

# Product Impact Award

## Winner

### R;pple Suicide Prevention

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This category recognises a product that assists organisations with their workplace mental health programmes. Products can include physical products, courses and technological products

R;pple acts as a browser interception and is triggered when an individual searches for harmful material online which relates to self-harm or suicide. The idea was born after R;pple founder Alice Hendy's brother Josh took his own life in November 2020, after searching for such material himself. Currently, there is nothing in existence like R;pple.

Its interception directs a user to a series of short breathing exercises that they can undertake in order to calmly take stock of their situation, before directing them to one of the several mental health resources that are available to give them the hope and help that they deserve. R;pple is a small family charity formed to help stop other families waking up and feeling the same way as they do.

Due to GDPR and other regulations, R;pple is not able to capture any individuals' details or location. However, built in to the back end of the tool is a facility to monitor how many times it has been downloaded and triggered since its inception in September 2021. So far it has been downloaded over 120,000 times by individuals, parents, schools, colleges and universities for the benefit of students.

The tool can be downloaded en masse, so there is not need for it to be installed

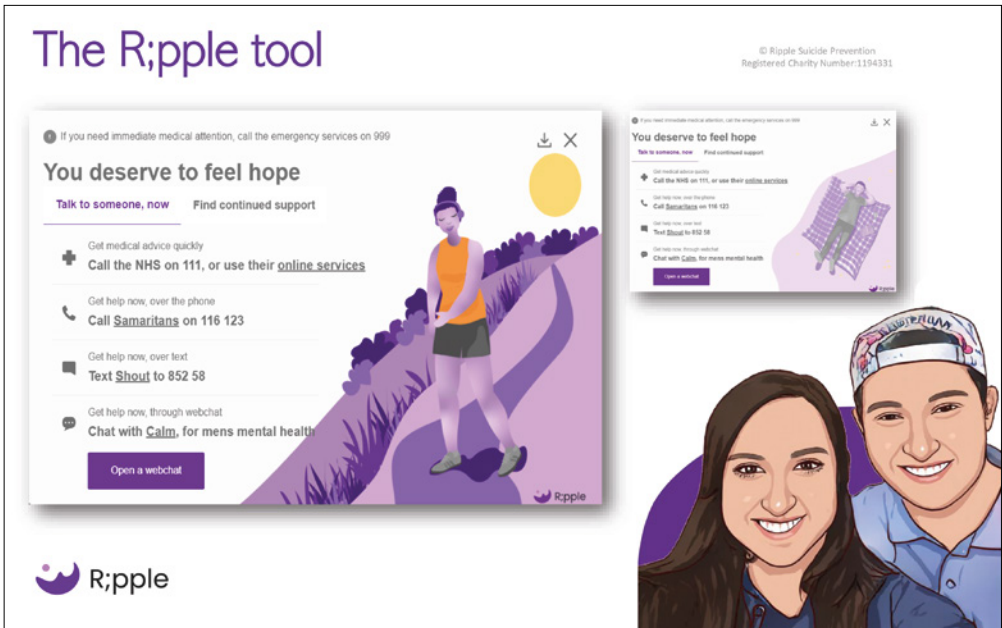
individually on each student's machine. More organisations are also in the process of getting R;pple installed, such as Sky, Network Rail and Glide.

The data and figures R;pple has acquired from the Semrush report over the last two or three years suggest searches for harmful material are rapidly rising year on year, with many individuals just not knowing where to go to get support that is tailored to their needs. The Samaritans currently operates a listen-only service. A lot of younger people (like Alice's brother) struggle to talk to anyone. R;pple directs them to a text or webchat facility as well, which they may feel more comfortable reaching out to.

The tool is available to everyone, regardless of race, religion, sexual orientation, gender or anything else. It does not discriminate. Figures suggest the greatest problem lies with males aged between 18 and 30, but cases are rising right across the board.

Students in the educational environment are under immense pressure to succeed under a heavy workload, which can bring on anxiety and depression.

Covid has also had an effect on people's mental health, with their general wellbeing, financial situation and relationship issues all giving cause for



R;pple directs people searching for harmful material online to mental health resources

concern. R;pple can provide hope in all of these scenarios.

The team know they will never be able to put a complete stop to suicide, but if R;pple can go some way towards reducing those figures then it will have done its job. The charity is working with technical experts to get R;pple installed on mobiles and tablets as well as computers and laptops. It is working hard to get R;pple rolled out globally as well.

### Achievements

To date, R;pple has saved at least 22 lives. This information has come from direct contact from the individuals via R;pple's website, social media, email or direct messaging to tell us that they were in a dark place, came across R;pple, got the help they needed and are still with us today. There are probably more survivors the charity has not been made aware of.

When the team started their R;pple journey, they agreed that if they could have saved just one life, then R;pple would have done its job.

To get to where they are now in such a short time has amazed them and they are thrilled they have managed to make a difference and prevent families and friends going through the same emotions they do every day. ■



- + The support can be accessible via text and web chat as an alternative method to connect which is more inclusive. The data provided is evidence that this approach to supporting mental wellbeing is successful and has actually saved lives, which is an amazing achievement.
- + Love this idea, it is amazing. I would love to see a global version.

## Highly Commended

→ Mixed Mental Arts (Digital)  
**TOUGH COOKIE**



## Shortlisted

→ Hub of Hope  
**CHASING THE STIGMA**

→ Mental Wellbeing  
**THRIVE**

