

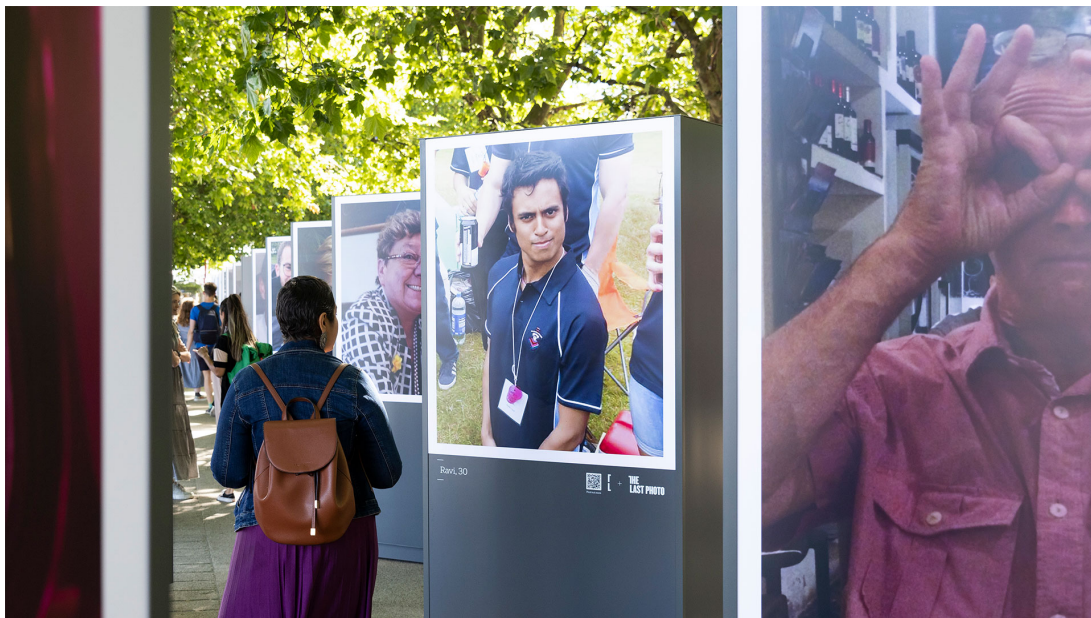
HEALTH

U.K. Campaign Shows the Very Last Photos of Suicide Victims

Charity CALM offers tools to save lives



By [David Gianatasio](#) on Jun 23 2022 - 7:15am



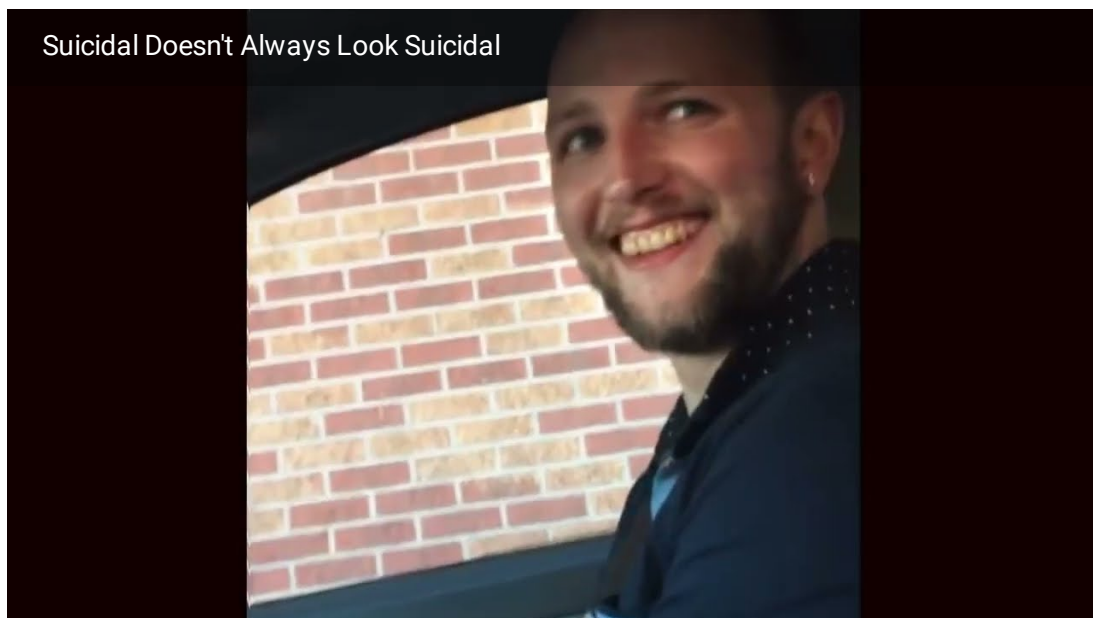
What would we see in the final candid photographs and videos of folks who made the tragic decision to take their own lives? Expressions of pain and anger? Brows furrowed with despair? Cheeks chapped from too many tears?

Would we see clear signs that they teetered on the edge, weighing an irrevocable choice at the behest of inner demons they could no longer



In images captured shortly before they died, the subjects seem joyous, playful and content. "Suicidal doesn't always look suicidal," the ads say, inviting users to a website for more information.

Beth McCarthy's take on "Bring Me Sunshine" drives home CALM's premise in the :90 below. Originally an upbeat ditty popularized by Brit comics Morecambe and Wise, this haunting, ethereal version plays over "happy" home movies that mask severe emotional distress:



"The thought for the brief came when adam&eveNYC CEO Mat Goff noticed a Twitter thread in which bereaved parents, partners and friends shared photos of their loved ones looking carefree just days before their suicide," agency business director Louis Lunts tells Muse. "That observation seemed so common as to almost be a cliché, but we realized nobody had effectively confronted it before."

The push began on Monday, when an installation of 50 mysterious photo-portraits, each 6.5 feet high and brimming with smiles, appeared on London's South Bank. The posters included first names and ages, but no other information.

Click the images to enlarge and scroll through:



By Wednesday, however, the nature of "The Last Photos" was revealed, and fresh signage put the subjects' stories into heartbreaking perspective. During an **emotional segment on ITV's This Morning**, hosts Holly Willoughby and Phillip Schofield interviewed Shirley Ballas, star of Strictly Come Dancing, about her brother David, who ended his life at age 44.

David appears in one of the West Bank postings.



The campaign's creators believe public engagement is more important than ever, with suicide now the leading killer of U.K. men under 45, tallying 18 per day and 125 each week.

"One of the more perverse effects of Covid-19 was its ability to desensitize the nation to death data," Lunts says. "After two years of daily updates, we knew the country was sick of grappling with death as a number. We needed a new way to demonstrate the tragedy of suicide. Less mathematical, more human."

"To that end, 'The Last Photo' was built around one core principle: moving from figures to faces," he continues. "While the numbers are dire and continue to climb, the first step in really understanding suicide is to get closer to the people who experienced it."

Here's how CALM CMO Matt Jennings defines the call to action: "We're asking everyone to take a minute to talk about suicide. If we can all start one conversation about suicide, together we can save more lives. Over dinner. In schools. In offices. At the pub. In Parliament. Right across the country. We need to break the silence, smash the stigma around suicide and get everyone talking about it."

"Over half of us wouldn't feel confident in helping someone who is at risk," Jennings says. "But we can help you start these potentially life-saving conversations. We'll give you the tools to help find the words when you don't know what to say, including practical conversation starters. We'll help you spot the behaviors that some people might display when they're



Along with Ballas, influencers amplifying the message include Professor Green, Jamie Laing, Amber Gill, Joe Marler, Russell Kane, Kem Cetinay and Poorna Bell.

CREDITS

Client: CALM (Campaign Against Living Miserably)

Creative Agency: adam&eveDDB

Project: The Last Photo

First Air Date: 22/06/22

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Sound Engineer – Jeff Smith, Wave

Sound Producer – Beth Tomblin, Wave

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Colourist: James Bamford c/o Rascal

Colour Producer: Jai Mhach Durban c/o Rascal

Post: James Ireland c/o Cain & Abel

Motion Graphics: Ed Christie c/o Cain & Abel

Photography Researcher: Sunnah Khan

Research Production: Tim Katz c/o Knucklehead

Film Researchers: Josie Cole & Rebecca Lloyd-Evans c/o Six Minutes

Music Supervisor: James Radford c/o Radford Music

Music Track: "Bring Me Sunshine" performed by Beth McCarthy

Music Produced By: James Radford, Morgan Pochin, Ben Robbins

Music Publisher: Chester Music T/A Campbell Connelly & Co

Exhibition Production

Managing Director: Simon Vaughan c/o Creative Giants

Design Director: Ben Kearns

Event Manager: Victoria Dobrowolska

Producer: Charlotte March

Designer: Alicia Montero

Network: Dave Calow c/o King Henry

Artwork: Sam Harris c/o King Henry

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David Gianatasio is senior editor at Clio Awards.

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