R;pple Suicide Prevention

Luke Haseldine

R;pple

Ripple

Our Mission

- Intercepting users conducting harmful online searches globally
- Advocate for changes to online safety law
- Providing nonjudgmental signposting at someone's most vulnerable point
- Providing hope that things can and will get better
- Be the Authority in Suicide and Self Harm content classification

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Suicide Statistics

One in five people have accessed sites which provide information on how to hurt or kill themselves (Suicide Forum)

There are **1.2 million** internet searches for ways to take your own life every month" (Suicide Forum)

Harmful internet use was found in **26%** of deaths in under 20s and **13%** of deaths in 20–24-year-olds (Samaritans)

Male suicide is at its **highest rate in 20 years** in 2020 (ONS)

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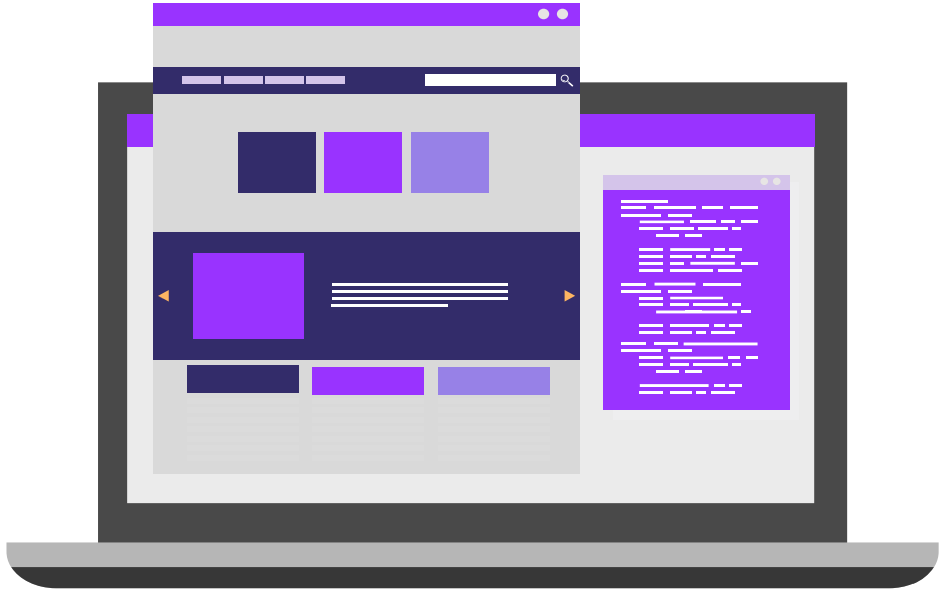
Are harmful online searches an issue?



59% of working adults are unaware of any suicide prevention policies within their workplace
(RWB, 2022)

1/5 of working adults see their workplace mental health policies as a 'tick box exercise', with 23% citing they don't have any policies in place at all
(RWB, 2022)

Searches for suicide helpline number have increased by **125%** since January 2019
(SEMrush,2021)

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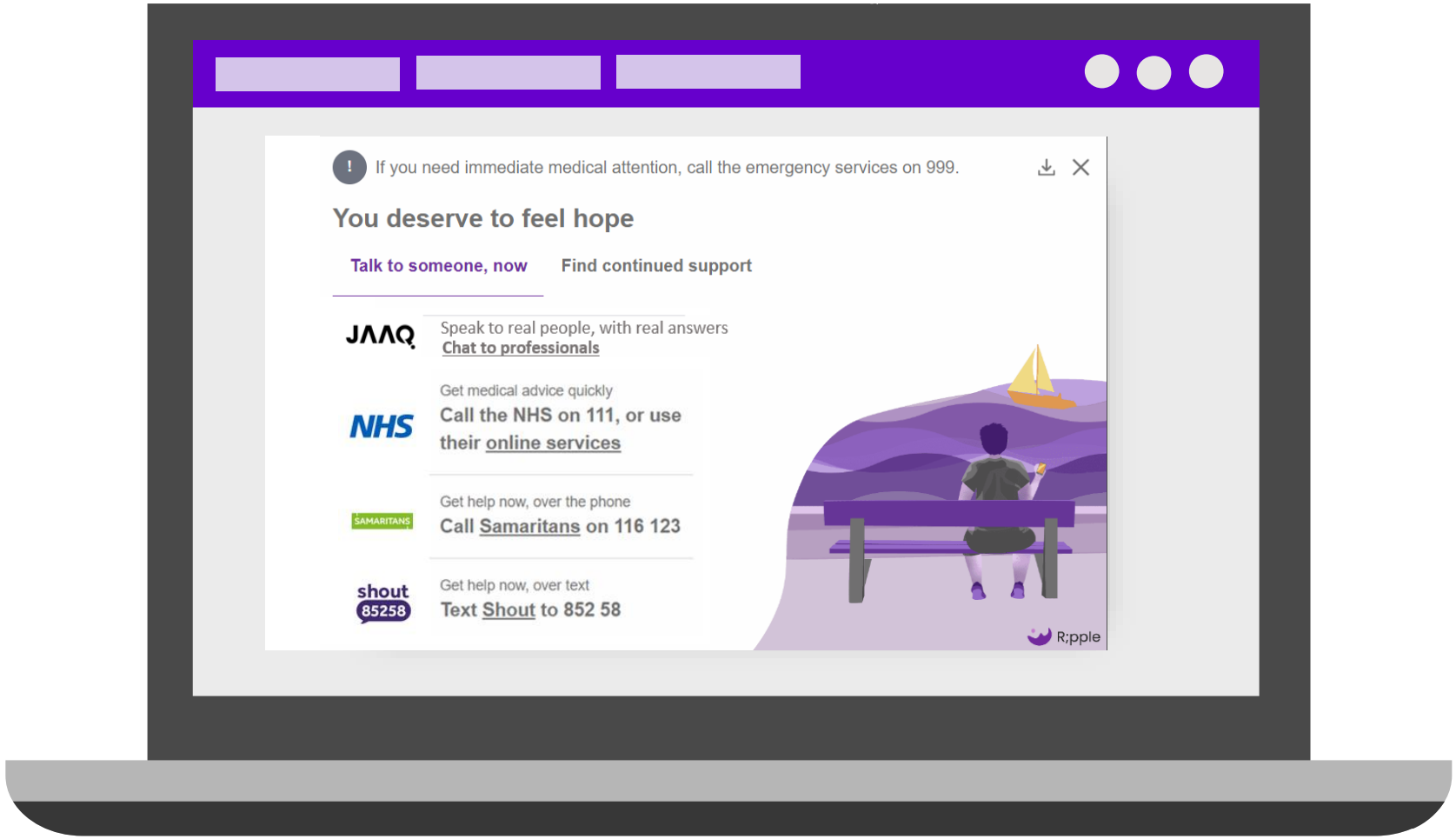
The R;pple tool



Who is R;pple aimed towards?

Parents

Parents are able to download R;pple for **free** on all laptops and computers in their household.

Businesses & Public Sector

Businesses and organisations can deploy R;pple for a subscription fee to protect their staff who may be conducting harmful online searches.

Education Sector

Schools, colleges and universities of all varieties can download and deploy R;pple en masse, for **free** to put an additional layer of protection in place for their students.

Venues

Venues such as concert halls, stadiums, football grounds coffee shops, airports and hotels can deploy R;pple through Wi-Fi integration.

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University of Wolverhampton

"This non-intrusive tool is intended to add another layer of possible intervention that to the university community member may experience, if they are engaging in harmful searches, whilst also navigating a thought that their life may not be worth living.

We have deployed the R;pple tool on all university owned devices that are available to staff, and to students who are studying on campus.

Colleagues with much more digital know how than I can ever aspire to have, report its ease in relation to the process of adding the extension to our systems, and given its intended purpose, did not hesitate to support its instalment."

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De Montfort University Leicester

"Ripple's software is now live on all our University owned devices, hitting 3510 staff machines and 3511 student machines.

We thank you for all your hard work your organisation continues to do and for the opportunity for our student and staff to benefit from this amazing software."

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University of Reading

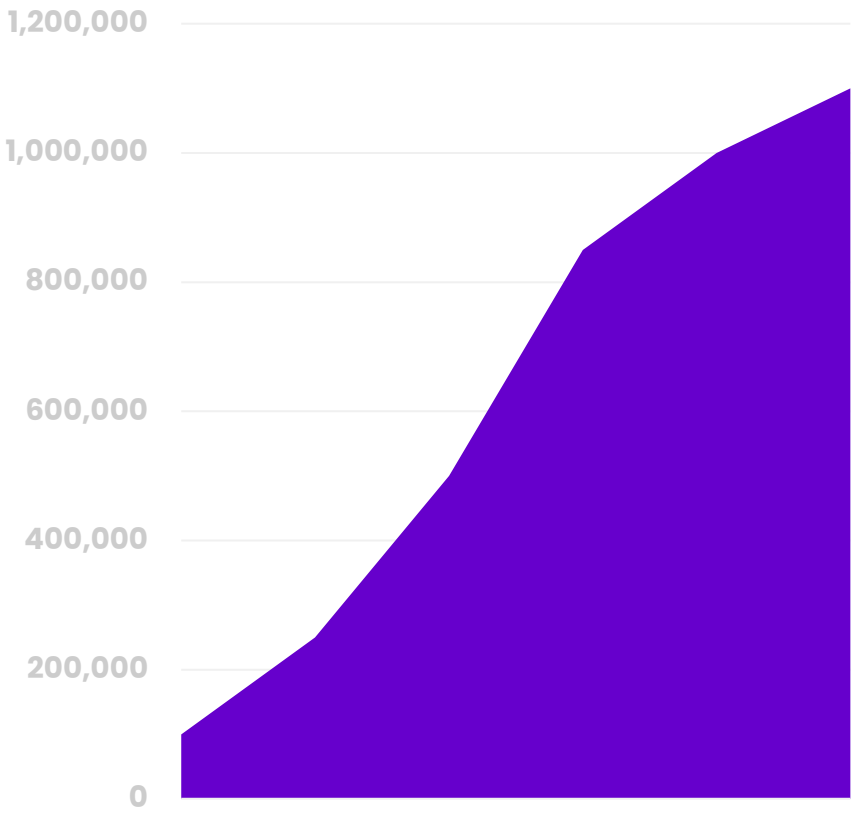
"The wellbeing of our students is paramount, and we recognise the increasing number of welfare issues being reported. We hope the use of this tool will help students seek help and ultimately prevent attempts of harm.

The tool is being used across all halls with nearly 5000 students in residence. Those passing through the area will have access to the tool through Wi-Fi.

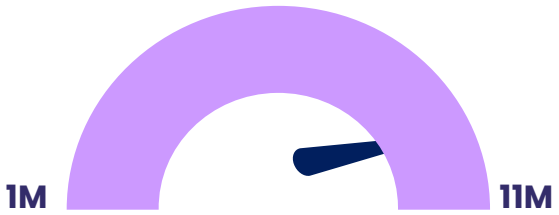
The University Wi-Fi provider, UPP IT an R:pple worked together to roll this out and we went live on 6th September."

Our Impact

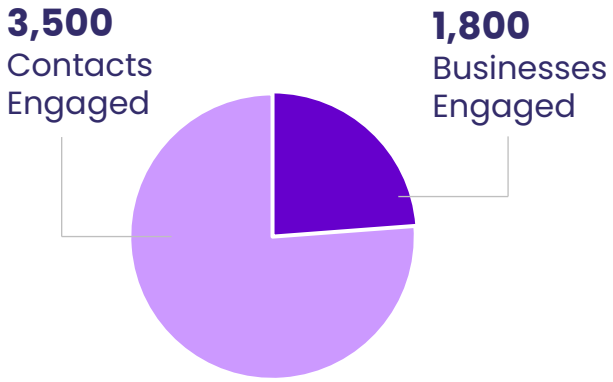
Downloads



Media Reach



Business Reach



2,153

2,991

Downloads	1,800,000
Interceptions	17,750
Lives Saved	26
Awards Won	27

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Why deploy R;pple

Corporate Social Responsibility

Supporting a charity enhances a company's credibility in a way that can spread a positive attitude amongst their audience and help them reach a new market.

Promote a Positive Brand

Show, publicly, your commitment to improving the mental health of your colleagues, customers and clients by partnering with R;pple.

R;pple

Your colleagues need your support

Your colleagues might be struggling. Many individuals find it hard to open up and discuss their mental health. R;pple provides a 'safety net' for those who are in crisis and offers hope in their darkest hour.

Compliment your Wellbeing Offerings

R;pple is not a wellbeing or mindfulness tool, it's a crisis intervention tool and intercepts those colleagues who might need immediate mental health support.

Mental Health Figures

Male suicide is at it's highest rate in 20 years in 2020 (ONS)
26.8% of people aged 16-24 report having had suicidal thoughts in their lifetime.
Harmful internet use was found in 26% of deaths in under 20s (Samaritans)

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ripplesuicideprevention.com

- Info
- FAQs
- Comms suggestions

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luke@ripplesuicideprevention.com

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