

# OUR VISION, MISSION AND VALUES

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## **Samaritans' Vision is that fewer people die by suicide.**

We work to achieve this Vision by making it our **Mission** to alleviate emotional distress and reduce the incidence of suicidal feelings and suicidal behaviour. We do this by:

- **Being available any time of day or night to provide emotional support** for people who are struggling to cope, including those which may lead to suicide.
- **Reaching out to high-risk groups and communities** to reduce the risk of suicide.
- **Working in partnership** with other organisations, agencies and experts to achieve our Vision.
- **Influencing public policy and raising awareness** of the challenges of reducing suicide.

## **We are committed to the following Values**

**Listening** – exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them.

**Confidentiality** – if people feel safe, they are more likely to be open about their feelings.

**People making their own decisions wherever possible** – we believe that people have the right to find their own solution and telling people what to do takes responsibility away from them.

**Accepting people for who they are** – we want people to be able to talk to us without fear of prejudice or rejection.

**Human contact** – giving people time, undivided attention and empathy meets an emotional need and helps those struggling to cope.