

# **LET'S SPEAK PLAINLY**

If you're reading this,  
**you already know something about the pain of suicide**  
(Sadly, most of us do)

You never want to lose another friend, colleague or customer to suicide  
You want your workplace to be

# **SAFER FROM SUICIDE**

But you don't know where to start

*Allow us to break it down*



# THE DEVASTATING TRUTH:

Every day in the UK, **18 people die by suicide.**

Three quarters of these are men. **1**

Suicide is the biggest killer of under 35s. **2**

The emotional impact on those left behind is devastating, and each death by suicide costs on average £1.46 million. **3**  
(or £2.85 million if the person was aged 10-14)

Anyone can think about suicide.

No-one is immune.

**There is no 'them and us'.**

**1.** [Office for National Statistics: Suicides in England & Wales 2022](#)

**2.** [Papyrus: Prevention of Young Suicide - Latest Statistics](#)

**3.** [Samaritans \(March 2024\) The Economic Cost of Suicide in the UK](#)

**BUT WHAT  
CAN WE DO?**

Talking is our best form of prevention, and yet fear stops us talking about it.

So we must challenge our fears and learn tools to **talk about suicide.**

How to have a compassionate, confident, courageous conversation.

These tools aren't rocket science.

They don't need to feel scary.

**And they can and do save lives.**



# WHO ARE WE?



## ANN FELOY

*"I wanted to create an accessible training session for everyone that teaches **the tools I wish I'd had** before my beloved son Oliver took his own life, aged 22. His love and light lives on through our training, and through Olly's Future, the charity I created with his friends in his memory."*



## ROSE ROWKINS

*"For over 20 years, I have worked passionately to prevent suicide, **one conversation at a time**, as a Samaritan, counsellor, youth worker, and a suicide prevention trainer to 1000s of people worldwide. I have experienced first hand how a fearless, compassionate conversation can save a life. It saved mine."*



## IN MEMORY OF OLIVER (OLLY) HARE

Olly Hare was a vibrant and popular young man; well-travelled, wise beyond his years, and a great entertainer. Ann and Rose met by chance in 2018, shortly after Olly died by suicide. Together, in his memory, they created **Talking about Suicide: 10 Tools (TAS10)** which has been delivered to almost 5,000 people worldwide, and is now on the curriculum at a growing number of UK Medical Schools.



# WHAT DO WE BELIEVE?

## **Suicide is everyone's business.**

As parents, siblings, friends, neighbours and colleagues, even as strangers, we can and must ALL be a part of suicide prevention by learning to speak openly.

## **A conversation has the power to reduce pain and offer hope.**

This is important, because most people thinking of suicide are seeking a way to end their PAIN, not necessarily a way to die.

## **People will never forget how you made them feel.**

Maya Angelou said "People will forget what you said and did, but never how you made them feel." We need to put our fears aside and get way more curious to save lives.



Suicide prevention training teaches the tools and confidence to have **a conversation that could save a life**

**SESSIONS RANGE FROM:**



**TO:**

**TWO DAYS  
FACE-TO-FACE**





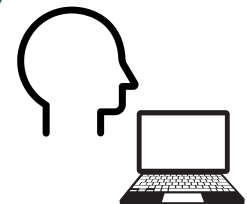


 **ASIST**

**...AND EVERYTHING IN BETWEEN.**



# KEY TRAINING OPTIONS - WHICH BEST SUITS YOUR TEAM?



	LENGTH	DELIVERY METHOD	MAX. IN GROUP	BUSINESS RATE*	COST PER PERSON
TAS10 ONLINE	90 mins		24	£1200	from £50
TAS10 IN PERSON	2 hrs		24	£1600	from £66
TAS10 EXTENDED	3.5 hrs		18	£2000	from £111
 <b>SFA</b> Suicide First Aid <small>Understanding Suicide Intervention</small>	1 day		16	£3000	from £188
 <b>ASIST</b> Applied Suicide Intervention Skills Training	2 days		30	£5000	from £167

\* Charity and small business rates are also available.



## LEARNING OUTCOMES TAS10 ONLINE & IN-PERSON

- ✓ Recognise the need for more **open conversation** about suicide, and address **common fears**
- ✓ Understand why some commonly used **language** is outdated and judgemental; learn alternatives
- ✓ Equipped with **10 practical tools** for talking about suicide, including
  - spotting possible signs
  - proactively starting the conversation
  - asking directly about suicide
  - effective active listening
- ✓ Experience hearing the 10 tools being used in a **relatable scripted example 'Life-Saving Conversation'**
- ✓ Appreciate the **limits** of what you can do, and the need to **work together** with other sources of support



## ADDITIONAL OUTCOMES TAS10 EXTENDED

- ✓ Learn an example **suicide safety plan**, including 'the 4 Ps': people/place/pain/plan
- ✓ Collectively **practice using the 10 tools** with a hypothetical co-created character, using the safe and effective 'forum theatre' technique.





## LEARNING OUTCOMES



SFA  
Suicide First Aid  
Understanding Suicide Intervention

- ✓ Learn the **theory** of suicide intervention: stigma, the hidden toll, the ripple effect, intention vs outcome of behaviour matrix, and the continuum of suicide
- ✓ Understand that suicide is **one of the most preventable** deaths and that basic skills can help someone with thoughts of suicide stay safe and stay alive
- ✓ Increase understanding and confidence via the **Suicide-Safety Guide**, a three step model that meets the needs of a person thinking about suicide
- ✓ Learn a **population-based approach** and the importance and reality of **partnership working**
- ✓ Learn two **self-care** activities
- ✓ Option to complete a post-training written assignment to gain an Assured Certificate of Learning from **City & Guilds**

## LEARNING OUTCOMES



ASIST

Applied Suicide Intervention Skills Training

- ✓ Unique opportunity to explore your **personal attitudes** to suicide in detail, and how they impact on an intervention
- ✓ Learn the **Pathway for Assisting Life (PAL) model** which gives suicide first-aid in a way that meet a person's individual safety needs
- ✓ Learn and practice an effective **suicide safety plan**, including the actions required to implement it
- ✓ **Practice all skills** in a wide variety of challenging scenarios to deepen knowledge and confidence
- ✓ Appreciate the value of **improving and integrating** suicide prevention resources in your wider community
- ✓ Recognise other important aspects of suicide prevention including **life-promotion and self-care**





# OUR PARTICIPANTS HAVE SAID **TAS10** IS...

## **SAFE**

"The atmosphere was light and supportive, and I felt like there were many opportunities for further support if I needed it. I would – and will – recommend this training to others."

– HR Manager

## **AUTHENTIC**

"Full of heart – based on active understanding/lived experience, therefore felt authentic and spot on."

– Counsellor

## **CLEAR & SIMPLE**

"Perfect length session and very informative. Delivered in a professional but also personable way. Excellent trainer."

– Charity CEO



## **ACCESSIBLE**

"The training was extremely accessible, well delivered and clearly organised. The materials were attractive, varied and engaging. The opportunities for participation were well integrated, well balanced, and well managed."

– Charity Trustee, also bereaved by suicide

## **EASY-TO ABSORB**

"I found it very useful – it was refreshing to receive so many useful and proactive tools in a short, digestible way that doesn't feel overwhelming to remember."

– Project Manager



# WE KNOW THAT EVEN A SHORT SESSION LIKE TAS10 CAN SAVE LIVES BECAUSE WE RECEIVE COMMENTS LIKE THIS:

Rose Rowkins the techniques on the TAS10 course helped me save a life 4 days after doing it! It enabled me to be confident listening and to say the right thing at the time of crisis.

I have 14 years of yearly mandatory suicide awareness training through working at Sussex Partnership NHS Foundation Trust but what is unique about the TAS10 training was the 10 practical takeaways, really memorable and kicked in straight away when I needed it. Thank you!

- Managing Director

I live next to a very high bridge which is often used as a point for suicides. This week, for the third time in as many years, I pulled a distressed woman down from the side of the bridge. I was able to talk to her in ways which were appropriate and remain calm and focused to get her the help she required in her moment of crisis. This was thanks to the training I undertook with you.

- Illustrator

Then we were told [redacted] was full up so ended up at [redacted] I actually walked straight into someone on the phone to 999 worried her ex was about to [redacted] and thanks to your training and inspirational presence I felt more equipped to try and help. You're work is really awesome.

Xxxx 08:39

\*your 08:39

- Community Choir Leader



# MEET OUR **TAS10** TRAINING TEAM

Our team is committed to helping communities and individuals become safer from suicide.

All our trainers are trained in ASIST, the two-day gold standard suicide intervention workshop; most are also ASIST Master Trainers. Included in our cost, our team also provide **practical and emotional support** on every session, whether online or in person.



**CHRIS  
BROWN**



**CRISTINA  
LA CARA**



**CHRISTINA  
WATSON**



**CRAIG  
BRYANT**



**IZZY  
RUSSELL**



**JAN  
PRITCHARD**



**JO  
WOODHAMS**



**MARK  
SLATTER**



**NICK  
BROWN**



**OTIS KIRBY  
DUNKLEY**



**RACHEL  
VAN HOVEN**



**RUSTY  
LIVOCK**



**TRAVIS  
COOK**





# ARE YOU READY TO BOOK TRAINING FOR YOUR TEAM?

## LET'S START THE CONVERSATION



OR



OR



OR



Complete our quick,  
friendly enquiry form

[www.bit.ly/  
TAS10enquiry](http://www.bit.ly/TAS10enquiry)

Book a no-obligation  
30-minute chat

[www.calendly.com/  
starttheconversation](http://www.calendly.com/starttheconversation)

Pick up the phone  
(old school!)

Call Rose on  
07387 203002

LinkedIn lover?  
Find us there:

Ann Feloy  
Rose Rowkins

We look forward to empowering your team with the tools & confidence to have a life-saving conversation, and to making your workplace...

**SAFER FROM SUICIDE.**