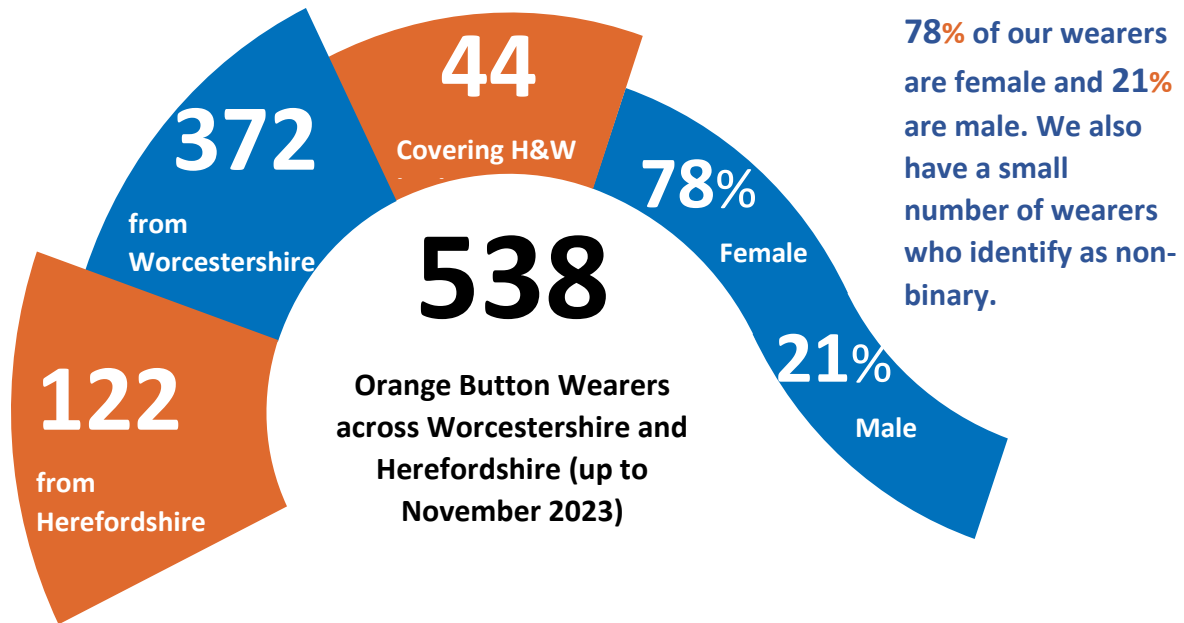




## Herefordshire and Worcestershire Orange Button Community Scheme: 2022-2023 Evaluation Highlights

Below is snapshot of how the scheme has grown since it launched in September 2022.



There is a good geographical spread across the two counties with wearers across all adult age groups. Herefordshire’s population is a third of Worcestershire’s population, so the numbers above are reflective of this. We can see that we need to take a targeted approach to encourage more men to join up to the scheme.



### Survey findings

The information below has been derived from a survey that was sent to all Orange Button wearers in September 2023. The survey was sent to 344 wearers, 99 of those (28%) responded. The findings are true from September 2022- September 2023.



Two thirds of respondents reported wearing their buttons twice a week or more.

**66%**  
wearing buttons  
regularly

91% of all respondents feel confident in supporting someone to get help around suicide since becoming a wearer.

**91%** of  
respondents feel  
confident  
wearing the

Over three quarters of all our respondents have encouraged someone else to join the scheme or take suicide prevention training.

**>50% are having conversations**

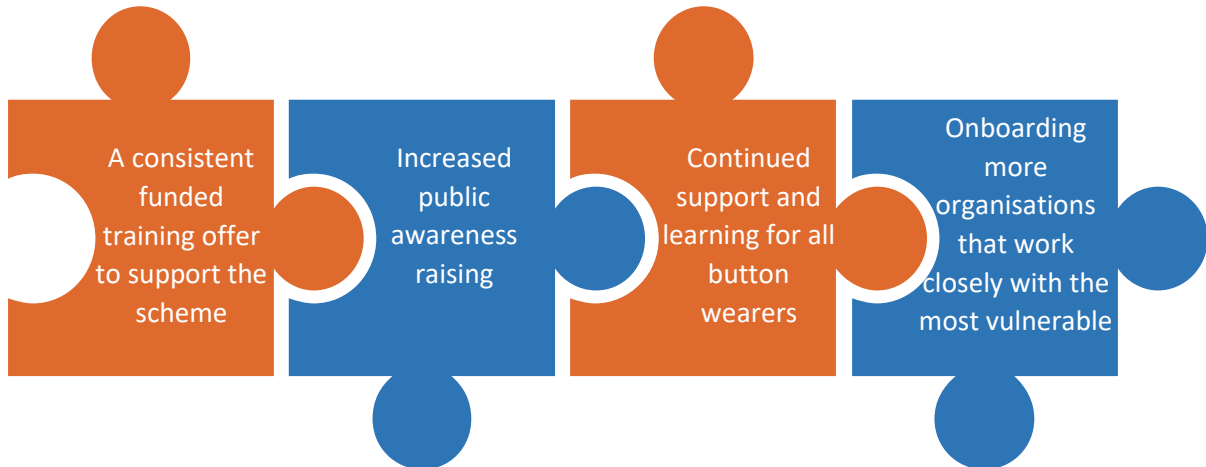
Of the 94 respondents to the question, more than half have had at least 1 conversation and of those conversations, most were classed as low/ medium level support. This aligns with the level of support Orange Button wearers are providing in other areas where the scheme is running.

**77% found the self-care advice useful**

- Those who are having conversations are using their support card and are finding it useful.
- 77% of respondents found the self-care advice useful.
- 53% have been asked what the button is for.
- 64% have signposted individuals to services.

**What's next for the Orange Button Community scheme?**

For the scheme to continue to grow and be successful, we see the following to be crucial elements:



A recent Worcestershire Orange Button event meant we were able to hear your opinions on where we should go next, and these are currently be collated and will feature in the full evaluation report. A Herefordshire Orange Button event is being planned for early 2024.

There will be a more detailed report available in the coming months, please email [suicidepreventionprogramme@worcestershire.gov.uk](mailto:suicidepreventionprogramme@worcestershire.gov.uk) if you wish to receive a copy of it. Please see below for some comments from our survey respondents.



## What our survey respondents said about being an Orange Button wearer:

*"I have been able to reinforce the value of Orange Button and increase Suicide Prevention awareness with many senior leaders in NHS and in Voluntary Sector..."*

*"I think it is a very good visual cue to people who are struggling that need to talk but not sure who to approach. Also other organisations have commented or asked about the Orange button & seem impressed when we have explained what it is..."*

*"Since attending the training, I feel I have more confidence to support and be approached. I think it is an excellent scheme."*

*"I am proud to wear an orange button and support the scheme - so important and worthy."*

*"Part of a community of people passionate around supporting people who are thinking of suicide."*

*"I'm involved in a rugby club and have quietly sign-posted individuals".*

*"Raising awareness and I thought the online training that I did to be an orange button wearer was excellent even though it was online."*