

Part A - General Information

Organisation/Individual Name

Suicide&Co

Organisation Type/Structure

Charitable Incorporated Organisation (CIO)

Theme/Nature of Project

Mental Health

Charity Registration Number (if applicable)

1187985

Project Name (if same as Organisation Name, please leave this blank)

sidekick by Suicide&Co App Development Project

Name of Lead Contact

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Website

<https://www.suicideandco.org/>

Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

<https://www.instagram.com/suicideandco>

<https://twitter.com/suicideandco>

<https://www.facebook.com/suicideandco>

<https://uk.linkedin.com/company/suicide-co>

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Create sustainable, systemic change by providing support for everyone bereaved by suicide through a new innovative form of service delivery via app technology. The 'sidekick by Suicide&Co' app's unique personalisation features will break down barriers, remind everyone that they have permission to grieve and tackle the stigma.

Situation (250 words)

Suicide&Co launched in July 2020 as the only national charity focusing on professional support for people bereaved by suicide. Our core service is our Counselling Service which has received over 1000 applications with minimal awareness, meaning from day one we've been innovative about providing support via our Digital Services on our website. Our website has had over 61,822 unique visitors with over 219,952 page views. The crux of the issue is that thousands of people need support with their suicide-related grief and we need to find a sustainable solution to support our professional service offering so that we can provide support to more people.

On average 34,000 people are directly bereaved by suicide each year and over 700,000 are affected, we also see people accessing our Counselling Service in the years to come after that (90% of applicants have been bereaved within 5 years) demonstrating a lack of support that people have accessed in the past. They are also a high risk audience as they are 65% more likely to attempt suicide themselves, than if their loved-one died by natural causes (UCL report).

It is imperative that we reach more people who are affected with support that will be effective. Our Digital Services on our website are the start to resolving this issue but they can be greatly improved through the implementation of new technology via an app. Luckily last year we were donated the technology of a mental health app to get us started!

Complication (250 words)

Our website has over 100 resources for people to navigate, but the user experience is limited! We recognised a need for personalisation, meaning accessing resources that are relevant to your loss circumstances (relationship to deceased, your age, your location and length of bereavement).

To prove this we conducted a research study which 306 people bereaved by suicide completed sharing their thoughts on digital services and their needs. We asked people to rate how much they agree (10) or disagree (0) with a series of statements. The average score for the statement: "I would like to access suicide bereavement resources and information that is personalised to me and my situation" was 8.7 and the score for "It is easy to find suicide bereavement resources which are specifically tailored to me and my situation" was 3, proving the gap of service provision and the need for a personalised solution.

We explored personalisation by creating a taxonomy for our resources using personalisation categories and then using website filters. However this has limits as you can't save useful resources for later or get notified of new relevant resources. App technology can achieve this but development is costly which is why we believe others have not done it. However, last year another charity Sidekick donated their app technology providing us with a foundation to build our app in a costly manner as well as a suite of resources to bolster the app that we now don't have to build from scratch (e.g. journaling).

Solution (250 words)

Developing the original Sidekick app into 'sidekick by Suicide&Co' by taking the existing brilliant mental health tools in the app and inputting our existing resources specific to suicide bereavement to create a sustainable, impactful and effective service for those bereaved by suicide. From our study, 90% of people said when it comes to accessing resources and support for suicide bereavement their preferred mode of access would be "Using an app that knows and remembers my preferences in order to show personalised and relevant information, which can be saved for me to easily access again later".

We've developed an MVP version of the app that we're now testing with the 249 people from our survey that said they'd participate in app testing (again proving the need and interest in this concept)! We're also working with a third party pro-bono to conduct deep dive User Research interviews.

The current version of the app is in a good state because of our collaboration with the previous charity sidekick and their donation of the existing technology and team volunteer capacity to develop our MVP. It currently provides users with a suite of mental health tools (journaling, breathing exercises, sleep programmes) as well as a selection of our existing resources with the personalisation metadata from the taxonomy that allows for a personalised view. We now need to finalise the app and get it into the hands of those who need it! In these early stages we need help to get it off the ground.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

As a young and fast growing charity, the support of the Stephen Lloyd Award's network of partners would be hugely beneficial to us. Since our inception we have relied on a network of advisors and leaders across different relevant sectors to consult on our core services, and we believe that some of the Award's partners would be incredibly valuable advisors for this project. Amanda Wells and her knowledge and expertise in the field of psychotherapy, and her experience in working with charities would be a fantastic sounding board for us when seeking advice on key decisions. Similarly, Michael Norton would be an incredible person to have access to due to his expertise within innovation in the voluntary sector, and we would love to develop a relationship with him in an advisory capacity.

We would love to build a relationship with the Coalition for Efficiency. Making data driven decisions is one of our founding strategic priorities, as we collect efficacy data and demographic data within our service. However, to capture data and record efficiency within our app development will be a new process to navigate from the start, and to work with the Coalition on this would be incredibly beneficial.

Access to funders, such as Paul Hamlin, through the network of partners would also be hugely impactful, as we have been aware of Paul Hamlin for a while due to his previous tech for good investments, and we would love to understand how we could work together.

Part D - Financial Justification

In general terms, please explain how the winning funds would be used to carry out your project. (50 words max)

UX Development: Development on app features that enable personalisation, Back-end Development: An updated CMS system so Suicide&Co staff can upload new resources, Resource Creation: Staff time to produce new resources that fill the gaps identified against various personalisation criteria, User Research: To continue being informed by our communities needs.

Part E - Supporting Information

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

There is a great story of collaboration behind this team! The sidekick founder James Shrager with a wealth of technology and development experience has collaborated with the Suicide&Co team, particularly the CEO and Co-Founder Amelia Wrighton who has expertise in growth and business development as well as the sector knowledge and insight into suicide bereavement through her lived experience of losing her mum and running the charity for over 2 years.

Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference

Here is a link to Words Unspoken a previous project that we have created that focuses on lived experience and creating a level of personalisation as people explore the collection of letters -

<https://www.suicideandco.org/words-unspoken>

Here is an area of our website that we reference in our application that contains over a hundred resources -

<https://www.suicideandco.org/help-hub>

And using this wetransfer link you can find our 2022 Impact Report and a Service Demographic report -

<https://we.tl/t-vGYff6xsMo>