



National **Suicide Prevention Alliance**

NSPA review 2015-16



Contents

Message from the Co-Chairs	3
NSPA Declaration	4
Our work in 2015-16	5
NSPA members	10
Highlights from our members	12
Looking ahead	20
Financial review	21
How you can get involved	22



Message from the Co-Chairs

We firmly believe that tackling suicide, and supporting those affected by suicide, needs a collective approach. The National Suicide Prevention Alliance (NSPA) is that collective – a truly cross-sector coalition for suicide prevention in England that combines public, private and voluntary organisations.

We have only been in operation as a formal alliance since 2013 and continue to go from strength to strength. During 2015/16 we have grown in credibility, membership and influence – consolidating our position as the leading suicide prevention alliance for England.

Over the next few pages we provide more detail on our key achievements over the last year, including that we have:

- increased membership by 42% with our supporter's category growing four fold;
- helped deliver against the Government's National Suicide Prevention Strategy and worked closely with the Department of Health (DH) on priorities for the coming year;
- co-opted Public Health England (PHE) on to our Steering Group;
- raised £57,000 of income through member donations and in kind contributions and received matched funding for running the secretariat from Samaritans;
- won two new contracts worth over £120,000;
- maintained good governance with regular Steering Group meetings, elections and a membership meeting;
- delivered a high profile public conference bringing together policy makers and practitioners from across England.

Through grant funding from the Department of Health and the support of our membership, the NSPA works to get all parts of society working together to take action to reduce suicide and improve the support for those affected by suicide. We currently have over 60 member organisations and more than 40 supporters. The NSPA is hosted by Samaritans and is governed by a Steering Group of 13 member organisations, supported by a Secretariat of two full-time staff members.

We are proud of what we've achieved together so far, but there is still so much more for all of us to do. As well as setting out the NSPA's key achievements in the last year, we have used this review to talk about what's next for us as an organisation.

Our strength comes from our membership therefore we've taken this opportunity to shine the spotlight on some of our members' achievements. Over the next year we hope to continue to grow and bring together more people to take action and accelerate change.

Thank you for taking the time to read our Annual Review. Whether you are an existing member, prospective member, or are simply interested in learning more about our work, we hope that you find it informative.

If you are interested in finding out more, or getting involved with NSPA, you'll find details on how to do so at the back of this review.



Ruth Sutherland

Ruth Sutherland
CEO,
Samaritans










Brian Dow

Brian Dow
Director of External Affairs,
Rethink Mental Illness







NSPA Declaration

The difference we aim to make

Everyone in society has a part to play in suicide prevention and improving support for those affected by suicide. We want to see a significant reduction in suicide in England. We think this will happen if we work with our members to achieve the following outcomes:

 Reducing stigma	for all parts of society: so that talking about suicide, and taking action to maintain good mental health, is as normal as talking about and maintaining physical health.
 Encouraging help-seeking	then more people experiencing emotional distress will seek help before they become suicidal.
 Providing the appropriate support	meaning when people in emotional distress seek help, they receive appropriate support from the people or organisations they approach and they are offered appropriate options.
 Reducing access to means	so people experiencing severe emotional distress find it harder to access the means to take their own life.
 Reducing the impact of suicide	with people affected by suicide getting the support they need to cope with the impact on their life.
 Improving data and evidence	better official data about suicide in England and more evidence about effective suicide prevention, so those working in suicide prevention find it easier to obtain this data and evidence.
 Working together	organisations with an interest in suicide prevention collaborating with each other to make a bigger difference.

We achieve our outcomes by:

 Delivering commitment and influence	we identify public, private and voluntary organisations that can make a difference and invite them to join us and take action.
 Mobilising action	we identify the most important issues to work on and facilitate projects to address them.
 Building an active network	we facilitate collaborations between organisations that can achieve more by working together.
 Sharing best practice	we share information about what organisations are doing to prevent suicide, and provide support after a suicide and promote good practice in these areas.
 Raising awareness and building knowledge	we work to improve the quality and accessibility of data about suicide and help improve the evidence base about what works in suicide prevention and support after a suicide. We share this intelligence with organisations that can make a difference.
 Improving support	we share information about support available for people in distress and those affected by suicide, to increase options and raise awareness of what is out there.

Our work in 2015-16

What we said we'd do

♥ Reducing stigma

In 2015-16:

- We will support the Partnership for Wellbeing and Mental Health in Schools, promoting its work to NSPA members and identifying and connecting members that can contribute to the partnership.

♥ Encourage help-seeking

In 2015-16:

- This is an important area of work and we will use the first year of the strategy to discuss with our members how to best use NSPA's expertise and resources to make an impact in this area.

♥ Providing the appropriate support

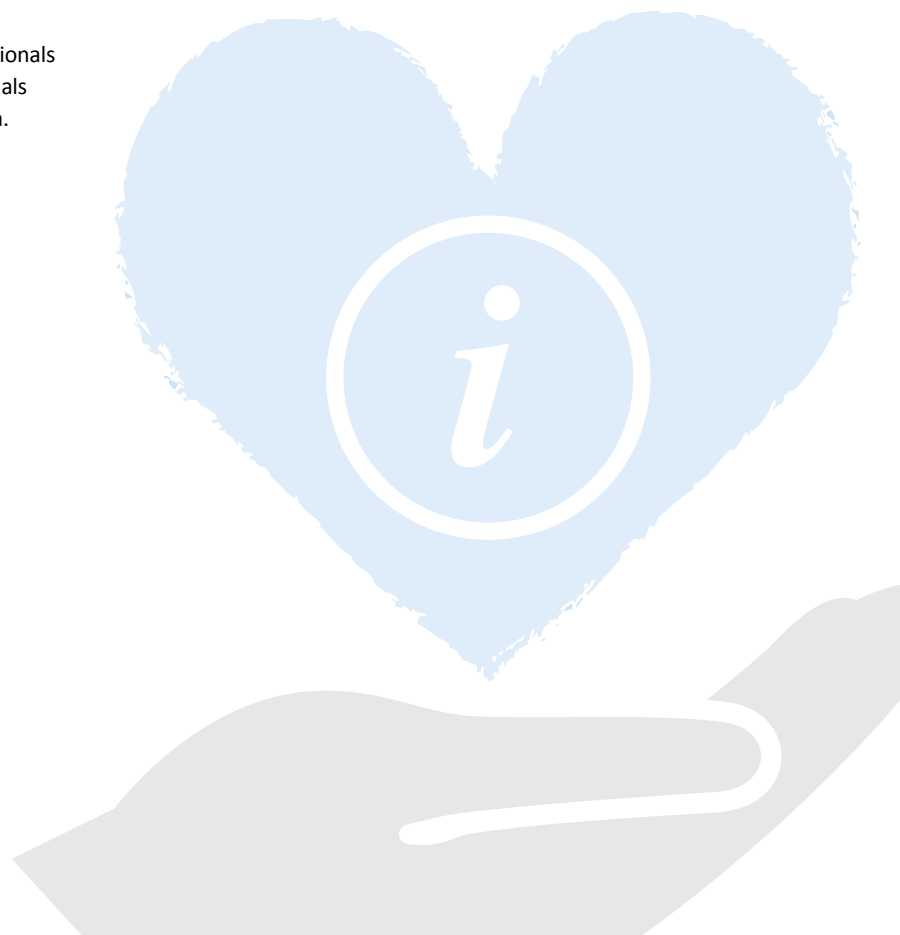
In 2015-16:

- We will continue to develop the NSPA website as a source for other organisations to help them help individuals to find the support they need, as well as being a direct source for individuals.
- We will work with those organisations and professionals who could have most impact on bereaved individuals and scope the possibilities for a project in this area.

♥ Reducing access to means

In 2015-16:

- We will work with the Government's National Suicide Prevention Advisory Group on understanding and acting on emerging suicide methods.
- We will help promote and disseminate the guidance being produced by PHE on preventing suicides in public places and responding to multiple suicides and clusters.
- We will continue to look at how to reduce harmful content online. This will include funding Mind to complete the guide on how to respond to suicidal content in online communities and disseminating this guide to help online communities of all sizes to deliver a safer and more supportive experience.



♥ Reducing the impact of suicide

In 2015-16:

- We will continue to work with the Suicide Bereavement Support Partnership to complete the development of the national framework for support to people affected by suicide and work to develop a pilot to test the framework in priority geographic areas.
- We will complete the refresh of the 'Help is at Hand' resource and conduct an initial evaluation of the finished product.

♥ Improving data and evidence

In 2015-16:

- We will continue to support PAPYRUS Prevention of Young Suicide to lead work for NSPA with Coroners on issues relating to the burden of proof for a death to be classed as suicide.
- We will encourage members to share data and evidence and make this available through our website.

♥ Working together

In 2015-16:

- We will hold a cross-sector conference to bring together organisations from private, public and voluntary sector to share the latest policy and research around suicide prevention, as well as sharing best practice and local innovation.
- We will continue to increase the profile and influence of the NSPA, working with members to convey NSPA ideas on best practice measures to prevent suicide, and developing our use of social media channels to increase awareness of our work.
- We will develop our website to ensure relevant research, best practice, member organisation and action planning information is available on it, improving availability and accessibility of information on suicide prevention.
- We will provide materials to support local implementation of the suicide prevention strategy, including identifying nationally available suicide prevention training.
- We will continue to develop our membership, with improved membership communications, transition of the remaining informal members into formal membership with action plans that help deliver NSPA's aims and expansion with new members.
- We will hold an Annual Members Meeting to share best practice and undertake an annual membership survey to ensure that we remain effective and sustain the engagement of our members.
- We will develop our income streams, including through member contributions.
- We will consolidate the NSPA governance framework and back office systems, with an emphasis on sustainability and future-proofing.

What we did

1 Taking action to reduce suicide

We have continued to work closely with our members and external bodies to understand more about suicide and take action to both reduce it and help those affected by it. Work has focused on several key aspects:

Developing online guidance

This year, the NSPA published its [‘Guidance for Online Community Moderators in Responding to Suicidal Content’](#). The work was led by Mind on behalf of the NSPA, in consultation with a huge range of stakeholders. The guidance enables any community moderator, regardless of forum or topic, to safely and confidently respond to people that may be expressing thoughts of suicide online and to signpost them to appropriate support. The guide is the first resource of its kind and the only free, UK based, public facing information about how to respond to suicidal content online. The breadth of stakeholders involved means that it has the potential to reach several million people online and help them get the support they need.

Help is at Hand

September 2015 saw the launch of the redeveloped resource for people affected by suicide, [Help is at Hand](#). The NSPA, working with Support After Suicide and Meadows Communications, was commissioned by PHE to undertake the work, and to date more than 20,000 copies have been ordered or downloaded. The NSPA is committed to continuing to work with PHE to make sure Help is at Hand gets to those who need it.

Developing a “Resource Hub”

We’ve been exploring the potential for a “one stop shop” resource hub hosted on the NSPA’s website. We’ve scoped the piece of work with Steering Group members and are excited to move onto the next phase of its development during the current year, with the first step to get members views on the information and resources to be presented.

Updating and developing guidance to support the development of local activity

The NSPA was awarded two contracts from PHE during the year: to update the guidance for local authorities in suicide prevention planning; and to produce a set of ‘how to’ resources for development of suicide bereavement services, working in collaboration with Support After Suicide. The fact that NSPA has now won three contracts from PHE is testament to its ability to deliver and its continued credibility in the sector. These new resources will be available in 2016.

2 Influencing

Working with sector leaders

The NSPA is a key delivery body for [Preventing Suicide in England: a cross-government outcomes strategy to save lives](#), alongside PHE, NHS England and Health Education England (HEE), and we’ve continued to work with DH as the voice of the suicide prevention sector, bringing together the sector to maximise resources and impact.

We are active participants of the National Suicide Prevention Strategy Advisory Group (NSPSAG), the ministerial advisory group, as well as key national bodies, such as National Public Mental Health Prevention Alliance. We are also represented on the Royal College of GPs’ Mental Health Steering Group and are a stakeholder for the development of new NICE suicide prevention guidelines. These have provided valuable opportunities for us to input into and influence suicide prevention work within the broader mental health agenda.

This year, we were pleased to co-opt PHE onto the NSPA steering group, facilitating a closer working relationship and helping to identify new opportunities for working with and supporting local authorities with their suicide prevention activity.

The NSPA is increasingly seen as an essential contributor to national and local action. We've presented at a number of events, including the PHE and Local Government Association Public Mental Health Conference and The East Midlands Suicide Prevention Conference as well as participating and having stands at events across the country.

Annual conference

In February 2016, the NSPA held its second national suicide prevention conference, 'Empowering Communities through Collaboration'. Keynote speakers included: the Minister of State for Community and Social Care, Rt Hon Alistair Burt MP, Professor Louis Appleby, Chair of the National Suicide Prevention Strategy Advisory Group, and mental health campaigner and film-maker, Jonny Benjamin. With around 200 delegates from across the public, private and voluntary sectors, the event was an opportunity to showcase good practice and innovation within suicide prevention, facilitate collaboration and share learning. The conference was well received with feedback from attendees praising the variety of topics and the in-depth nature of the presentations.

For the first time, we invited proposals for workshop sessions and went through a robust selection process, helping to ensure a high quality and variety of breakout sessions.

Network Rail sponsored the conference, and we received additional support from PHE and Samaritans, helping us deliver a success event, which achieved a small surplus to be reinvested into future activity.

Building local partnerships

We have continued to build links with local groups, supporting them with information and guidance, to implement suicide prevention at a local level.

These have included:

- Grassroots Suicide Prevention in Brighton who are leading work with the Director of Public Health and NHS Trust in Brighton and Hove, working towards Brighton's designation as a Suicide Safer City.
- The East Midlands Suicide Prevention Research Network and Keith Waters who works with and supports many of the East Midlands suicide prevention groups.

3 Developing the NSPA

Increasing our capacity and developing our membership

Expanding the NSPA's membership and mobilising action is integral to the success of the alliance and in recognition of this, a Membership and Communications Officer was appointed this year, thanks to a grant from the DH.

This appointment has enabled us to take a more proactive approach to targeting new members. As a result, the number of member organisations has increased by 42% since April 2015 with 18 new members. Nine of these are national organisations and nine local organisations. Of these; two are private, six public and 10 are voluntary sector organisations.

The number of individuals and organisations signed up as supporters has also increased, with 24 new supporters during the year – a four fold increase.

Strengthening our communications

Our new Membership and Communications Officer has been developing the NSPA website and our wider communications strategy. Having a dedicated role holder has meant we've been able to improve our newsletter, with monthly publications containing the latest developments from across the sector. It has also reduced response time to member enquiries and enabled us to target communications and information for members.

A range of good practice can be found on our website, including information and presentations about services across the country and the latest academic research. Our strengthened news section contains key policy and sector information enabling members to keep up with relevant developments.

We now monitor visits to the website, and know that there were nearly 6,500 hits on the NSPA site in 15/16 from just over 5,800 unique users, a good indicator of our increasing profile and success.

Working with the Support after Suicide Partnership

The Support After Suicide Partnership (SASP) has been acting as a hub for organisations and individuals working across the UK to support people who have been affected by suicide. The NSPA has shared aims and considerable overlap in membership with SASP and we are excited to have joined forces, with the partnership becoming a group within the NSPA. This will ensure more joined up thinking between the groups, increasing collaboration and mutual support. SASP believe that everyone bereaved or affected by suicide, of whatever age, should always be offered and receive timely and appropriate support; and be able to easily access a choice of appropriate local and national information, guidance and support to enable them to manage the impact of the death on their lives.

Annual membership meeting

We were pleased to welcome Gregor Henderson from PHE as our keynote speaker for our 2015 annual membership meeting. The meeting was well received by members with feedback including:

"Brilliant – excellent speakers and presentations plus opportunities to network."

"Brilliantly organised as always. Thank you!"

"Very good and didn't pack too much in. Good opportunities for people to input."

Developing our finances

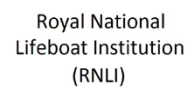
We raised over £50,000 to support project activities from membership donations, in-kind donations and net income from our annual conference. In addition we received a grant of £60,000 from the DH and were awarded two new contracts by PHE worth over £120,000. More details can be found in our financial section.



Johnny Benjamin, Film Producer and Mental Health Campaigner, NSPA Conference 2016

NSPA members





Highlights from our members

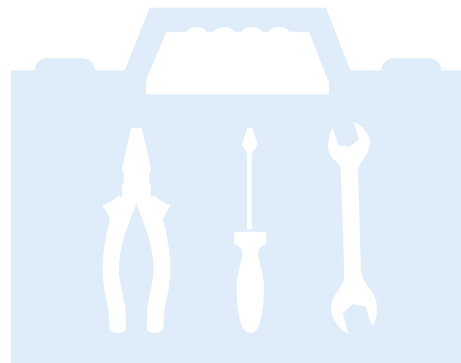
Our success is driven by our membership, with members from a wide spectrum of organisations across the public, private and voluntary sectors. Without them we simply would not succeed.

As well as collective achievements, they make huge individual contributions towards the prevention of suicide and supporting those affected by suicide. Here we showcase just some of these achievements:



Frontline staff training

This year, CAMAID developed a new one day training course specifically for frontline staff at payday lending companies who have direct contact with at-risk, vulnerable clients. It is designed to help staff recognise if individuals in debt have underlying mental health issues and how to signpost them on for help, counselling or treatment. One of its key objectives is to prevent debt-related suicide and mental health breakdowns. This is in line with the new regulations of the Financial Conduct Authority.



Sharing international best practice

CAMAID is also pursuing a programme of joint initiatives with APESA, a successful French programme. The APESA approach offers free psychological support to entrepreneurs suffering a range of psychological issues. So far the programme has helped workers across sectors, with their specialised suicide prevention practitioners now helping 165 members.

www.camiad.org.uk





Suicide clusters

This year the team developed a guide to identifying and responding to suicide clusters. Published by PHE on the 2015 World Suicide Prevention Day, the guide is intended to help those working for local authorities and related organisations who have responsibility for suicide prevention and may encounter such clusters. Available at: www.gov.uk/government/publications/suicide-prevention-identifying-and-responding-to-suicide-clusters

Self-harm research

The centre leads the study of self-harm in England. They carry out pioneering research, collecting data on everyone who presents with self-harm to any of five large general hospitals in Oxford, Manchester and Derby. Looking at self-harm trends between 2000 and 2012, they found similar rates of self-harm and suicide in both genders. They found recent increases in self-harm presentations, especially self-cutting. They also found that the proportion of patients receiving psychosocial assessment while in hospital is still unacceptably low, despite the emphasis on assessment in official guidance.

Key research this year provided the first clear demonstration that the recent recession had a significant impact on self-harm, especially in men. Following the onset of the recession, there were increases in the proportions of patients having work, financial and housing problems, even when still employed. Further information on these and related studies is at: <http://cebhmh.warne.ox.ac.uk/csr/mcm/index.html>

Self-harm guide for parents and carers

Through research and interviews with 37 parents of young people who self-harmed, the Centre for Suicide Research saw a clear gap in resources for families. To fill this gap, they developed a free, downloadable PDF guide called 'Coping with Self-harm: A Guide for Parents and Carers'. The guide covers practical topics such as managing wounds and helping siblings, as well as advice about how best to support a child who is self-harming. It also includes quotes from the parents who spoke to the Centre about their experiences and information parents wished they had known when their child began to self-harm. It also signposts to other resources, such as helplines and clinical agencies.

www.psych.ox.ac.uk/research/csr/research-projects-1/coping-with-self-harm-a-guide-for-parents-and-carers



Collaboration with NHS Arden & Greater East Midlands Commissioning Support Unit

In order to ensure quality and consistent care, these two organisations have collaborated to develop the Connecting with People Suicide Assessment Framework E Tool (SAFETool). This includes a set of clinical tools (peer reviewed and published) that provide a structured assessment and documentation process. Practitioners are trained to use the SAFETool during bite-sized, training modules and build valuable knowledge and skills to ensure a compassionate approach.

SystmOne is the IT system used by approximately 40% of primary care practices across England. The SystmOne Connecting with People SAFETool Triage has been designed for settings where a lengthy assessment may not be required. It facilitates a low level intervention at the point people become distressed, potentially before they develop suicidal thoughts.

The process guides practitioners to co-produce an appropriate safety plan with all patients, building the patient's own resilience and resourcefulness and equipping them should they ever become suicidal in the future. If patients are unable to disclose suicidal thoughts (due to stigma, fear or embarrassment) or have not yet developed suicidal thoughts they are invited to co-produce an 'ultra brief' safety plan.

When a patient does disclose suicidal thoughts, the practitioner is guided to undertake a tailored assessment, refer as required and co-produce a more comprehensive immediate Safety Plan.



Collaboration with University of Wolverhampton

This year the University of Wolverhampton became one of the first UK Higher Education Providers to implement professional and student body recommendations. They collaborated with Connecting with People (CwP) to implement a “whole community” safeguarding approach. This pioneering approach was developed in response to the latest mental health statistics, research and concerns of both students and staff.

The CwP approach equips all staff with the skills, knowledge and confidence to respond appropriately and safely to mental health concerns. Staff members representing a cross section of the university attended six of CwP Direct-to-Participant

modules; eight then completed Train-the-Trainer programmes to become fully-qualified, in-house trainers.

The approach has been incredibly successful, with ‘Suicide Awareness’ and ‘Emotional Resilience’ modules now considered recommended training for all staff. University staff now regularly challenge the stigma associated with suicide and self-harm. Since implementation, referrals to the MHAWBC have reduced, with no referrals requiring direct crisis/emergency intervention. Staff now feel equipped and confident in offering support and students feel empowered to keep themselves safe.



Strategic focus

Suicide prevention is a key priority area in the East Midlands. The East Midlands Academic Health Science Network (EMAHSN) Patient Safety Collaborative (PSC) is moving this forward, with their Clinical Advisor for Suicide Prevention focusing on four key areas:

1. Developing a sustainable approach to delivering suicide awareness and response training in primary care settings in consultation with local suicide strategy groups and a number of primary care stakeholders. In Northampton, a pilot is being run to evaluate the delivery and impact of a suicide prevention training package specifically geared towards primary care. They are also discussing the idea of awareness raising training for GP surgeries.
2. All deaths that appear to be by suicide in mental health settings receive a detailed review often using root cause analysis approaches. But around 78% of those dying by suicide have not had recent access to mental health services, meaning the same review does not necessarily happen. The EMAHSN PSC is exploring how they can help facilitate post suicide reviews in a sustainable way in primary care.
3. The EMAHSN PSC is aware of the potential dramatic impact that death by suicide can have on a healthcare and social care practitioners. They have reviewed the literature on “Second Victims” and are trying to use this to help inform an approach for use post suicide.
4. There is a growing need in the region for a reliable and up-to-date information database to help support those affected by suicide and suicidal thoughts. They are planning to try to work alongside the NSPA to try to help develop a one-stop shop approach where a reliable source of information on what help is available can be accessed.

Outside engagement

The EMAHSN PSC has been extremely active this year in running events, helping support others and participating in a wide variety of conferences, training and stakeholder related events focused on suicide prevention.



Best practice sharing

In January 2016, the East Midlands Self-Harm and Suicide Prevention Research Network (EM-SRN) held a best practice sharing day in collaboration with Derbyshire Healthcare NHS Foundation Trust and the East Midlands Academic Health Science Network. The event brought together suicide prevention leaders in the East Midlands with speakers sharing their experiences on moving from national strategies to local groups/forums, collaborating across statutory and non-statutory groups. In his second visit to the East

Midlands, Honorable John Dawkins, liberal member of the legislative council of Australia also took part. John is the national suicide prevention lead and his insight into the approaches and challenges faced in Australia was incredibly useful. Attendees also shared their experience of raising awareness and providing response training. The day was a great success with new relationships and collaborations formed, with attendees leaving re-energised to make a difference regionally, nationally and globally.



Mental Health First Aid Training

Farming Community Network (FCN) volunteers from several counties attended Mental Health First Aid (MHFA) training. The training helped them all gain a better understanding of a range of mental health issues, how to respond and how to offer help. The FCN regularly looks at requests for training from its volunteers, as a follow on from MHFA training they will be looking at autism and how to support farmers who are on the autism spectrum.

Campaigning

Through its Rural+ campaign, FCN has been working closely with National Federation of Young Farmers Clubs and Young Minds. The campaign raises awareness of good mental health, well being and also offers signposting for young people. A short DVD has been produced, showing young farmers sharing their very personal experiences of farming problems, family illness and relationships. They tell how isolation, depression and worry affect them and how talking to someone has helped.

www.nfyfc.org.uk/Ruralplus/ruralplus

e-Helpline

FCN's confidential e-Helpline is being used more widely in the farming and rural community, with NSPA's publication 'Responding to suicidal content online' proving very useful.

www.fcn.org.uk



10 years of training

In January 2016, Grassroots Suicide Prevention celebrated their 10th Birthday. Started by four friends primarily to bring ASIST (Applied Suicide Intervention Skills Training) to Brighton and Hove and beyond, the charity has since trained over 6,000 community and workforce members in suicide alertness, intervention skills and mental health awareness.

Suicide prevention app

18 months ago, Grassroots launched the UK's first suicide prevention app, #StayAlive, which recently reached the incredible milestone of over 11,000 downloads. The app is aimed both at people with thoughts of suicide and those concerned about them. It has received a National Patient Safety Award and a Sussex CCG's Innovation Award.

Grassroots is working to license the app to partners across England (e.g. NHS Trusts, local authorities) so that they can promote their crisis services to end users via the app.

Social media impact

The app is just one part of Grassroots thriving social media presence, which includes over 34,500 Twitter followers.

They have used social media to engage with thousands of local people over the years through events such as LGBTQ Pride and World Suicide Prevention Day celebrations, and through their urban art project where graffiti artists have painted city-wide suicide prevention messages focused around the #StayAlive app.



LEEDS SUICIDE BEREAVEMENT SERVICE

Compassionate support for people
bereaved by suicide

New peer support and counselling service

Leeds Suicide Bereavement Service (LSBS) launched in September 2015 and has already received 90 referrals, a tragic reminder of the support needed for people bereaved by suicide. The service provides individual peer support, group peer support and counselling to those bereaved by suicide - irrespective of whom they lost to suicide or when the loss occurred.

They organised a memorial event in December 2015 and are currently planning a second event for World Suicide Prevention Day 2016. They are working to raise awareness of suicide and suicide loss, particularly with hard to reach at risk groups. The service has received phenomenal feedback and is continuing to develop in line with the needs of service users.



Lifesaving interventions

The rail industry is committed to supporting those at risk of suicide. Staff are provided with bespoke training delivered by Samaritans so they can react to and support individuals that come to the railway to take their lives. In 2015/16 this training helped Rail Staff make 239 lifesaving interventions. Of these 15% were made by train operator staff and 6% by Network Rail personnel. Each intervention represents a life saved, without it the individual would have gone on to attempt or complete a suicide on the railway. As well as a life saved, each intervention reduces the potential for rail staff, emergency services personnel and passengers to be traumatised by such events. Interventions also have significant positive impact on the operation of the railway by reducing delay and fiscal loss. Network Rail believes that publicising this number of interventions across the industry also serves to support the message that 'suicides are not inevitable on the railway'.

10,000 trained

During the year, the number of staff trained passed the 10,000 mark. A further 15,000 used the industry's award winning Learning Tool (Charity Times Award 2015 – best use of technology) which provides an insight into how to effectively intervene in a suicide. The success achieved with staff intervening in suicides has led the industry to consider how its customers may also be influenced to take direct action in preventing these incidents on the rail network.

Commuter engagement

A pilot scheme will be introduced between Sevenoaks and London Bridge over the summer this year to actively seek to gain the support of commuters via a smartphone app, where they are encouraged to share concerns they may have about individuals they consider to be at risk on the railway.

Suicide clusters

The rail industry is looking to address the issue of suicide clusters on its infrastructure in line with PHE's guidance on 'identifying and responding to suicide clusters'. A procedure has been introduced that monitors the number of suicides/suspected suicides and injurious attempts at any one location over a 12 month rolling period. Where three such events occur within a year, the industry contacts the Public Health Director for the area to start a dialogue around information sharing and collaborative working. At the same time, the local MP is also contacted. Since introducing this process, nine local authorities have been approached and conversations held around how they, the rail industry and multi-agency groups can work together to prevent further suicides, not only on the railway but in the wider community. This has prompted a number of authorities to adopt new measures to address suicide and government guidance around suicide prevention action plans and suicide audits where these have not previously been in place. The industry's approach has been recognised by PHE and will form part of their future guidance on developing local authority suicide prevention action plans.



Young People Project

PAPYRUS Suicide Safer Communities for Young People Project (SSCYP) was initially a 12 month pilot. PAPYRUS recruited and supported 16 young people aged 16-35 as volunteer leads. During 2015-16, they attended a series of suicide awareness sessions and then received Applied Suicide Intervention Skills Training (ASIST) delivered by PAPYRUS trainers. They each then identified their own communities – ranging from family to youth club, class group to local neighbourhood, local interest group to social media followers.

The key to the project's success was to rely on the young people knowing their own communities better than perhaps PAPYRUS staff would.

The project successfully delivered and achieved:

- 68 suicide prevention activities across 20 communities (exceeding target of 45)
- 1000 people directly engaged via outreach and awareness activities
- delivery of a project workshop at the National Suicide Prevention Alliance Conference by two of the PAPYRUS Project Lead volunteers
- increased traffic to and awareness of HOPELineUK, the national helpline run by PAPYRUS to prevent young suicides.

The project is now being commissioned and rolled out in several local authority areas.





Crisis support homes

In 2015, Recovery Focus' partner, Richmond Fellowship, launched two new crisis houses to provide support for people in mental health crisis. These houses in Derby and Leicester provide a person-centred, non-judgemental approach to supporting people in crisis. Recovery workers are available 24/7 working in close collaboration with NHS clinical teams. The houses themselves are modelled on high quality hotel style accommodation.

Staff are trained with the ability to understand and work with people with very complex needs and are able to tailor appropriate support using a range of tools such as cognitive behavioural therapy; solution focused brief therapy, mindfulness, and sleep hygiene techniques.

Helpline

In Leicester a team of volunteers run a helpline that people can call for advice about how to get help in a crisis.

Service evaluation

The service in Derby underwent an independent evaluation this year which saw 90% of people leave in a planned way, with only around 12% requiring an inpatient admission. Recovery Focus now runs six mental health crisis support schemes across the country. At this years NSPA conference they presented their crisis model to share their successes to date and help develop this model within the sector more widely.



Samaritans responded to more than 5.4 million calls for help by phone, email, SMS and face to face in 2015. That's more than 14,000 times each day that Samaritans was there for people who needed someone to turn to.

Launch of free to call number

In September 2015, Samaritans launched a new national UK helpline number – 116 123 – which is free to callers from any phone. This marked a historic step, made possible thanks to support from the Big Lottery Fund and Vodafone, as well as the co-operation of the major telecommunications companies. People across the UK and Ireland can now call Samaritans for free (from landlines and mobiles) any time of the day and night, every single day of the year, allowing them to support even more people struggling to cope. They have also introduced a free Welsh language helpline, 0808 164 0123, available every evening from 7pm-11pm.

New campaign

In February 2016, Samaritans launched a new awareness-raising campaign, We Listen. The campaign, supported by Network Rail on behalf of the wider rail industry ran across England, Scotland, Wales, and Northern Ireland (in partnership with Translink). The campaign featured on posters, digital screens and ticket gates in railway stations across England, Scotland and Wales. The launch was supported by celebrities, including Olympic Champion boxer Audley Harrison, and gained extensive coverage in national and regional media as well as engaging millions of people on social media.

To launch the campaign, Samaritans held a parliamentary reception attended by more than 100 people, including Alistair Burt, the UK Government Minister with responsibility for mental health in England, Shadow Minister Luciana Berger and campaigner Michael Mansfield QC.

As part of the campaign, National Rail Enquiries kindly donated free advertising space on the reverse of all UK train tickets. Tickets feature the Samaritans' logo and the free to call number, 116 123, with the line 'We don't just hear you, we listen'. This will have a huge impact on the amount of people that Samaritans reaches.



Suicide support group established in Eastbourne, East Sussex

The Counselling Partnership: Survivors of Suicide project in East Sussex now runs a support group monthly in Eastbourne. The group supports anyone affected by suicide: it is largely attended by those bereaved by suicide but open to others affected by suicide in other ways. The group runs on the second Monday of the month and is open to people living across the East Sussex.

Group members report feeling supported by others who have had similar experiences and feeling less isolated by being able to talk openly and share their feelings. Group members have made links outside of the group to help them to cope on a day to day basis. <http://m25m.btck.co.uk/Contactus>



Heather Stokes, Vice President, Strategic Development, LivingWorks International, *NSPA Conference 2016*

Looking ahead

To help achieve the outcomes set out in the NSPA's strategic framework for 2016-19, we will focus on 10 key areas over the next year:

- ♡ Develop our website into "the" resource hub for suicide prevention providing a wide range of resources and information for policy makers and practitioners, enabling more people to work together to reduce suicide.
 - ♡ Promote and maximise the use of our Guidance for Online Community Moderators in Responding to Suicidal Content.
 - ♡ Support the promotion of resources and guidance for suicide prevention, including Help is at Hand, PHE's updated guidance for local authorities on suicide prevention and the "how to" guide for suicide bereavement support and evaluation framework.
 - ♡ Run our third national annual conference.
 - ♡ Continue to broaden and build our membership with improved member communications and a new member engagement programme.
 - ♡ Provide members with the latest information and opportunities through our newsletter.
 - ♡ Work with PAPYRUS and Support After Suicide Partnership to gather people's experiences around the Standard of Proof and facilitate debate in this area.
 - ♡ Support our members to strengthen our collective voice on World Suicide Prevention Day on 10th September 2016, with a campaign aimed at supporting help-seeking in men.
 - ♡ Work with the Support After Suicide Partnership to support a survey exploring the individuals' experiences of bereavement support.
 - ♡ Continue to develop our funding streams to ensure the continued growth and sustainability of NSPA.
- Nominated Programme Leads from member organisations will lead and oversee different areas of work with progress against the work plan reviewed quarterly.



Brian Dow, Rethink Mental Illness, **Professor Louis Appleby**, National Suicide Prevention Strategy Advisory Group and **Gregor Henderson**, Public Health England, *NSPA Conference 2016*

Financial review

The NSPA would not exist without the considerable time and energy generously given by members. Below we have summarised both financial and in-kind contributions we have received in the last year.

	2014/15 breakdown (£)	2014/15 totals (£)	2015/16 breakdown (£)	2015/16 totals (£)
Income				
Department of Health grant		60,000		60,000
Member contributions:			21,138	
<i>Samaritans</i>	10,520		32,514	
<i>Rethink Mental Illness</i>	4,000			
<i>The Matthew Elvidge Trust</i>	250			
<i>Royal College of Psychiatrists</i>	300			
<i>Mind</i>	3,000			
Total member contributions¹		18,070		
Conference delegate fees		12,349		
Conference sponsorship and income²				26,436
Public Health England contracts:				
<i>Help is at Hand</i>			35,183	
<i>Guidance for local authorities and bereavement support framework</i>			127,540	
Income b/f from previous year		1,452		10,254
Total Income		91,871		302,064
Expenditure				
Projects:				
<i>Website build and development</i>	13,528			
<i>Bereavement support framework</i>	10,550			
<i>On-line environment</i>	-			
Total project expenditure		24,078		56,646³
Member engagement and publications		1,046		4,919
Conference		14,235		17,687
PHE Guidance for local authorities and bereavement support framework				123,363
Secretariat and member support costs⁴		39,258		82,747
Total Expenditure		78,617		285,361
Surplus/(Deficit)				27,703

We are incredibly grateful to the Department of Health for their continued support and to Samaritans for hosting the secretariat and providing considerable financial and in-kind support.

1. Member's financial and in-kind contributions are essential to the work of the NSPA. We simply wouldn't have been able to achieve some of the things we have this year without the generous contributions of Network Rail, Farming Community Network and Harmless. We'd also like to thank members that have provided support in-kind through providing meeting space, offering up expertise and time of colleagues and sharing contacts and networks.
2. With special thanks to Network Rail for their £20,000 contribution to the NSPA Conference 2016 and Public Health England for their considerable support of the event.
3. Project expenditure for 2015/16 includes completion of the resource for support after a suicide, Help is at Hand and the guidance for online community moderators produced by Mind with a number of our other member organisations.
4. The increase in secretariat and member support costs for 2015/16 reflects an investment into this area, with additional resource including a Membership and Communications Officer.

How you can get involved

Being part of the NSPA means being part of a broad and active network of organisations and individuals committed to working together to reduce suicide and supporting those that have been affected by suicide.

We are always looking to expand the collective further. There are two ways that you can get involved with the NSPA: as a member or as a supporter.

Membership

Membership is open to any organisation that signs up to our Declaration and Membership Agreement. Members also develop action plans setting out work they are undertaking to achieve the NSPA's vision (these are then available to view on the NSPA website). There is no fee to join the NSPA but members are invited to make voluntary contributions on an annual basis, these may be financial or of in-kind support.

Supporters

Organisations not ready to commit to membership, or individuals who have an interest, are invited to become supporters.

What does the NSPA offer members?

The NSPA offers a forum to share information and good practice amongst NSPA members, the wider public and practitioners working in the field (such as health and wellbeing boards and Directors of Public Health).

It also provides:

- opportunities to collaborate on suicide prevention activity with supportive organisations and individuals from the public, private and voluntary sectors;
- opportunities to input and shape the direction and priorities of the Alliance.

NSPA Steering Group

The NSPA receives strategic direction from an elected Steering Group, with up to four appointed Co-Chairs. The Steering Group and Co-Chairs have oversight of all NSPA activities and are responsible for the strategic direction and resourcing of the NSPA. Any member may stand for annual election to the Steering Group. As host to the Secretariat and primary funder, Samaritans and the Department of Health respectively, have standing roles on the Steering Group.

Member task and finish groups

Task and finish groups are how the NSPA progresses joint programmes of work and ultimately its core aims. If there are specific areas of work in which members would like to see action or collaboration, or a defined project members believe the NSPA should be supporting, a proposal can be put forward for consideration by the Steering Group. Task and Finish groups are supported by the financial and in-kind contributions of NSPA members.

Annual Membership Meeting

The NSPA holds an Annual Membership Meeting where members are invited to come together to network, share ideas/experiences and offer input on the emerging priorities and work of the NSPA.

For further information on becoming a member or supporter of the NSPA go to www.nspa.org.uk/home/get-involved. Alternatively please contact the NSPA Secretariat: Claire Walker, via email info@nspa.org.uk or telephone 020 8394 8275.



Join



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.

For more information on the National Suicide Prevention Alliance, and for details of partner organisations, please visit www.nspa.org.uk

