

# Light up the Longest Night Campaign Partner Pack

**Campaign timeline:** The campaign will be live from Monday 2 December 2024 until Monday 6th January 2025.

**Event date:** Saturday 21 December 2024.

**Contact:** [Philip Wade](#), Media Support Assistant, Staffordshire County Council

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## About the Light up the Longest Night Campaign

As part of our suicide prevention and mental wellbeing work, Staffordshire County Council's Public Health Team is working with Staffordshire Samaritans on a campaign to remind people that the Samaritans Support Line is always open, including over Christmas and New Year.

- Saturday 21 December is the longest night of the year, with the sun setting around 4.00pm
- Several buildings, including the Shire Hall Gallery in Stafford and the Screwfix HQ, will be lit up green
- Members of the public are invited to join us by displaying a light and poster in their window at home and posting a photo on social media using the hashtag #lightupthenight
- We'll be sharing public messages through Staffordshire County Council's corporate social media channels, emails to partners and media releases from Monday 2 December 2022.
- [Public information about the campaign is published on our web page.](#)

Samaritans have some great tips on how to start a conversation and encourage people to listen to the important things their friends, family and colleagues need to tell them. Remember, SHUSH.



## Show you care

Focus on the other person, make eye contact, put away your phone.



## Have patience

It may take time and several attempts before a person is ready to open up.



## Use open questions

That need more than a yes/no answer, and follow up eg 'Tell me more'.



## Say it back

To check you've understood, but don't interrupt or offer a solution.



## Have courage

Don't be put off by a negative response and, most importantly, don't feel you have to fill a silence.

## How to get involved

**(2 December 2024)**

people can visit their local library to collect a free A4 poster and green LED tealight. \*Limited numbers apply

- **(16 – 21 December 2024)**

Display the poster in your window with the green LED tealight

- **(21 December 2024)**

On The Longest Night, post a photo of your Green tealight on [Facebook](#), [X](#) (Twitter), or [Instagram](#) with the following message:

***"Anyone can contact Samaritans free any time from any phone, even from a mobile without credit. Call 116 123."***

Please help to spread the word as far as possible by tagging Staffordshire County Council and using the hashtag **#lightUpTheNight** or email your pictures [philip.wade@staffordshire.gov.uk](mailto:philip.wade@staffordshire.gov.uk).

If you own or look after a building, landmark or attraction in Staffordshire and you would like to show support for the campaign and help to raise awareness of this important helpline number, please get in touch with [philip.wade@staffordshire.gov.uk](mailto:philip.wade@staffordshire.gov.uk) for more information.

**Safety information:** *Please stay safe and only use LED lights. The LED light provided contains a button battery which could harm a child or pet if swallowed. Please keep out of reach.*

## Resources to help you share the campaign

- [Facebook/Instagram](#)
- [X \(Twitter\)](#)
- [Digital Screens](#)
- [A4 Poster \(Double Sided\)](#)
- [Light up the Longest Night webpage](#)

### 2023 Samaritans Statistics

- Last year, Samaritans answered more than 6,700 calls on Christmas Day
- Last year, Samaritans answered just under 250,000 calls through December
- Last year, more than 1,200 volunteers answered contacts on Christmas Day
- Last year, more than 1,300 volunteers answered contacts on Christmas Eve

### **Suggested social media post – please edit to suit your audience and channel**

#### **Before 21 December:**

#### **Facebook/ Instagram**

Staffordshire County Council's Public Health Team is working with Staffordshire Samaritans on a campaign to remind people that the Samaritans support line is always open, even on Christmas Day.

Saturday 21 December is the longest night of the year, with the sun setting around 4.00pm. Several council buildings including the Shire Hall Gallery and the Wincanton Screwfix Distribution Centre in Stafford will be lit up green. You can show your support by displaying a green light in your window at home.

The date will be used to remind residents in need that the Samaritans are there for them during their darkest hours, including over Christmas and New Year.

To be involved:

16 – 21 December 2024 - Display the poster in your window with the green LED tealight

21 December 2024 - On the longest night, post a photo of your green tealight on Facebook, Twitter, or Instagram using the hashtag #lightUpTheNight with the following message: "Anyone can contact Samaritans free any time from any phone, even from a mobile without credit. Call 116 123."

To find out more or how you can get involved, please visit:  
<https://www.staffordshire.gov.uk/LightUpTheLongestNight>

## X

Will you shine a light on the longest night? We want everyone to know that the Samaritans are there for them through their darkest times. Find out how you can get involved at:

<https://www.staffordshire.gov.uk/LightUpTheLongestNight>  
#LightUpTheNight

## On 21 December:

### Facebook/ Instagram

Today is the longest night of the year, with the sun setting around 4.00pm.

This important date is used to remind residents in need that the Samaritans are there for them during their darkest hours, including over Christmas and New Year.

We are showing our support by displaying a poster and a green light in our window at home (or business name).

(Please feel free to share a story of how you have been helped or have helped someone in need)

Anyone can contact Samaritans free any time from any phone, even from a mobile without credit. Call 116 123.

To find out more or how you can get involved today, please visit:  
<https://www.staffordshire.gov.uk/LightUpTheLongestNight>

## X

Anyone can contact the Samaritans free any time from any phone, even from a mobile without credit. Call 116 123. #LightUpTheNight



### **Need help?**

Samaritans offer emotional support to anyone in need, 24 hours a day, seven days a week.

You don't have to be suicidal to ring Samaritans. Many people call because they are stressed, depressed, anxious, bereaved, lonely or struggling with everyday life.

Anyone can contact Samaritans for free, any time, from any phone - even from a mobile without credit.

Call **116 123**. This number won't show up on your phone bill.

We also publish a list of organisations across Staffordshire offering support with mental health

For other sources of support or advice about looking after your mental wellbeing, please visit [Mental health and wellbeing - Staffordshire County Council](#).



### **Want to help others?**

Find out about our Talk Suicide campaign and our [free training](#).