



R;pple[®]

The Overview



Our Story

I lost my only sibling, Josh, on 25th November 2020 to suicide at the age of just 21.

After examining Josh's phone and laptop, I found that Josh had been researching techniques to take his own life via internet searches. The supportive content presented currently provides users with one form of support – a helpline.

To ensure more help and support is available to individuals in mental health crisis and searching for harmful content online, I set up R;pple to ensure that as many users and their families as possible do not experience the same trauma which my family are going through following the loss of a loved one from suicide.

R;pple addresses the lack of intervention and instead provides an immediate, vibrant display on a user's device once they have been flagged as searching for online content relating to self-harm or suicide.

R;pple is an online nudge technique/add-on extension which consists of a powerful message of hope to resonate with the user, as well as providing a selection of mental health support options (call, text, webchat, self-help app, pocket resources) from one of our charity partners.

I hope you can support me in my mission to save lives through this innovative web interception.

Alice Hendy
Founder

Our Purpose

“ To ensure immediate mental health support is presented to individuals following a harmful online search via innovative technology and consisting of a choice of help and resources to prevent self-harm and suicide. ”



Why Now?

More than two-thirds of adults in the UK (69%) report feeling somewhat or very worried about the effect COVID-19 is having on their life.



Male suicide is at its **highest rate in 20 years** in 2020 (ONS)



93% rise in female under 25 suicide rates since 2012 (ONS)



Every 90 minutes in the UK, a life is lost to suicide ('You're Not Alone')



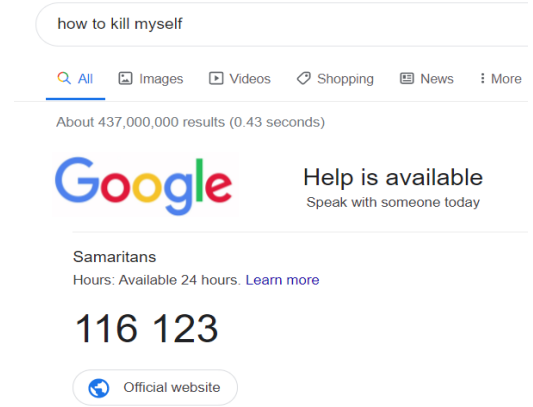
Over **200** schoolchildren take their own life each year. (Samaritans)

IFS analysis of longitudinal data from the Understanding Society study found that, taking account of pre-pandemic trajectories, mental health has worsened substantially (by 8.1% on average) as a result of the pandemic, with young adults and women being hit hardest. (Health Foundation)

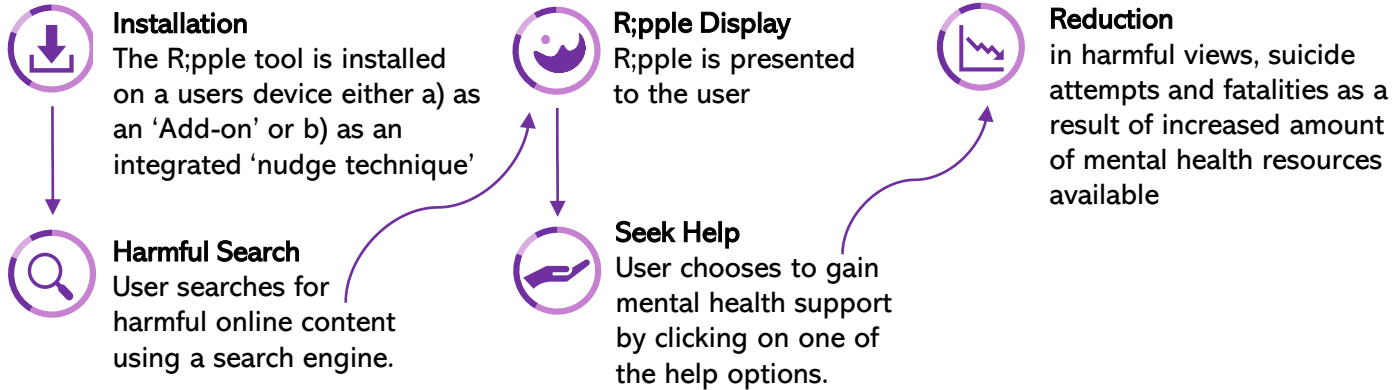


The Problem

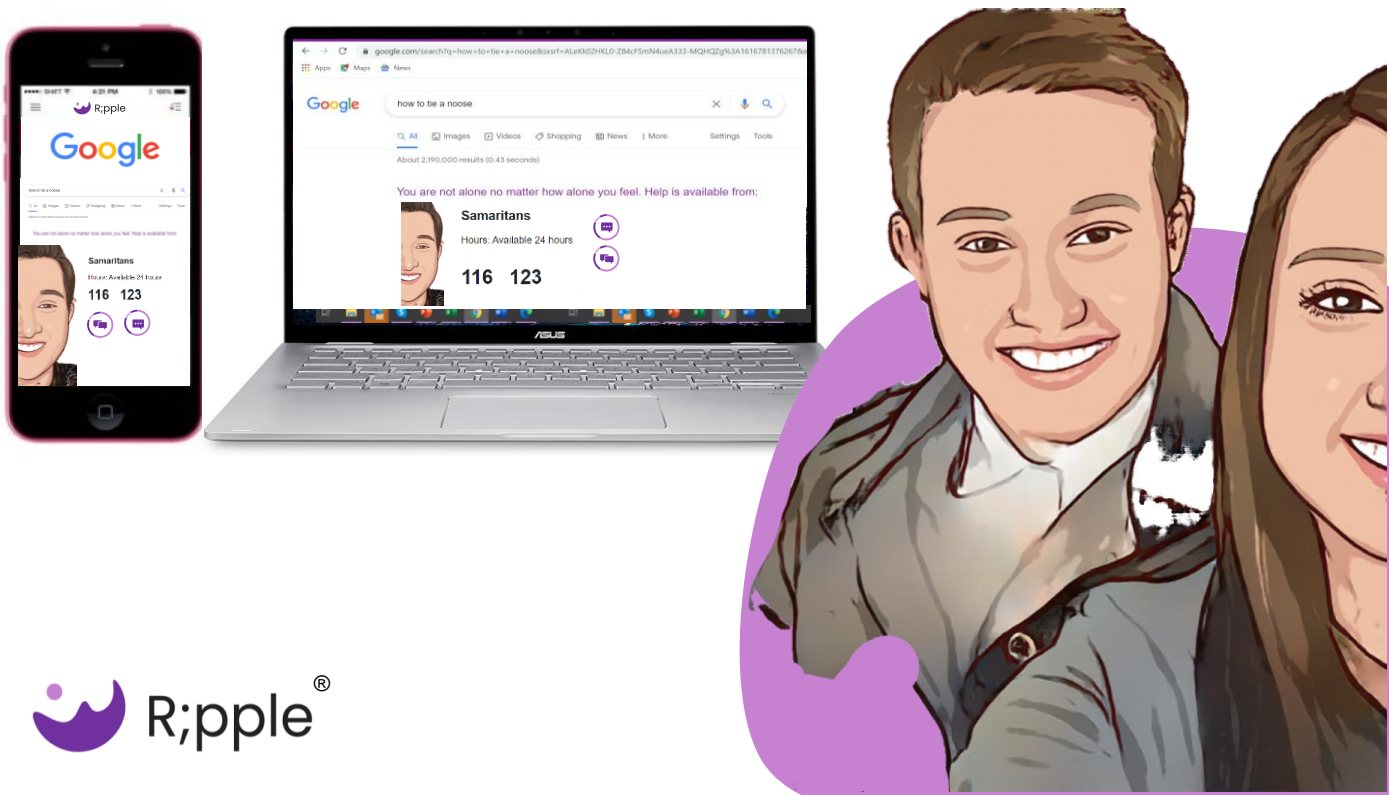
“ When an online search is conducted relating to self-harm or suicide, a lack of mental health support and resources are presented to the user, excluding groups from getting the mental health support they urgently need in a format that suits them. ”



The Solution



The Product





Contact Us



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Resources



Samaritans – Call 116 123



Shout – Text 85258



CALM – Call 0800 585858



Grassroots – Download StayAlive App



Hub of Hope – local support



Jacobs – Download One Million Lives App

