R;pple

The Toolkit

The Why

I lost my only sibling, my brother Josh, on 25th November 2020 to suicide at 21 years old.

Josh had been researching techniques to take his own life via harmful internet searches. The content available online following a search of this nature currently provides mental health support in one format; a helpline.

To ensure more help and support is given to individuals searching for harmful content online, I set up R;pple Suicide Prevention.

Alice Hendy

R;pple

Alice Hendy
CEO & Founder at R;pple Suicide Prevention
Registered Charity Number: 1194331

The What

R;pple is a digital tool, which if a user searches for harmful content online, they will first be guided through a filter of breathing exercises and then very simple, uncluttered and calmly presented strategies and forums, help lines and mental health services they can access both now and longer term: accompanied with messages of hope and encouragement to keep safe.

It's a free tool for the education sector and parents.

The How

The aim is for R;pple to be reactive as opposed to pro-active. As a result, a phased approach to roll out R;pple across a wide range of platforms and infrastructures is present. The R;pple tool will be available in the following stages:

- A Browser Extension
- Wi-Fi Integration
- Internet Service Provider offerings
- Forceful manufacturer download

R;pple

Are harmful online searches an issue?

Searches for suicide methods have increased by **50%** in the last 2 years (SEMRUSH, 2021)

Searches for suicidal thoughts have increased by **23%** in the last 2 years (SEMRUSH, 2021)

Searches for suicide hotlines have increased by **125%** since January 2019 (SEMRUSH, 2021)

R;pple

The R;pple tool

Evidence & Research

Technological Interception
Through technology, R;pple is disrupting the mental health and suicide prevention sector. We aim to provide hope to those who might be struggling, based upon the recommendations and evidence from. Frontiers

Message of Hope
A person with thoughts of suicide relate to wording that makes them feel understood. For this reason, inspirational and positive messages will often miss their mark. As a result, the chosen message 'everybody is worthy of support' has been based upon the academic evidence of Professor Rory O'Conner Integrated Motivational-Volitional Model (Defeat & Entrapment), which has been chosen to alleviate a sense of burdensomeness and is also considered to be unambiguous and clear.

Breathing Animation
Before the R;pple tool is presented to a user who has conducted a harmful online search, a short breathing exercise will be presented. You can reconnect with your breath with the process of inhaling and absorbing oxygen, then exhaling and ridding your body of carbon dioxide. Breathing exercises activate your parasympathetic nervous system, which helps quell physical and mental symptoms of anxiety. Research suggests that breathing exercises improve focus, especially on the way they influence brain activity in parts of the brain linked to attention.

Choice of options
The R;pple tool contains a selection of resources in different formats as per the evidence outlined in the Suicide Prevention Strategy of the UK Government.

Nature Imagery
Guided imagery (GI) has also proven to be effective for reducing anxiety symptoms. Thus, nature-based GI might help to overcome the limitation of access to nature and strengthen the impact of GI interventions. Further, there is evidence that visual mental imagery and visual perception share similar representations and are similarly processed (Borst and Kosslyn, 2008).

CALM
CALM has been selected to appear on the R;pple tool as they provide a free, anonymous webchat facility for users, and has increased in popularity year on year, demonstrated below and indicating a demand for online chat services. CALM also provides a focus on male mental health. Every week 125 people in the UK take their own lives. And 75% of all UK suicides are male.

Hub of Hope
Hub of Hope has been selected to provide users with the offer of local support. Users are required to input their postcode into the Hub of Hope website to display a list of services local to their vicinity. Users are also able to filter results according to the specific difficulty they are facing, e.g. depression, alcohol abuse, drug addiction etc.

LGBTQ+, Deaf, Autistic Community Support
Each group has very different needs and requires tailored support. By including a range of mental health support for people to choose from, we are attempting to resonate with a variety of groups and needs based upon the statistics and evidence carried out by mental health charity Shout.

QR Codes
For the Grassroots, Jacobs One Million Lives, Clic and Hub of Hope ongoing support options, a QR code is present. This has been included to improve the user journey when online using a laptop or desktop computer. By simply scanning the QR code with their smart device, the user will be immediately transferred to the mental health support option.

Clic
Clic has been chosen as an option for users requiring 'ongoing support' because it is a forum for users to connect with likeminded people and is moderated 24/7. An online forum has been included based upon the research and evidence from Samaritans which states 'online forums could facilitate peer support with providers ensuring it is a safe place'.

Exit
The R;pple tool features an 'exit' option to enable users to close the R;pple tool and continue their search. This is to ensure that R;pple is not restricting users' rights and choices relating to their online searches.

Colours
The R;pple tool features soft grey and purple coloured imagery and text to align with the R;pple brand. According to research, soft purple tones have the capacity to bring balance and make users feel inner peace. Purple hues are known to signify strength and peace and wisdom. Grey has also been chosen to bring a sense of balance. As grey is a cool, neutral and balanced colour, it creates both a solid and stable grounding – perfect to evoke a sense of calm and composure, and relief from a chaotic world.

Samaritans
The R;pple tool provides immediate mental health support in the form of Samaritans (helpline), Shout (text service) and CALM (webchat facility). The presence of these support services have been included based upon research and evidence conducted by Samaritans and the UK Government.

Shout
According to the Shout Annual Report in 2020, text messaging has enabled a new and discreet way for those in need of mental health support to reach out for help. Nearly half of the people who texted Shout felt more comfortable texting than talking about private issues (48%). Texting offers them an alternative way to open up and share the problems they haven't been able to speak out loud. It also gives people a valuable and lasting record of their action plan that they can return to whenever they need to, or use as a starting point for a conversation with a parent or GP.

Rounded Edges
The R;pple tool has been designed with rounded edges to convey a more friendly appearance based on academic evidence. (PsycINFO Database Record (c) 2016 APA, all rights reserved)

Colours
Parkin discusses the opportunities for colour to exert mental health impact in healthcare facility design, again pointing to certain colours that might exert specific impacts on mental health.

Jacobs One Million Lives
The Jacobs One Million Lives tool has been selected to feature on the R;pple tool as an opportunity for users to take an online check in. The app allows users to take a free check-in to understand how they are coping and start the journey to better mental health as well as encouraging open conversation about mental health and knowledge sharing to reduce stigma

Bookmark
The R;pple tool features a 'bookmark' option to enable users to save the tool contents for later.

Grassroots
Grassroots has been selected to feature on the R;pple tool in order to provide a choice of ongoing assistance for users to receive more long term support. The StayAlive app is a pocket suicide prevention resource, packed full of useful information to help users stay safe. Users can utilise the app if they are having thoughts of suicide or if they are concerned about someone else who may be considering suicide. Stay Alive's user base is predominantly represented by younger demographics given the inherent nature of the solution being a digital application. Survey results showed that the majority of app users were supporting someone at-risk rather than at-risk individuals themselves, This finding fits with our desire to not only offer support to those at-risk, but to offer help to those supporting others with thoughts of suicide.

Academia
R;pple has worked collaboratively with The University of Bristol, The University of Nottingham and The University of Lancaster to help shape the contents and appearance of the R;pple tool.

R;pple

What our Charity can provide

There's a gap in the landscape and we're uniquely placed to fill it.

Our innovative and interceptive R;pple tool presents **great benefit** to those with mental health struggles at a time when they are most vulnerable. While other mental health charities offer similar services to a degree, none present the choice of support options or message of hope that R;pple does.

Social is the right place for us to be and the audience is there

Given the nature of the online support we are offering, a **presence on social media is a must**.

It's the place our audience expect us to be spoken to and provides us with an obvious platform to communicate. We will continually optimise content to improve and introduce Test & Learn tactics to ensure our tool remains fresh and relevant.

We're set up to provide you with meaningful data and analytics.

To achieve our goal of reducing suicide and ensuring more people secure mental health support, we track:

- the number of individuals who have searched for harmful content online
- The number of individuals who have clicked on one of R;pple's mental health support options

Our messaging will be focused and consistent

We work collaboratively with lived experience panels, clinicians, mental health professionals and charities within the sector to ensure our messaging, content and approach is the right one to take to maximise the number of people who reach out for mental health support following a harmful online search.

We are GDPR compliant and privacy minded

With more rigorous regulatory obligations to abide by, R;pple does not capture any personally identifiable information, or 'track' people. Privacy remains at the heart of what we do,
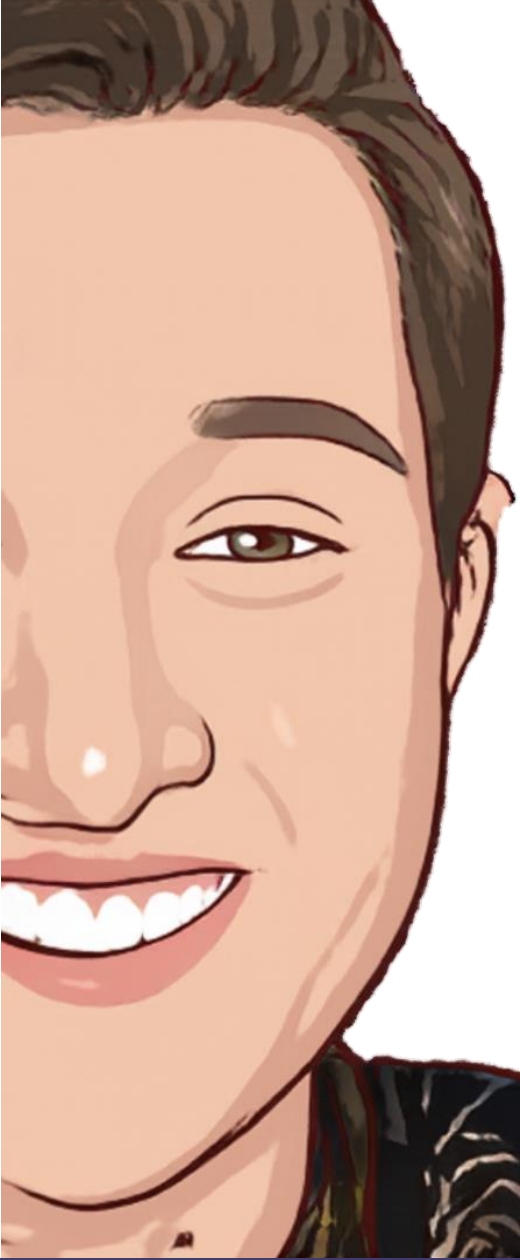
Tailored content bespoke to your organisation

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.

Providing hope to those who need it the most

R;pple

Who is R;pple aimed towards?

Overarching purpose	Preventing self-harm and suicide through intuitive technology			
Audience segments	Parents	Education Sector *(Schools, Colleges, Universities)*	Businesses *(Colleagues/Customers)*	Internet Service Providers *(Customers)*
Content pillars and objectives	Intercepting users conducting harmful online searches	Promoting the variety of mental health resources available	Providing hope that things can and will get better	

R;pple

Our Charitable Objectives

- Reduce the number of individuals who self-harm or go onto end their own life

- Maximise the number of educational sector organisations, businesses and parents who pro-actively install R;pple

- To expand R;pple to be compatible with mobile and tablet devices

- To expand R;pple globally by creating country specific versions of R;pple

- Maximise the number of people who utilise free, 24/7 mental health support services

- To hold tech giants and social media companies to account for hosting harmful online content

- Maximise the engagement of R;pple on Social Media (Facebook, Twitter, Instagram, LinkedIn)

- Raise awareness of mental health support services

- Reduce stigma surrounding the topic of mental health

R;pple

Our Team – Voluntary Support

Josh Hendy
The Inspiration

Alice Hendy
The CEO & Founder

Annette Duvdevani
The Canadian Lead

Becci Read
The Financial Lead

Tom Kingston
The Data Privacy Officer

Richard Howarth
The Web Designer

Craig Butler
The Online Safety Manager

David Savage
The Chief Technology Officer

Eilidh Gibson
The UX Designer

Erin Gallagher
The US Lead

Peter Argus
The Australian Engagement Lead

Harrison Read
The Co-Ordinator

Stephen Goodings
The Cyber Security Manager

Ian Hendy
Executive Administration

Luke Haseldine
The Senior B2B Executive

Sheeraz Gulsher
The PR & Media Lead

R;pple

Charity Support
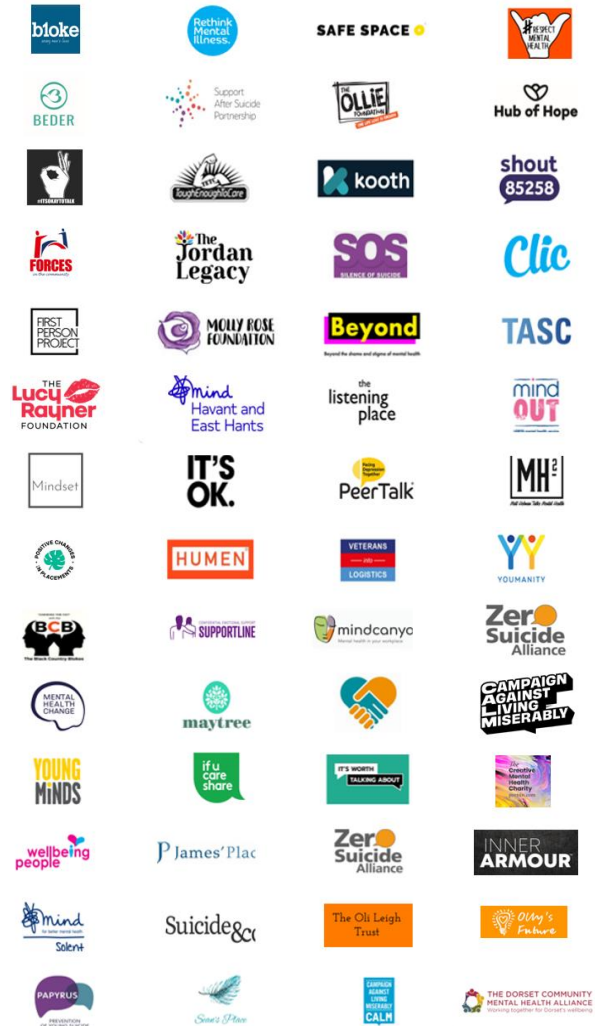
Businesses Engaged

Educational Deployments

Testimonials

Hampshire County Council

"I just wanted to say how much I/we at HCC value the tremendous work you are doing – putting vision into practice every day to help provide a safety net around those in crisis. And all in loving memory of Josh. Thank you isn't enough – and please know you are all appreciated so much."

sky

"The passion and heart behind this project is truly awe inspiring. The R;pple tool is an innovative solution to the problem of vulnerable people using the internet to access harmful content related to suicide. Alice has used her skills to create technology that is providing support and saving lives."

UNIVERSITY OF WOLVERHAMPTON

"Without this tool, it is quite possible that within a couple of clicks, an incredibly distressed individual, will be able to access content that not only demonstrates means of dying by suicide, but encouragement and detailed instruction of how to do so."

edF ENERGY

"You speak so eloquently and with such power. your presentation was incredible, from the heart, real, professional, passionate, relevant, informative and impressive. What you have achieved and the places you have reached in such a short time is just remarkable - I don't even know you but I am so proud of you and your team!"

CISCO

"You're inspiring people. You're putting hope out in the world. You're de-stigmatizing mental illness. We're incredibly grateful to know you."

R;pple

Team Achievements

2021	2022

Women In IT Awards	Women in Insurance Awards	WeAreTheCity Awards	WeAreTheCity Awards	Inside Out Awards	Platinum Champion	British Insurance Awards	The Women's Awards
Top 100 Women in IT	'Unsung Hero'	'Entrepreneur of the Year'	'Rising Star'	'Future Leader of the Year'	Royal Voluntary Service	'Diversity & Inclusion Initiative'	'Outstanding Women'

UK IT Computing	Inspires Awards	Women in Tech Excellence Awards	National Diversity Awards	Women in Insurance Awards	NHS Parliamentary Awards	This Can Happen Awards	The Charity Awards
'Most Inspirational Person of the Year'	'SHEro'	'Hero of the Year'	'Entrepreneur of Excellence'	Digital Champion of the Year'	The Rising Star Award	Product Impact Award	'Social Care, Advice and Support'

R;pple

Team Publicity

Mirror — EXCLUSIVE: 'My brother took his life after visiting horrific suicide sites – today I'm fighting back'

5 — @ClaudiaLizaTV spoke to Alice Hendy, who's launching a software - @Rippletools - to support people searching for harmful content online, after losing her brother Josh to suicide.
WORLD SUICIDE PREVENTION DAY

BBC NEWS — @annita_mcveigh has been speaking to the founder of @Rippletools on @BBCNews

itv — Young woman who lost brother to suicide creates online tool to prevent others seeing harmful material

Daily Mail

EXPRESS — Online trolling soared during Covid pandemic, study reveals

ONLINE searches for how to deal with internet trolls rocketed during the pandemic, a study reveals.

The organisation's Alice Hendy said: "There is a clear link between trolling and suicide. It can cause harm and distress."

Searches containing the words "how to handle internet trolls" increased by 800 per cent in just four weeks between February and March 2020, it was found.

sky news — SUICIDE PREVENTION DAY

GBN — 'If they're carrying out online searches of this nature then they're really struggling'
Alice Hendy created Ripple, which intercepts users searching for harmful websites, after she discovered her brother had searched for content before he committed suicide.
ALICE HENDY

BBC BREAKFAST

The News — Stubbington woman launches prevention tool after her 'kind' brother, 21, dies by suicide

A STUBBINGTON woman has created a browser extension to help prevent self-harm and suicide a year her brother died by suicide.

Alice added: 'Josh – if only you knew how much you were loved.
'Our world will never be the same again and I miss you every minute of every day.

R;pple

The Impact since launching on 10.09.2021

300,000 R;pple downloads

12 Awards won

3,000+ Contacts engaged

1,034 Businesses engaged

24 Lives saved by R;pple

1,900+ Harmful online searches intercepted

9 Countries R;pple has reached

10.5M People reached through PR

R;pple

Why deploy R;pple?

Promote a Positive Brand

Your brand is your company's identity in the marketplace. It's what you're known for and how your customers perceive your company.

It goes without saying that every company strives to maintain a positive brand image, respected identity and favourable public opinion — whether the brand is local, national or global.

Show, publicly, your commitment to improving the mental health of your colleagues, customers and clients by partnering with R;pple.

Corporate Social Responsibility

Highlighting corporate social responsibility: supporting a charity enhances a company's credibility in a way that can spread a positive attitude amongst their audience and help them reach a new market.

No Tax Implications

Where a UK tax payer makes a charitable donation to a UK registered charity, the donor will receive tax relief on the donation.

Your colleagues need your support

Your colleagues might be struggling. Many individuals find it hard to open up and discuss their mental health. R;pple provides a 'safety net' for those who are in crisis and offers hope in their darkest hour.

Compliment your Wellbeing Offerings

Your current wellbeing offerings provide your staff and colleagues with a range of benefits to improve wellbeing and mindfulness. R;pple is not a wellbeing or mindfulness tool, it's a crisis intervention tool and intercepts those colleagues who might need immediate mental health support.
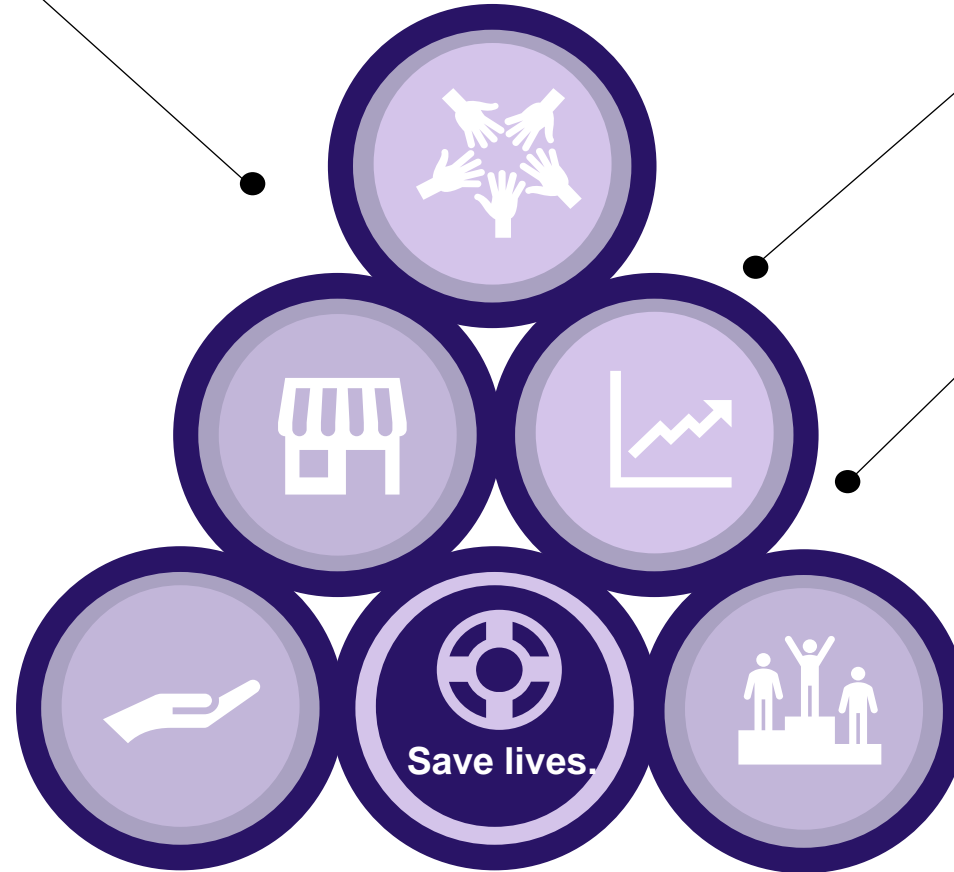
Mental Health Figures

Male suicide is at it's highest rate in 20 years in 2020 (ONS)
26.8% of people aged 16-24 report having had suicidal thoughts in their lifetime, a higher percentage than any other age group (MHFA)
Every 90 minutes in the UK, a life is lost to suicide (The Sun')
Harmful internet use was found in 26% of deaths in under 20s (Samaritans)

Differentiation

By supporting a mental health charity, you are opening doors to many other businesses, educational establishments and charities who also care about mental health and prioritise the wellbeing of their staff and colleagues.

Reach more people and collaborate openly about your organisation's mission in smashing the stigma surrounding mental health and adding an additional layer of protection to your colleagues, customers and clients through R;pple.

Save lives.

R;pple

How you can help our Charity

Promote R;pple via your Social Media channels

Teams to Engage

- Marketing Team
- Social Media Team
- Communications

Download R;pple as a browser extension or network

Teams to Engage

- IT Teams
- CISO
- Data Privacy Team
- Communications

Include R;pple in your company podcasts and screensavers

Teams to Engage

- Marketing Team
- Communications

Run events dedicated to mental health in collaboration with R;pple

Teams to Engage

- Communications Team
- Events Team
- Wellbeing Team
- Senior Sponsorship

Provide R;pple with Testimonials from your colleagues

Teams to Engage

- Marketing Team
- Communications Team
- Wellbeing Team
- Senior Sponsorship

Provide R;pple financial support via subscription or sponsorship options.

Teams to Engage

- Finance Team
- Wellbeing Team
- Senior Sponsorship

Engagement plan with partners

Teams to Engage

- Marketing Team
- Communications
- Wellbeing Team
- Senior Sponsorship

Promote R;pple to employees to encourage home downloads

Teams to Engage

- Marketing Team
- Communications
- Wellbeing Team
- Senior Sponsorship

Include R;pple as an option in your company charitable rewards offering

Teams to Engage

- Rewards Team
- Wellbeing Team
- Employee Relations

Encourage your employees to approach educational institutions about R;pple

Teams to Engage

- Marketing Team
- Communications
- Sales Team
- Senior Leadership

Place R;pple on roadmap for your financial commitments

Teams to Engage

- Finance Team
- Wellbeing Team
- Senior Sponsorship

Include R;pple in your Wellbeing Portal

Teams to Engage

- Finance Team
- Wellbeing Team
- Senior Sponsorship

R;pple

Useful Links

Website and Social Media Links
- R;pple Website – [Link](#)
- R;pple Facebook – [Link](#)
- R;pple Instagram – [Link](#)
- R;pple LinkedIn – [Link](#)
- Alice Hendy LinkedIn - [Link](#)

Media Links
- R;pple Media Coverage – [Link](#)
- R;pple Award Recognition – [Link](#)
- R;pple Speaker Request Form - [Link](#)
- Petition for Change – [Link](#)

Browser Extension Download Links
- Google Chrome [here](#)
- Microsoft Edge [here](#)
- Opera [here](#)
- Mozilla Firefox [here](#)
- Demo on downloading R;pple found [here](#)

FAQ's
- R;pple FAQ document - [Link](#)

Fundraising Links
- R;pple JustGiving Page – [Link](#)
- R;pple Shop – [Link](#)

Subscription and Sponsorship Links
- Business Subscription Model – [Link](#)
- Business Sponsorship Model – [Link](#)

Policies
- R;pple Privacy Policy – [Link](#)
- Other policies available by request

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