



# Safer Workplace, Today.

Protect your employees from harmful <online searches>



# The Next Level of Suicide Prevention

## The invisible threat

Individuals experiencing a mental health crisis or suicidal thoughts often search online for dangerous content relating to self-harm or suicide. Content that can trigger desperate decisions and take vulnerable ones to places from which there might be no return.

x4 higher

suicide rates of UK construction workers compared to the national average. (ONS)

2 workers

in the construction industry take their own lives every day. (ONS)

## Digital crisis intervention tool

R;pple is a digital tool that gets activated when a person searches online for content relating to self-harm or suicide. It saves lives by intercepting harmful online searches and turning them into a journey of hope and support.

R;pple complements existing wellbeing programs, providing an additional layer of protection for employees.

## Trusted by Your Peers

Over 700 organisations have already adopted R;pple.



# R;pple for the Construction Industry

## How R;pple Works

### Protection in 3 simple steps

- 1 Intercepts the search with a calmly presented pop-up screen.
- 2 Guides the person through a filter of breathing exercises to help them pause and reflect.
- 3 Signposts to helplines and mental health resources, accompanied with messages of hope.

### Privacy and security-first

- Cyber Essentials certified
- Does not collect, monitor or track any personally identifiable information

### Easy to install

- On the Wi-Fi network of construction sites
- On all managed machines as a browser extension

## The R;pple Story

### Giving others a chance

Alice Hendy lost her brother Josh, to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life. To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple.

### R;pple's impact today

1.9m	100k+	32	38
Weekly Active Users	Searches Intercepted	Lives Saved*	Awards Won

\* People who have reached out to us directly

### Here to support you

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R;pple for  
Businesses



R;pple in the  
Media



R;pple