



Support
After Suicide
Partnership
supportaftersuicide.org.uk

Case Study Template

Last updated on: 8th March 2024

Why have we created this?

This resource will provide you with guidance on the information you can use when creating a case study, whether it is for a business case or annual report, or for your website and promotion. We have also provided you with a case study template to help you create your own.

Please ensure that any information you have/hold within your service, is GDPR compliant. You can find our guidance document on data privacy within the toolkit as well, to support you with that topic.

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Section 1: Permissions

- Before creating a case study, make sure that you follow a process of informed consent (recording this in writing on a signed consent form) to gain permission from the service user. Within the information you provide as part of the process of informed consent, you will need to:
 - Clarify the purpose of the case study and how it will be used (highlight different platforms it might be used on and different purposes if relevant) and ensure you have consent for all of them
 - Clarify the level of detail provided to ensure that they are not identifiable (or that they are comfortable with the specified level of detail)
 - Clarify that they have the right to remove their consent at any point, and for the material to be removed, as well as the process for requesting this
 - Specify for how long you are seeking permission to use the case study. You will also need to create a reminder system within your own team(s) to ensure you clarify when you will need to ask for permission again, to allow you to continue to use the case study
- It is imperative that you record this permission in writing and that the consent form is stored in line with DPA/GDPR legislation.

Section 2: Suggestions

- Do not use any information that will identify the service user or the person they have lost, in any way. Ensure all details of the bereavement are anonymous and use pseudonyms or substitute letters for names to protect this information.
- Think about the stage of bereavement that might be most appropriate to portray a case study; most services think that describing the end of a service user's journey is most suitable.
- Gathering quotes and gaining direct feedback that can be used in a case study will bring it to life.
- Try and present information in the form of telling a story that can help demonstrate the positive impact your service has had, whilst protecting anonymity. For example:
 - Before – What was the situation that brought the service user to your service? How did they hear about the service? How would the person describe their situation/experiences/how they felt before using your service?
 - During – What type of support did/do they gain?
 - After – Do they feel differently about their situation now, having engaged with the service? How do they feel different? What did they gain most support from and how has it had a positive impact on their lives?

- Ensure that you use this opportunity to gain feedback on aspects of the service that they might not have found helpful. You may not choose to use this material in the case study, but it will be a valuable opportunity for eliciting feedback about what could be changed within the service.
- Once you have clarified the purpose of the case study, think about appropriate language for this purpose, based on the audience and your ultimate aim. For example, if it is for an application for continued funding, you may wish to emphasise specific public health benefits that align with the priorities of the funder. If it is for your social media feed to raise awareness and improve reach into different communities, you may want to think carefully about which images your target audience will relate to. Some contexts will require more clinical language to engage a clinical audience, and others may require much clearer lay language to increase accessibility.

Section 3: Safeguarding

- Keep in mind the potential distress the service user might face when telling their 'story' and revisiting their experiences. Consider how you prepare them for the interview and what support you provide before, during and afterwards.
- Try and keep the questions to a minimum and use open non-leading questions to support them. E.g. "In what way, if any, did ___ help you?"
- Offer a check-in call the following day to ensure that they feel comfortable with having shared the material.
- Encourage reflective practice from case studies and weave them into any service development activities, to enhance practice.

Section 4: Template

- Consent form completed and permissions gained – archive copy of consent form as per GDPR legislation, with copy of case study.
- Input reminders for renewing permissions.

Direct quote to begin the case study and gain the reader's attention

Details of journey in their own words

In what way, if any, did the support given make a difference?

Try and get specific examples to capture their experiences and demonstrate positive impact

Contact Us

For questions or clarifications, please reach out to us: info@supportaftersuicide.org.uk



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