

National Suicide Prevention Alliance

Annual review 2017/18

Our members

The National Suicide Prevention Alliance is a cross-sector, England-wide coalition of over 230 members and supporters, who are all committed to reducing the number of suicides in England and improving support to those bereaved or affected by suicide.

"Being members of the NSPA means we are part of a cohesive group with a common goal." Gill Green, CEO and Co-founder, STORM Skills Training CIC

"Joining the NSPA is a visible demonstration to our employees, clients and contractors that Skanska feel that it is an important subject and we make things happen to support this agenda."

Tricia O'Neill, Head of Occupational Health and Wellbeing, Skanska



action











common unitv

community links

CONNECTING

COUNCIL

Bereavement Care

Dream

Cruse

inspiring hope inspiring change



A Gloucestershire

East Sussex

FCN

Forward







net, Enfield and Haringey

bipolar UK

Body & Soul





Child - Child













Impact Wellbeing

HORMLESS

Helplines

HERTS

SPPB

highways england





















Derbyshire Healthcare NHS











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Message from the Co-Chairs

Welcome. This year has been a critical year for suicide prevention and for the National Suicide Prevention Alliance. Just five years since we were established, we are proud to have a growing and active membership with over 230 members and supporters, working together to reduce suicide and support people affected by suicide.

It is in our alliance that our strength is founded. It is testament to the success of our message that "suicide is everybody's business" that our membership is growing in diversity and reach, with members of all sizes from a variety of sectors across the country.

We've seen increasing attention to suicide prevention this year, with it being talked about more than ever. Local and national campaigns, together with public figures sharing their experiences, are helping to reduce the stigma and get people talking about it. Thank you to everyone who has been part of this.

The government has also taken steps to increase its funding to help reduce suicide.

So it is encouraging news that at the end of 2017 the Office for National Statistics reported the largest fall in suicide rates in 20 years. But we can not be complacent. There is a risk that attention, resources and resolve may move away from suicide prevention when now is precisely the time to step up our efforts in order to accelerate positive momentum. We want to achieve a long-term downward trend in deaths. Suicide is preventable, so whilst any individual, young or old, male or female dies by suicide, our work must, and will, continue.

Read more about the NSPA, our achievements and our members in this annual review and join us to help prevent more people dying by suicide.



Ruty Sutherland

Ruth Sutherland Samaritans



Brian Dow Director of External Affairs. **Rethink Mental Illness**

commitment to preventing suicide. The Department of Health and Social Care has established a cross government delivery group for the national suicide prevention strategy and having pushed for a voluntary sector voice to be on this group, we're pleased to be a member of it. NHS England has also taken a step in the right direction, committing £25m of



We're proud to have a growing and active membership with over 230 members

Our work in 2017-2018

organisations 123 123 123 individual supporters

110 organisations and 123 individual supporters are now members of the NSPA (a 55% and 37% increase on last year). Thanks to this, more people are being reached with information about suicide prevention and more support is in place.



900 people are opening our e-newsletter each month.

Tweet

Tweet



64%

increase in page views of our websites (up to 72,000). On World Suicide Prevention Day on the 10th September 2017, we had 3,300 visitors, a 66% increase compared with 2016.

220

people attended our annual conference in January 2018, a 10% increase on last year, and 96% of attendees rated the event as excellent or very good. 160,000

Tweet

Tweet

Tweet

Tweet

Tweet

weet

since we began tweeting in November. We are gaining around 100 new followers every month.



Tweet

Sharing information

We want everyone to have access to accurate, relevant and timely information about suicide prevention, whoever they are, and wherever they are.

In 2017/18 our services, information and expertise were used more than ever before.

Our website has a vital role as a central 'hub' for suicide prevention and we have expanded the range of resources available online. Over 2000 people have accessed the Public Health England/NSPA local suicide prevention planning tools that we developed and host, 700 have viewed the support after suicide resources (300% increase) and 150 the online moderator guide (50% increase). We will continue to work with Public Health England to increase and update relevant resources and to promote them widely.

Our new e-newsletter, published eight times a year, provides regular news updates to our members and other supporters. Each issue is already opened by over 900 people and we expect its reach to continue to grow as it is increasingly shared across networks. We have also gained over 600 followers on Twitter since joining in November 2017, with around 100 joining each month. To date our tweets have reached over 160,000 people.

Our partnership work with Public Health England (PHE) has continued, and we were commissioned to deliver Mental Health Champions training, building on our delivery of a programme of masterclasses in 2016/17. The one-day course focused on providing participants with an understanding of the significance of stigma; suicidal behaviour; people at risk and how to respond; how to create safety and support strategies. 100% of participants said they would recommend it, and that it had practical use in their work life. We have also developed additional case studies, information sheets, infographics and films to support our joint local suicide prevention guidance with PHE. "NSPA membership means: being informed about the topic and activity nationally; being a part of a network making collaboration easier; and attending the annual conference where we hear from fantastic speakers and find out what other organisations are doing." Verity Bramwell, Co-ordinator, The OLLIE Foundation

"The benefits of NSPA membership include: the exchange of information; networking to gain practical ideas; keeping abreast of the national (and international) picture of suicide prevention; a platform through which to express concerns as well as achievements, and as an input to national policy; and a way to connect local actions to a wider body." **David Mosse, Chair, Haringey Suicide Prevention Group**



Building connections

We exchange knowledge, experience and contacts, and encourage collaboration to increase our collective impact.

In 2017/18, we continued to learn from each other, and support partnership work across our network and beyond.

Our coalition has continued to grow with 30 more organisations and 42 individual supporters joining us. Our network is our strength and we now have 110 organisations and 123 individual supporters to learn from, share with and to effect more change together.

Over 220 people came to our annual conference on 31st January 2018 to share their own ideas, achievements and challenges. Secretary of State Rt Hon Jeremy Hunt took to the platform and announced the zero suicide ambition for the NHS. The other plenary speakers were Professor Louis Appleby; Professor Rory O'Connor; BT Group; Mates in Mind; and Bronwen Edwards, sharing the work of the Roses in the Ocean initiative from Australia. Attendees also had the opportunity to attend workshops on topics including real time surveillance; suicide prevention in probation, higher education and workplace settings; men and suicide; local suicide prevention plans; peer support; evaluation; bereavement support and self-harm. Our live tweeting from the conference reached a potential audience of almost 36,500. 96% of people rated the event as excellent or very good and 81% said they are likely to attend again next year.

"Fabulous! This is my second conference – practically useful, inspiring, high quality and relevant. Thanks!"

In support of World Suicide Prevention Day on 10 September 2017 we produced a range of communications resources with the input of a working group of our members on the international theme of 'Take a minute, change a life'. The digital assets were used across Twitter and Facebook by clinical commissioning groups, mental health trusts, the police, local authorities and charities. By focusing around a central message and with common resources we helped each other to amplify our reach. Our website had 3,300 visitors, a 66% increase compared with 10th September 2017 and many organisations supported our social media activity with retweets and likes.



We established a special interest group on men and suicide. Over three meetings representatives from the voluntary, public and private sectors discussed recent research into male help-seeking, use of language and good practice examples. Further meetings are already planned to share learnings and exchange ideas.

"Our membership of the NSPA means we are part of a community which offers a dedicated focus on suicide and related matters with opportunities to share and receive good practice. It also means being part of an alliance dedicated to ensuring this hugely stigmatised subject continues to be addressed and destigmatised."

Jude Sellen-Cole, Director, Impact Wellbeing

"Membership of the NSPA allows us to understand the wider context, and ensure we can complement, and build on other members' activities (and as required, avoid duplication)".

Amy Meadows, Judi Meadows Memorial Fund.

Extending influence

We know that there are opportunities to prevent suicide every day. We seek to encourage people to take action and make a difference.

In 2017/18 we continued to inspire and influence changes in policy and practice across the public, private and voluntary sectors.

We have carried on guiding and shaping policy through our Co-Chair's representation on the National Suicide Prevention Strategy Advisory Group (NSPSAG). Our Executive Lead sits on the newly established National Suicide Prevention Strategy Delivery Group alongside lead policy officials from across Government to oversee implementation of the cross-Governmental strategy and the ambitions in the Five Year Forward View for Mental Health. Our role and our work is recognised in the Health and Select Committee Inquiry into Suicide Prevention (March 2017) and in the Department of Health's response (July 2017), as well as the annual Government progress reports on the national strategy.

Our members Network Rail, British Transport Police and Samaritans have continued to collaborate to reduce deaths on the railways. We have used our position to extend the reach of their Small Talk Saves Lives campaign. Highways England have recently joined the NSPA and we are helping to shape the delivery of their strategy and the partnerships they set up.

This year we have begun exploring how we could support people with lived experience of suicide to have their voice heard, and to shape policy and practice. Our inspiration comes from the <u>Roses in the Ocean</u> project in Australia, as well as the many people with personal experience who have already shared their stories here in the UK. A working group has now been set up and we are identifying next steps, which will include hearing directly from people who have been through a suicidal crisis, live with suicidal thoughts, have been bereaved by suicide, or care for someone with suicidal thoughts, to better understand what they would find helpful. "The NSPA gives us oversight of efforts and activities being made by a host of organisations in the suicide prevention arena and provides excellent networking opportunities which allows others to see the commitment the rail industry are making in this area. The alliance allows us to see and influence decision making in the suicide prevention arena which carry a degree of reputational endorsement." Ian Stevens, Programme Manager – Suicide Prevention, Network Rail

"The main benefit of NSPA membership for us, is having one voice working together for the benefit of people bereaved by suicide." Andy Langford, COO, Cruse



Support After Suicide Partnership



Support After Suicide Partnership

supportaftersuicide.org.uk

The Support after Suicide Partnership (SASP) is the national hub for organisations and individuals who work in suicide bereavement. It is a special interest group within the NSPA and has over 40 members and 20 supporters. Together they work towards achieving the vision, "Everyone bereaved or affected by suicide is offered timely and appropriate support" by undertaking research, advocacy, signposting, collaboration, and innovative practice.

The NSPA Executive Lead sits on the SASP Leadership Team and provides support and advice to SASP's Manager.

"Being part of SASP helps me to keep the bigger picture in mind. Coming together has produced an energy that is bigger than any one of us. There is an enormous range of experiences and services represented which is stimulating and has given us a stronger voice to the plight of those bereaved by suicide. The strength of SASP is that it has been able to move the field forward by drawing people together, produce documents and provide evidence that synthesises the knowledge and experiences of all its members. It's one of the most effective partnerships I've been part of!" **Liz Koole, Suicide Bereavement UK**

SASP has calculated that a suicide bereavement service that saved 7 lives a year would pay for itself in less than one day:

Each suicide in the UK costs society £1.67m. Given that there are around 6,000 deaths by suicide each year, this represents a total cost of £10bn, which is £27m per day. The estimated costs of providing a proactive bereavement support service across all counties and local authorities is £10-20m per year, depending on the model adopted in each area. Additional evidence to demonstrate the value of bereavement support is being calculated by the SASP.

Building a compelling case for change

This year SASP launched a large-scale research study among people who have been bereaved or affected by suicide. Conducted by the Centre for Mental Health and Safety at the University of Manchester it sets out to understand more about the impact of a death by suicide; to establish what support is received and valued; and where support is lacking. With over 5,500 responses the research is the largest study of its kind anywhere in the world. The findings will be published in 2019 and it is expected that the results will significantly strengthen the case for why suicide bereavement support services are needed. The research is being complemented by additional work with other members and supporters, including UCL, to extend the economic case in order to influence UK policy makers.

Increasing the capacity of support

SASP has been encouraging funeral directors to increase their capacity to support families through training, education, signposting to local support services, and raising awareness of suicide bereavement. This includes specific work with the Society for Allied and Independent Funeral Directors (SAID) and Co-Op Funeral Care, to ensure everyone bereaved by suicide is offered support and a copy of Help is at Hand.

Coroners are also being helped to recognise the important role they play in providing early support to families bereaved by suicide, alongside efforts to prompt local sharing of intelligence regarding potential suicides.



"The majority of CALM's supporters have been touched by suicide. Being a member of the SASP helps us to support our supporters in a unique way. Like the SASP, we are a campaign for change, and working together gives us a bigger voice for what we both stand for."

Joel Beckman, CALM



Looking ahead

SASP and the University of Manchester will develop and communicate the evidence based case for the need for suicide bereavement support. In partnership with Public Health England work will be undertaken to develop a nationwide real time surveillance model, an essential tool for local support services. Together with the National Bereavement Alliance, SASP will produce guidelines for delivering group bereavement support. The aim is that these will become the benchmark of quality support for group support. Work will continue with members and wider networks to increase the capacity of local provision to provide greater geographical coverage across the UK. In addition, content will be added to the SASP website that is more tailored to minority groups.

"It is so valuable and important that DrugFAM is part of the SASP. With increasing numbers of families and friends losing loved ones to suicide through substance and alcohol abuse and addiction, I am so pleased that DrugFAM has been warmly welcomed into a partnership which truly understands the impact that suicide has on families. The support needed for this invisible pain for those affected at DrugFAM is why I feel privileged to be able to represent them on this partnership." **Elizabeth Burton-Phillips, DrugFAM**

SASP members

- AMPARO/Listening Ear
- 💛 British Transport Police
- 💙 CALM
- 💛 Child Bereavement UK
- 💛 Childhood Bereavement Network
- 😳 Cruse Bereavement Care
- 🖤 DrugFAM
- 💛 Eden Trust
- Haringey Mind
- 💛 Harmless
- 💛 Hector's House
- 💛 If U Care Share
- 💛 Leeds Mind
- 💛 Life after Suicide
- 💛 Maytree
- 💛 MindEd Trust
- 💛 Norfolk and Suffolk NHS Foundation Trust
- 💙 NSPA
- 🖤 NW Counselling Hub CIC
- 🖤 Outlook SouthWest
- Oxford NHS / CalmZone
- PAPYRUS Prevention of Young Suicide
- Pete's Dragons
- 💛 Public Health England
- 💙 Samaritans
- Suicide Bereaved Network
- 💛 Suicide Bereavement UK
- Survivors of Bereavement by Suicide (SoBS)
- Sussex Community Development Association
- The Compassionate Friends
- The James Wentworth-Stanley Memorial Fund
- ♡ The Kaleidoscope Plus Group
- The Laura Centre
- The Matthew Elvidge Trust
- The Red Lipstick Foundation
- 🖤 Winston's Wish

SASP supporters

- 💛 Co-op Funeral Care
- 🖤 Department of Health
- Oevon & Somerset Fire and Rescue Service
- C Hanover Communications
- 🖤 Judi Meadows Memorial Trust
- Madeleine Moon
- Network Rail
- Royal College of Psychiatrists
- The Listening Place
- The National Society of Allied and Independent Funeral Directors (SAIF)
- 🖤 Transport for London
- University College London
- ♡ Widowed and Young
- 💛 Winston Churchill Memorial Trust
- 💛 Wirral Connect

Looking ahead

The NSPA is committed to building on our successes of last year and supporting each of our members, and our communities beyond, by sharing more information, building deeper connections and extending greater influence in the following ways in 2018/19:

Sharing information

We will:

- Develop and launch a new resources hub on the NSPA website to host a range of key policy documents, data, toolkits and guidance;
- Improve and promote the NSPA directory of services;
- Build on the growth in our newsletter and website and provide more in-depth content on good practice in a range of settings, to include greater sharing of information from our members.

Building connections

We will:

- Support the work of two existing special interest groups: SASP and Men and Suicide;
- Establish two new special interest groups: Children and Young People and Workplaces
- Disseminate the findings of the SASP and University of Manchester research study to increase understanding of the impact of bereavement by suicide and the need for appropriate support;
- Grow the influence, attendance and sponsorship of our annual conference;
- O Bring our members together throughout the year, including at least one members' meeting.

The NSPA annual conference is taking place on 5 February 2019 in London. The theme is 'Suicide Prevention Across the Life Course'.

Extending influence

We will:

- Co-ordinate activity on World Suicide Prevention Day in September 2018 on the international theme of 'Working Together to Prevent Suicide' to highlight great partnerships and collaborations across the UK;
- Give a platform to the NSPA's voice, and that of its members, at relevant national forums and meetings, including the National Suicide Prevention Strategy Advisory Group, the National Suicide Prevention Strategy Delivery Group, Public Mental Health Alliance;
- Oevelop improved links with NHS England and regional networks;
- Work with people with personal experience of suicide, to develop guidance on how to support and enable people with lived experience, to have their voice heard at a local, regional and national level, in order to influence suicide prevention policy and implementation.



How you can get involved

Whatever and whoever you are involved with, however much time you have, and regardless of the resources available, each and every person across England has the opportunity to support suicide prevention. The NSPA is here to connect and support people wanting positive change. Here are some ways to be a part of what we do.

Members

If you are an organisation, join the NSPA to benefit from belonging to a like-minded community. We can provide information and good practice, networking and partnership opportunities and amplify single actions into collective impact.

Membership is free and we welcome all types of organisations. We ask our members to sign up to our Declaration and Membership Agreement, share details about current and intended suicide prevention work, and the challenges they are facing. There is no fee, but members are invited to make annual voluntary contributions, which can be financial or in-kind.

Our members are encouraged to influence the strategic direction and operational plans of the NSPA through participation in our Steering Group, special interest groups, working groups, annual conference and member surveys.

NSPA annual conference

If you would like to find out more about developments in the field of suicide prevention, the work of our members and the NSPA, then why not come along to our next annual conference. It takes place on 5 February 2019 in London. The theme is 'Suicide Prevention Across the Life Course' and it combines presentations with workshops and networking opportunities.

Supporters

If you are an individual, join the NSPA for free as a supporter to contribute your experience, voice, energy and time to our work. We especially encourage people who have been bereaved or affected by suicide to get involved. Organisations that care about suicide prevention but are not ready to become members can also become supporters.



If you would like further information on becoming a member or supporter of the NSPA, please go to nspa.org.uk/home/get-involved or contact us via email info@nspa.org.uk.



National Suicide Preventio Alliance

Taking action to reduce suicide and support those affected by suicide.

Highlights from our members

addaction

Addaction

In Addaction, suicide prevention is an important strand of the work we do with 130,000 people across our 121 substance misuse and mental health services. In addition to raising awareness through media campaigns and internal communications (including sharing service user stories and resources from the NSPA for World Suicide Prevention Day), all suicide prevention interventions are reviewed through our incident management procedures to support reflective practice and organisational learning, locally and nationally. To further promote understanding amongst our workforce, we developed a one-day workshop which provides staff with the opportunity to identify their own thoughts, feelings and attitudes around suicide; to recognise prevalence regarding risk and protective factors; also to build, practice and demonstrate skills around responding to suicidality; and to access appropriate support for themselves, service users and affected others when needed. So far, the workshop has been attended by 160 people and has been very well received, particularly in terms of increasing confidence. Comments from participants have included: "I learned not to ask 'around' the (suicidality) question but to be direct so that there is no confusion" and "I now know how to respond if a young person discloses that they are considering suicide."

addaction.org.uk





Autistica

In 2016, we highlighted that autistic people were on average seven times more likely to die by suicide. At the end of 2017, we prompted a Parliamentary debate on the issue, securing strong cross-party support and commitments from Ministers. We are now advising on the implementation of the Government's Adult Autism Strategy, which following Autistica's work, has made tackling early death in the autistic community its top priority for the first time. We are working with researchers from Nottingham, Newcastle and Coventry as well as the James Lind Alliance to identify the top policy and research priorities for preventing suicide in the autistic community. We intend to publish new research into suicide and autism in autumn 2018. We will also be launching a followup to our <u>One Size Doesn't Fit All campaign</u> to improve support for autistic people before, and if, they reach a crisis point.

autistica.org.uk



Bipolar UK

Having bipolar increases the risk of suicide by up to 20 times. We run over 120 support groups across England, Wales and Northern Ireland, attended by around 500 people each month. Run by trained volunteers, called co-facilitators, they provide a safe space for people affected by bipolar to talk about their experiences, including suicidal ideation. In 2017-2018 we delivered training to over 100 co-facilitators on the topic of suicide and self-harm to ensure these discussions were handled sensitively and that the groups could play a part in reducing the risk of suicide, while also protecting the co-facilitator and other participants from distress. We hope through training and follow up support we can play a proactive part in reducing the number of people with bipolar who feel unable to talk when thoughts of suicidal ideation arise, or they become overwhelmed with the management of their illness to the point of feeling suicidal.

bipolaruk.org



CHAMPS Public Health Collaborative

Suicide is a major public health issue in Cheshire and Merseyside; rates vary between 7.5 to 15.8 per 100,000 across nine local authorities. Services to prevent suicide and support family members are of high importance and a timely response for families and communities requires intelligence in 'real time'. In September 2017 a real-time surveillance agreement was signed between the HM Coroners and the local authorities, with Coroner Office staff securely forwarding information when there is a suspected suicide. Information is received by local public health teams within 24 or 48 hours of the person's death. Over the first six months preventative action has been taken that would not have previously been possible and that may prevent further incidences. These include quicker notification of suspect selfharm cases; earlier warning signs of potential clusters; the triggering of Community Response Plans; greater ownership from senior council leaders; and sharing information with partners about suicide attempts. A Suicide Surveillance Group receives regular reports detailing demographics, methods and locations and puts forward recommendations to the NO MORE Suicide Board.

As part of the NO MORE Suicide Partnership, Warrington's Public Health Team used the results of a survey, completed by 523 local men, to develop a local mental health campaign for men to enable them to recognise mental health problems, increase help seeking, support each other and challenge stigma. The campaign adapted the national, evidence-based, men's mental health initiative, In Your Corner, developed by Time to Change, and used images of local men and signposts to support services via Warrington's mental health awareness site happyoksad.org.uk. The campaign resources, including a campaign stool and banner, have been extremely popular, and were fully booked for the first few months following the February 2018 launch. They have been used by community centres, support services, workplaces, youth services, a barber, a police station, the museum, a football club and a supermarket.



City of London

Dragon Café in the City offers an oasis for City workers and residents to release the pressure from day-to-day and work life. It is based in Shoe Lane Library and runs 12pm to 8.30pm with a fortnightly programme of free, creative activities designed to support individuals' mental wellbeing, boost resilience and provide self-led interventions for those experiencing common mental health challenges. Activities includes massage, calligraphy, yoga, mindfulness, DIY kimchi workshops, lunch and learn sessions, perfume masterclasses, chess strategy and more. The six-month pilot has been produced by a collaboration between Barbican and Community Libraries, Business Healthy, Mental Fight Club and Output Arts, with support from Deloitte's Beyond Me team. It is funded by the City of London Corporation and Wellcome Trust and Carnegie UK's Engaging Libraries programme. Since launching in February 2018, Dragon Café in the City has been well received by the local resident and business community, with footfall in the library tripling during sessions.

The City of London Corporation and the City of London Police launched a "Street Triage" programme in May 2017 with the East London NHS Foundation Trust. Initially introduced as a pilot, it was established to address the large and increasing number of people being detained under Section 136 of the Mental Health act by police. The triage promotes least restrictive practice and a more care-focused approach, reducing the large amount of resource used to detain those at-risk under police supervision. Mental health professionals join police patrols every night from 5pm to 3am, determining the best support for those in crisis on the spot. The evaluation of the first seven months of the triage found that 41% of all potential Section 136s were avoided. Most police officers agreed that the force had given a far better level of care to people in crisis since the triage began.

cityoflondon.gov.uk

champspublichealth.com



Common Unity

The Waiting Room (TWR) in Birmingham and Solihull provides people in crisis with potential life solutions. Imagined, designed, developed and delivered by Common Unity and partners, TWR is the virtual one stop shop for health and wellbeing services in the area. Segregated into 24 Life Domains with an emphasis on self-care, this online resource provides communities with up-to-date and easy access to local support options covering all aspects of life. Access to TWR is through the website and via the widely distributed TWR Resource Keys that incorporate a direct link via a bespoke embedded QR Code. The TWR Resource Key provides the added benefit of discreet access to local services. Since its initial development in December 2016, TWR has received over 40,000 hits and this year has incorporated new features including search, translation options and sharing capabilities via text, email and social media. With over 500 services accessible by website link and telephone contact, TWR has received an extremely positive level of acceptance across the health and social care sector. It has been adopted by The Birmingham Adult Safe-Guarding Network as their "go-to" directory for local service links. TWR can be replicated in any region. The following YouTube video explains more.

the-waitingroom.org



Community Links

Community Links Training are a leading provider of mental health training across Yorkshire and Humber and as part of their suicide prevention strategy, they continue to develop their expertise in this area. In 2017-18, 614 participants were trained in suicide prevention and 36 safeTALK sessions were delivered. This included sessions in communities with the highest rates of suicide in Leeds. They also became one of three UK training providers able to deliver Suicide to Hope training.

commlinks.co.uk/training



Connecting with People

Connecting with People and Cambridgeshire, Peterborough and South Lincolnshire Mind (CPSL Mind) have worked together to deliver suicide mitigation training to over 90 primary care staff in Cambridgeshire and Peterborough. The three-hour workshops are led by a GP and CPSL Mind, both trained by Connecting with People using evidencebased principles and best practice that has been peerreviewed. The aim of the training is to improve primary care understanding through epidemiology and true story-telling. The suicide response module equips participants to use SAFETool, a consistent and structured means of assessing and documenting the assessment of a patient in distress. SAFETool includes co-production of a safety plan for all patients. Feedback has been extremely positive and the practical nature of the training, along with its applicability to general practice have been particularly praised.

In Australia, the South Australian Government (SA Health) has developed two teams of Connecting with People (CwP) trainers through our Train the Trainer programme. To date 1900 people have attended training sessions in South Australia, including co-deliveries by an Indigenous Aboriginal trainer to members of the Indigenous Aboriginal Community who responded extremely positively. The programme is being formally evaluated. Another team of trainers have been established in Tasmania, with trainers from a wide range of practice settings including in-patient; adult and child and adolescent mental health services; forensic mental health services; correctional facilities; emergency departments; primary care; and first responder paramedics. The training links with the direction outlined in Suicide Prevention Workforce Development and Training Plan for Tasmania 2016-2020. Additionally, SA Health and the University of South Australia (UniSA) have hosted a successful Shared Learning in Clinical Practice Symposium focusing upon the interface between trauma informed practice and CwP's suicide prevention and mitigation program in South Australia.

connecting with people.org

East Sussex



East Sussex County Council

East Sussex Public Health has commissioned Grassroots Suicide Prevention, a Brighton based voluntary sector organisation, to deliver a one year project aimed at reducing the high rate of suicide amongst men in East Sussex by reducing the stigma of help-seeking; increasing understanding of the risk of suicide amongst men amongst the public and organisations that men use, and upskill their suicide prevention abilities; and improving awareness of the services and resources that can be accessed when suicidal. A key component of this work will be the development of a network of 'change makers' in the community. Grassroots are working on developing an online suicide prevention training resource to achieve a wider reach for suicide prevention messages and to engage people in future training. A social marketing campaign has also been commissioned, along with an evaluation of both programmes from the University of East London, to ensure all learning is captured.

The Counselling Partnership Survivors of Suicide Service supports those in East Sussex who are bereaved by suicide as well as those with suicidal ideation. The service accepts both self-referrals and referrals from professionals, and commits to responding to any contacts within one working day. Whilst it is not a crisis service, counselling for clients who are currently suicidal is offered to start within one week of referral. There are also two groups for those bereaved by suicide, located in two different locations across the county. While the project is only funded to offer groups to the bereaved, it has demonstrated a need for formalised 1-1 support for bereaved clients, but unfortunately it has not yet been possible to secure funding. Since the inception of the service in October 2014, 203 clients expressing suicidal ideation have been accepted for one-to-one support and 145 bereaved clients have been accepted for group support.

eastsussex.gov.uk



Farming Community Network

The Farming Community Network (FCN) focusses on the importance of mental wellbeing as a contributing factor to preventing accidents on farms. Farming, as an industry, has the highest recorded deaths by accident, which could in part be caused by tiredness and poor mental wellbeing, which can result in a lack of concentration or care and attention. The farming community also has on average more than one death by suicide a week, and deaths by suicide are roughly three times the rate of deaths by farm accidents. Annually the FCN supports approximately 6,000 people with roughly 1,500 new contacts each year.

The FCN has worked with agricultural colleges, farm suppliers, and government agencies to raise awareness of the issues and to help spot the signs of distress within the farming community as they occur. In early 2018, the FCN took part in the <u>Yellow Wellies Mind your Head campaign</u>. FCN is also exploring the potential impact of Brexit on the farming industry, and with this in mind the FCN has established a working group to model potential outcomes for farming and establish possible scenarios for the FCN's future working practices. The group is specifically looking to provide extra opportunities to offer practical and pastoral support, and this includes building a stronger directory of professional support to which people can be signposted.

fcn.org.uk



Gloucestershire County Council

To mark World Suicide Prevention Day 2017, and as an important part of local postvention support, Gloucestershire County Council (GCC) worked with the Gloucester branch of Survivors of Bereavement by Suicide (SOBS) and Gloucester Cathedral to hold a service to celebrate the lives of those lost to suicide; the support received by those bereaved; and those who work to prevent suicide. The service included readings from those bereaved and a piece of music composed by a local young man who died by suicide. Two choirs from 2gether NHS Trust and Gloucestershire Police led hymns and local mental health charity, Lifting the Blues, supported performances by Kyla Brox. A memorial wall allowed people to display photographs and memories of their loved ones, and volunteers from organisations including Samaritans and Cruse formed a 'support team' on hand for those who needed it. Alongside the service, the Cathedral also launched a display of artwork by students of Creative Connections, a project by Gloucester Cathedral and GCC's Adult Education Service, supporting adults in recovery and managing mental illness.

During 2017/18, the Gloucestershire Suicide Prevention Partnership (GSPP) embarked on a new approach to engaging a wider range of partners and improving delivery. A new Steering Group was established and it has completed a comprehensive audit of deaths by suicide in 2013-2015. A surveillance process has been established to monitor 'real-time' suspected and attempted suicides, allowing partners to identify and respond to trends and potential clusters. The GSPP was opened to anyone who wishes to contribute to the delivery of the Gloucestershire Suicide Prevention Strategy, and it has attracted 30-50 attendees at each of the last three meetings, with people attending from very diverse backgrounds, including those affected by suicide. Anyone from this wider forum can also take part in smaller working groups, which so far include a Frequently Used Locations Task Group and a Communications and Engagement Task Group.

gloucestershire.gov.uk



Highways England

In November 2017 Highways England published its first Suicide Prevention Strategy. This set out how it will continue to contribute to saving lives through reducing the number of suicides and attempted suicides and supporting those people affected by them on the Strategic Road Network. Highways England's vision is 'that no one attempts to take their life on our roads'. There is a comprehensive national delivery plan that covers a broad range of actions from data collection, training and working with other agencies. An internal Suicide Prevention Working Group has been established to support effective collaboration across the organisation to deliver suicide prevention activities. The group includes representatives from across the business who meet quarterly to discuss progress of the strategy and delivery plan, regional interventions, and sharing of good practice. Suicide prevention has been included within the National and Regional Incident and Casualty Reduction Plans. Using data from their incident management system, they have identified frequently used locations and are taking action to reduce suicide at these key locations.

gov.uk/government/organisations/highways-england



James Wentwortn-Stanley Memorial Fund

2017/18 has been an eventful year for the James Wentworth-Stanley Memorial Fund. Friends, Harry Wentworth-Stanley, Rory Buchanan, Sam Greenly and Toby Fenwicke-Clennell finished the epic 3,000 mile Talisker Whisky Atlantic Challenge in second place in January 2017. They completed the race in 39 days 4 hours and 14 minutes, raising over £685,000, a charity record, and the most money ever raised by transatlantic rowing. This incredible challenge was undertaken in memory of Harry's brother, James Wentworth-Stanley, who took his own life in 2006. The money raised is to fund James' Place, a non-clinical centre in Liverpool for men experiencing suicidal crisis that will open later in 2018. The centre, the first of its kind in the UK, will take referrals from local hospitals, and student counselling services; visitors will be able to receive free oneto-one therapeutic support during their time of need.

jwsmf.org



The Matthew Elvidge Trust

A key strategy priority for the Trust is to Influence the education sector to provide young people aged 0-25 with the opportunity to understand the importance of wellbeing and good mental health and have access to timely and appropriate support when they need help. In pursuit of this goal, this year the Trust have provided grants to a number of outstanding organisations in the education sector including Student Minds, Nightline, Universities UK and the Partnership for Wellbeing and Mental Health for Schools (run by the National Children's Bureau) who work tirelessly to improve the mental health and wellbeing of all students and staff. The trust has contributed to the recent Green Paper on children and young peoples' mental health, which recommends the implementation of a whole school approach. Funding and advice has been provided to Universities UK on their whole university approach to mental health, StepChange, launched in September 2017. Now is a real opportunity to create a new generation of young people, who understand all about mental health and, as a result, become more effective parents, teachers, nurses and carers to help others.

thematthewelvidgetrust.com

The Trust also founded, funds and chairs the Support after Suicide Partnership, see page 10-11.



Meadows Communications

In 2017/18 Meadows Communications worked with Dr Alexandra Pitman, from UCL's Division of Psychiatry and writer Maxine Roper to produce Finding the Words, a new resource for people who want to support someone they know who has been bereaved and affected by suicide. Research suggests many people feel awkward around someone who had been bereaved, even if they're a good friend or close colleague. They worry about saying the wrong thing and can put off making contact and offering help. This short guide hopes to make people more comfortable about reaching out. It is based on research evidence drawn from interviews conducted with young adults bereaved by suicide, as well as personal experience. In the first three months the resource has been available 6500 printed copies have been distributed and the electronic PDF has also been widely disseminated.

Meadows Communications and the Judi Meadows Memorial Fund have also continued to fund Daisy Parker, a PhD research student at the University of Exeter who is exploring psychological distress in primary care, and co-organised the fourth Time to Talk event at St Martin-in-the-Field. This annual event is a service of reflection for people bereaved by suicide and it combines words, music and silence. Next year's event will take place on Saturday 9 March 2019.

meadowscommunications.co.uk





Mersey Counselling and Therapy Centre

Mersey Counselling and Therapy Centre provides fully professional, affordable counselling and psychotherapy to anyone in need. The Centre's philosophy includes a deep regard for the unique sanctity of each and every life. At MCTC, our approach is that there is only one cause of suicide (though there may be many catalysts) - a loss of connection with the deepest part of the self, i.e. with meaning and hope. When this connection is weak or lost, our connection with life itself can become weak too. In other words, suicide is seen as neither a medical nor a circumstantial problem, but rather as a spiritual or existential problem. Our therapists offer 24/7 availability and make an agreement with any client who feels suicidal at any level (70-80% of our client base) that they will not do anything to harm themselves until they have spoken to the therapist. Most people agree to this very willingly. Occasionally, some people are unable to make that agreement and then we 'widen the net' and contact family or others who may be able to help to keep them safe whilst they are feeling this way. Over more than seven years, the Centre has had a 0% suicide rate.

mctcwirral.org.uk



Mind in Taunton and West Somerset

The <u>Somerset Suicide Bereavement Support Service</u> was set up in 2012 to offer emotional and practical support to people bereaved by suicide. It is funded by Somerset Public Health and run by Mind in Taunton and West Somerset in partnership with Cruse and the Samaritans. Following the success of the adult peer support group, and an increase in demand from young people, the service has developed a new peer support group for young people, aged 14 years and over. The group is called R.O.A.R. – Relax. Open. Accept. Receive. The intention is to provide a safe facilitated space for young people to share their experiences and seek help and support from others who understand the

traumatic grief they may be experiencing. There is a six week rolling programme covering topics such as discussion on death, self-esteem, memories, funeral process, coping with grief and further support. The group is facilitated by an experienced young people's suicide bereavement support worker and young people with lived experience who have been trained in group work. An information pack has been prepared including a parental consent form where appropriate. The group is in its early stages of development and it will be monitored and impact evaluated.

mindtws.org.uk

NetworkRail

In December 2016 Middlesex University published bespoke

research into suicides on Great Britain's rail network. One

recommendation was to create a public facing bystander

campaign to support rail staff in their successful intervention

activities by increasing the number of people able to identify those in emotional distress on and about the rail network

and support them. In November 2017 the rail industry, the

British Transport Police and Samaritans, working with the

healthcare communications agency Pegasus, launched the

those in emotional distress in the communities they were

Small Talk Saves Lives campaign. The campaign was designed

to give rail customers the means by which they could support

part of and in so doing potentially prevent a suicide, whether

it be on the railway or elsewhere. On the day of the launch and since, the campaign has received much critical acclaim.

The campaign has reached more than 17 million people and

the campaign video has been watched five million times.

Network Rail

networkrail.co.uk



Nightline Association

Nightline has grown again this year, and 42 Nightlines now cover 113 institutions, giving just under 1.8 million students access to our services. Recent call data analysis shows that suicide calls increased the most in comparison to any other topic, rising by 74%. Calls are also lasting longer and instant messaging (IM) represents an increasing proportion of contacts - 30% calls now come as IM contacts. There has also been an increase in male callers, which have gone up by 21%.

Volunteer accredited trainers delivered Connecting with People (see page 16) suicide awareness training and emotional resilience training to 250 students at Nightlines via our conferencing programme and sessions at their institutions. Our suicide training programme is now under review and we are developing bespoke suicide training tailored for Nightline volunteers in partnership with Charlie Waller Memorial Trust, due to launch in 2019 with the aim of reaching even more student volunteers.

nightline.ac.uk





Norfolk and Suffolk NHS Foundation Trust

In 2017, Norfolk and Suffolk NHS Foundation Trust (NSFT) invested in a dedicated Suicide Prevention Lead to implement the Suicide Prevention Strategy 2017-2022. For NSFT it was a priority to take action to reduce suicide to as near to zero as possible - not just for those who have been in contact with the service but those in the wider community without a mental health diagnosis. Having a dedicated Suicide Prevention Lead has enabled representation at local and national suicide prevention groups, along with ensuring that suicide prevention is at the forefront of planning and delivering services across Norfolk and Suffolk. An important aspect of the position is to have local knowledge across a wide geographical area with differing economic, political and social infrastructures - not to mention seven different care commissioning groups. Much of this has been established through actively visiting different areas and attending meetings to allow local relationships to be established and respected, which in turn has informed local strategies and planning.

The Men's Wellbeing Project (MWP) is a multimodal, co-produced, nurse-led programme running from 2016-18. It aims to systematically address, and improve, the issue of male engagement in mental health issues, both inside and outside the NHS. Key activities include a training programme to increase NHS staff's knowledge about male psychologies and engagement in mental health care and embedding this understanding in clinical pathways; visibly challenging stereotypes around men's mental health; organising a major conferences on 'Engaging Men in Mental Health Care' in Norfolk and Suffolk with almost 400 people; offering 'All to Play For' football sessions for around 60 local men with mental health issues in Norwich and Great Yarmouth; and collaborating with other statutory and third sector agencies to create MensNet, enabling easier access to services for local men in distress.

nsft.nhs.uk/Pages/Home.aspx



The OLLIE Foundation

In early 2018 the OLLIE Foundation launched LivingWorks' <u>suicide to hope</u>. This offers a unique training opportunity to improve helpers' preparation to provide effective suicide care. The workshop's goal is to encourage and enable participants to apply a recovery and growth-oriented approach to working with people previously at risk and currently safe from suicide. OLLIE is the second organisation within England to be able to offer s2H, and the first in the south of England.

theolliefoundation.org



Outlook South West

This year, Anne Embury, the lead practitioner with Outlook South West's Suicide Liaison Service, worked with Devon & Cornwall Police to develop a postvention pathway to support colleagues when a serving officer has taken their own life. In 2018-19 the Suicide Liaison Service, as a working member of the Cornwall's Multi Agency Suicide Prevention Group, will be working with Cornwall Council's award winning Healthy Workplace initiative to include workplace postvention as part of their strategy.

outlooksw.co.uk





PAPYRUS

Over 200 school children die each year by suicide. This shocking statistic became the catalyst for PAPYRUS' Save the Class campaign which aims to raise awareness of suicide in children and equip schools and colleges with the tools they need to create suicide safer environments. PAPYRUS also help ensure schools and colleges are as ready as possible to prevent a suicide within their community and ensure staff in educational settings become suicide aware. Education and awareness are key to ensuring that staff within schools and colleges are ready, willing and able to help children who may be at risk. In support of this a new resource 'Building Suicide Safer Schools and Colleges' is now available and it is free to download. The guide is set out in three main sections: prevention, intervention and postvention and is deliberately aimed at all members of staff and not just teachers. The feedback from staff who have taken up the Save the Class campaign has been incredible.

papyrus-uk.org



Public Health England

Public Health England (PHE) has continued to play a leading role in driving system change and supporting the development of high quality local suicide prevention plans. To mark a year on from the publication of the Local Suicide Prevention Planning Guidance the NSPA and PHE produced a series of new resources including films, case studies and factsheets based on feedback from the 2017 masterclasses. PHE's nine local centres continue to provide support and expertise to local authorities to prevent suicide. They also respond to emerging issues such as changing trends or suspected clusters of suicides, including leading joint interagency responses and action. PHE is working closely with Department of Health and NHS England to determine the priorities for the £25 million NHS transformation funding (2018-2021) allocated to NHS England specifically for suicide prevention.

gov.uk/government/organisations/public-health-england



Rethink Mental Illness

In 2017/18 the Rethink Mental Illness Gloucestershire Self Harm Helpline had 33 people who called the service said that they would have taken their own life, or attempted to, if they hadn't contacted us. This means the helpline doesn't just save the lives of the people that call, but also spares family members and friends the trauma of a losing a loved one. Given each suicide is calculated to cost the community around £1.7m, this is more than 20 times the amount required to run the helpline for a year. Callers have reported a range of other issues avoided by their interaction with the helpline: 29 calls to statutory services and 215 instances of self-harm or increased self-harm. The helpline also helped 327 people not to experience increased distress, despair, or isolation. Using a Wellbeing Measure of 1 to 5, wellbeing scores improved by an average of 20% between the beginning and end of calls, helping to demonstrate the measurable impact of the helpline.

rethink.org





Samaritans

Last year, Samaritans responded to 5.4 million calls for help by phone, email, SMS, face to face and through our prison Listener scheme. That's almost 15,000 times a day that Samaritans volunteers were there for people who needed someone to turn to. It also reached more than half a million people through its work in local communities, including those affected by the terrorist attacks at Manchester Arena and London's Borough Market, and after the fire at Grenfell Tower. Samaritans has expanded its prison Listeners scheme, which trains prisoners to provide emotional support to their peers in prisons across the UK. It also continued building on its successful partnership with the rail industry by providing training to more than 3,000 railway staff last year. Samaritans and partner organisations have a critical role in working with decision-makers, both nationally and locally, as they develop and implement policies with the potential to save lives from suicide. Samaritans contributed extensively to the UK Parliamentary Inquiry into Suicide Prevention and its work was well referenced in the government's response. On a local level, Samaritans campaigned with local councils in England and Wales to ensure self-harm is part of their suicide prevention plans.

samaritans.org

Small Talk Saves Lives

Sometimes, a little small talk can be all it takes to interrupt someone's suicidal thoughts and start them on a journey to recovery. In partnership with Network Rail, British Transport Police and the wider rail industry, Samaritans ran a campaign called Small Talk Saves Lives. The aim is to give people the confidence to trust their instincts when they think someone needs help, and simply strike up a conversation. It used powerful real-life examples of how people used small talk to save someone's life. Small Talk Saves Lives is Samaritans' most successful digital campaign to date and it reached 17 million people via social media, with 5.7 million views of the campaign film. Most crucially, research showed it increased people's awareness of when someone might need help, their knowledge of how to intervene safely, and their intent to take action. In 2016/17, there were 6.7 potentially life-saving interventions made for every suicide/suspected suicide on the railway. Figures calculated using data from Rail Safety and Standards Board and British Transport Police.

samaritans.org/media-centre/our-campaigns/small-talksaves-lives



STORM

STORM celebrated its 20th anniversary in 2017 and from its origins as a small research project within the University of Manchester, it is now a sustainable and impactful social business making a difference in the community. It launched Version 4 of STORM Skills Training, a new package that makes STORM's evidenced based skills training package accessible to a wider audience with the introduction of four levels of training in suicide prevention, self-harm mitigation, suicide postvention and, launching soon, mental health (psychosocial assessment).

For World Suicide Prevention Day 2017, and as part of our Community Engagement Programme for 2017-2018, STORM wanted to hit a new beat and take its message to a wider audience. Collaborating with a team of dedicated musicians, producers and multi-media talent STORM released a song and film clip with the <u>#HeyAreYouOK</u> message to encourage listeners to look after yourself, look out for others and if you are able to, offer help and support.

stormskillstraining.com



Surrey and Borders Partnership NHS Foundation Trust

Four times a year Surrey and Borders Partnership NHS Foundation Trust holds a Suicide Prevention Information Network (SPIN) event. These free half-day events, are for staff, people who use our services and their families, friends and carers, and the local community. Each event is themed and aims to shine a spotlight on a particular area of suicide prevention and encourage participants to think around how they can start to make a difference. The most recent events have focused on high risk populations including men, those who have been bereaved by suicide and those who identify as LGBT. Future events are planned on veterans and perinatal suicide awareness.

In October 2016, Health Education England provided £50,000 of funding to develop local suicide prevention training. We set up a working group that consisted of a mix of clinicians, people who have lived experience of suicide, and families, friends and carers affected by suicide to shape the training content and accompanying educational videos. Two tiers of training have been created; one for our recovery college and a one for our clinical staff. Evaluations for the training have been overwhelmingly positive with all attendees rating the course as good or excellent. At the recovery college, a participant reported learning skills that saved their life, another felt able to act to save their friends life by knowing how to get them the support they needed. Clinical staff have reported improvements in risk formulation skills, crisis and contingency planning, and knowing how to assess people with particular needs such as autism.

sabp.nhs.uk



Surrey County Council

Surrey County Council and Surrey Downs Clinical Commissioning Group have commissioned The Mary Frances Trust to provide leadership for Community Connections Mental Health Services in Mole Valley, Epsom & Ewell, East Elmbridge, and Banstead. Surrey Community Connections services are open access services, delivered by the voluntary sector, to support people (aged 16 and over) with mental health needs. The services promote social inclusion, community participation, mental wellbeing and recovery by connecting people to mainstream activities in their community via a variety of group activities and one-to-one support to aid suicide prevention. Activities include: a men's group for those who may be experiencing issues around isolation, emotional wellbeing, or may be at risk of suicide; a cycling group to engage with men at risk of suicide to support improvements in emotional well-being, fitness, friendships and a willingness to discuss problems; and Safe Haven, an out of hours mental health crisis centre providing people with a space to talk about their feelings and problems, take advice, speak to a clinician and be signposted to other appropriate services.



Washington Mind

Washington Mind, working in partnership with people who have attempted to take their own lives, has developed and designed a half-day training session called A LIFE Worth Living (ALWL). The content has been created using a community approach to suicide prevention and intervention with direct experience infused throughout. It places an emphasis on how attitudes towards suicide across societies can hinder suicide prevention and how people can have open and honest conversations with a person who is experiencing suicidal thoughts and may be contemplating taking their life. Health and public health services have commissioned delivery of the training for the last five years and over 3,500 people have been trained across Sunderland, South Tyneside and Gateshead. Participants include hairdressers, street pastors, clergy, beauty therapists, travel agents, police officers, fire service personnel and many more. A Training for Trainers Programme is also delivered and has been rolled out in communities across the country.

washingtonmind.org.uk

surreycc.gov.uk



Warwickshire County Council Public Health

The Warwickshire Suicide Prevention Strategy 2016-2020 highlighted that bereavement support was limited across the county and in 2018 Public Health awarded a two-year contract to West Bromwich-based charity Kaleidoscope Plus Group (KPG). KPG have launched five groups across Warwickshire in a range of community venues to ensure that all residents across the county can access the support easily. The service provides a safe place where clients can receive group based support that is focussed on their individual needs. Public Health supported the <u>It Takes Balls to Talk</u> community campaign that delivers straightforward messages directly to men and those that care about them that it's ok to talk about their problems and the risk of suicide. Simple conversations promoting mental wellbeing are delivered at sporting venues and in the workplace. Public Health contributed to the production of the materials and sponsored two volunteers to undertake trainer training in the Connecting with People suicide awareness and response tool. It Takes Balls to Talk now use this training with all their volunteers and have begun delivering in workplaces such as the Police and Fire Service.

publichealth.warwickshire.gov.uk

Financial review

NSPA has had a successful year, continuing to grow its income from different sources, enabling us to invest in some key new work. Below is a summary of our income and expenditure for 2017/18, and budget for 2018/19.



Thank you

Thank you to our members who have generously supported the NSPA in 2017 with funding, in-kind contributions, time and energy. We couldn't achieve anything without you.

Thank you to the Department of Health for their financial support, along with Highways England and Janssen who generously contributed sponsorship for our annual conference.

Thank you to Samaritans who have continued to host our Executive Lead and Membership and Communications Officer and provide considerable financial and in-kind support.

Thank you to everyone who has helped to strengthen our work. Please continue to visit our website, retweet our messages and spread the word about suicide prevention.

National Suicide Prevention Alliance

The National Suicide Prevention Alliance is a cross-sector, England-wide coalition committed to reducing the number of suicides in England, and improving support to those bereaved or affected by suicide.

nspa.org.uk

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