



**pitch lebensbox**



*an emotional first aid kit for suicide prevention*

[lebensbox.org/english](https://lebensbox.org/english)

# synopsis:

The "lifeline box" is a suicide prevention tool. The content consists of emergency numbers and a skillset for mental health emergencies, as well as a helpful resource collection for people with recurring suicidal thoughts. By placing the boxes in public places, communication about the topic is stimulated. The "lifeline box" thus also makes a small contribution to reducing the stigma, which in turn helps to prevent suicide. The boxes will be positioned at suicide hotspots (e.g. bridges, railway tracks) and other places (e.g. libraries).

What is inside?

2 The ammonia ampoules

very hot candies

sharp hedgehog ball

a small stuffed animal

soap bubbles

emergency card

help numbers

a bracelet

Life Anchor Booklet

Workbook

6 Posters

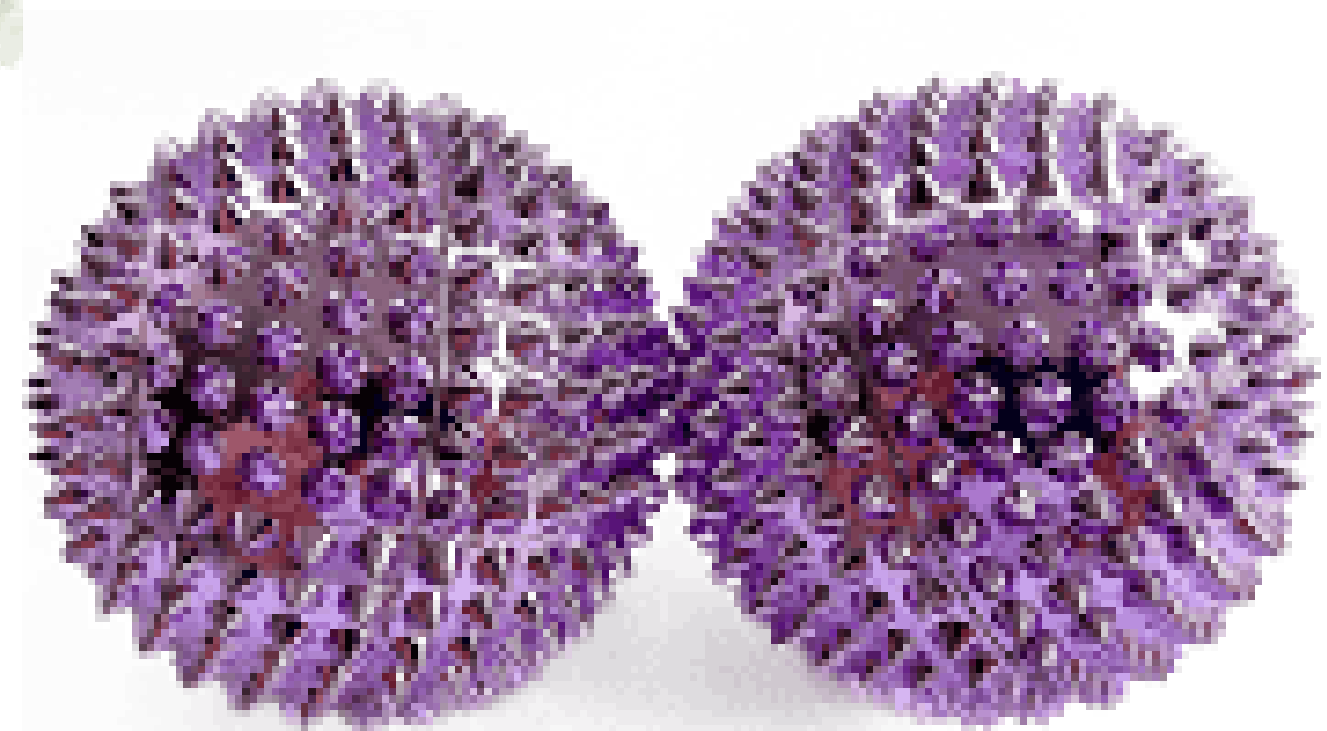
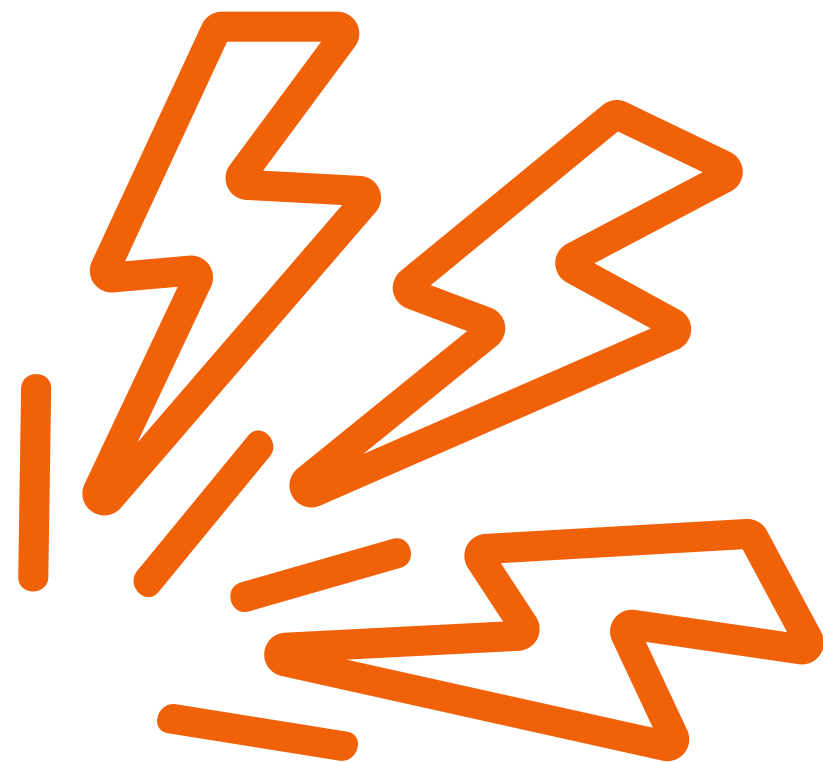
CAUGHT IN RUMINATION ABOUT THE  
SEAMINGLY ONLY ESCAPE SUICIDE

THE BRAIN IS SHUTTING DOWN,  
DISSOCIATION (TRANCE LIKE)



TOOLS WHAT COUNTERACT THIS STATE OF MIND  
ARE PAIN-INDUCING AGENTS:

ULTRA HOT CHILLY BONBONS  
AMMONIAK-AMPULLAS  
SHARP SPIKED BALLS



THERE IS MORPHINE FREED IN PAIN REACTION :  
THE BRAIN RESTARTS TO FUNCTION IN A MORE PROBLEM

SOLVING STATE=  
CLEAR THINKING

THIS MAY BE HELPING THE PERSON TO GET HELP







what we need

showcase:

advertising for the box/commercial  
information (30-5 min.)

- **flashmob** or other awareness action (we would support you in this)
- show, there to find this box and in what kind of context (e.g. teacher>pupil)
- **life-affirming** (we can save lives instead of 10.000 lives lost...)
- **surprise us...we are very open**
- how to talk about suicide >> I have made an interview about this...if you need it...
- **Videos for future sponsors**
- **unboxing video**

# that is important for us:

- being divers (mixed ethic/religions & all gender
- having a problem solving, proactive approach
- concentratrating about possibilities to safe life, not showing the problem (people know the problem, maybe not the huge amount of lifes lost, but the overall problem, people tent to avoid the topic)

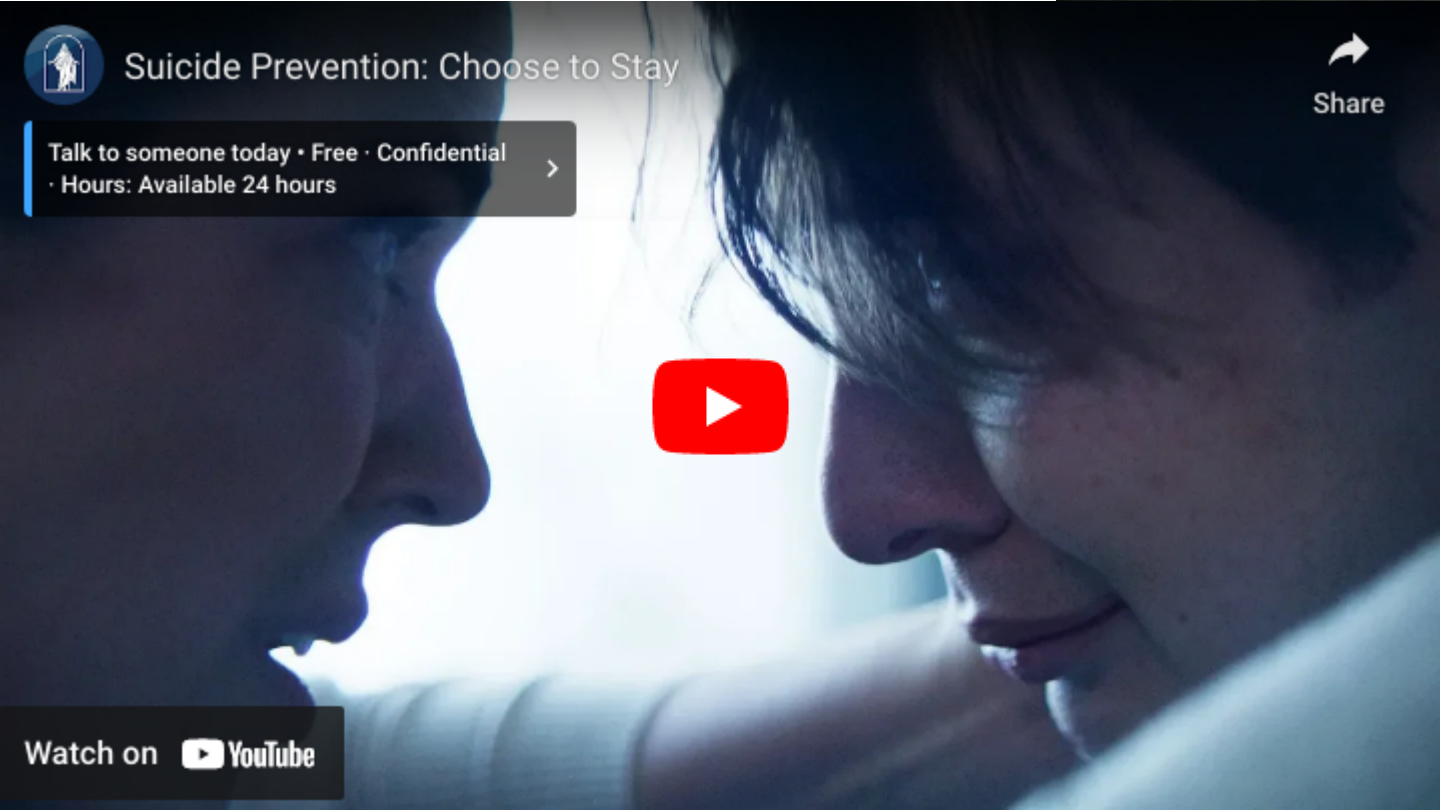
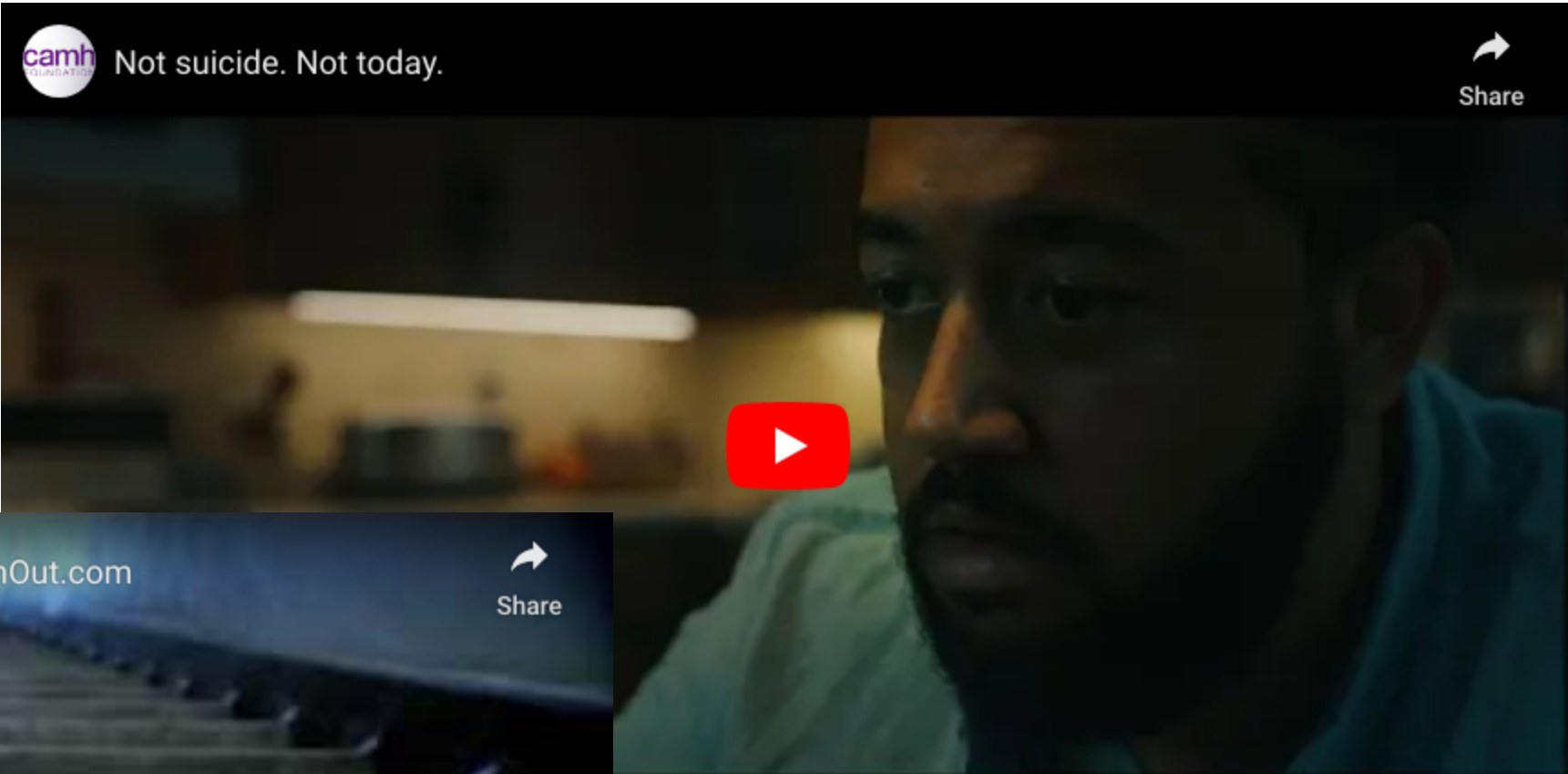
**NO GOs**

**EXPLICIT SHOWING OF SUICIDE ATTEMPT, PLACES OR PREPARATIONS IN THE VIDEO**

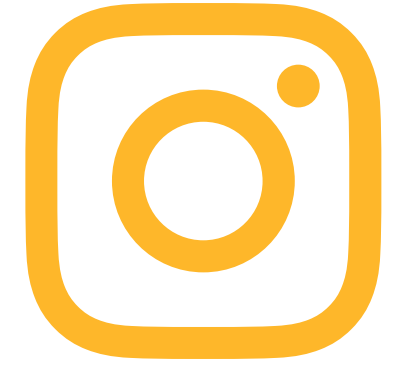
**these are ok:  
in case of doubt: please ask  
before shooting, thanks**



some good examples:



**all infos:**  
**lebensbox.org/**  
**english**



**contact (phone & Whatsapp)**

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