

Persuading suicidal men to get help

What

We conducted **primary research into factors that encourage men to call suicide helplines**

Why

Men aged between 25 and 60 commit around 75% of cases classified as suicide nationwide; a great disproportion relative to females of any age (ONS, 2015)

Outcome

Our results shed new light on how men look at such pieces of communication, as well as suggest critical points for improvement of existing and forthcoming campaigns – the most important being a **more goal-oriented and action-driven approach**

Method: 114 men were informally recruited online (i.e. social media snowball sampling), aged between 20 and 75, and were shown 4 posters – 2 of them were original existing posters, and 2 were designed by us.

The dimensions explored were:

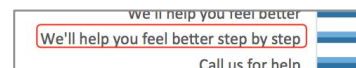
- Depicting an individual vs a group
- Preference towards talking vs action-orientation
- Convincingness of poster styles
- Convincingness of poster taglines



Results in a nutshell: Relatability, action-orientation and focus

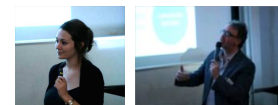
Perhaps most importantly, the results question an oft-repeated stereotype that men don't like to talk about their feelings. While our respondents preferred a goal-oriented, problem-solving approach, this preference was not mutually exclusive with talking about the problems and relieving the burden. This combination is crucial for framing future messages.

Further findings were in stark contrast to existing messages, which typically revolve around verbal sharing of problems without a specific goal.



So far

Invited to present this research at the **Male Psychology Conference 2016**, UCL, London
<http://www.malepsychology.org.uk/>



What's next?

A 'how-to-communicate' guide for members of the public who wish to raise money in male suicide related areas

We are working on a guide to help people find an effective voice to encourage men to seek mental health-related help.

Extending the research with specific organisations

We are looking to extending this research tailored to specific groups or organisations that might need help in both understanding the problem, and designing appropriate communications.