



Rail Industry Communications Toolkit

Small Talk Saves Lives | Phase 9

Small
talk

Saves
lives

SAMARITANS

In partnership with



BRITISH
TRANSPORT
POLICE



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1.0 Campaign background

Small Talk Saves Lives is a campaign that encourages the public to start a simple conversation if they think someone isn't OK at railway stations or other public places, if they feel safe to do so. The campaign has been running since 2017 and is the rail industry's award-winning flagship suicide prevention campaign delivered in partnership with Samaritans and British Transport Police.



When it comes to saving a life, you already have a life-saving kit available to you – your words. A little small talk and a simple question like 'Hey, are you alright?' can be all it takes to interrupt someone's thoughts and help set them on the journey to recovery.

We can all struggle. Any place. Any time. Small Talk Saves Lives is about moving people from 'bystander' to 'standing-by' and offering support, turning everyday conversations into moments that matter. Together, we're creating a community of small talkers.

Previous phases of the campaign have shown encouraging results:

90% of those who had seen the campaign agreed with the statement 'A little small talk can help save a life'.

74% of those who had seen the campaign said that they would be confident about judging if somebody might need help on a platform at a train station.

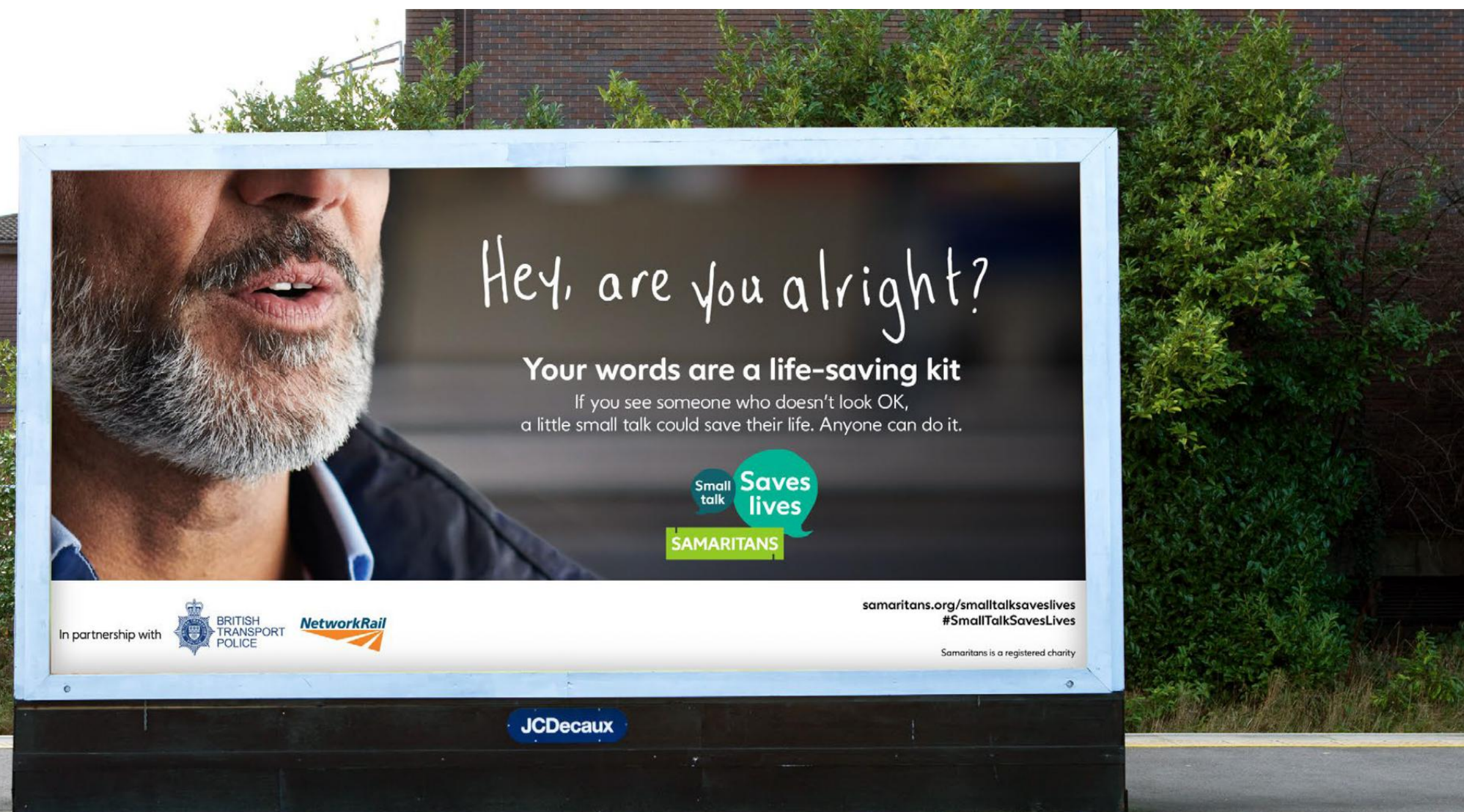
72% of those who had seen the campaign said they would be likely to approach and speak to someone who didn't look OK at a railway station, as opposed to only **51%** who didn't see the campaign – **a significant difference of 21 percentage points.**

2.0 Media background and Q&A

Small Talk Saves Lives Phase 9 will be launching on Thursday 5 March 2026 and will run until Thursday 26 March 2026 across a range of paid and owned media channels.

As part of the campaign this year, Samaritans rail team members and volunteers will be holding outreach events across stations in Britain to raise awareness with passengers of how small talk can save lives.

Share the template press release with your local media contacts and show your support. The press release is under embargo until Thursday 5 March 2026. Both Samaritans and Network Rail will be targeting national and trade press.



Please download the template press release [here](#)

Please download the full Q&A document [here](#)

Please see our media guidelines [here](#)

The above is all background information, for any media enquiries please contact e.ballard@samaritans.org

3.0 How you can support the campaign

To support the campaign, you can use a variety of promotional materials across your communications channels from this toolkit.

3.1	–	Film assets	6
3.2	–	Social media assets	7
3.3	–	Email signatures and web assets	9
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3.1 Film assets

To support the campaign, you can:

Download the films and share on your social media channels and website.



30s film
[Download here](#)

20s film
[Download here](#)

3.2 Social media static assets

To support the campaign, you can:

Download the images and share on your social media channels.

Suggested social copy:

Your words are a life-saving kit.
If you see someone who doesn't look OK, a little small talk could save their life. Anyone can do it.
samaritans.org/smalltalksaveslives
#SmallTalkSavesLives



X (formerly Twitter)
[Download here](#)



Instagram post
[Download here](#)



Facebook post
[Download here](#)



LinkedIn post
[Download here](#)

3.2 Social media animated assets

To support the campaign, you can:

Download the animations and social film, and share on your social media channels and online.

Suggested social copy:

Your words are a life-saving kit.
If you see someone who doesn't
look OK, a little small talk could
save their life. Anyone can do it.
samaritans.org/smalltalksaveslives
#SmallTalkSavesLives



6s social animation
[Download here](#)

15s social animation
[Download here](#)

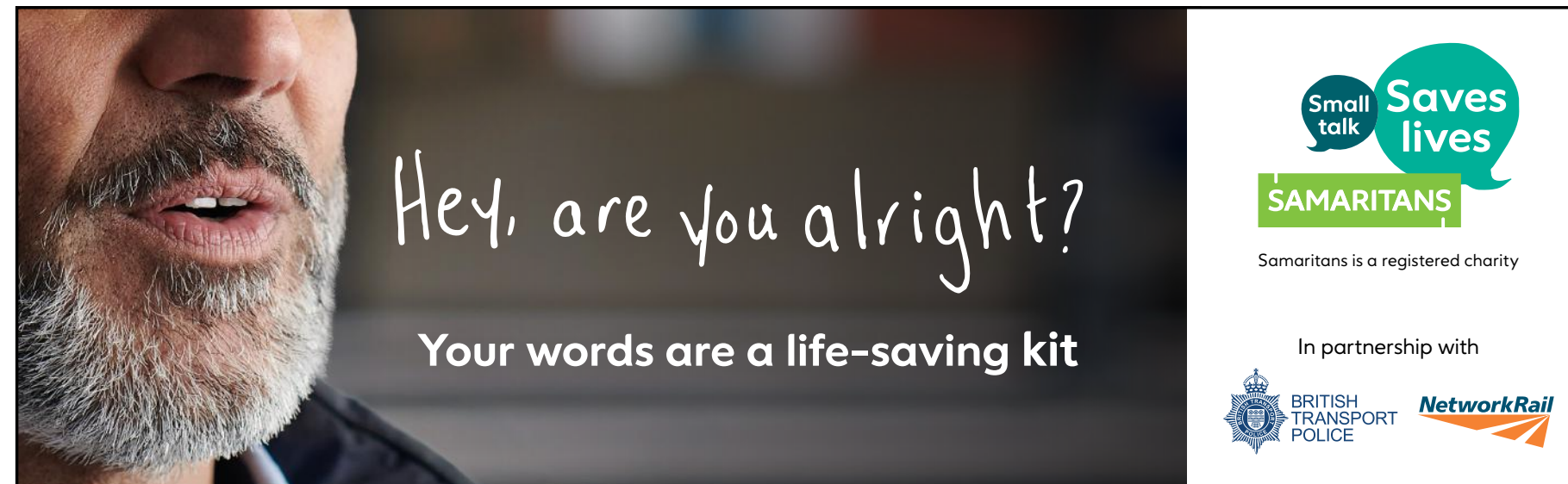


20s social film
[Download here](#)

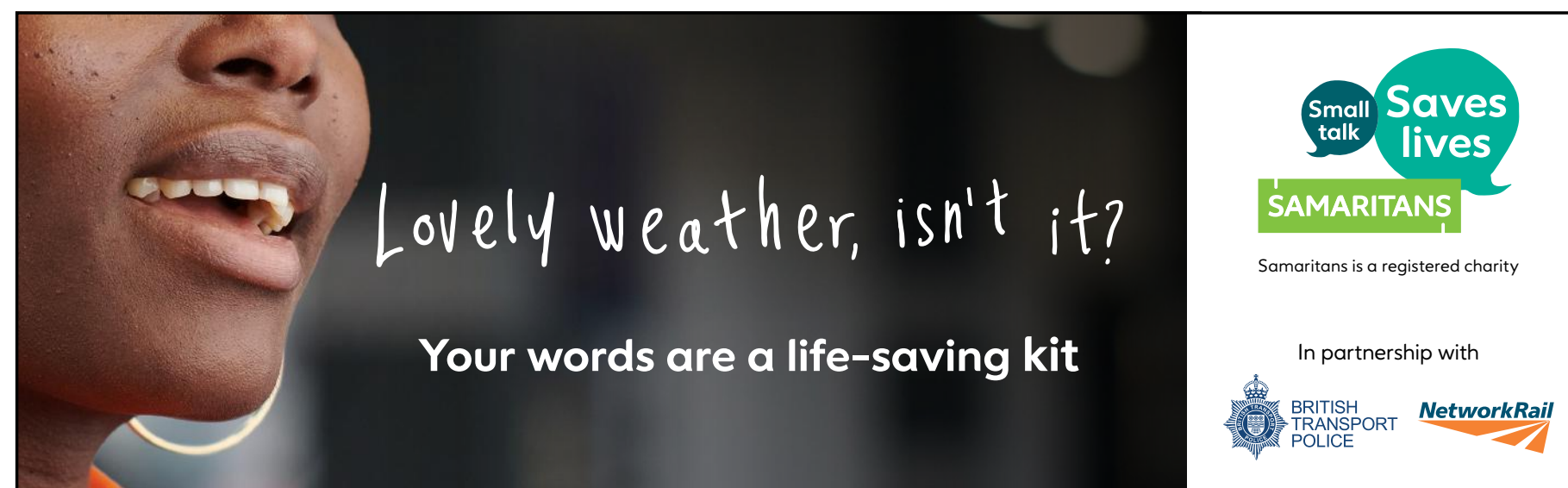
3.3 Email signatures and web assets

To support the campaign, you can:

Download the images and share on your emails and website.



Email signature
[Download here](#)



Email signature
[Download here](#)

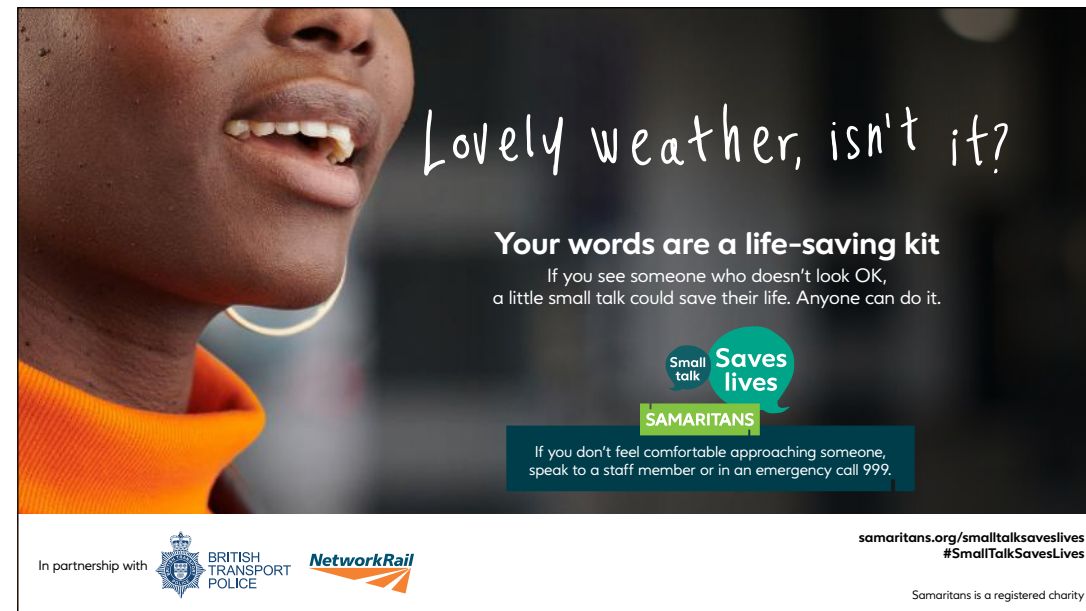


Web banner
[Download here](#)

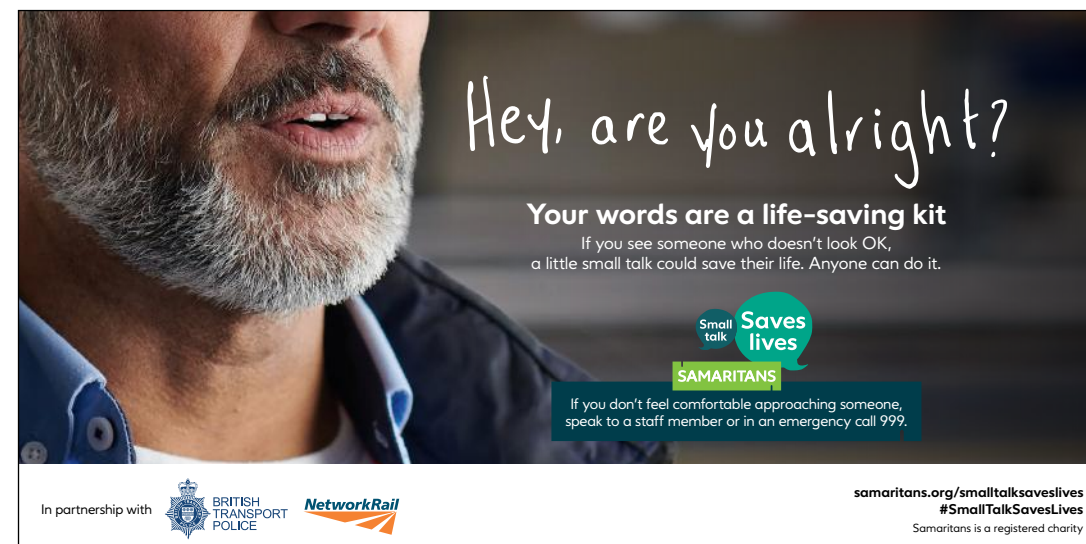
3.4 Station assets

To support the campaign, you can:

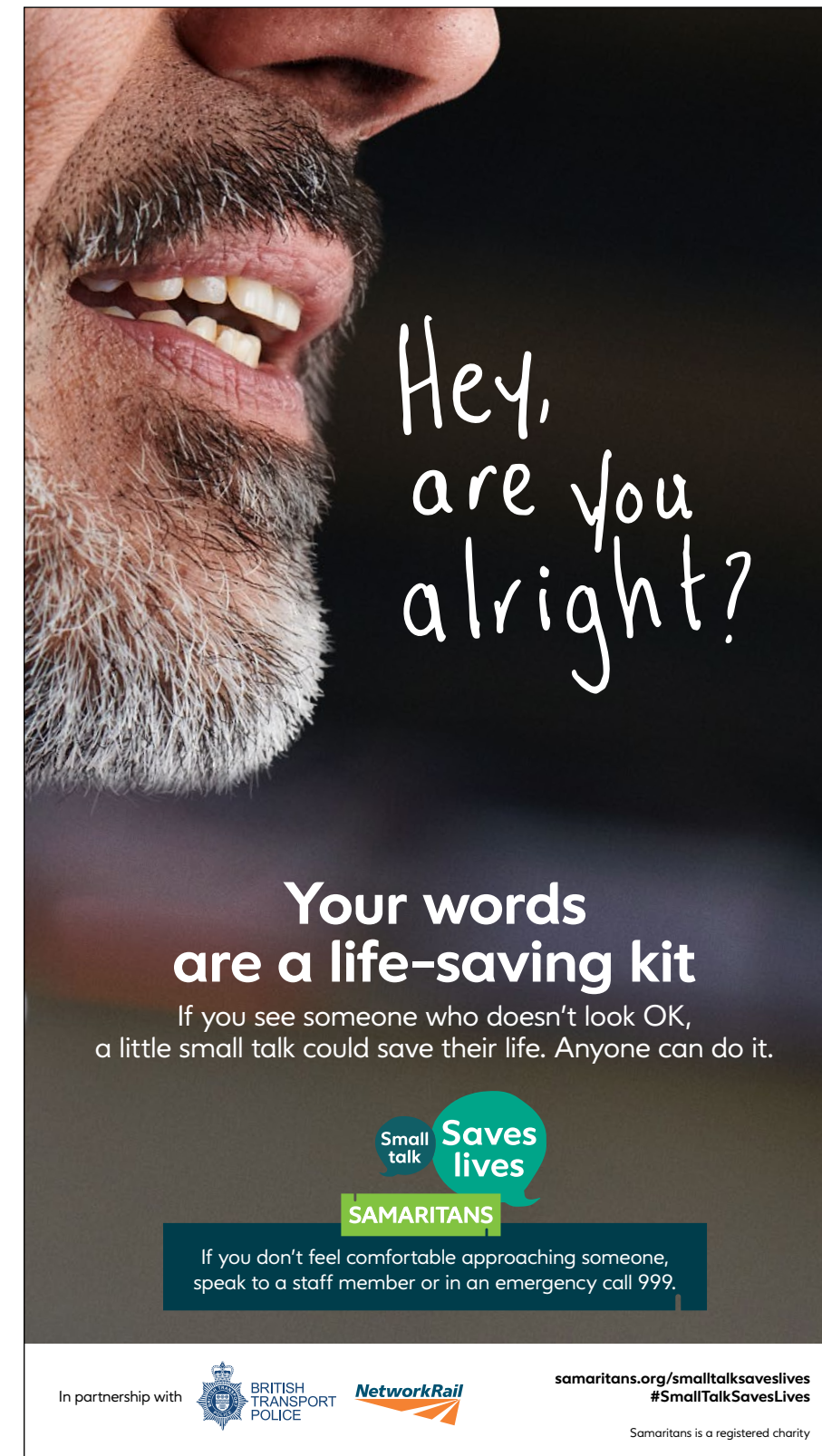
Display posters on digital screens and use our PA announcement in your stations.



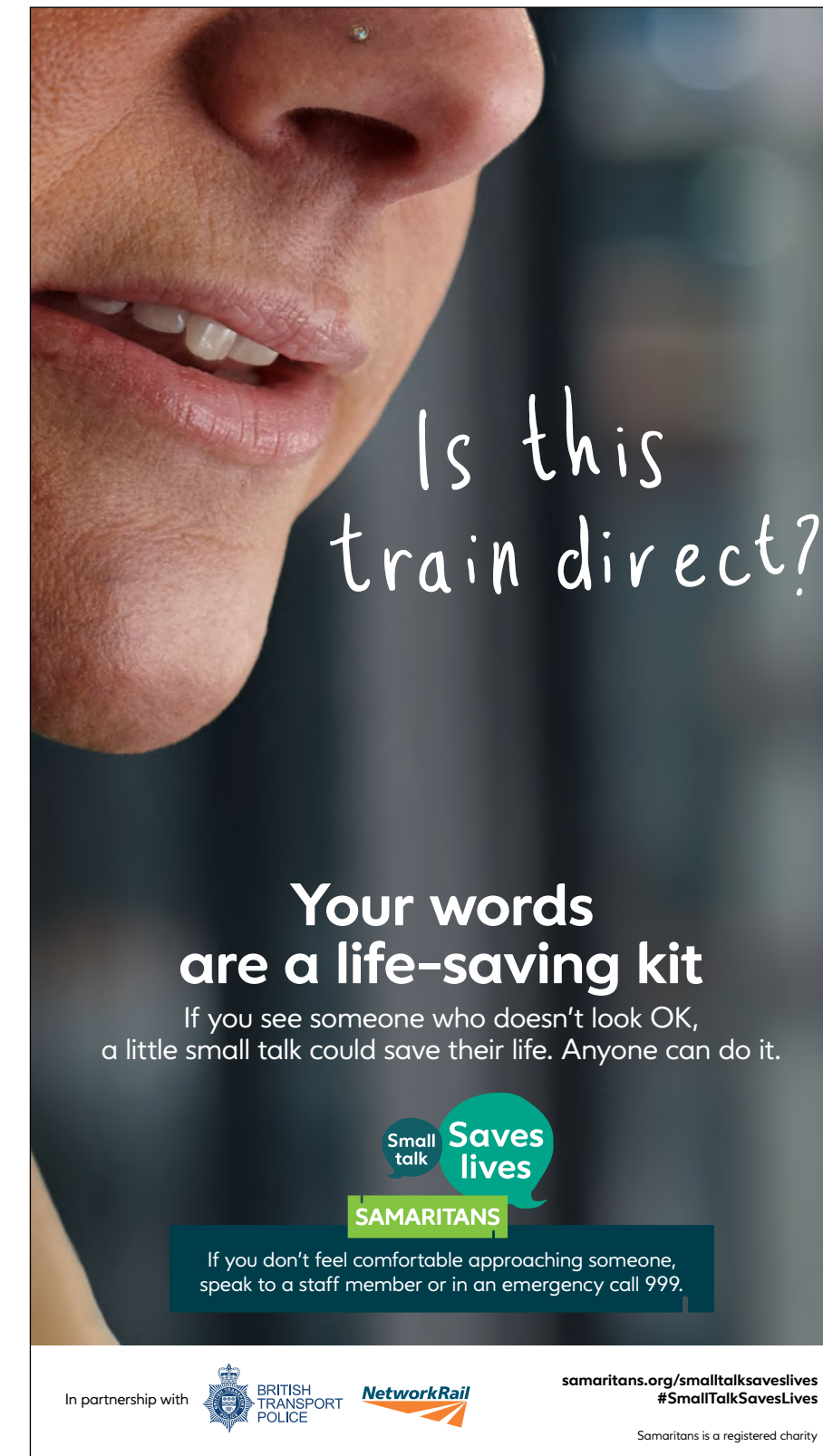
Landscape OIS screen
[Download here](#)



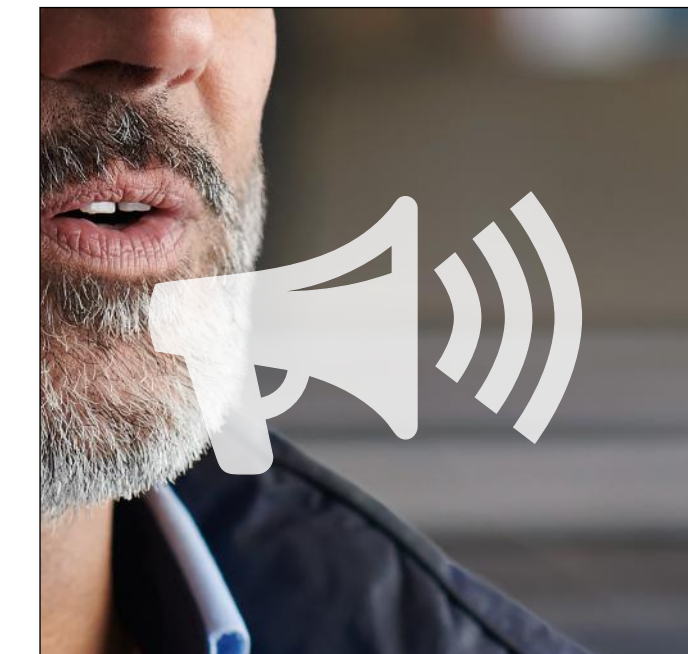
Transvision screen
[Download here](#)



Portrait OIS screen
[Download here](#)



Portrait D6 screen
[Download here](#)

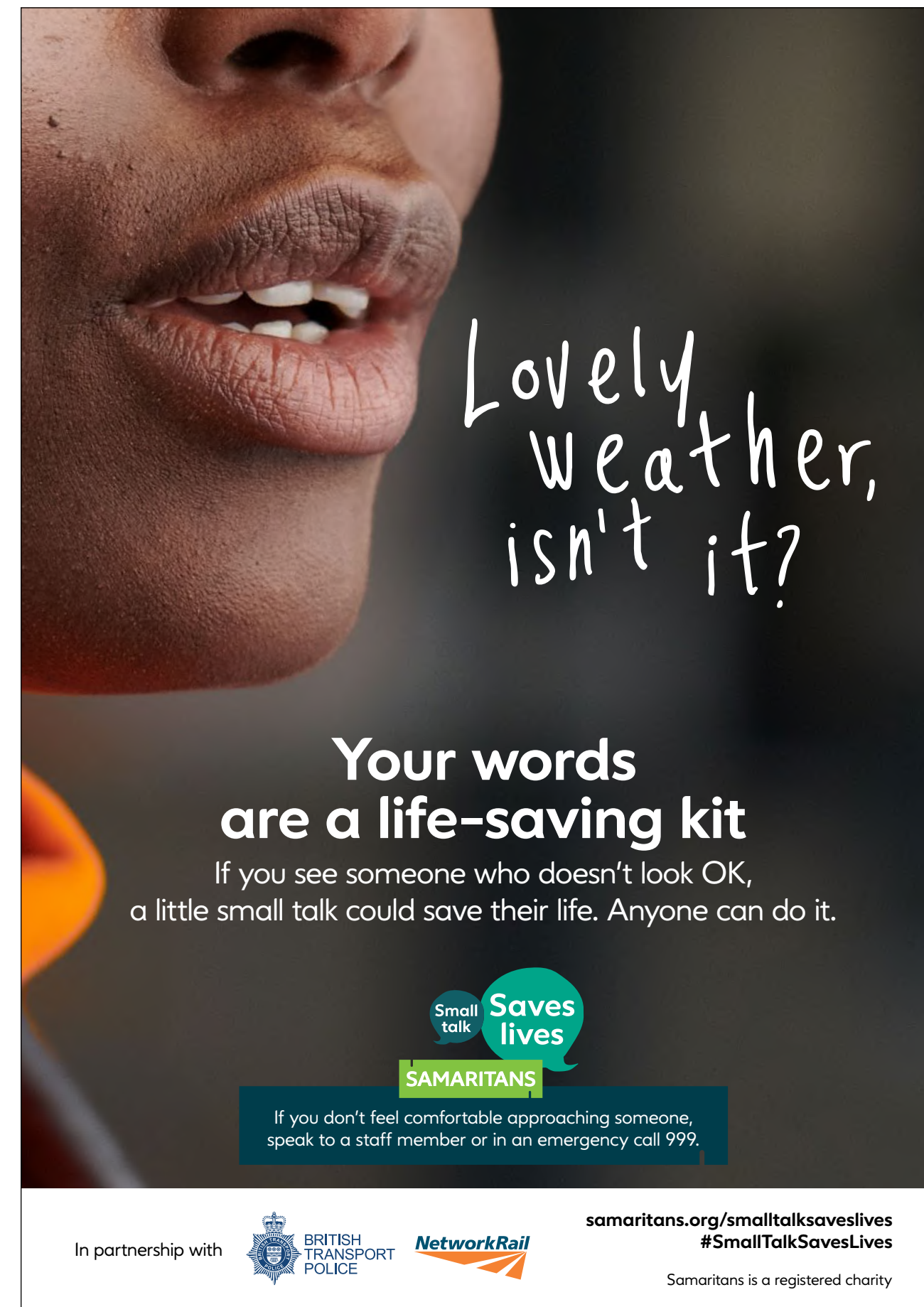


PA announcement
[Download here](#)

3.5 Print assets

To support the campaign, you can:

Print the static posters to be displayed in stations or on platforms.



Double Royal Poster
[Download here](#)

Portrait A0 Poster
[Download here](#)

Portrait A1 Poster
[Download here](#)

Portrait A2 Poster
[Download here](#)

Portrait A3 Poster
[Download here](#)

Portrait A4 Poster
[Download here](#)

3.6 Welsh social assets

To support the campaign, you can:

Download the Welsh assets to use across your channels.



Welsh Facebook post
[Download here](#)



Welsh LinkedIn post
[Download here](#)



Welsh X
(formerly Twitter)
[Download here](#)



Welsh Instagram post
[Download here](#)

4.0 Contact list

Thank you for supporting the campaign.

For further information and support or if you have a case study story of someone who has saved a life using small talk, please contact:

Emma Ballard

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Dave Brown

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Lucy Dixon

Senior Campaigns Manager, Network Rail
Lucy.Dixon@networkrail.co.uk

You can also speak to your Samaritans Regional Development Lead (RDL) about plans for promoting the campaign. We're keen to work together to maximise campaign reach and engagement: railcompanies@samaritans.org