Part A - General Information

Organisation/Individual Name

Ripple Suicide Prevention

Organisation Type/Structure

Other

If 'Other' please specify

Suicide Prevention Charity

Theme/Nature of Project

Medical, Health and Social Care

Charity Registration Number (if applicable)

1194331

Company/CIC Registration Number (if applicable)

N/A

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

Ripple Suicide Prevention

Name of Lead Contact

Alice Hendy

Email

alice@ripplesuicideprevention.com

Phone / Mobile

07464196596

Website

http://www.ripplesuicideprevention.com

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

Linktr.ee-https://ripplesuicidepreventioncharity

Part B - Project Proposal

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

To reduce the number of individuals searching for harmful material on line relating to self harm and suicide, and provide them with a message of hope, before subsequently directing them to a suitable mental health resource.

Situation (250 words)

The current problem is the alarming rise in searches for harmful material on line relating to self harm and suicide. According to figures commissioned by SEMRUSH, searches for suicide methods have increased by 50% in the last 2 years. Searches for suicidal thoughts have increased by 23% in the same period, while searches for suicide hotlines have increased by 125% since 2019. The last statistic in particular causes the greatest concern, as it indicates that individuals don't know where to go to get the help and support that they need. Sadly, those figures continue to rise, and although it is a problem across the whole community, influenced by many factors, the most vulnerable category tends to be young men in the 18-30 range. There is still a stigma associated with poor mental health. People are afraid to speak up and admit that they are struggling for fear of being perceived as being weak. Many individuals that go on to take their own life are the people you least expect to. On the outside they are the brightest star, on the inside they are in turmoil. We aim to address all of the above issues in some way.

Complication (250 words)

There are several factors that can contribute to poor mental health. Many people have financial worries, health issues, relationship problems or are not happy in their jobs and are encountering huge pressure at work to deliver and meet targets etc. COVID has also played a big part in the fact that people have been

working from home, have felt isolated and had minimal contact with friends and family. When people are at their most vulnerable and in crisis, feeling that there is no way out, that's when they turn to researching ways "to end it all". There is currently nothing in place to regulate these harmful websites. They are there for anyone to access. Some not only give tips and encouragement on how to end their life, they also supply pain thresholds for each method. Somebody or someone needs to intervene and provide both a way to disrupt searches of this nature and for sites like this to be held to account. Amendments to the on line harms bill is a start, but its everyone's responsibility raise awareness in order to bring these figures down.

Solution (250 words)

The Ripple Tool is a browser extension. It has been in operation since September 2021 and can be used on computers and laptops. It is easy to download and can be done in under 60 seconds. Once installed, if an individual were to conduct a search on line relating to self harm or suicide, Ripple will be triggered. The search will be interrupted and the individual will be presented with a message of hope followed by a short breathing exercise giving them time to reboot. They will then be redirected to one of the mental health resources that can give them the help they deserve. Ripple is available for free to parents, schools, colleges, universities and other charities to download for their children, students and staff. After all, you never know what someone might be looking at on their device. Several educational organisations, as well as small and large businesses have already successfully deployed Ripple (please see supporting documentation which lists those organisations). In the short time we have been a charity we have reached many people. The long term aim is to reach many more. Since launching, Ripple has been downloaded over 300.000 times, been actively triggered by a legitimate search over 2,000 times, and so far saved 24 lives. We know this figure to be accurate as those individuals have contacted us either through our website, social media or by emailing us directly to say that thanks to Ripples intervention they are still with us today.

Part C - Wider Support

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

Currently, Ripple is only available to download on to computers and laptops. Work has started behind the scenes to allow us to deploy it onto mobiles and tablet devices. Ripple is also currently available to the whole of the UK, whilst in the last month it has been trialled and deployed successfully in Australia, New Zealand, Canada and some states in America. The aim for us is to make the tool available worldwide once we have overcome the translational issues and adhered to the many rules and regulations required for us to go live in individual countries. Both of the above projects require significant sums of money. We require funding in order for our charity to continue its work, so the Stephen Lloyd Award would go a long way to helping us achieve our goals. Bearing in mind in this day and age the majority of people are constantly on their mobiles, this area is seen as a priority for us, as we feel it would reach the vast majority of people. As well as raising money ourselves through our fundraising events, we do also rely on financial donations to keep us going.

Part D - Financial Justification

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

Any winning funds would go straight towards developing the Ripple Tool so that it is compatible with mobile phones and tablet devices, so that we can deploy it as soon as possible.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- Ripple-Suicide-Prevention-Governing-Document-V2-combined-3.pdf

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)

Alice's brother Josh took his own life in November 2020 after we found that he had been researching ways to take his own life. In the wake of her personal tragedy, Alice, along with a team of 14 volunteers, founded Ripple. The whole team have day jobs as well as working for Ripple. Around 75% of the team have also been affected by losing someone to suicide, and want to help make a change.

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

Supporting links and documentation emailed separately to info@stephenlloydawards.com