

Suicide-safer Education



Protect your students and staff from harmful <online searches>

Student Mental Health

The numbers

#1 cause

of death for young people aged between 5 and 34 in England and Wales in 2019 was suicide. (ONS)

7%

of UK children attempt suicide by the time they reach 17 years old. (Centre for Longitudinal Studies)

About 1 in 5

children and young people aged 8 to 25 years had a probable mental disorder in 2023. (NHS)

Nearly 50%

of 17–19-year-olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point. (NHS)

Student Mental Health

The stories

Why did my daughter kill herself at
together? I'm piecing it

Universities must treat students better,
says UK father whose son killed himself

Bereaved parents say review into
student suicides in England is 'slap in
the face'

student saw GP just
days before he died by suicide, inquest hears

**'My brother took his own life, but
his university didn't even know he
was absent. Things must change'**

Lecturer's widow hits out at
University workload


University rocked by rise in
student suicides

The six pupils who died in 2022 represent a 500 per cent increase in deaths

UNI TRAGIC TRIO
investigating 'unrelated' suicides of three
fresher students since start of term – as
families slam lack of support

Universities told to contact students'
loved ones to stop suicides

failed to make student
who died feel wanted, says mother



**1 suicide loss
affects up to 135 people**

The Call for Change

Universities

Parents urge UK universities to reveal student suicide rates

Universities urged to do more to prevent student suicide

'Universities can help save lives when they adopt a proactive response to suicide prevention,' sector leader says

- the Department for Education is engaging experts and those with lived experience to review relationships, sex and health education guidance to determine whether suicide and self-harm prevention will be included as an explicit part of the curriculum to support young people

Press release

Major national strategy to reduce number of tragic suicides

Government pledge to reduce England's suicide rate within 2 and a half years with launch of new national suicide prevention strategy.

- we are investing £2.3 billion extra a year into mental health services, and have set out our aim in the [NHS Long Term Plan](#) for an additional 345,000 children and young people to access NHS-funded mental health support by 2024

- we are also tackling harmful material that encourages self-harm or suicide through the [Online Safety Bill](#), and continue to work with multiple agencies to ensure appropriate messaging and labelling is used

Suicide's Invisible Accomplice

1.2m

internet searches for ways to take your own life happen every month, globally.

(Suicide forum)

>26%

of suicide cases in under 20s and 13% of those in 20–24-year-olds had a suicide-related search history.

(The Lancet & University of Manchester)



Suicide's invisible accomplice

1 in 5

search results across major search engines link directly to content that promotes or instructs on self-harm, suicide, or eating disorders. (Ofcom)

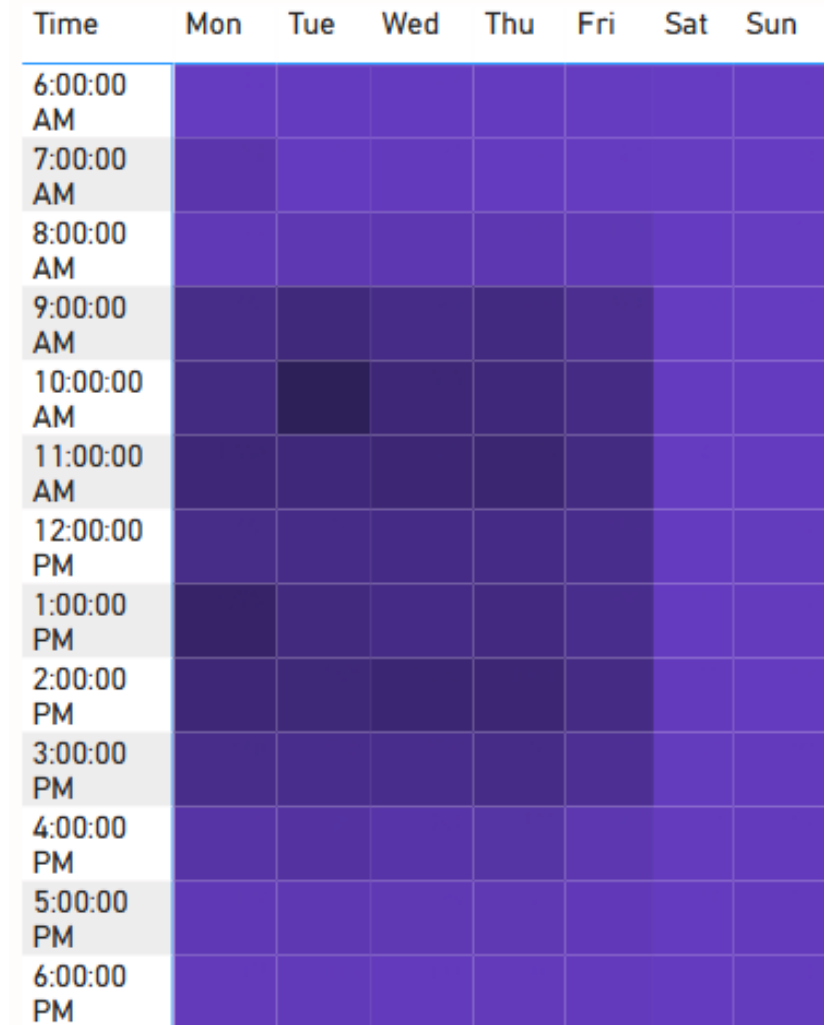
Online

searches for suicide methods are better predictors of suicide deaths than self-reported measures of suicide risk. (Ma-Kellams C, Or F, Baek JH)

10 a.m.

on Tuesdays and 1 p.m. on Mondays show peak activation for suicide and self-harm-related searches among Ripple users in the UK.

Anonymous Ripple BrowserShield activations data, UK



The Next Level of Suicide Prevention



Protect your students at their most vulnerable moments

Ripple is a digital crisis intervention tool that intercepts online searches related to self-harm, suicide, and a wide range of mental health challenges, and directs individuals to free, 24/7 mental health services.



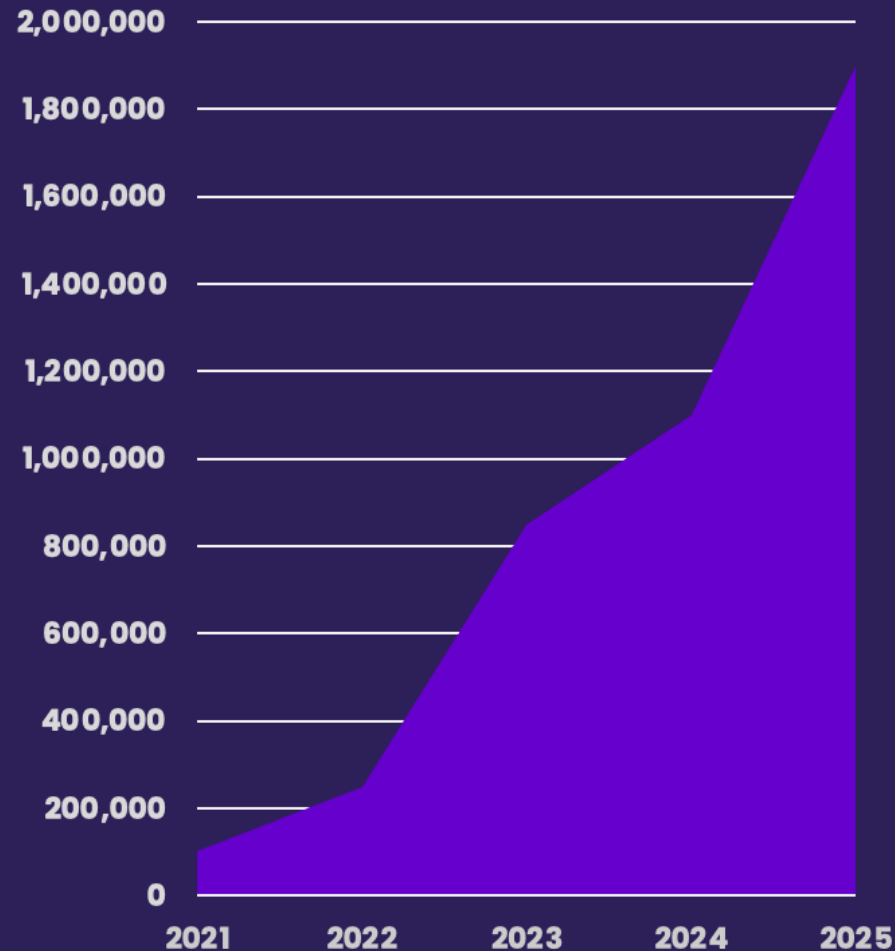
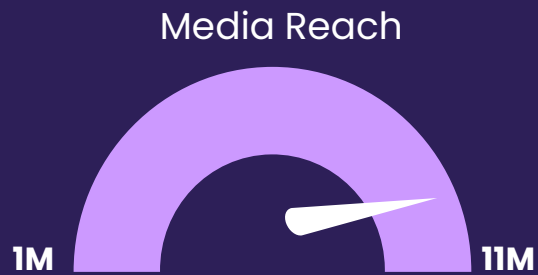
Our Story



Alice Hendy MBE lost her only sibling, her brother Josh, on 25th November 2020 to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life – and he was not alone. Globally, an alarming 1.2 million online searches linked to suicide occur each month.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up Ripple.

Our Impact



Active Users **1,900,000**

Interceptions **110,000+**

Lives Saved* **32**
*People who have reached out to us directly

Awards Won **40**

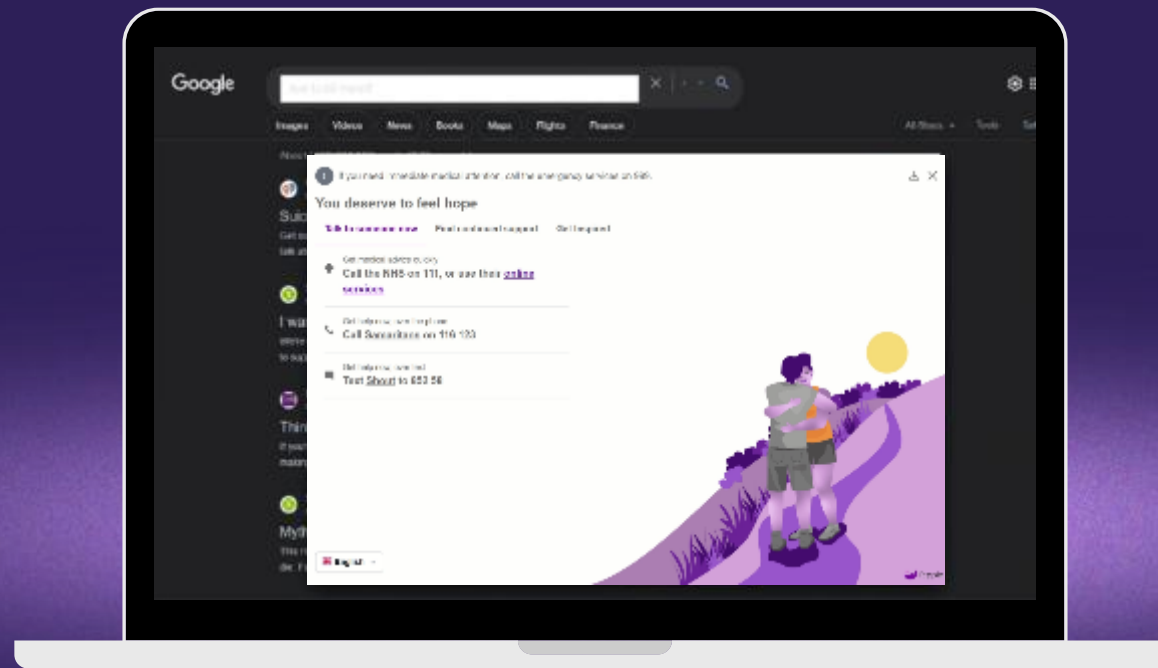
How Ripple Helps

Protection in 3 simple steps

1 Intercepts the search with a calmly presented pop-up screen.

2 Guides the person through a filter of breathing exercises to help them pause and reflect.

3 Signposts to helplines and mental health resources, accompanied with messages of hope.



Ripple Demo

The image shows a screenshot of the Google homepage. At the top right, there are links for "Gmail" and "Images" next to a grid icon. The Google logo is centered on the page. Below the logo is a search bar with a magnifying glass icon on the left and icons for "X", "voice search", "image search", and "AI Mode" on the right. The search bar contains the text "How to". Below the search bar, a list of search suggestions is displayed, each with a magnifying glass icon on the left:

- How to Train Your Dragon
2025 film
- how to **carve a pumpkin**
- how to **screenshot on mac**
- how to **lose weight fast**
- how to **delete instagram account**
- how to **make pancakes**
- how to **delete facebook account**
- how to **deactivate facebook**
- how to **verify age on x**
- how to **lower blood pressure**

At the bottom of the search bar area, there are two buttons: "Google Search" and "I'm Feeling Lucky". Below these buttons is a link that says "Report inappropriate predictions".

At the bottom of the page, there is a footer with the following links: "Business", "How Search works", "Applying AI towards science and the environment", "Privacy", and "Terms".

Age-Specific Crisis Intervention

Safeguard students with tailored mental health support



Students face unique mental health challenges at different ages.

By deploying Ripple at your school, college, or university, you can direct students to tailored mental health support for:

- Primary education (ages 5-11)
- Secondary education (ages 11-16)
- Further and higher education (ages 16+)

Who is Ripple Aimed Towards?

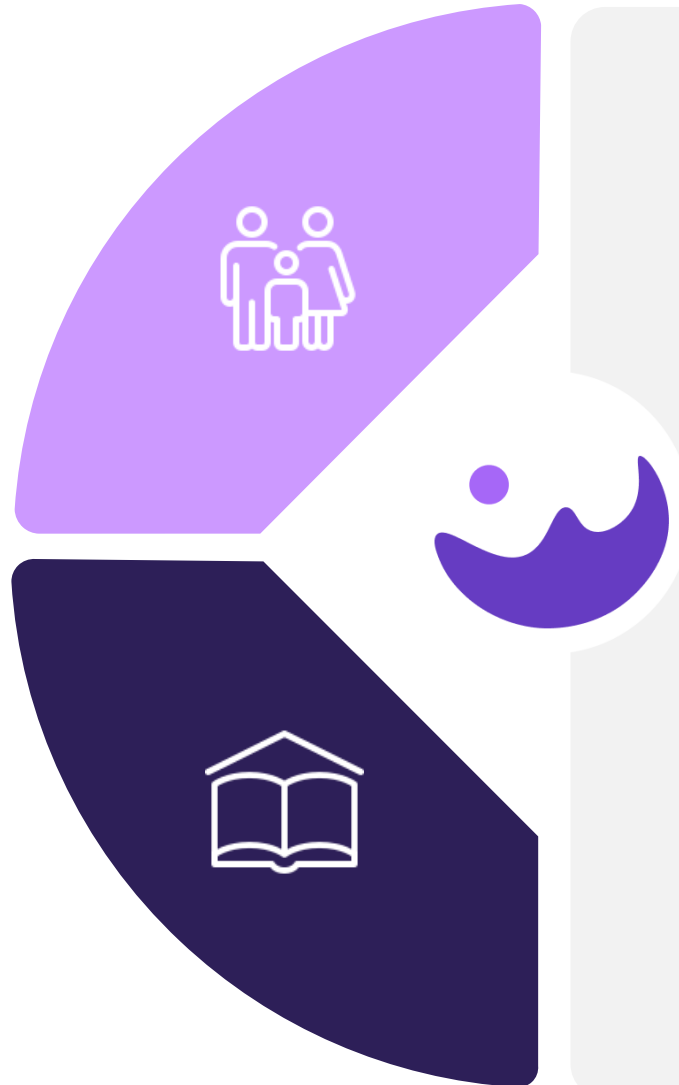
Individuals, Parents & Guardians

Protect your loved ones from harmful online searches – download the Ripple Browser Extension for **free** on all laptops and computers in your household.



Education Sector

Enhance online safeguarding with an additional layer of protection for all students and staff. Deploy the Ripple Browser Extension* en masse, for **free**.



Ripple Suicide Prevention Charity

Ripple Suicide Prevention Charity strives for a safe World Wide Web that protects individuals from dangerous online content leading to self-harm and suicide.

It advocates for a safer internet, combats the stigma surrounding suicide and mental ill health, and aims to ensure hope and support are available to anyone searching for harmful online content.

The Charity promotes the deployment of the Ripple Browser Extension free of charge to individuals, parents, guardians, educational establishments and charitable organisations.

*Wi-Fi integration available for a subscription fee.

Memberships and Accreditations

Citation ISO Certification
Integrated Management System
ISO 9001: 2015
ISO 27001: 2022
REGISTERED

International Association for Suicide Prevention

CYBER ESSENTIALS
CERTIFIED

OSTIA
ONLINE SAFETY TECH
INDUSTRY ASSOCIATION

ico.
Information Commissioner's Office

PROUD MEMBER
Association
of Mental Health First Aiders

NCPS
NATIONAL
COUNSELLING &
PSYCHOTHERAPY
SOCIETY

National
Suicide Prevention
Alliance

Endorsements

Organisations that recommend the deployment of the Ripple tool include:

NHS

Mind

Zero
Suicide
Alliance

NATIONAL
CYBERSECURITY
ALLIANCE

MHFA England

AMOSSHE
The Student Services Organisation

North
Lincolnshire
Council

Jacobs
One Million Lives

Norfolk
County Council

aoc | ASSOCIATION
OF COLLEGES

netsweeper

PREVENT SUICIDE
RHODE ISLAND

worcestershire
county council

Why Deploy Ripple



Create a safety net for your students and staff

Digital crisis intervention

Safeguard individuals experiencing mental health struggles at a time when they are most vulnerable.

Additional protection

Provide an additional layer of protection, complementing and enhancing your existing wellbeing strategy.

Privacy-minded

Feel confident that no personally identifiable information is collected, monitored or tracked.

Free for educators

Schools, colleges and universities can deploy the Ripple browser extension for free.

Easy for IT teams

Ripple is easily deployed onto managed machines. It works alongside any existing filtering in place, without compromising IT systems security.

Trusted by your peers

Over 90 educational institutions have already adopted Ripple.

Ripple BrowserShield

Protect desktop machines managed by your organisation – anytime, anywhere

- Any operating system
- Most popular desktop browsers
- Various deployment options
- Support for IT teams in testing, pilot initiatives and full roll outs
- Free for the Education sector
- Options for tailored content bespoke to your organisation



1

Ripple does not see, share, or save search histories or identifiable personal data.

Ripple NetworkShield

Extended protection to any device connected to your organisation's Wi-Fi network

- Any operating system
- Easy 5-minute configuration
- Support for IT teams in testing, pilot initiatives and full roll outs
- Subscription model – annual or multi-year
- Options for tailored content bespoke to your organisation
- Charity support – subscription costs include donations to Ripple, helping us keep the browser extension free for families and educators

Powered by  netsweeper



Ripple does not see, share, or save search histories or identifiable personal data.

2

Combined Solution

Protect all devices, buildings and spaces by deploying Ripple as a browser extension and via Wi-Fi.

- Any operating system
- Support for IT teams in testing, pilot initiatives and full roll outs
- Options for tailored content bespoke to your organisation
- Subscription model – annual or multi-year
- Charity support – subscription costs include donations to Ripple, helping us keep the browser extension free for families and educators.



3

Ripple does not see, share, or save search histories or identifiable personal data.

Trusted by Educators

“

Ripple is such an important, non-intrusive factor in suicide prevention – pressing the pause button and giving opportunities to get different thoughts in.”



Mental Health & Wellbeing Lead,
Birmingham Education
Partnership

Trusted by Educators

“ 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 do so.”



Academic Lead Mental Health and Well-being,
University of Wolverhampton

Trusted by Schools



Trusted by Colleges



Trusted by Universities



Awards Won

Our clients' continued support for Ripple and the impact we have been making together have brought us to some exciting places.



Publicity

Ripple is a crucial voice in the media, challenging misinformation and stereotype, giving hope and advice, and advocating for changes that can save lives.

sky news

BBC
NEWS

Daily Mail

itv

LBC
NEWS

TEDx

THE TIMES

GBN

BBC
RADIO

GQ

Mirror

CHANNELEYE

The Telegraph

yahoo!
news

PERSONNEL
TODAY

Evening Standard

5

EXPRESS

Education
today

GR
GREATEST
HITS
RADIO

The News



Global Reach

Europe

Austria, Belgium, England, France, Germany, Gibraltar, Guernsey, Ireland, Isle of Man, Italy, Jersey, Netherlands, Portugal, Russia, Scotland, Spain, Switzerland, Sweden, Wales

Africa

Algeria, Cameroon, Egypt, Libya, Senegal, South Africa, Uganda

Americas

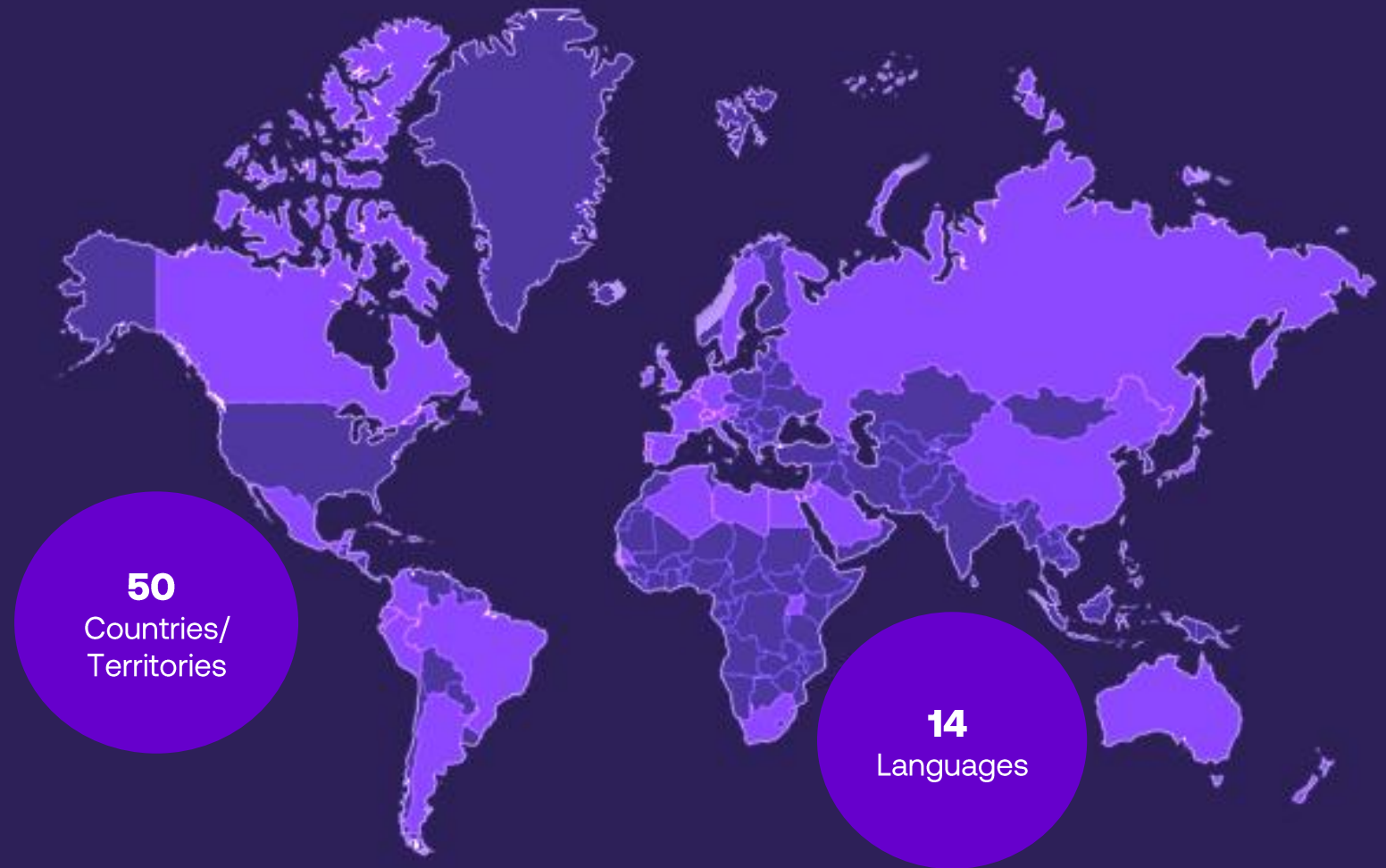
Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Asia

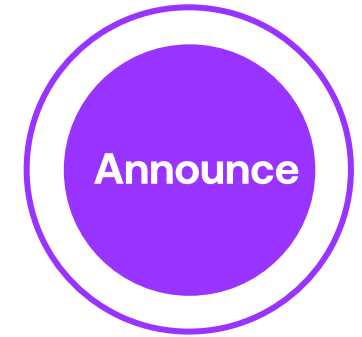
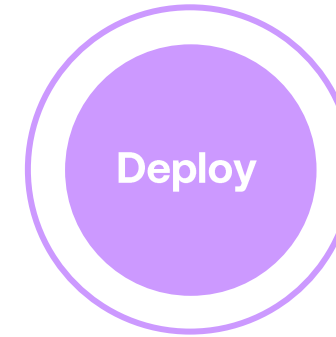
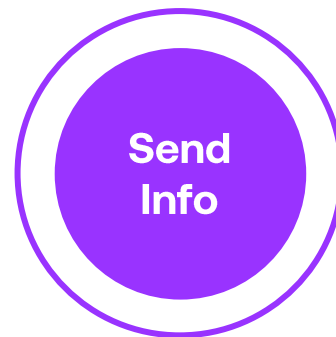
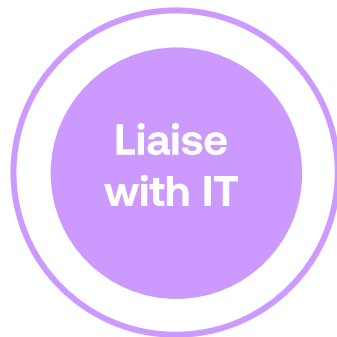
China, Hong Kong, Japan, Jordan, Lebanon, Qatar, Saudi Arabia, Taiwan, UAE, India

Oceania

Australia, New Zealand



Ripple Adoption Process



1 Get buy in from HR, Wellbeing teams and Finance.

- Agree subscription period and costs.

2 Liaise with your IT team for:

- Security review (Cyber Essentials Certificate and Pentest reports available).
- Deployment – pilot first or full deployment.

3 Send Ripple details about the deployment:

- How many machines you want to deploy Ripple on to.
- What Browser you would like to deploy Ripple onto.

4 Get the extension onto managed machines via:

- GPO (Group Policy Object)
- Force installs through browser management
- Or using a third-party management tool

5 Create a communications plan

- Explore the communications section on our website
- Decide if, when and how to publicise your commitment to employee wellbeing and suicide prevention.

How You Can Further Support Ripple's Vital Mission:

1

Social media

Promote, share and like Ripple via your Social Media channels

2

Case study

Tell the story to encourage others to follow suit

3

Wellbeing events

Organise wellbeing events for students and staff dedicated to mental health

4

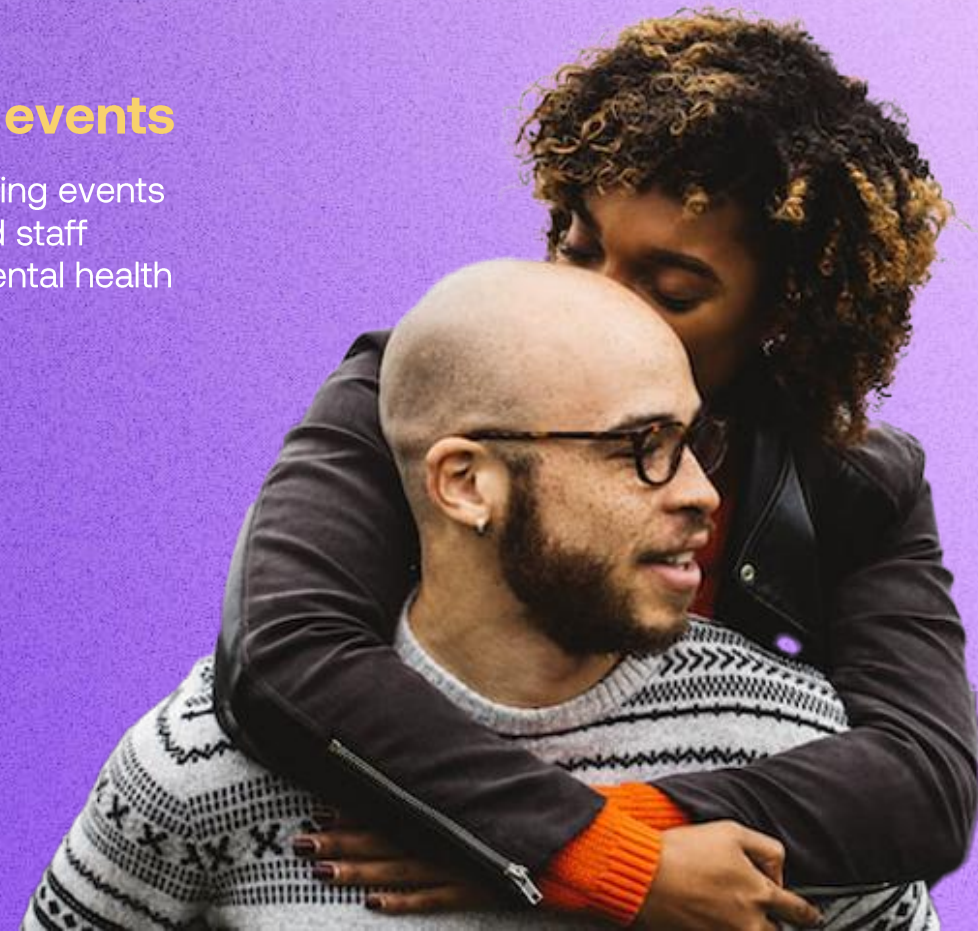
Fundraising

Sponsor Ripple events or fundraise for us on JustGiving, GoFundMe

5

Advocacy

Ask other educational institutions to deploy Ripple for free



Downloadable Resources

Mental health materials

Ripple is committed to help you create a workplace supportive to employees struggling with their mental health.

Get your complementary pack of mental health resources:

Workplace Mental Health Checklist

Download ↴

How to Talk About Suicide Guide

Download ↴

Mental Health and Suicide First Aid Resources

Download ↴

Ripple for Businesses - Overview

Download ↴

Ripple Workplace A3 Signage

Download ↴

Addressing Concerns

A student won't look for suicide and self-harm content on their school, college or university laptop.



Searches



Someone who is experiencing a mental health crisis will not be thinking about what device they are searching on, as to them, they won't be here to experience the consequences. Our data demonstrate that harmful searches are conducted on work machines.

We don't want anything tracking or monitoring our students



Data Privacy



Ripple does not track or monitor any personally identifiable information. The only information we gain is the number of times Ripple has been activated and the number of click throughs to mental health support services.

We already have wellbeing offerings



Current Offerings



Ripple is not a 'wellbeing offering', our technology goes significantly beyond cycle to work schemes or flexible working policies. Ripple is for individuals who are at crisis point and provides a silent intervention for people who are at acute risk of suicide.

This does not fit within our strategy



Strategic Direction



Simply put, there should not be a 'strategy' which Ripple should align to, it's just the right thing to do. Ripple is a standalone crisis intervention tool that should be deployed on every machine to put an additional layer of protection in place for your colleagues, irrelevant of any strategy.

Our Team



Josh Hendy
Ripple's Reason



Alice Hendy
CEO & Founder



David Savage
Chief Technology
Officer



Craig Butler
Network Integration
Manager



Ian Hendy
Executive Administrative
Officer



Tom Kingston
Data Privacy Officer



Ryan Murtagh
Data Consultant



Jennifer Gower
Compliance Manager



Elena Yaneva
Marketing Manager



Harrison Read
Ripple FC Founder & Manager

Thank you!

Q&A

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Instagram

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Ripple Demo

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Privacy

[Link](#)



R;pple

Suicide Prevention

Safe online;
together