



Orange Button Community Scheme – social media toolkit

Overview

The Orange Button is worn by people in Lancashire and South Cumbria who have undergone specialised suicide prevention training, who can provide comprehensive signposting to relevant services.

It is our aim for 2023/24 to raise awareness of the Orange Button, how it can help people who are feeling suicidal, and to encourage people to take the training to become an Orange Badge holder in order to create a community of people trained in suicide awareness that have gained skills, including active listening, from quality assured training.

Key messages

The following key messages have been provided to help promote the Orange Button Community Scheme to new audiences:

- The Orange Button Community Scheme in Lancashire and South Cumbria now has more than 2,500 members.
- Orange Button holders train to be able to listen to and support people who are struggling and are having thoughts of suicide, and signpost them to
- The Orange Button scheme is still in its early stages, but the aim is to have as many volunteers as possible undertake the specialist training, and for people to know what an Orange Button means.
- The Lancashire and South Cumbria region has some of the highest suicide rates across the country.
- Training can be booked or arranged for individuals and workplaces by contacting Lancashire Mind. Full details [here](#).

Social media and posters

Here are some suggested posts that you may wish to make on your social media accounts to help raise awareness:

Facebook/Instagram

<p>Post 1</p>		<p>Have you thought about becoming an Orange Button wearer?</p> <ul style="list-style-type: none"> ● There are now more than 2,500 members of the #SuicidePrevention scheme in Lancashire and South Cumbria – and you can become one of them! <p>To find out more about the #OrangeButtonCommunityScheme or to become an Orange Button wearer, visit: https://www.healthierlsc.co.uk/OrangeButtonScheme-1</p>
<p>Post 2</p>		<p>I'm proud to be an Orange Button wearer! ●</p> <p>The suicide prevention scheme can help people get the specialised support that they need.</p> <p>If you want to know more, feel free to ask me – or visit https://www.healthierlsc.co.uk/OrangeButtonScheme-1</p> <p>#OrangeButtonCommunityScheme #SuicidePrevention</p>
<p>Post 3</p>		<ul style="list-style-type: none"> ● Why should you become an Orange Button wearer? <p>You can undertake specialised training to be able to help people who are having thoughts of suicide get the specialised support that they need.</p> <p>More information about the #OrangeButtonCommunityScheme and how to join can be found at https://www.healthierlsc.co.uk/OrangeButtonScheme-1</p>



Twitter

Suggested accounts to tag in posts: [@HealthierLSC](#) and [@LancsMind](#)

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<p>Post 2</p>		<p>I'm proud to be an Orange Button wearer! ●</p> <p>The #SuicidePrevention scheme can help people get the specialised support that they need.</p> <p>If you want to know more, feel free to ask me – or visit https://www.healthierlsc.co.uk/OrangeButtonScheme-1</p>
<p>Post 3</p>		<p>● Training to become an Orange Button wearer gives you the skills to be able to help people who are having thoughts of suicide get the specialised support that they need.</p> <p>More information about the #OrangeButtonCommunityScheme can be found at https://www.healthierlsc.co.uk/OrangeButtonScheme-1</p>

Social media resources

Email footer:



(add the URL <https://www.healthierlsc.co.uk/OrangeButtonScheme-1> as the link)