
Focus on what you can control 





Reach out to friends and family 

For a range of information to support Londoners, including on money and mental health, search 'GLA help with the cost of living online hub'.

And for more ideas on looking after your own wellbeing, @ThriveLDN has simple tools, ideas and inspiration. Follow the link in their bio.

#ThroughTogether

<p><b>Facebook / LinkedIn</b></p>	<p>For some Londoners right now, worrying about money may feel overwhelming or leaving you feeling very anxious.</p> <p>If you are worried about money or need free, impartial advice is available. Debt Free Advice is there to help.</p> <p>Call free on 0800 808 5700 or visit: <a href="http://www.debtfreeadvice.com">www.debtfreeadvice.com</a></p> <p>The GLA has published a Help With the Cost of Living online hub which contains a range of information to support Londoners, including on money and mental health:  <a href="https://www.london.gov.uk/what-we-do/communities/help-cost-living">https://www.london.gov.uk/what-we-do/communities/help-cost-living</a></p>	<div data-bbox="1283 105 1825 379">  <p>&gt; Support is available to help you manage debt and money worries.</p> </div> <p><a href="#">Download</a></p> <p>Alt text: Graphic reads: Support is available to help you manage debt and money worries. Alongside a line drawing of a calculator and note pad.</p>
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<b>Facebook / LinkedIn</b>	<p>Talking about financial concerns and difficulties is challenging. But you are not alone and there is nothing to be ashamed of.</p> <p>If you need support and impartial advice, there are free professional services available.</p> <p>Accessing help and support for financial difficulties is really important. But so is also doing what you can to stay well, which will help you deal with things better.</p> <p>Talk to someone you trust </p> <p>Take things one step at a time </p> <p>Focus on what you can control </p> <p>Reach out to friends and family </p> <p>The GLA's Help With the Cost of Living online hub contains a range of information to support Londoners, including on money and mental health: <a href="https://www.london.gov.uk/what-we-do/communities/help-cost-living">https://www.london.gov.uk/what-we-do/communities/help-cost-living</a></p>	
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## 6. Thrive LDN conversation starter

Thrive LDN's [conversation starter tool](#) helps Londoners engage with friends, family, neighbours or those they support in the community or workplace about good mental health, wellbeing and financial worries. As well as importantly knowing the most appropriate help and advice services to signpost to for professional support.



### Download the conversation starter resource (PDF):

- [Cost-of-living version \(November 2022\)](#)
- [Covid version \(January 2021\)](#)


The conversation starter tool is also embedded in the [Good Thinking guides to looking out for those around you](#). Four tailored guides with three simple steps to help you spot the signs of poor mental health in others, check in and let them know you care and help them get the support they need.

### Download the guides (PDF):

- [Looking out for those around you](#)
- [Looking out for friends and colleagues at work](#)
- [Looking out for your friends – a guide to help children and young people support friends](#)
- [Looking out for children and young people – a guide for parents and carers](#)

Channel	Suggested post	Suggested asset
Twitter 1	<p>Talking about mental health is important, but it isn't always easy.</p> <p>Explore @ThriveLDN's conversation starter tool to find tips and prompts to help you get your community talking.</p> <p><a href="https://thriveldn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/">https://thriveldn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/</a></p>	 <p>Alt Text: Two people are sat together eating and drinking, above them a question reads: When did you last talk to someone you care about?</p>
Twitter 2	<p>It's not always easy for someone to talk about how they're feeling or share their concerns.</p> <p>Why not reach out to a friend or loved one to get them talking.</p> <p>Explore some ways in which you can start such conversations: <a href="http://www.thriveldn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/">www.thriveldn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/</a></p>	 <p>Alt Text: Two elderly people are walking a dog, above them a question reads: When did you last talk to someone you care about?</p>



<b>Twitter 3</b>	<p>Reaching out to someone could help them know that someone cares and help them find the support they need.</p> <p>Explore @ThriveLDN's tips on having a supportive conversation: <a href="https://thrivedn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/">thrivedn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/</a></p>	<p>Alt Text: Two people are walking a dog and having a chat. The text above them reads: When did you last talk to someone you care about?</p> <p><b>More assets:</b>  <a href="https://drive.google.com/drive/folders/1zbwJXFRtyFv2FjPLly-zx1q7TtelJ8LB?usp=drive_link">https://drive.google.com/drive/folders/1zbwJXFRtyFv2FjPLly-zx1q7TtelJ8LB?usp=drive_link</a></p>
<b>Instagram 1</b>	<p>When times are tough, it's important that we look after our own and each other's wellbeing.</p> <p>Reaching out to someone could help them know that someone cares, that they are valued, and help them find the support they need.</p> <p>Explore @ThriveLDN's tips on having a supportive conversation - click the link in their bio.</p> <p>#ThroughTogether #ZeroSuicideLDN</p>	 <p>Alt Text: A person is sat on the floor and holding a phone to their ear. The text above them reads: When did you last talk to someone you care about?</p>
<b>Instagram 2</b>	<p>Loneliness can affect us all, at any time of our lives.</p> <p>When times are tough it's important that we look after our own and each other's wellbeing.</p>	<p>Alt Text: A person is sat on the floor and holding a phone to their ear. The text above them reads: When did you last talk to someone you care about?</p>

@ThriveLDN's conversation starter tool gives you the tips and prompts to help you get your community talking about good mental health, wellbeing and financial worries.

This conversation starter tool follows a SIGNSS framework – Situation, Initiate, Guide, Nudge, and Support and Signpost – and aims to help encourage a gentle and supportive conversation.

It is designed to complement what many Londoners are already doing to support those close to them or in their social networks through difficult times.

Follow the link in @ThriveLDN's bio.

#ThroughTogether  
#ZeroSuicideLDN



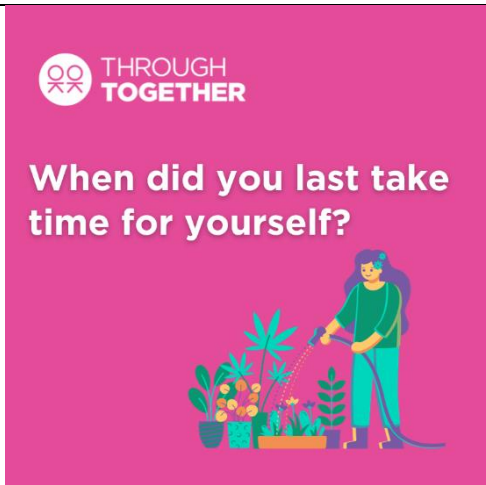
**Do you know where  
you can get support?**



Alt Text: A graphic designed to encourage people to open up about their mental health which asks the question: “Do you know where you can get support?”

More assets:

[https://drive.google.com/drive/folders/1igesfW3Kl-kKzdyMrEdpcbGz\\_i5xiTv?usp=sharing](https://drive.google.com/drive/folders/1igesfW3Kl-kKzdyMrEdpcbGz_i5xiTv?usp=sharing)

<p><b>Facebook and LinkedIn</b></p>	<p>When times are tough it's important that we look after our own and each other's wellbeing.</p> <p>@ThriveLDN's updated conversation starter tool gives you the tips and prompts to help you get your community talking about good mental health, wellbeing and financial worries.</p> <p>This conversation starter tool follows a SIGNSS framework – Situation, Initiate, Guide, Nudge, and Support and Signpost – and aims to help encourage a gentle and supportive conversation.</p> <p>It is designed to complement what many Londoners are already doing to support those close to them or in their social networks through difficult times.</p> <p>Explore via Thrive LDN's website:  <a href="https://thriveldn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/">https://thriveldn.co.uk/communications/toolkits-and-resources/toolkit/thrive-ldn-mental-health-conversation-starter/</a></p>	<div data-bbox="1256 108 1740 595">  </div> <p>Alt Text: A person tending to their garden or plants. The graphic asks the question: "When did you last take time for yourself?"</p> <p>More assets:  <a href="https://drive.google.com/drive/folders/1igesfW3Kl-kKzdyMrEdpcbGz_i5xiTv?usp=sharing">https://drive.google.com/drive/folders/1igesfW3Kl-kKzdyMrEdpcbGz_i5xiTv?usp=sharing</a></p>
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## 7. Free trauma-informed practice training


Thrive LDN has been working with Nicola Lester Psychological Trauma Consultancy to offer **free, online trauma-informed practice training** to support individuals and organisations.



The training is offered across three levels, Bronze, Silver and Gold. At each level, participants receive a certificate of completion and certified badge which can be used to demonstrate their knowledge and trauma informed training status. Training is free to complete and does not require registration to join.


More details including the links to the courses can be found on the [Thrive LDN website](#).

Below we have provided some suggested copy for digital channels which you may find useful to promote the training opportunity to your networks, internally and externally.

Whilst the training videos can be accessed individually, some organisations may prefer to participate in a group, either in person or online. On our website, you can also find a brief guide for facilitators to promote engagement and enhance opportunities for discussion and sharing learning.

<b>Channel</b>	<b>Suggested post</b>	<b>Suggested asset</b>
<b>Twitter (1)</b>	<p>Access free, online trauma-informed practice training from @ThriveLDN and Nicola Lester designed to support individuals and organisations. Work your way through Bronze, Silver &amp; Gold levels.</p> <p>Training and supporting resources can be accessed via: <a href="http://www.thriveldn.co.uk/trauma-informed">www.thriveldn.co.uk/trauma-informed</a></p>	<p><b>Static images:</b> <a href="#">All available via Google Drive.</a></p>  <p>Alt text: The free trauma-informed practice training is playing on a laptop that is standing open at a desk.</p>

<p><b>Twitter (2)</b></p>	<p>Interested in becoming more trauma aware?</p> <p>Then take @ThriveLDN and Nicola Lester's free, online training and get certified at bronze, silver and gold level.</p> <p>Full details about the training and supporting resources can be accessed via: <a href="http://www.thriveldn.co.uk/trauma-informed">www.thriveldn.co.uk/trauma-informed</a></p> <p>#ThroughTogether</p>	<p><b>You can also download a collection of illustrations and quotes from the training to support promotion. We have included two below as an example. <a href="#">Download the illustrated quotations [ZIP, 5.4MB]</a></b></p> <p>Language matters. The words we use can change and save lives.</p>  <p><small>NICOLA LESTER   ThriveLDN   A PARTNER OF MAYOR OF LONDON</small></p>
<p><b>LinkedIn and Facebook</b></p>	<p>How trauma aware are you?</p> <p>Thrive LDN has partnered with Nicola Lester Psychological Trauma Consultancy to offer free, pre-recorded online trauma-informed practice training to support individuals and organisations.</p> <p>The training is offered across three levels, Bronze, Silver and Gold, with the opportunity to move up to the next level at each stage.</p> <p>At each level, participants will receive a certificate of completion and certified badge which can be used to demonstrate their knowledge and trauma informed training status.</p>	<p>Alt text: An illustration of four people holding hands, one of which is a child, sits next to the text: Language matters. The words we use can change and save lives.</p> <p>Compassion demands action. Even when the action is simply to sit still, bear witness to someone's distress and remain present.</p>  <p><small>NICOLA LESTER   ThriveLDN   A PARTNER OF MAYOR OF LONDON</small></p>

	<p>Training is free to complete and can be accessed from @ThriveLDN's website:</p> <p><a href="http://www.thriveldn.co.uk/trauma-informed">www.thriveldn.co.uk/trauma-informed</a></p>	<p>Alt text: An illustration of a tree next to the text: Compassion demands action. Even when the action is simply to sit still, bear witness to someone's distress and remain present.</p>
Instagram	<p>How trauma aware are you?</p> <p>@ThriveLDN has partnered with Nicola Lester Psychological Trauma Consultancy to offer free, pre-recorded online trauma-informed practice training to support individuals and organisations.</p> <p>Training is free to complete and can be accessed from @ThriveLDN's website. Search the link in their bio.</p> <p>It is offered across three levels, Bronze, Silver and Gold, with the opportunity to move up to the next level at each stage.</p>	<p>Ruptures happen. But magic can be found in the repair.</p>  <p>NICOLA LESTER PSYCHOLOGICAL TRAUMA CONSULTANCY</p> <p>ThriveLDN Research Support Healthier Lives</p> <p>SUPPORTED BY MAYOR OF LONDON</p> <p>Alt text: An illustration of a phoenix rising from the flames with the text: Ruptures happen. But magic can be found in the repair.</p>

At each level, participants will receive a certificate of completion and certified badge which can be used to demonstrate their knowledge and trauma informed training status.

#TraumaInformed

#MentalHealthTraining

#ThroughTogether

Reconnection needs our ability to work creatively. We must find new tools, new approaches and learn from each other. We must stay open, curious and hopeful.



NICOLA LESTER  
PSYCHOLOGICAL TRAUMA CONSULTANCY

ThriveLDN  
towards happier, healthier lives



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Alt text: An illustration of two people kneeling, facing each other. Above the head of the person on the right-hand side is an illustrative squiggle and thoughts. The text reads: Reconnection needs our ability to work creatively. We must find new tools, new approaches and learn from each other. We must stay open, curious and hopeful.

There is no formula for reconnection, only a collection of the most intrinsic qualities of what it means to be human.



NICOLA LESTER  
PSYCHOLOGICAL TRAUMA CONSULTANCY

ThriveLDN  
Towards Happier, Healthier Lives



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Alt text: An illustration of a person within a person, with the text above reading: There is no formula for reconnection, only a collection of the most intrinsic qualities of what it means to be human.

We have also produced aid memories for each level which can be downloaded:

**Bronze**



## The Gift of Reconnection: Trauma-Informed Practice training



NICOLA LESTER  
PSYCHOLOGICAL TRAUMA CONSULTANT

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### [Download](#)

Alt text:

An infographic titled "The Gift of Reconnection: Trauma-Informed Practice training - Becoming Trauma Aware - Bronze Level." This visual map, created with Nicola Lester, uses hand-drawn illustrations and text to introduce foundational concepts of trauma.

The main sections are:

Understanding Trauma & Loss: Defines trauma as "a wound, a hurt, a defeat" and describes how it can

		<p>lead to "shattered assumptions" like "The world is unsafe."</p> <p>The Complexity of Developmental Trauma: Shows an illustration of a brain (primitive, limbic, cortical) and lists impacts such as on sensory development, dissociation, and emotional regulation.</p> <p>Integrating a Trauma Informed Approach in Practice: A 5-step process is outlined:</p> <ul style="list-style-type: none"> <li>Establishing a sense of safety</li> <li>Restoring choice and control</li> <li>Supporting someone to grieve</li> <li>Facilitating connection</li> <li>Responding to identity and context</li> </ul> <p>Other concepts include "Resilience," "Reframing," "Building on Strengths," and the importance to "Connect &amp; Remain Connected."</p> <p>The infographic is by Nicola Lester Psychological Trauma Consultancy and supported by Thrive LDN and the Mayor of London. Contact information is provided as @lglover_facilitation and lglover-facilitation@mail.com.</p> <p><b>Silver</b></p>
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Alt text:

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		<p>Key themes and sections include:</p> <p>Developing Trauma Informed Practice: "We can only start from where people are and join them there."</p> <p>The Gift of Reconnection: The central section highlights core values needed for connection: Kindness, Hope, Commitment and Courage, Creativity, Compassion, Empathy, and Understanding, Curiosity and Humility. An illustration shows two people embracing.</p> <p>Creative Trauma Informed Practice: This section encourages the willingness to explore, imagine, and innovate, using tools like "Play" and creativity. It mentions "The Glass Jar" as an example.</p> <p>Language matters: Stresses the importance of what we say and don't say.</p> <p>Stay Present: An illustration of two footprints side-by-side.</p> <p>The infographic is by Nicola Lester Psychological Trauma Consultancy and supported by Thrive LDN and the Mayor of London. Contact information is provided as @lglover_facilitation and lglover-facilitation@mail.com.</p> <p><b>Gold</b></p>
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## The Gift of Reconnection: Committed to Trauma Informed Practice



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Alt text:

An infographic titled "The Gift of Reconnection: Committed to Trauma Informed Practice - Gold Level." This visual map, created with Nicola Lester, uses hand-drawn illustrations and text to explore advanced concepts.

		<p>The central diagram, titled "Our Hearts: The Impact of Working with Trauma," shows two figures, one comforting the other. It is surrounded by concepts like "Burnout," "Compassion Fatigue," and "Vicarious Trauma." A key quote reads, "Heartbreak is not something to be avoided, it is something to move towards."</p> <p>Other main sections include:</p> <p>Organisational Responses to Trauma, Power and Betrayal: With a commitment to offer kindness, truth, and compassion.</p> <p>Action &amp; Activism: Stating that "Change is Possible."</p> <p>Making Sense of Trauma Informed Practice: A circular diagram showing a process from "A Response to Crisis" to "Trauma Informed Interventions" and what it "Offers."</p> <p>Ending Well: Focusing on endurance and reconnection.</p> <p>A Trauma Informed Everything: Highlighting everyone's business.</p> <p>The infographic is by Nicola Lester Psychological Trauma Consultancy and supported by Thrive LDN and the Mayor of London. Contact information is provided as @lglover_facilitation and lglover-facilitation@mail.com.</p>
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