Dear [School / College/ University Wellbeing / Pastoral Care Lead],

I am writing to make you aware of a **free** mental health and suicide prevention resource from a charity called [R;pple](http://www.ripplesuicideprevention.com) which is available as an additional layer of protection and support for students and young people at your [school / college / university] and available to download immediately.

**Why is this important?**

* 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 helplines have increased by 125% since January 2019 (SEMrush, 2021)
* Male suicide is at it’s highest rate in 20 years in 2020 (ONS)
* Harmful internet use was found in 26% of deaths in under 20s (Samaritans)

**The background of R;pple**

R;pple Suicide Prevention was founded and established as a charity in May 2021 by [**Alice Hendy**](https://www.linkedin.com/in/alicehendy/). Alice lost her only sibling, her 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. To ensure more help and support is given to individuals searching for harmful content online, his sister set up R;pple Suicide Prevention.

**What is R;pple?**

R;pple is a browser extension, 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. R;pple works seamlessly with current firewalls in place and provides individuals with a subtle intervention of hope and support when they are at their most vulnerable point.

**What impact has R;pple made?**

* Since launching in September 2021, R;pple has been downloaded over **950,000** times.
* R;pple has intercepted over **5,750** genuine harmful online searches.
* Although R;pple does not collect any personally identifiable information whatsoever, **24** individuals have approached thr charity directly to inform them that R;pple has saved their life.
* R;pple has [**won 24 awards**](https://t.sidekickopen06-eu1.com/s3t/c/5/f18dQhb0S7kC8dnlbSW1Cf-q559hl2VN1Mk_njHV8VTW3GZHB26sG8gpN6zB6007WzRjf73_C8802?te=W3R5hFj4cm2zwW3K6KtZ1N4JvZW3z9D803T1kw5W1JDYmy4fGB3zW3T1McH43XxF8W43V0-z3Fbt5SW2kcjhP2f8QhTW45V6dw2nx_JHW1mp7yl1JG8_zW3K5VVJ3X-SqyW41q94X3K9ZJxW3Fbt5G1SbFwtW4f8Tn63DDzQ-W1YTrGs3LFcz4W2-DJM-32bqjwW23gplR3C0dnNW2s_7731Y_5VlW3ZtZHF1Qg_FBW41Tl22238xqmW1V9zj82qCZLSW2CxgpP2TkhF2W1-XzbQ3bCrYFW3LHJ-32sF0f2W1RYQdF4fGtCrW2vSs1H1Znmd6W1XmPMF4tFkyYW3_FW9f1GbkmLW24VmXS1Vks-HW49DRD53gbN2kW3b2VCQ3tRXbHW3XFt9M1XgJ-MW1Qg-Yd1V98ygW1ZcHMw3v4B08W2-bP8Q1mp67tW3SsSXP22TGc2W1N4h9z1Q69gCW1X0-RX1mp67qW3SsSXP1Y-JcbW1SpNPX1GB6RyW3LCyjB3JH3zkW3H4lLQ22V41MW3BMTn-1S4hCbW1pLjNY29b0KWW3yTt0W1mrcF0W1P-g4m1mrcF2W23gj3g1--v7lW1_jnyq1W_nQRW1N7JmF23gjHDW22X_xJ1S4hHDW2121qR3H59PSW21jG_h3LHhzjW3z9CTM1V24ntW3z7xqJ3z7xqJW3z7r7t2sB3fJW2szFP32sD8TcW20W6pV1S3Vj1W1N81Qc20Zs5VW2123_n3X-qTwW41kBPG34qcNgW3BXd-G3BMYlnW3KcGQk2HT9SrW2Rs2992PNMk9W2RstP92PtxBBW2HT9Sr383-yBW2RT-652PtxBjW34yKyM2HTvV6W3z3pCS2PtxBKW38b_xb2RNYbNW1V8dcJ2sB4cKW1N0bMJ45rYwYW3zhrq_4kMCclW3_LwGB1S8ZG6W3h_lzl234pZ2W4cBZGk3y_8RvW2y0WKn2-lJncW1VcHNL38f-L6W2xr9Q61pLjNYW29hSKG3K8RlN4n49g1&si=8000000018984699&pi=030194cc-9813-4692-ae12-2f839dc8709d) in the mental health and innovation space.
* Universities who have already installed R;pple for free include University of Wolverhampton, Portsmouth, Reading, De Montford, Greenwich, Exeter, Keele, Northampton and many more.

**Who should I engage to deploy R;pple across my organisation?**

* Wellbeing teams
* IT departments

**Useful Links**

* [[**FAQs**](https://assets.website-files.com/606c9da885edd050692bfa89/62a3f08228203251aa1921c0_Ripple%20Suicide%20Prevention%20-%20The%20FAQ%27s.pdf)](https://www.ripplesuicideprevention.com/frequently-asked-questions)
* Download R;pple on [**Chrome**](https://t.sidekickopen06-eu1.com/s3t/c/5/f18dQhb0S7kC8dnlbSW1Cf-q559hl2VN1Mk_njHV8VTW3GZHB26sG8gpN6zB6007WzRjf73_C8802?te=W3R5hFj4cm2zwW3K6KtZ1N4JvZW3z9D803T1kw5W1JDYmy4fGB3zW3T1McH43XxF8W43V0-z3Fbt5SW2kcjhP2f8QhTW45V6dw2nx_JHW1mp7yl1JG8_zW3K5VVJ3X-SqyW41q94X3K9ZJxW3Fbt5G1SbFwtW4f8Tn63DDzQ-W1YTrGs3LFcz4W2-DJM-32bqjwW23gplR3C0dnNW2s_7731Y_5VlW3ZtZHF1Qg_FBW41Tl22238xqmW1V9zj82qCZLSW2CxgpP2TkhF2W1-XzbQ3bCrYFW3LHJ-32sF0f2W1RYQdF4fGtCrW2vSs1H1Znmd6W1XmPMF4tFkyXW2zyl4T3XwSrSW2CMKrJ1W_NZlW2zKnhC2B1y9XW3b2XnK3VJCbhW2s_92h4rqpPNW2MSPjT1Vc9j8W4cSk-V3jt8HwW3tSFb73tScW3W1QdrVx4kn5D0W4cvBML3b2WN0W45HqGb1Z9CzcW34qb4w1VvC5xW1Vc_-W2TGyryW309p4T47m5HmW34ry2V1Vgz07W1GbLSq1V0LHgW1_rx_V1V8fVFW1N4h9z1N4hgsW24WxTl24WY0PW1_qhz_1V8fDvW20W5Wf1X2ccMW1-ZLjN1XmP2KW1Gy6wl22Sqv5W1X12r920XNN_W1Q5jH13_YgfgW3zhrq_1N5Y63W2szGRD211_MQW2sBwqd1S1nKwW20XP7M20XNZnW3K3Kvx3BLD3KW24WZH-1-_jFZW1RYQBy22WpJ4W25fgvP3JL3V8W1W-ywC3BNgwGW3z7xqJ3z7xqJW3z7xqJ1mrcF1W1mrcF01mrcF6W1V2SDK22WLMPW1V203r22V4c7W24MF5S36zprjW43Ym1G2123WcW2z_11p3jtbwDW3GM5RS2KHM_xW43RtvZ1Xx3mRW2p98_g2p3lfJW2KFg7M43RvhjW3Z_RJ-2HSKh9W2Kx1_r2HstRBW1QvcB14mCSrJW2KJbC32Hsv9CW1M_Kdd1mrcF1W1N4h9n3zdyqGW4cHCXg3yTxbtW4cbjTY41XkN3W36hqZ932yYltW3Fg_xs3LW2jcW3b50sG47B65xW3SV1803ghrJjW2HHYyB1V8dkcW3_Ygfx3K9cl2f4kCH7GW3&si=8000000018984699&pi=d780b984-0217-4d1d-84f9-70d57456f724) **/** [**Edge**](https://t.sidekickopen06-eu1.com/s3t/c/5/f18dQhb0S7kC8dnlbSW1Cf-q559hl2VN1Mk_njHV8VTW3GZHB26sG8gpN6zB6007WzRjf73_C8802?te=W3R5hFj4cm2zwW3K6KtZ1N4JvZW3z9D803T1kw5W1JDYmy4fGB3zW3T1McH43XxF8W43V0-z3Fbt5SW2kcjhP2f8QhTW45V6dw2nx_JHW1mp7yl1JG8_zW3K5VVJ3X-SqyW41q94X3K9ZJxW3Fbt5G1SbFwtW4f8Tn63DDzQ-W1YTrGs3LFcz4W2-DJM-32bqjwW23gplR3C0dnNW2s_7731Y_5VlW3ZtZHF1Qg_FBW41Tl22238xqmW1V9zj82qCZLSW2CxgpP2TkhF2W1-XzbQ3bCrYFW3LHJ-32sF0f2W1RYQdF4fGtCrW2vSs1H1Znmd6W1XmPMF4tFkyXW3v5VCz2RkPZpW2KP-g31Xn-SHW22VWWF2B1YVZW3b2V9X2MzQ1FW1VfMhH4tnZcsW3CfX3_1VzLxdW1-YV2x1QmWk8W2PlV3G2PFG0wW1VfNV138nxrhW4fh_TT2zvR5FW1Z51Cq2Th7RJW1mp67t3SsSXPW22TGc21N4h9zW1Q69gC1X0-RXW1mp67q3SsSXPW1Y-Jcb1SpNPXW1GB6Ry3LCyjBW3JH3zk3H4lLQW22V41M3BMTn-W1S4hCb1pLjNYW29b0KW3yTt0WW1mrcF01P-g4mW1mrcF223gj3gW1--v7l1_jnyqW1W_nQR1N7JmFW23gjHD22X_xJW1S4hHD2121qRW3H59PS21jG_hW3LHhzj3z9CTMW1V24nt3z7xqJW3z7xqJ3z7r7tW2sB3fJ2szFP3W2sD8Tc20W6pVW1S3Vj11N82dXW1Z0lB32123_nW3X-qTw41kBPGW34qcNg3BXd-GW3BMYln3KcGQkW2HT9Sr2Rs299W2PNMk92RstP9W2PtxBB2HT9SrW383-yB2RT-65W2PtxBj34yKyMW2HTvV63z3pCSW2PtxBK38b_xbW2RNYbN1V8dcJW2sB4cK1N0bMJW45rYwY3zhrq_W49xvt-2zyG_5W4rCsxw3dv2DMW38h89J2WKFksW3ZLfWf4kNqtBW2nZ99V4pgKczW4pzzqN1V8dkcW3_Ygfx3K9cl2f4kCH7GW3&si=8000000018984699&pi=d780b984-0217-4d1d-84f9-70d57456f724) **/** [**Firefox**](https://addons.mozilla.org/en-GB/firefox/addon/ripple-tool/) **/**[**Opera**](https://addons.opera.com/en-gb/extensions/details/ripple-tool/)
* [**Explainer videos**](https://t.sidekickopen06-eu1.com/s3t/c/5/f18dQhb0S7kC8dnlbSW1Cf-q559hl2VN1Mk_njHV8VTW3GZHB26sG8gpN6zB6007WzRjf73_C8802?te=W3R5hFj4cm2zwW4mKLS-4rCvX6W4hCVj23Fbt5SW3F7xMK41RjQSW36dw0D41Tnw6W3_T6QF2vx0hsW47PpKt1Nl3MQF1LFZXFW2mw1&si=8000000018984699&pi=030194cc-9813-4692-ae12-2f839dc8709d) **&** [**R;pple Demo**](https://www.youtube.com/watch?reload=9&v=8ecyNfLhtc4)

**How to download R;pple**

* Individuals, Parents and Guardians - download R;pple at home, for free, [**here**](https://t.sidekickopen06-eu1.com/s3t/c/5/f18dQhb0S7kC8dnlbSW1Cf-q559hl2VN1Mk_njHV8VTW3GZHB26sG8gpN6zB6007WzRjf73_C8802?te=W3R5hFj4cm2zwW4mKLS-49M95gW3ZVdrZ3SYM5qW3K7_2y4kCJ24W3T1McH3Fbt5SF3T1lc2S6NQ1&si=8000000018984699&pi=068e4ee3-e6e2-4b56-bf34-58917dd51ed9)
* Schools, College, Universities - liaise with your Wellbeing and IT teams and inform them that R;pple is a browser extension that can be deployed free, en masse ([**FAQs**](https://www.ripplesuicideprevention.com/frequently-asked-questions))

I hope you can support me in my mission to get people the mental health support they need at a time when they are most vulnerable.

This free resource is saving lives and will provide a subtle intervention if any of your students and young people conduct a harmful online search relating to self harm and suicide.

Yours sincerely,

[Your name]

[Your contact details (if appropriate)]