

## Orange Button Holder 2025 Evaluation Survey Results

**The Orange Button** is a visible sign that the wearer has had training and is a **safe person to talk to about suicide**. The aim is to reduce the stigma surrounding suicide and make support easier to find in everyday places - at work and in our communities.



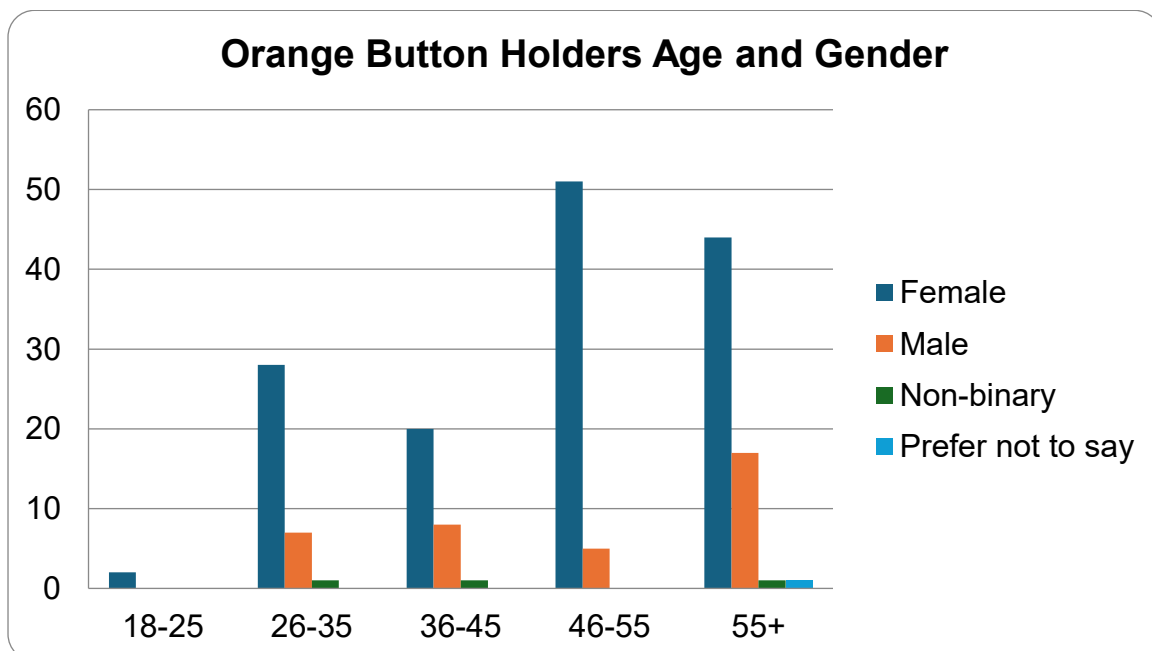
We ran a short survey to understand **how the button is being used, where conversations are happening, and what would help us reach more people sooner**.

**A huge thank you** to the **Orange Button holders** who took part, we have chosen the winner of the £25 Amazon voucher at random and they have been contacted via email. Your input is helping us strengthen suicide prevention across Somerset and beyond.

Here's a summary of our findings:

### Who Took Part

- **186 people** responded to the survey.
- Many respondents work in roles where they regularly interact with the public, including health, education, and community services.



## What you told us

- **You're making a difference.** Many holders reported meaningful, often repeated conversations about suicide and wider mental health - e.g., co-creating safety plans with students and apprentices, arranging same-day support (Crisis Safe Space/Mindline), and, in one case, talking someone down from a bridge. These moments save lives - thank you.
- **Training boosts confidence.** People feel more able to ask directly, listen without judgement, and signpost clearly. Several people said the button and simple scripts helped them start conversations they would have previously avoided.
- **Real world impact across settings.** Examples came from colleges, schools, NHS services, community teams and charities. This shows us the Orange Button works in everyday places, not just specialist services.
- **Small actions ripple out.** Holders influenced friends/colleagues to take the training. The button sparked awareness chats even when no one was in crisis.
- **Pride and purpose.** Many said they are proud to wear the button and be part of a community that makes it safer to talk about suicide.

## We Also Heard About Challenges

- **Awareness is still low** outside our networks.
- **Stigma/fear** of "saying the wrong thing" persists.
- **Personal headspace & time/role constraints** matter (WFH, non-public-facing roles, limited privacy, confidentiality with colleagues).
- **Practicalities:** lost/broken badges and unclear replacements.
- **Wider reach** needed (including language/cultural barriers).

## What we're doing next (because of you)

- **Making the button easy to recognise** - a Visibility Pack will be shared in an accessible location online (posters, stickers, email/Teams assets) with a clear explainer and QR code for further information.
- **Keeping confidence high** - by creating short refresher videos, brief example scripts and cue cards on asking, listening and safety-planning.
- **Fixing practical issues** – an easy simple replacement request link on the Mind website.



- **Supporting the people who support others** - by planning monthly peer debrief and an optional buddy.

## Keep the conversation going

- **Keep wearing your button and/or Teams background** where you can - especially in community settings.
- **Tell people what the Orange Button means** - a sentence can open the door to help.
- **Share your stories** - they inspire others to step forward.
- **Put up the posters** – in your local communities and work places.

## Together, We Save Lives

Every conversation matters. By making the Orange Button more visible and supported, we can reach more people before crisis hits.

If you would like to become an Orange Button holder visit our website to view upcoming training opportunities [Somerset's Mental Health Training Offer](#).

You can read more about the Orange Button Scheme on our webpage [Orange Button – Community awareness scheme](#)