

The national perspective from Public Health England

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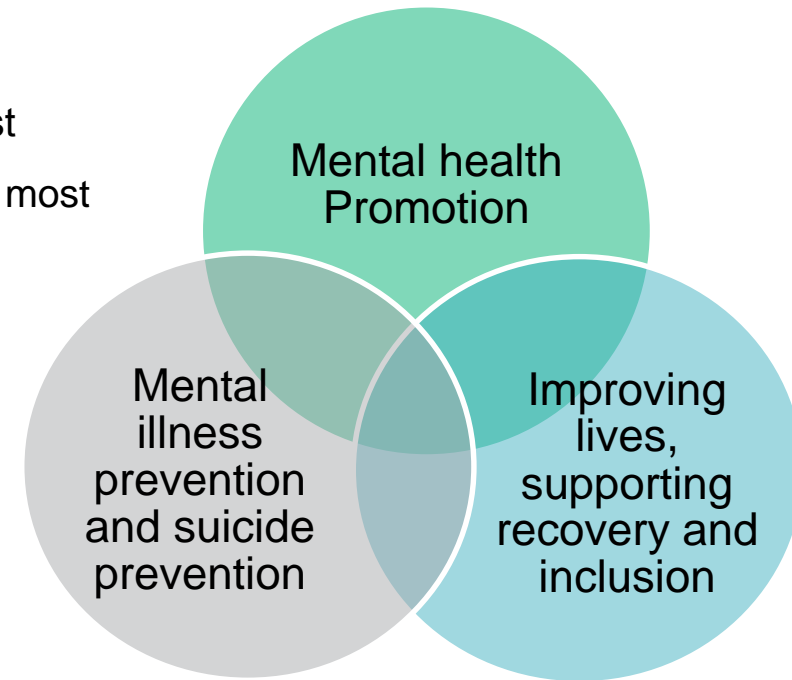
PHE's approach to mental health

Informed by the WHO approach to public mental health

Everyone, irrespective of where they live, has the opportunity to achieve good mental health and wellbeing...especially communities facing the greatest barriers and those people who have to overcome the most disadvantages. This includes those living with and recovering from mental illness.

Key themes:

- Reducing health inequalities
- Community centred approaches
- Embedding and integrating mental health
- Improving workforce capacity and competency



PHE approach to Suicide Prevention

- **Supporting implementation and delivery** – suite of resources including Local Suicide Prevention Planning Guidance
- **Capacity building** – masterclasses with local authorities, health services, justice, voluntary sector. Mental Health Champion training.
- **Knowledge and evidence** – fingertips tool, atlas of variation, ONS research on occupational and student suicide
- **System leadership** – working with ADPH, LGA, NHS England, DHSC and via our PHE Centres.



Building a partnership approach

1. Suicides are the result of a wide and complex set of interrelated factors
2. Requires work across a range of settings targeting a wide variety of audiences.
3. No single agency is likely to be able to deliver effective suicide prevention.



PHE Support and Guidance

- PHE, working with NSPA, have released a suite of guidance, data, and research to support local delivery.
- <https://www.gov.uk/government/collections/suicide-prevention-resources-and-guidance>
- Our 9 Local Centre Public Mental Health leads provide expert advice and support



The Kent and Medway experience

Suicide Prevention Transformation

Tim Woodhouse, Suicide Prevention Specialist

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Transforming health and social care in Kent and Medway is a partnership of all the NHS organisations in Kent and Medway, Kent County Council and Medway Council. We are working together to develop and deliver the Sustainability and Transformation Plan for our area.

CONTENTS :

- 1) The suicide prevention context in Kent and Medway
- 2) The development and content of our funded programme
- 3) Evaluation measures
- 4) Lessons learnt (positive and otherwise)



CONTENTS :

1) The suicide prevention context in Kent and Medway



The Suicide Prevention Steering Group in Kent and Medway is a collection of over 110 individuals representing these organisations (and many more)



**Kent
Police**



**NHS
England**



Kent Coroners



Kent and Medway
NHS and Social Care Partnership Trust



**SURVIVORS OF
BEREAVEMENT
BY SUICIDE**



The Steering Group developed and owns our 2015-2020 multi-agency suicide prevention strategy and action plan which follows the national priorities:

1. Reduce the risk of suicide in key high-risk groups
2. Tailor approaches to improve mental health and wellbeing in Kent
3. Reduce access to the means of suicide
4. Provide better information and support to those bereaved by suicide
5. Support the media in delivering sensitive approaches to suicide
6. Support research, data collection and monitoring



Kent and Medway have higher than national suicide rates

Indicator	Period		England	South East region	Kent	Medway
Suicide: age-standardised rate per 100,000 population (3 year average) (Persons) ■	2015 - 17	◀ ▶	9.6	9.4	10.5	9.7
Suicide: age-standardised rate per 100,000 population (3 year average) (Male) ■	2015 - 17	◀ ▶	14.7	14.3	15.9	16.9
Suicide: age-standardised rate per 100,000 population (3 year average) (Female) ■	2015 - 17	◀ ▶	4.7	4.8	5.5	3.0

<https://fingertips.phe.org.uk/profile-group/mental-health/profile/suicide/data#page/0/gid/1938132828/pat/6/par/E12000008/ati/102/are/E10000016/iid/41001/age/285/sex/4>



But numbers have fallen in recent years

Area resident	Gender	2010	2011	2012	2013	2014	2015	2016	2017
Kent	Male	73	85	97	119	130	116	104	85
	Female	27	34	26	31	35	36	36	38
	Total	100	119	123	150	165	152	140	123
Medway	Male	10	9	15	24	22	16	25	15
	Female	4	5	5	7	8	6	2	3
	Total	14	14	20	31	30	22	27	18
Kent & Medway	Male	83	94	112	143	152	132	129	100
	Female	31	39	31	38	43	42	38	41
	Total	114	133	143	181	195	174	167	141

Source: Primary Care Mortality database, KPHO (JB); Medway Public Health

Numbers of people dying by suicide and events of undetermined intent, 2010-2017 registrations, aged 15+, Kent and Medway residents, by gender



Middle aged men are most at risk (but note the gender gap closes at 75+)

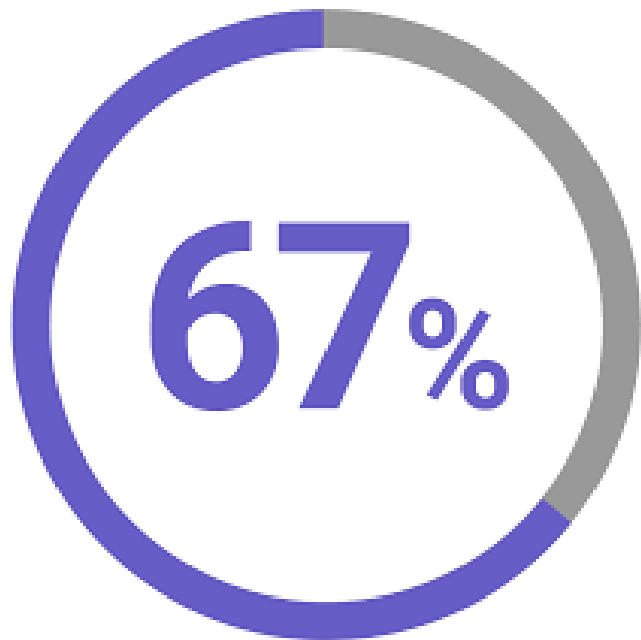


Source: PCMD, ONS, KPHO (JB)

Source - KMPHO



What else do we know?



**67% of people
who died by
suicide in Kent
and Medway were
NOT known to
secondary mental
health services***

*Based on 2017 coroner
registrations in Kent and
Medway. Source KPHO and
KMPT



Because of our high rates, Kent and Medway were selected to be amongst 8 STP areas to receive additional suicide prevention funding in 2018/19 from NHE England and PHE

The funding looks likely to continue in 2019/20

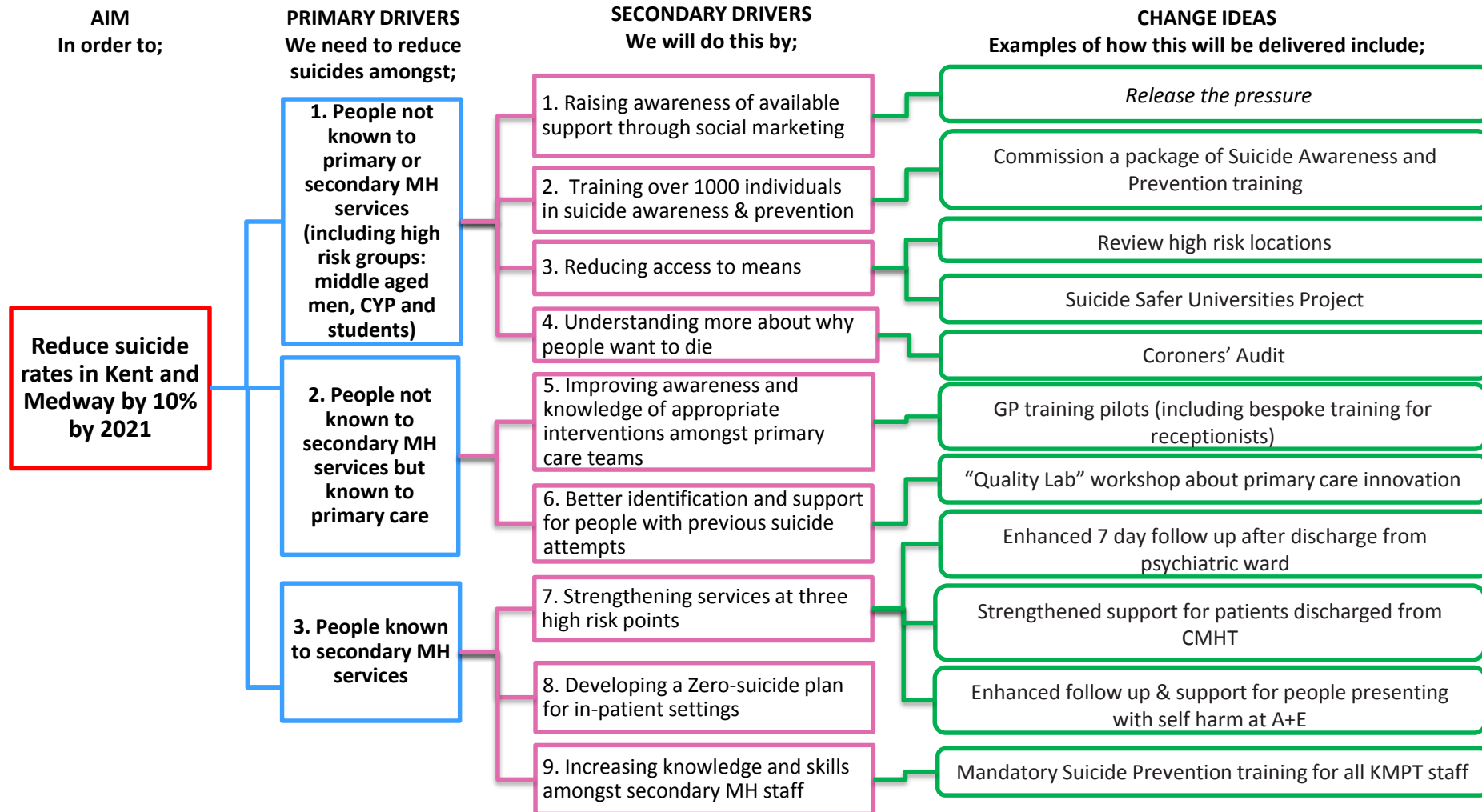


CONTENTS :

2) The development and content of the funded programme

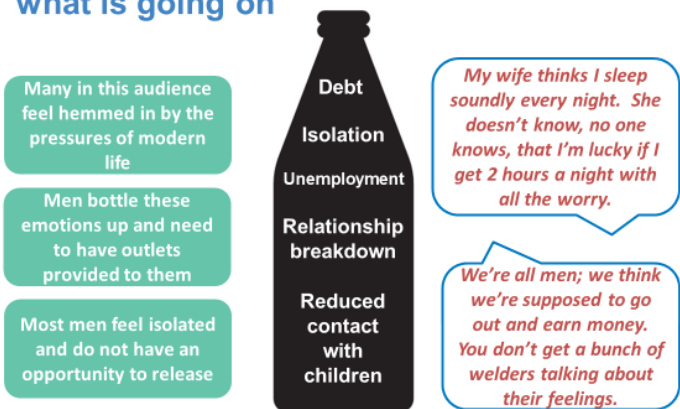


Our driver diagram helped focus our activity



Focus groups

We spoke to men to try and understand what is going on



KCC Suicide Prevention

2



Coroner audits

Known to any services?	A physical health diagnosis/disability?	A mental health diagnosis/disability?	Any history of substance misuse?
E.g. GP, Social Services, Mental Health, Housing, Benefits, Voluntary Sector	E.g. Diabetes, COPD, Cancer, Heart Failure, Asthma, Dementia, Stroke.	E.g. Anxiety, Depression, Bi-Polar Disorder, Psychosis, Schizophrenia, Eating disorder,	E.g. Alcohol, Illegal Drugs, Prescription Drugs, Solvents, Legal Highs, Addiction

We conducted research to test our theories and to help target our interventions

In-depth interviews with men who have attempted suicide



Suicide prevention18/19 highlights

- ## 1) Release the Pressure

A major boost to the campaign resulting in thousands of additional web visits and helpline calls



- 2) Strengthening secondary MH services
KMPT working on 5 key projects to improve safety including high risk points

points Kent and Medway 
NHS and Social Care Partnership Trust



- ### 3) Supporting those bereaved by suicide

5 key recommendations
produced after workshop in Aug



- #### 4) Suicide Awareness & Prevention Training

Over 1500 free places on Suicide Prevention training being delivered. E-learning being developed

- ## 5) Innovation fund



**Funding awarded to 27
imaginative community
projects**

- ## 6) Suicide Safer Universities

**An action plan
between the
Universities and
local partners has
been agreed and
implemented**



- ## 7) Workplace interventions



High risk industries targeted through tradeshow, exhibitions and support to individual businesses

- 8) Qualitative research
Public Health and the Coroner
reviewing 150 inquests and
interviewing men who have
attempted suicide to ensure
lessons are learnt



- 9) Children and Young People**
Action plan agreed including
KSCB and Public Health
undertaking thematic review



Release the Pressure

- A social marketing campaign designed to:
 - Increase awareness of a 24/7 support-line
 - Increase men's willingness to call the helpline
- The campaign highlights real life events, rather than mental illness as the potential trigger



https://www.youtube.com/watch?v=nnWjPIAK_Sg

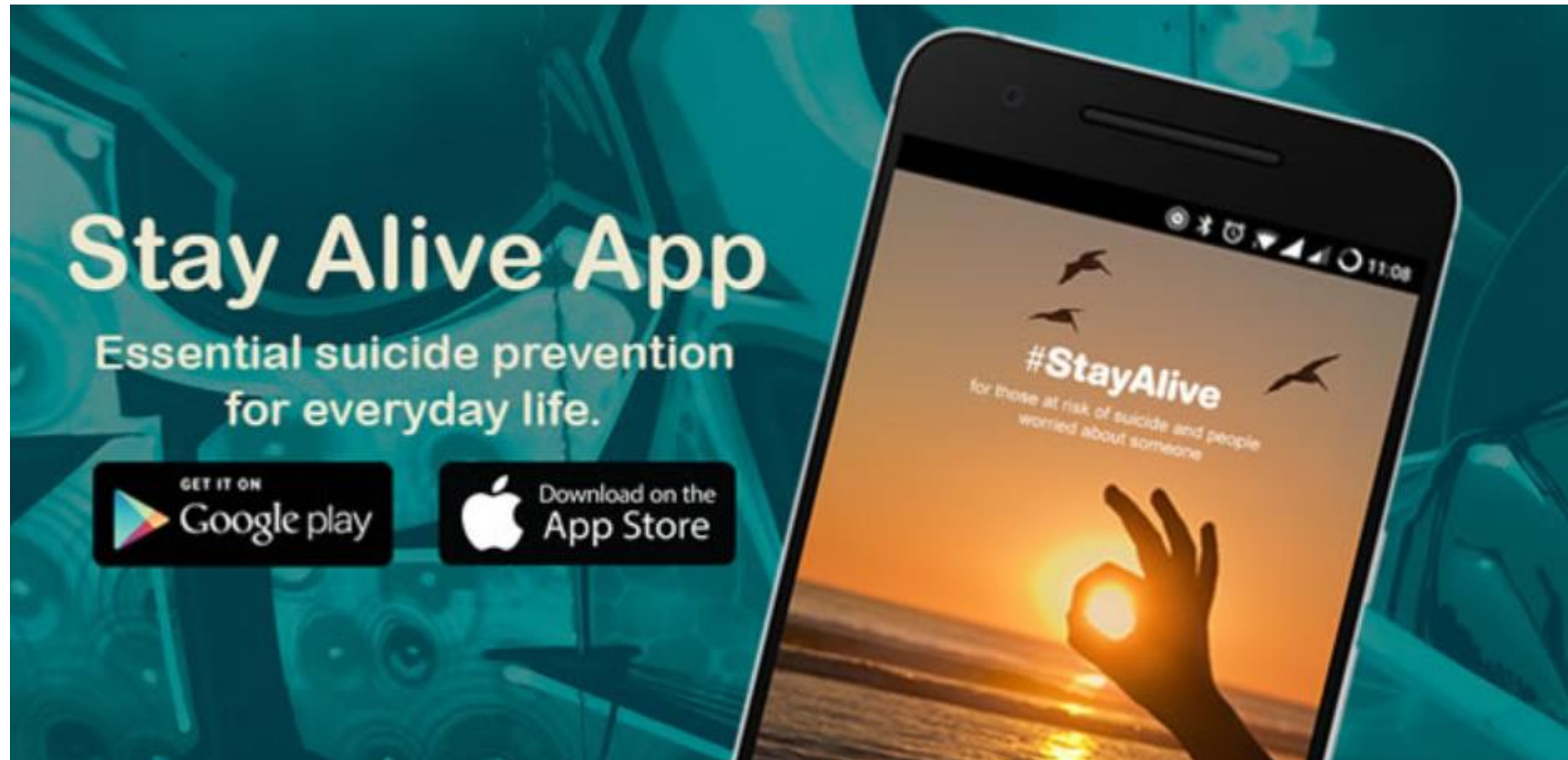


- The campaign is promoted with advertising in service stations, pubs, on radio, tv and online
- Google adverts are used to ensure that when people search for “*how to kill myself*” and similar terms, Release the Pressure is the first link they see



Release the Pressure – Advertising and materials







Mentoring Dads through family breakdowns and the suicidal ideation that can follow

Examples from the 27 Innovation fund projects



Research regarding the impact debt has on mental health



Partnering with a local haulage firm to reach drivers and logistics staff with suicide prevention messages

A film inspired by the death of a best friend, exploring ways men can overcome stigma and seek help





Training menu



3hr Suicide Awareness and Prevention workshops

Provided by Maidstone and Mid Kent Mind. Dates and venues across Kent and Medway currently available to book now via

<http://www.maidstonemind.org/suicide-prevention-awareness-training/>

Children and Young People Suicide Prevention workshops

Provided in partnership by West Kent Mind and Kent Safeguarding Children's Board. To register your interest please email kscbtraining@kent.gov.uk

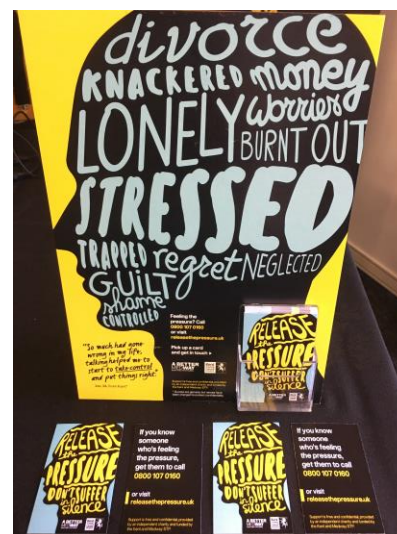
E-learning

To be provided by Kent Safeguarding Children's Board. Currently being developed, due to be ready Jan 2019



Monday	Tuesday	Wednesday	Thursday	Friday
2 Busy	3 Busy	4 Busy	5 Busy	6 Busy
8 Busy	9 Busy	10 Busy	11 Busy	12 Busy
15 Busy	16 Busy	17 Busy	18 Busy	19 Busy
22 Busy	23 Busy	24 Busy	25 Busy	26 Busy
29 Busy	30 Busy			

Over 100 presentations to events, team meetings, boards, forums and exhibitions



CONTENTS :

4) Evaluation measures



The wide range of evaluation metrics we are using include

- Number and rate of suicides (broken by age, gender, location, method, known to services etc)
 - Number of callers to our 24/7 helpline
 - Individual feedback to helpline
 - Website visitors
 - Media coverage
 - Number of people at training / events / presentations
 - Pre / post and 3 month post training evaluations
- Case studies and bespoke evaluations from Innovation Fund
 - Stakeholder surveys
 - Support from the national evaluation partners

NICHE



One piece of feedback from a delegate on one of our commissioned training courses is particularly noteworthy

“Incidentally the training you provided came in useful on Friday evening when I spent an hour persuading a young man [from taking his life]. I managed to convince that he needs to give the meds longer to work and did signposting for where he can gain some assistance and someone to talk to.”



CONTENTS :

5) Lessons learnt (positive and otherwise!)



Lesson 1 – make sure your programme is realistic

1) Release the Pressure

A major boost to the campaign resulting in thousands of additional web visits and helpline calls



4) Suicide Awareness Prevention

Over 1500 free place. Prevention training b delivered. E-learning developed

7) Workplace interventions



High risk industries targeted through tradeshows, exhibitions and support to individual businesses

2) Strengthening secondary MH services

KMPT working on 5 key projects to improve safety



3) Supporting those bereaved by suicide

ations workshop in Aug

Universities



Young People need including lic Health tematic review



attempted suicide to ensure lessons are learnt



Lesson 2 – in the right hands a small amount of funding goes a long way

**Saving Lives Innovation
Showcase – Dec 17th 2018**



Lesson 3 – but don't forget that the best way of sustaining change is system leadership rather than funding projects



19/20 funded proposals include

- 1) Release the Pressure
Further roll out of campaign with new high profile partnerships helping to reach target audiences



- 2) Suicide Awareness & Prevention Training
Continued roll out to the public, voluntary sector, health and social care organisations



- 3) Workplace interventions

High risk industries targeted through tradeshows, exhibitions and support to individual businesses

- 4) Strengthening secondary MH services KMPT to deliver on 5 key projects based on NCI evidence



- 5) Innovation fund

An enhanced Innovation Fund to continue unearthing evidence about effective community support interventions



- 6) Qualitative research

Detailed research using mixed methodologies to understand more about the lives of men who attempt suicide and possible intervention points



System leadership proposals (which may include funded elements where appropriate)

- A) Multi-agency pathway review and redesign (depression, self-harm, crisis care and co-occurring conditions)



- B) Options appraisal for bereavement support and real time surveillance

- C) Implement recommendations from CYP Thematic Review



- D) Primary and Local Care Quality Hub – ensuring high risk individuals are identified and supported

