



*Workforce  
Mental Wellbeing &  
Suicide Prevention  
Campaign  
Evaluation Report*

**September 2021**

***#ItsEveryonesJob***

# Contents



Executive Summary

Introduction

Needs Assessment

Campaign Development

Campaign Development Pathway

Campaign Promotions

Partnership Working

Lived Experience Team, Fife Voluntary Action

Workshops

Resources

Social Media

Further Findings & Evaluation

Campaign Costings

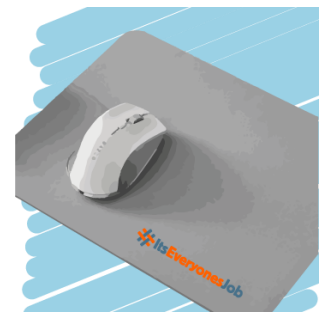
Campaign Reflections

Future Work

Conclusion

## Executive Summary

A growing need for workforce mental wellbeing support has been apparent throughout the pandemic.



### **A survey of Fife workplaces in February 2021 revealed:**

- Managing workforce mental health was a topic of interest for 75% of respondents
- 40% of respondents had been affected by suicide in their workplace (in the previous 12month period).

In response Health Promotion Service, Fife Health and Social Care Partnership (HPS) delivered the #ItsEveryonesJob campaign in September 2021.

This campaign consisted of a digital toolkit providing a range of useful resources including a traumatic incident framework. Virtual workshops were also provided for Fife workplaces. The involvement of lived experience in the development process was key to the success of the campaign.

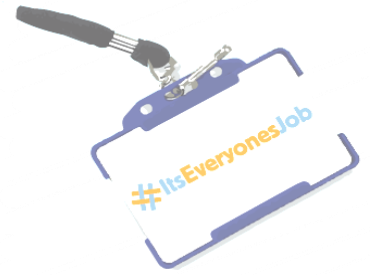
### **Highlights included:**

- 453 campaign page views through NHS Fife web platform
- 82% of all site traffic during campaign week to the Health Promotion Access Catalogue (HPAC) webpage were from new visitors
- Over 70% of post campaign survey respondents felt the campaign was either very valuable or valuable to them.

HPS aims to continually raise awareness of Suicide Prevention and its related support services.

#ItsEveryonesJob campaign resources remain accessible via HPS Workplace Team webpage for Fife's workforce to use - as and when required.

# Introduction



Workplace Team, Health Promotion Service, Fife Health & Social Care Partnership, supports employers with health, safety & wellbeing outcomes and often work in partnership with other professionals to deliver workforce campaigns & initiatives.

As part of Fife's suicide prevention work, suicide prevention campaigns are developed and delivered throughout the year. Workplaces were identified for a 2021 targeted campaign which would involve employers and their workers.

The Workforce Mental Wellbeing & Suicide Prevention Campaign was initiated by Mary-Grace Burinski Health Promotion Officer for Suicide Prevention and the Workplace Team

The campaign intentions were discussed at the Suicide Prevention Communication Delivery Group prior to development.

The campaign was needs assessed by Fife workplaces and developed in collaboration with local organisations such as Fife Council, Fife Voluntary Action, NHS Fife and Samaritans



# Needs Assessment

Workplaces had shown interest in suicide prevention as a topic through feedback to previous needs assessment surveys.



A focussed needs assessment for this campaign was undertaken with Workplace Team contacts in March 2021. 41 people responded to this needs assessment – an overall response rate of 15%.

The main findings from this needs assessment are noted below - these findings assisted Workplace Team in the initial stages of the campaign development process.

- 91% of respondents were most interested in a wider workforce mental wellbeing & suicide prevention campaign as opposed to a stand alone suicide prevention campaign
- #ItsEveryonesJob was the favoured campaign hashtag (44%)

## Resources should include:

- Workforce Training 97%
- Traumatic Incident Framework 80%
- Web – Based Information 75%
- Case Studies 73%

Respondents favoured digital formats for campaign resources. 93% requested web based resources for accessibility as opposed to hard copy manuals 35%.

**40% of respondents had recently been affected by suicide in their workforce**

# Campaign Development



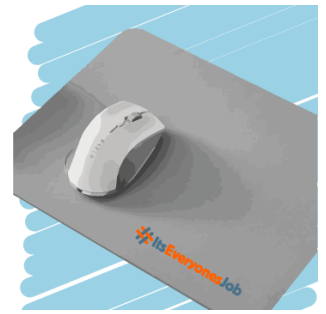
## Campaign Aims

- Encourage Fife's workforce to have healthy conversations around mental wellbeing, mental health & suicide prevention
- Raise awareness of the range of support which is available if required
- Encourage those in need of help to access it.

## Campaign Objectives

- Encourage healthy conversations about mental wellbeing & suicide prevention
- Reduce mental health stigma
- Provide a positive message of hope
- Encourage people to reach out for support in times of distress/crisis
- Know what support is available and how to access it
- Recognise the importance of listening and talking as a key action to improve and sustain mental wellbeing
- Encourage healthy conversations through talking & listening about mental wellbeing
- Build up confidence to talk about suicide with colleagues.

# Campaign Development (cont)



## Planned Campaign Resources

- [Digital Toolkit](#)
- [Traumatic Incident Framework](#)
- [Lived Experience Case Study](#)
- [Web Based Information](#)
- [Social Media Toolkit](#)

A screenshot of the NHS Fife website. The top navigation bar includes links for Services, About us, Work with us, Get involved, and News &amp; updates. The main content area has a green header for 'Workforce Mental Wellbeing and Suicide Prevention Campaign 2021'. Below the header, there is a paragraph of text: 'Welcome to the Workforce Mental Wellbeing &amp; Suicide Prevention webpage. Below, you can access web-based information as well as our campaign resources, training opportunities and support.' At the bottom of the content area, there is a 'Resources' button with a right-pointing arrow. To the right of the screenshot is a small image of a hand holding a pen pointing at a screen with the #ItsEveryonesJob logo, and the Fife Health &amp; Social Care Partnership logo.

## Workforce Mental Wellbeing & Suicide Prevention Toolkit

#ItsEveryonesJob

# Campaign Development Pathway

**February 2021**

**Health Promotion campaign planning meeting**

**March 2021**

**Fife Workplace's campaign needs assessment survey**

**April 2021**

**Campaign profiling meeting with Fife employers**

**Campaign profiling meeting with Suicide Prevention Network**

**Focus Group members identified to review drafted resources**

**May 2021**

**Draft Digital Toolkit & Traumatic Incident Framework developed & reviewed by Health Promotion staff**

**Campaign graphics developed**

**Meeting with Lived Experience Team (LET), Fife Voluntary Action, for campaign discussion**

**Campaign discussion with NHS Fife web team**

**June 2021**

**Initial focus group, campaign resource review meeting**

**Campaign promotions considered and linked contacts made**

**Promotional resources developed**



# Campaign Development Pathway (cont)

## July 2021

Second focus group, campaign resource review meeting  
Campaign communication with employer engagement partners

Contact with Kingdom FM to take forward campaign promotion

LET facilitated mental health interview recorded and transcribed

Planned workshop elements of campaign – Ask, Tell animations training, SHUSH Samaritans workshop & Virtual Facilitated Discussion

## August 2021

Campaign resource review opportunity, Fife employers

LET Lived Experience Case Study developed

LET sound bites incorporated into Digital Toolkit resource

All elements of campaign approved and ready for launch

Web page launched

Meeting with Kingdom FM & DC Thomson to discuss staff health & wellbeing and internal use of campaign resources

## September 2021

Kingdom FM promotional campaign 'live'

Campaign launch

Campaign workshop facilitation

# Campaign Promotions

Campaign Infomercial used on web pages & social media channels.

Social media scripts developed to promote campaign.

Campaign intentions shared via Workplace Team e-newsletters for information & further distribution.

E-shot of campaign information sent to Chamber of Commerce members on 3 occasions.

Campaign promotion shared through partners such as Fife Voluntary Action & Business Gateway.

HPS teams shared campaign promotions with their own contacts inc Suicide Prevention networks & groups.

NHS Fife Stafflink Blink internal staff promotion (intranet) & web page carousel (internet).

Audio and web based promotion through Kingdom FM & DC Thomson Group.



MS Teams  
#ItsEveryonesJob  
background created for  
trainers involved in the  
virtual workshops.



# Campaign Promotions (cont)

Fife Football Clubs shared the upcoming campaign by displaying the infomercial and sharing social media content.

Invest in Fife article developed to promote campaign through August edition of Fife Business Matters.

Recorded interview between NHS Fife & Kingdom FM to discuss campaign.

Fife Council Tractivity platform raised awareness of campaign to all Fife workplaces.

Fife Health & Social Care Partnership mentioned the campaign through the Directors Briefing publication.

A campaign Press Release was developed and shared to local media companies.

Campaign discussed at Fife Voluntary Action's Mental Health Forum.

Health Promotion staff used hyperlinked email footers to raise awareness of the campaign.



# Campaign Promotions (cont)

## Kingdom FM & DC Thomson Group

The Kingdom FM & DC Thomson group provided the following Principal Component Analysis (PCA) for their duration of promotion (4<sup>th</sup> September to 10<sup>th</sup> September).

### Kingdom FM Audio/Air Time:

- The audio promotion aired 56 times per week over the time period
- 42,000 listeners heard the campaign promotion throughout this time – an average of 6,000 exposures per day.

### Kingdom FM/DC Thomson, Web – based, Digital Promotion:

The campaign included digital banners throughout 6 of DC Thomson's news based web pages, pre-selected as they were commonly accessed by Fife's population

- 10,002 impressions were observed.



# Partnership Working

A working group, comprising of members from the Suicide Prevention Core Group and including Fife Health Promotion Service staff, were influential in building & reviewing the #ItsEveryonesJob campaign resources - as well as assisting with other campaign developments too.

- **Fife Voluntary Action, Lived Experience Team (LET)**  
Sound Bites & Partnership Case Study
- **Samaritans**  
Facilitation of SHUSH Listening Tips virtual workshop
- **Families in Trauma**  
Contributions to LET work & Virtual Facilitated Discussion
- **Fife Health Promotion Service**  
Facilitation of the Ask, Tell, Awareness Training sessions.



[Sound Bite](#)



Relief, Belief and Understanding



## Lived Experience Team (LET), Fife Voluntary Action

Fife Voluntary Action's Lived Experience Team (LET) work together to raise awareness and reduce the stigma surrounding mental health illnesses - collaborating with other organisations and partners to support mental health work streams here, in Fife.

LET contributed to the development of the Mental Wellbeing & Suicide Prevention campaign with 4 volunteers having a facilitated discussion about their personal experiences of poor mental health. Highlighting barriers and enablers to supporting others and demonstrating how simple steps to show you care, really do matter.

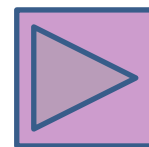
This facilitated discussion was adapted into sound bites and a partnership Case Study – both of which, are showcased within the campaign resources.

The LET discussion content is incorporated into the Workforce Mental Wellbeing and Suicide Prevention campaign resources and LET experiences/perspectives has additionally supported continual qualitative review throughout the campaign development process.

LET's contribution to the Workforce Mental Wellbeing and Suicide Prevention campaign has been extremely valuable, and it has provided a crucial dimension to the campaign - the voice of Lived Experience.



**[Sound Bite](#)**



**[Sound Bite](#)**

Permissions to utilise LET volunteers experiences & perspectives were sought through Families in Trauma - a charity group who provides peer support to others.

## Workshops

The campaign workshops brought Fife's workforce together virtually, to consider workforce mental wellbeing & suicide prevention and promoted the various campaign resources.

Individual evaluation results are hyperlinked on workshop reports for information (as available).

### 4 workshops were facilitated throughout campaign week:

- 1 x Virtual Facilitated Discussion session on Monday 6<sup>th</sup> September (pm)
- 2 x Ask, Tell Awareness Raising Animations sessions, Tuesday 7<sup>th</sup> September (am) and Thursday 8<sup>th</sup> September (am)
- 1 x SHUSH Listening Tips workshop Friday 10<sup>th</sup> September (pm).

Workshops were promoted through email communication to Workplace Team distribution lists.

Workshop objectives were detailed and Small to Medium sized Enterprises (SME's) in particular, were encouraged to attend.

Workshop spaces were limited to 2 people per organisation to allow variation in groups and networking opportunities.

42 spaces to attend virtual sessions.

100% of spaces reserved.

Some workshops had a subsequent waiting list for cancellations.

Waiting list delegates invited to join sessions as required.

69% of booked delegates attended the workshops.

# Workshops (cont)

## Virtual Facilitated Discussion session 6<sup>th</sup> September:

*Facilitated by Families in Trauma and Fife Workplace Team.*

### Objectives

- Define good mental wellbeing in the workplace
- Identify workers who may need support with their mental wellbeing
- Assist others with suicide prevention
- Consider 'after a suicide, support for others'.

### Workplace Team Evaluation Results

*Thank you for inviting me to attend this session. I found it to be extremely valuable in reinforcing current practise and also sharing with others. I liked there was a diverse group of people and we could all share knowledge and experience.*

### Evaluation

- 40% of due delegates attended representing 3 Fife organisations
- 25% of delegates completed evaluation survey
- Two Partnership Case Studies in development
- Networking between HP Suicide Prevention & Families in Trauma
- Partnership working between Families in Trauma and 1 attending organisation
- Partnership working between HP Suicide Prevention & 1 attending organisation.



# Workshops (cont)

## Ask, Tell...Awareness Raising Animations Training 7<sup>th</sup> September:

*Facilitated by Fife Health Promotion Training Team & Health Promotion Officer, Suicide Prevention.*

### Objectives

Raise awareness and have facilitated discussions around the 3 Ask, Tell... educational animations - highlighting areas such as mental wellbeing, suicide prevention and having compassionate conversations with people who are experiencing mental distress or may be feeling suicidal.

### Evaluation

- 88% of due delegates attended representing 6 Fife organisations
- 1 attending delegate plans to use the course information in their practice generally
- 1 attending delegate feels this course is very valuable to their job role
- Vimeo animation links shared with 1 delegate after session.



# Workshops (cont)

## Ask, Tell...Awareness Raising Animations Training 9<sup>th</sup> September:

*Facilitated by Fife Health Promotion Training Team & Health Promotion Officer, Localities.*

### Objectives

Raise awareness and have facilitated discussions around the 3 Ask, Tell... educational animations - highlighting areas such as mental wellbeing, suicide prevention and having compassionate conversations with people who are experiencing mental distress or may be feeling suicidal.

### Evaluation

- 78% of due delegates attended representing 6 Fife organisations
- 1 attending delegate stated that the session content, presentation & facilitation were very clear
- 1 attending delegate said the course animations were helpful to 'take away' and view again, after the course.



# Workshops (cont)

## SHUSH Listening Tips Virtual Workshop:

*Facilitated by Samaritans and Fife Workplace Team.*

### Objectives

- Provide awareness of Samaritans' - who they are and what they do
- Increase workers' confidence in reaching out to a colleague by becoming a better listener
- How using the SHUSH listening tips can help you give the best support you can
- Learn some tips on how to open up a conversation.

### Evaluation

- 71% of due delegates attended representing 8 Fife organisations
- 80% of delegates completed evaluation survey
- 2 Active leads for further Samaritans training/resources.

*“It was really helpful and practical advice and something that can be shared and implemented into the business for all employees to engage with, we would love to utilize this into our website and share the tools shared, along with other aspects for the NHS Fife Health team”*

[Workplace  
Team  
Evaluation  
Results](#)

*“Many thanks, this was such an informative session and one we would like to implement within our teams”*

## Resources

Workplace Team incorporated several established and published resources into the campaign's Digital Toolkit as well as profiling some of them individually through the campaign's promotional social media content.

Some of the profiled resources are hosted on the Health Promotion Access Catalogue (HPAC) and the following analytics have been sourced from HPAC based on visits to the site & download activity:

- Keeping Connected Adult Leaflet downloaded 150 times from the site, in the week before campaign launch
- Keeping Connected Adult Leaflet downloaded 153 times from the site, in campaign week
- Keeping Connected Young People Leaflet downloaded 3 times from the site, in campaign week
- Keeping Connected Bereavement Leaflet downloaded 3 times from the site, in campaign week.

**HPAC visitors - 1046 during campaign week, 82% of which, were new visitors to the site.**



# Resources (cont)

## NHS Fife Web – Based Information

The campaign resources were accessible via a link published on the NHS Fife Workplace Team webpage.

The designated campaign web page could only be reached via Workplace Team web page as the unique link was not publicised out with this.

Analysis of the webpage statistics shows the following:

### **Pre-Campaign Launch (23<sup>rd</sup> Aug – 3<sup>rd</sup> September)**

300 visits to webpage with 33% of visitors returning again\*

37% of these visits occurred on the campaign materials launch day (30<sup>th</sup> August)

126 people accessed the campaign designated web page with 34% of visitors returning again \*

90 people accessed the campaign resources designated web page with 54% of visitors returning again \*.

### **Campaign Week (6<sup>th</sup> September – 10<sup>th</sup> September)**

153 visits to webpage with 29% of visitors returning again\*

40% of these visits occurred on campaign launch day (6<sup>th</sup> September)

86 people accessed the designated campaign web page with 34% of visitors returning again \*

81 people accessed the campaign resources designated webpage with 47% of visitors returning again \*.

**\* Denotes ‘in this time period’.**

# Social Media

## Pre-Campaign Promotion Social Media

Fife Health Promotion Service began promoting the campaign and associated #ItsEveryonesJob through @hwlfife Twitter & Workplace Team LinkedIn from 23<sup>rd</sup> August – 2 weeks before the campaign launch date.

This pre-campaign promotion intended to familiarise Fife's workforce with the upcoming campaign information and allow for time to reflect on how the campaign could be tailored to suit workers/sectors.

## Pre-Promotion Social Media Analytics

Over two weeks, 6 posts were published and the following social media analytics were observed:

- 8 Likes
- 9 Shares
- 565 Impressions
- 32 Engagements
- 122 Video Views

[Workplace Team](#)  
[Social Media](#)  
[Pre-Campaign](#)  
[Promotion](#)  
[Analytics](#)



# Social Media (cont)

## Fife Health Promotion Service Social Media, Campaign Week

Fife Health Promotion Service shared their intended social media schedule for campaign week through the campaign social media toolkit. This allowed Fife's workforce to have prior notice on planned publishing intentions and potentially allowed them to publish the same messages for campaign reinforcement.

Throughout campaign week, social media posts were published twice per day to 4 platforms @hwlfife & @FifeHpsservice Twitter, Fife Workplace Team LinkedIn and Fife Health & Social Care Partnership Facebook.

Throughout campaign week, 40 posts were published and the following social media analytics were observed:

- 59 Likes
- 59 Shares
- 10760 Impressions
- 333 Engagements

[Fife Health Promotion Service Social Media, Campaign Week Analytics](#)



# Social Media (cont)

## **#ItsEveryonesJob Activity Tracking Campaign week**

As part of the campaign, a Social Media Toolkit was developed for Fife's workforce. The toolkit detailed:

- Campaign Aims & Objectives
- Supporting Fife's Suicide Prevention 2021 Campaign through Social Media: How you can use this toolkit
- Background Information
- Local Campaign Resources/Signposting
- National Supporting Resources/Signposting
- Helpful Contacts
- Intended Social Media Script Schedule
- Additional Social Media Content
- Further Reading

Fife's workforce were encouraged to publish the suggested social media content, share our published content or publish their own content using #ItsEveryonesJob for campaign consistency.

## **#ItsEveryonesJob activity tracking found the following analytics from Fife's workforce:**

- Twitter 19 Users quoted #ItsEveryonesJob instigating a further 161 Likes & 41 shares.
- LinkedIn 7 Users quoted #ItsEveryonesJob instigating a further 32 Likes & 1 share.
- Facebook 12 Users quoted #ItsEveryonesJob instigating a further 161 Likes & 21 shares.



# Social Media (cont)

## Fife Football Clubs Social Media Promotion

On Suicide Prevention Day, Friday 10<sup>th</sup> September, Fife Football Clubs shared the #ItsEveryonesJob campaign through their social media platforms.

The football clubs involved were Dunfermline FC, Raith Rovers FC, East Fife FC, Kelty Hearts FC, Cowdenbeath FC and Inverkeithing Swifts FC.

Each football club displayed the campaign infomercial and shared social media content.

We thank all of the football clubs who promoted our campaign efforts.

Measuring the posts published by the football clubs on Friday 10<sup>th</sup> September, the following analytics were observed:

### Twitter Pages

Impressions	17,341
Engagements	339
Likes	43
Retweets	13



### Facebook Pages

Impressions	7,046
Engagements	104
Likes	14
Shares	1



# Findings and Evaluation (cont)

## Campaign Survey Monkey Questionnaire

Workplace Team distributed a Survey Monkey questionnaire to contacts via email and social media after campaign week. Additionally, this questionnaire was also sent to Suicide Prevention Network contacts.

The main aim of the survey was to gather qualitative evaluation about the campaign resources and activities.

See below for questionnaire report highlights:

77% of respondents found out about the campaign via email communications.

77% of respondents had accessed the campaign webpage.

The webpage, digital toolkit and social media toolkit were the most frequently viewed/used resources by respondents.

Over 70% of respondents felt the campaign was either extremely valuable or very valuable.

### Fife Health Promotion Service SurveyMonkey Questionnaire Report.

*Provided a greater knowledge, awareness & resources which could be shared and discussed with colleagues and staff...*

# Campaign Costings

## Families in Trauma

Audio recording of LET interview	<b>£675</b>
Transcribed script of LET interview	
Tailored sound bites	

## Kingdom FM

1 week of air time – 56 advertisements	<b>£720</b>
Web based promotion – 10,000 impressions	

## Chamber of Commerce

3 campaign e-shots to Fife businesses	<b>£162</b>
---------------------------------------	-------------

**TOTAL £1557**



## Campaign Reflections

The campaign development process was an enjoyable one for Workplace Team – establishing new partnership working relationships and appreciating the opportunity to network with others to develop an informative and meaningful campaign for Fife’s workforce.

### **On reflection, Workplace Team has several review points:**

With regards to virtual workshop attendance we’d have liked to see more organisations attend their booked places. If we were to run similar sessions again, we may consider oversubscribing course bookings slightly to buffer the effects of fails to attend.

The Facilitated Discussion attracted the lowest attendance rate (on the day) however contrastingly, we were thankful of this as we had underestimated the rate/levels of discussion that the session would prompt.

If we were to repeat Facilitated Discussion sessions again, we would either have a lower planned booking rate or extend the session time to allow participant inclusion.

Workplace Team are pleased that this campaign has instigated further, tailored work with Fife workplaces. Case Study developments demonstrating good practice and new partnership working relationships have grown from the campaign efforts.

The campaign resources remain available on Workplace Team webpage for use as required and we continue to signpost to these – whilst supporting Fife’s workforce with health, safety & wellbeing.

## Future work

Fife Health Promotion Service aim to continually raise awareness of Suicide Prevention and its related support services.

#ItsEveryonesJob campaign resources will remain accessible via Workplace Team webpage for workforce use.

Fife Health Promotion Service will liaise with organisations such as Fife Voluntary Action, Samaritans and Families in Trauma to ensure that resources remain current and fit for purpose - taking into account any new information available.

### Future work intended:

- Promotion of Peer Support groups
- Raising awareness of Accidental Suicide
- Raising awareness of Chronic Health and how it can link to Suicide Risk
- Targetted social media campaigns through paid advertising.



## Conclusion

Scotland's national suicide prevention action plan, "Every Life Matters", is working towards a vision where suicide is preventable in Scotland. It aims to make help & support available to anyone contemplating suicide, & also for those who have sadly lost a loved one to suicide. In Fife, we are also working towards this vision.

The #ItsEveryonesJob campaign is a workforce targeted campaign, based on local level needs assessment and with considerations to the increased factors which may cause individuals distress & crisis.

Suicide Prevention campaigns remain difficult to evaluate from a qualitative perspective generally, as there are no possible measures as to how many lives the campaign work has saved as the only official data relates to how many people have died by suicide.

Death by Suicide figures are recorded & measured annually by National Records Scotland (NRS) and Scottish Public Health Observatory (ScotPHO). The rolling 5 year trends are monitored by the Fife Suicide Prevention Multiagency Core Group and activity within the Fife Suicide Prevention Action Plan planned in response to this data.

Workplace Team hope that the #ItsEveryonesJob campaign encourages workers to have open conversations about mental health, assisting each other and realising that there is always hope, opportunities to recover from poor mental health.