



# Suicide Prevention in your workplace

## *Justification*

Protect your employees from harmful <online searches>



# Suicide Statistics



## #1 cause

of death for men under the age of 50 in the UK is suicide. (ONS)

## 1.2 m

internet searches for ways to take your own life happen every month, globally. (Suicide forum)

## 24%

of employees report a mental health diagnosis, compared to 19% in 2022. (Champion Health)

## >26%

of suicide cases in under 20s and 13% of those in 20–24-year-olds had a suicide-related search history. (*The Lancet & University of Manchester*)

## 1 in 5

people have accessed sites which provide information on how to hurt or kill themselves (Suicide Forum)

## 13%

of employees report thoughts of self-harm or suicide. (Champion Health)



# Someone won't search for this kind of stuff whilst at work / on a work computer...

We really wish this was true, and sadly, this is probably the most common statement we are told by corporate employers.

Please play this [short clip](#) which covers this exact statement.

Our data from R;pple interventions/triggers also show that **10am** on a **Tuesday** is when most people are conducting these harmful searches (during the working day...)

# We already have a blocking system in place on our IT systems...

R;pple works alongside any existing internet monitoring service that you have implemented.

R;pple does not interfere with what you already have in place, but instead simply appears 'on top' of your blocking capabilities to provide the user with a short breathing exercise, a message of hope, and signposting to a selection of mental health resources.

Simply blocking someone from a website on their corporate machine will just entice them to carry out the search on their personal device(s), thus not solving the problem and instead reinforcing a feeling of 'shame' that the search they are carrying out is 'wrong'.

Instead, R;pple is designed to provide that person with a moment of calm and support at their crisis point – which is often enough to push that person down a more hopeful path as opposed to continuing on with their harmful search (we've intercepted over 79,000 harmful searches like these to date).



# The risk of suicide in our organisation is not high enough to warrant the use of R;pple...

Mental health does not discriminate, and too often we see employers, and organisations only wishing to do more in this space after experiencing a loss, or a tragic event. We urge you to not delay before you act, and ensure you're putting in a safety measure to support your colleagues, many of whom might be fighting mental health challenges you know nothing about.

The impact of losing one of your employees to suicide is catastrophic.

- **Emotional Impact on Colleagues and Management:** loss can lead to grief, shock, and a sense of guilt among those who worked closely with the person. Employees may experience a decline in morale, a reduction in trust, and increased anxiety, all of which can affect overall productivity and engagement.
- **Damage to Reputation:** The suicide of an employee can lead to negative media attention, particularly if the cause is linked to the company's environment. This can result in reputational damage, loss of trust from the public, potential clients, and other employees, and could harm the company's ability to attract top talent.
- **Operational Disruptions:** A suicide can create logistical and operational challenges for the business. This includes the immediate need for crisis management, dealing with the absence of the employee, and potentially covering for their duties in the short term.

# R;pple does not ‘educate’, it ‘just’ signposts...

**Crisis Moments Are Not for Education.** When someone is experiencing suicidal thoughts, they are often overwhelmed with emotions like hopelessness, confusion, and despair. In such high-stress, crisis moments, trying to educate someone about mental health, coping strategies, or intervention techniques can be overwhelming and ineffective. The brain in crisis mode is not in a state where it can process detailed educational content.

The R;pple tool is designed to **provide immediate action**—signposting users to crisis support lines, therapy options, or specific mental health resources tailored to their current needs. It gives individuals access to the right support at the right time without requiring them to digest complicated information. This quick access to help can be life-saving.

The R;pple tool enhances the likelihood of someone accessing the right care when they need it most, saving lives and offering a critical lifeline.



# R;pple is only available in certain countries...

We have a clear strategy regarding the roll out and deployment of R;pple globally. If there are any countries or territories that your business operates where we are not currently present, please let us know so that we can get to work behind the scenes to meet your needs!

A full list of where R;pple is currently available can be found here:  
[www.ripplesuicideprevention.com/information/locations](http://www.ripplesuicideprevention.com/information/locations)





# There is limited evidence of the effectiveness of R;pple...

The R;pple tool is being used widely across various industries (workplaces, schools, healthcare systems, etc.), with over 1.9 million users worldwide. This broad usage itself is an indication that it has been perceived as effective; reflecting its value in meeting a critical need, such as quick access to mental health support.

**R;pple has a number of user feedback surveys, testimonials, and case studies from global businesses** that can provide valuable insight into a tool's effectiveness and provide a strong indication of its value.

Effectiveness in mental health crisis support tools is often measured through user experience, engagement rates, and whether individuals are able to connect to emergency support services when needed. These types of evaluations are just as important as clinical trials in determining the effectiveness of such tools. R;pple are always willing to share these reports demonstrating the tool's effectiveness with you and your teams.





# We can't afford R;pple...

We get told this all the time. But, can we ask, how much does your company spend on plants for the office to make it look pretty? How much do they spend on drinks for your 'Christmas Do'?

A business subscription to R;pple starts as low as 13p per month per employee – that works out as £1.56 per year to safeguard an employee from harmful online searches when they are experiencing a moment of crisis.

We believe a life is worth an awful lot more than an annual investment of £1.56, and hopefully you do too?

Oh and by the way, R;pple is free for EVERYONE else, including parents, schools, colleges, universities and charities...

Our pricing structure is found [here](#), and if you want to discuss budget, we're always ready to listen.



# But, isn't R;pple a bit... 'Big Brother is watching you...?'

Nope! R;pple doesn't track, monitor or capture ANY personally identifiable information. We can't see who has conducted a harmful online search, what department they are in and then their details for us to report back to HR!

R;pple only intervenes on harmful searches relating to suicide and self-harm as an intervention for someone experiencing mental health crisis.

That means, we have absolutely no way of seeing your internet history, your photos, accessing your files, reading your emails, or anything else intrusive and personal to you! Think of us as a safety net sat in the background should you need us.

# We already have Mental Health First Aiders and an Employee Assistance Programme...we've ticked the 'wellbeing box'

Firstly, thank you for what you already have in place. Ensuring tools like this are accessible to your employees is valuable and a crucial step in protecting the mental health of your staff. However, R;pple offers something very different.

Many people experiencing mental health crisis suffer in silence, and many turn to the internet for a way out. We are there to intervene at someone's most vulnerable point, without judgement, and to provide hope to those who feel hopeless.

We've now intervened on over 50,000 harmful online searches from individuals looking online for how to harm themselves. We can even tailor R;pple so that it incorporates your current offerings on the tool (e.g., signpost to your EAP and Mental Health First Aiders).

Employers should be doing EVERYTHING they can to prevent suicide from happening on their watch.

# It's too 'techy' for me, I wouldn't know where to start.

Our team is full of 'techy's. We are here to help every step of the way, and believe it or not, it's a simple and seamless process!

Ripple has been downloaded over 2 million times around the world, so it can't be that hard!

If you get stuck, put us in touch with your IT teams, who will soon be assured this is an easy installation process that's quick yet effective, and we're ready for any due diligence and data privacy questions – this isn't our first rodeo!

PS. We have a comprehensive list of FAQ's on our website [here](#)



# Who's already deployed R;pple?



# How R;pple Helps

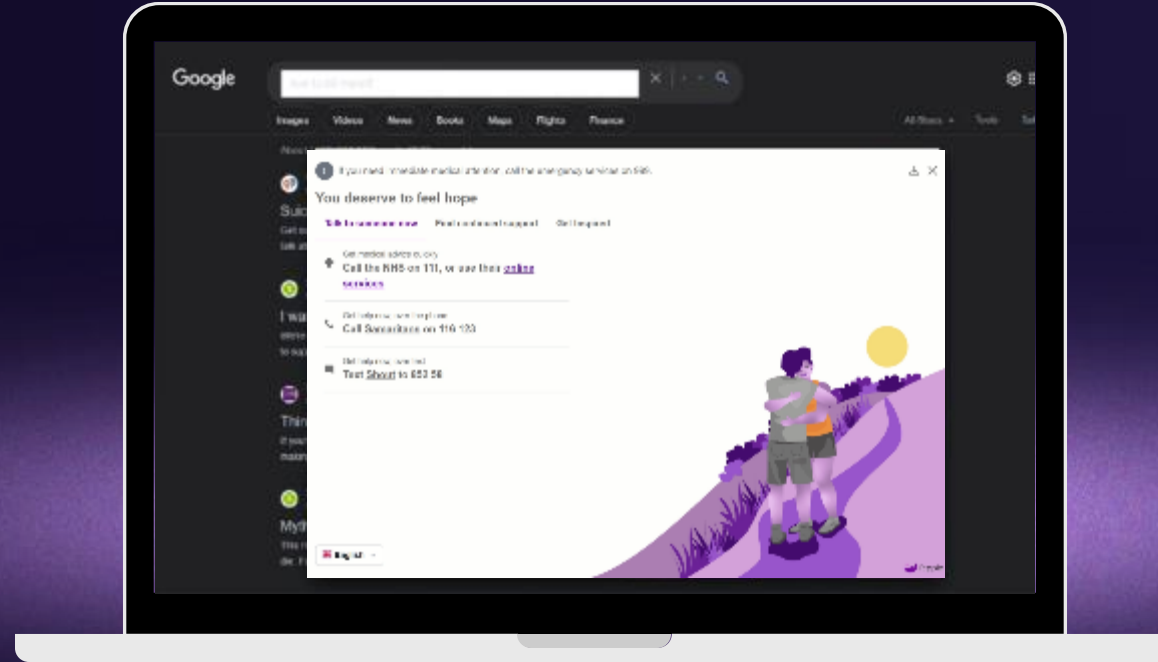


## Protection in 3 simple steps

**1** Intercepts the search with a calmly presented pop-up screen.

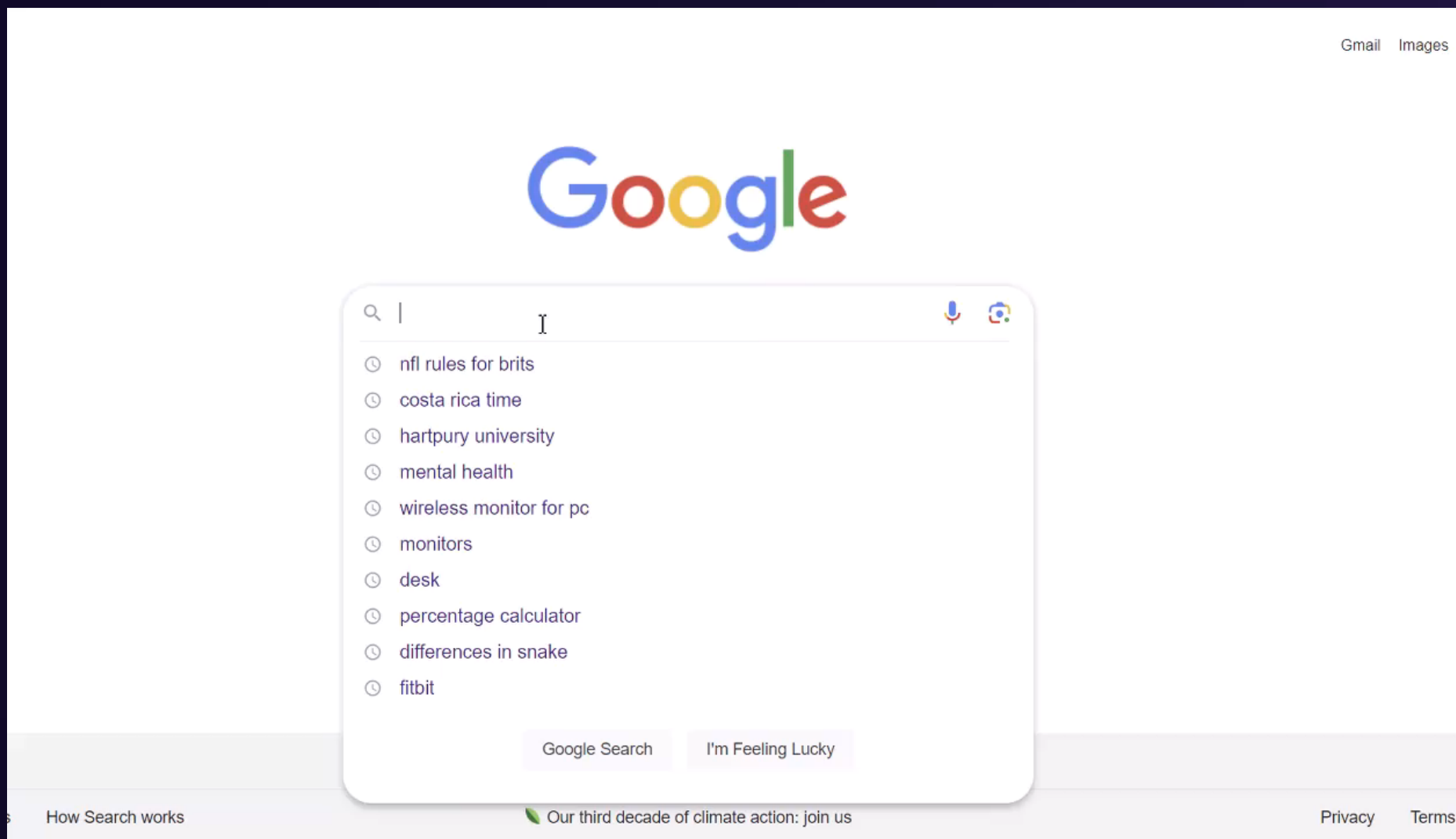
**2** Guides the person through a filter of breathing exercises to help them pause and reflect.

**3** Signposts to helplines and mental health resources, accompanied with messages of hope.





# Ripple Demo





# Who is R;pple Aimed Towards?



## Parents

Parents are able to download R;pple for **free** on all laptops and computers in their household.

## Education Sector

Schools, colleges and universities of all varieties can download and deploy R;pple en masse, for **free** to put an additional layer of protection in place for their students.



## Businesses & Public Sector

Businesses and organisations can deploy R;pple for a subscription fee to protect their staff who may be conducting harmful online searches.

## Venues

Venues such as concert halls, stadiums, football grounds coffee shops, airports and hotels can deploy R;pple through Wi-Fi integration.

# Why Deploy R;pple?

Create a safety net for your employees



## Digital crisis intervention

Safeguard individuals experiencing mental health struggles at a time when they are most vulnerable.

## Privacy and security-first

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

## Additional protection

Provide an additional layer of protection, complementing and enhancing your existing wellbeing programs.

## Easy for IT teams

R;pple is easily deployed onto managed machines, without compromising IT systems security.

## Tech for good

Subscription fees help us keep the browser extension free for families and educators.

## Trusted by your peers

Over 140 institutions have already adopted R;pple, including KPMG, West Ham FC, PwC, NHS, Bath Building Society and Revolution Bars.

## Available for personal use

R;pple is a tool that can be promoted as a 'benefit' for your staff to download at home, for free, to safeguard their children and young people.

## Customisable

We can tailor the content and services that appear on the R;pple tool (e.g. Employee Assistance Lines) to meet your requirements for a one-off fee of £749.00.

## It's the right thing to do

There has never been a more important time to support your employees. Poor mental health and suicide is at an all-time high. Don't wait for suicide to impact your organisation before you act.

# Global Reach



## Europe

Austria, Belgium, England, France, Germany, Gibraltar, Guernsey, Ireland, Isle of Man, Italy, Jersey, Netherlands, Portugal, Russia, Scotland, Spain, Switzerland, Sweden, Wales

## Africa

Algeria, Egypt, Libya, Senegal, South Africa, Uganda

## Americas

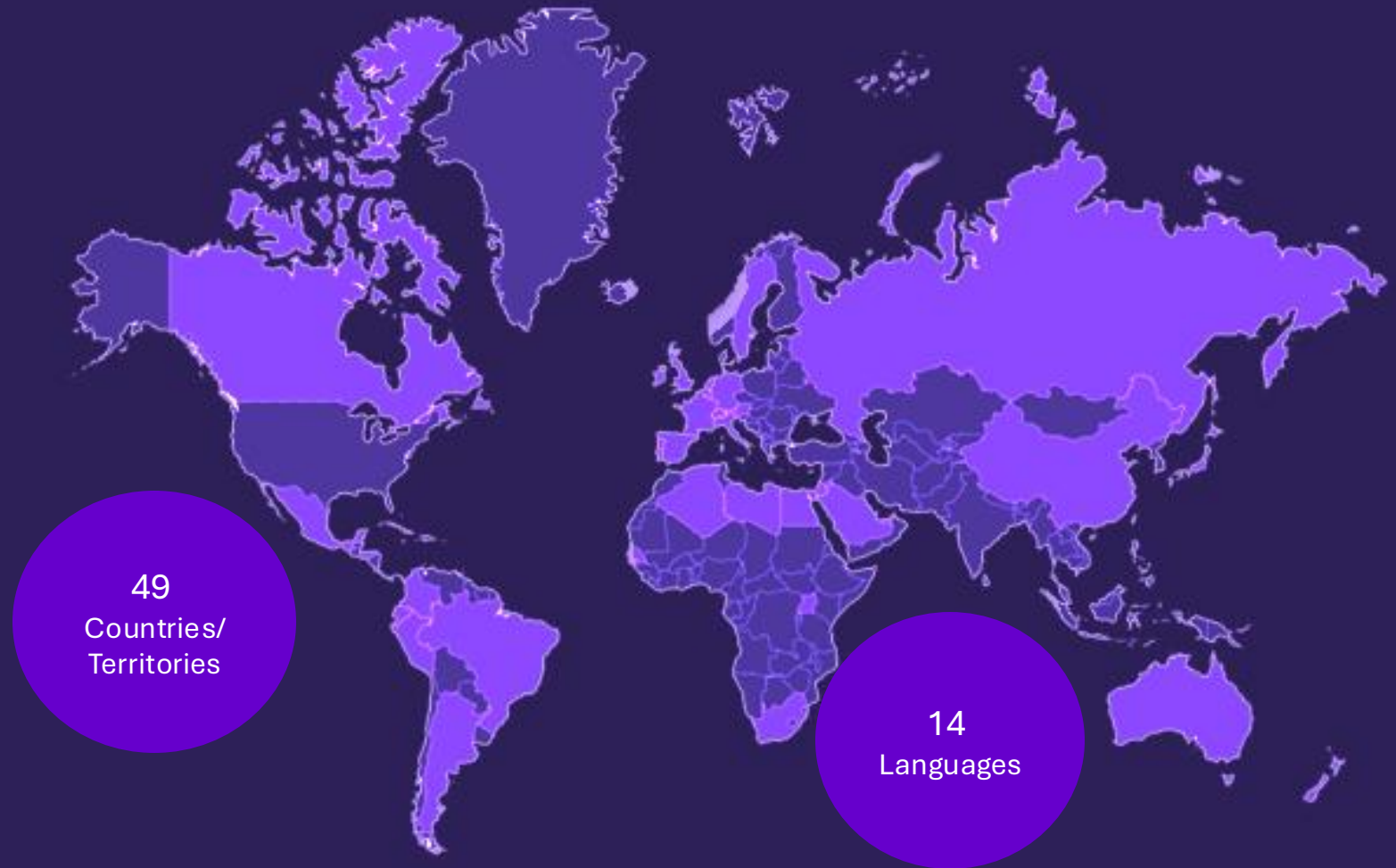
Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

## Asia

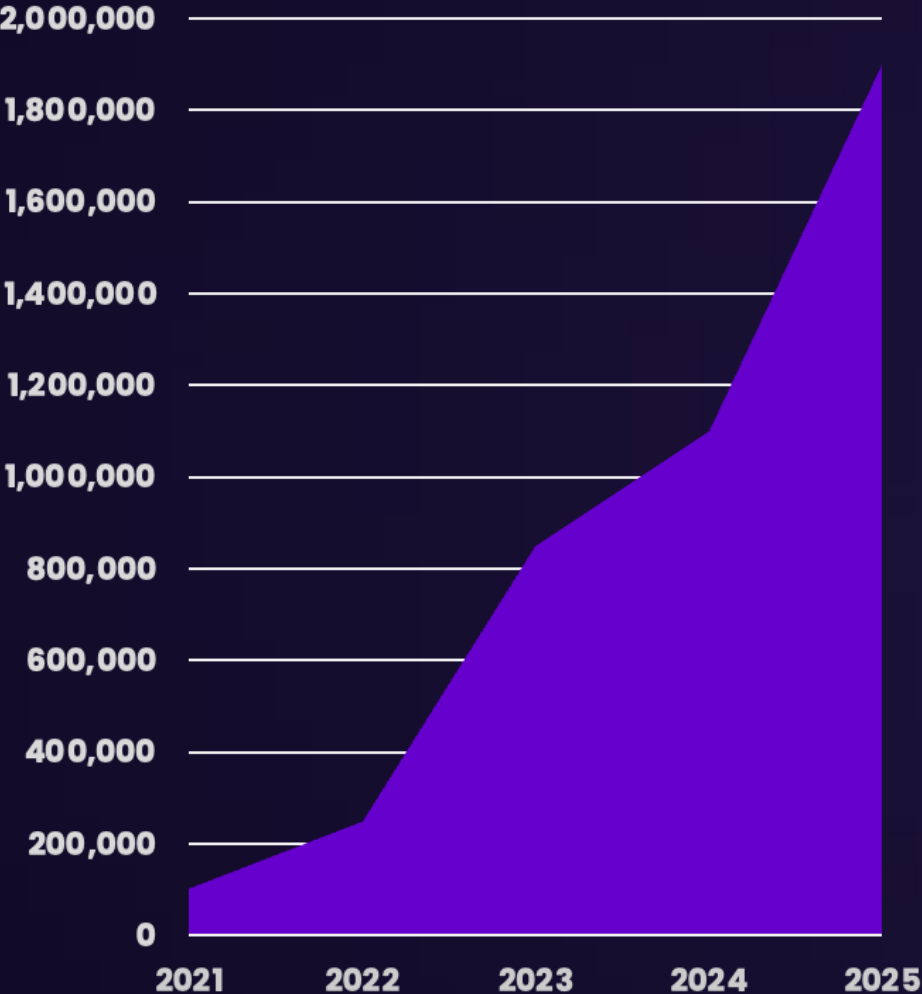
China, Hong Kong, Japan, Jordan, Lebanon, Qatar, Saudi Arabia, Taiwan, UAE, India

## Oceania

Australia, New Zealand



# Our Impact



Active Users **1,900,000**

Interceptions **120,000+**

Lives Saved\* **32**  
\*People who have reached out to us directly

Awards Won **37**

# Don't wait for suicide to hit before you act.



R;pple  
Subscriptions

 +44 (0) 20 3988 6040

 [info@ripplesuicideprevention.com](mailto:info@ripplesuicideprevention.com)







Transforming harmful  
<online searches>  
into a journey of hope.