



National  
**Suicide Prevention**  
Alliance



Information



Collaboration



Influence



Strategic framework  
2019-2021

## Who we are

The National Suicide Prevention Alliance (NSPA) is a coalition of public, private and voluntary organisations in England.

Our mission is to get all parts of society working together to take action to reduce suicide and improve the support for those affected by suicide. The NSPA was established in 2013, having evolved from the 2012 Call to Action for Suicide Prevention, and we have a growing membership of organisations and individuals, all committed to taking action to help reduce suicide.



# Our challenge

Thanks to hard work of people across the country, in 2017 we saw one of the lowest overall suicide rates and the lowest male suicide rate in England since records began in 1981. However, each year around 6,000 people take their lives in the UK, and many more people attempt suicide.

Previous self-harm, including attempted suicide, is the single strongest predictor of suicide. Men are still at highest risk of taking their lives and account for three quarters of deaths by suicide. There are also big inequalities across our regions: the suicide rate in the North East is significantly higher than the rate in London (10.8 per 100,000, compared to London's 7.7 per 100,000)<sup>1</sup>.

Suicide is not just a tragedy for the person who loses their life. It also shatters the lives of those left behind – families, friends, colleagues and communities. For every life lost to suicide, it is estimated that up to 135 people are affected<sup>2</sup>, but there is not a simple formula for reducing suicide. The risk factors are wide ranging and complex. Thoughts of self-harm, and suicidal feelings and behaviour usually result from multiple issues in someone's life and can be related to many different factors including demographics, social issues, settings or times of crisis. We will only save more lives if all parts of society work together to tackle the problem. **Suicide prevention is everyone's business.**

We welcome the increasing focus of attention that the issue of suicide and more broadly, mental well-being, is receiving from government and the wider public. We believe that raising awareness of suicidal thoughts and getting more people talking about their well-being and mental health is crucial if we are to change society's attitudes and effectively reduce the number of suicides. There is a growing body of

good practice and evidence-based services and support, as well as new initiatives and innovations emerging in this area. However, the availability of services and support can be inconsistent and more still needs to be done to share learning, expertise and resources.

The NSPA seeks to address these challenges by playing a facilitative and coordinating role in suicide prevention. We don't want to reinvent the wheel; we want to create a space to share information and intelligence about suicide prevention, encourage greater collaboration, empower all parts of society to play a role in suicide prevention and create a collective voice to better influence policy and practice in this area.

This is our strategy to guide our work over the next three years.

1 ONS Statistical Bulletin: Suicides in the UK, 2017 registrations <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/suicidesintheunitedkingdom/2017registrations>

2 Cerel, J., Brown, M. M., Maple, M., Singleton, M., Venne, J., Moore, M. and Flaherty, C. (2018), How Many People Are Exposed to Suicide? Not Six. *Suicide Life Threat Behav.* . doi:10.1111/sltb.12450



## Our Vision

That fewer people die by suicide.

## Our Mission

To get all parts of society working together to take action to reduce suicide and improve the support for those affected by suicide.



We're proud to have a growing and active membership with over 400 members







## We and our members work to achieve this by:

1. **Reducing stigma:** We want all parts of society talking about suicide and taking action to maintain good mental health, so that it is as normal as talking about and maintaining physical health.
2. **Encouraging help-seeking:** We want more people who are experiencing emotional distress to seek help before they become suicidal.
3. **Providing the appropriate support:** We want to ensure that when people in emotional distress seek help, they receive appropriate support from the people or organisations they approach and that they are offered appropriate options.
4. **Reducing access to means:** We want it to be harder for people experiencing severe emotional distress to have access to the means to take their own life.
5. **Reducing the impact of suicide:** We want to ensure that people affected by suicide get the support they need to cope with the impact on their life.
6. **Improving data & evidence:** We want there to be better official data about self-harm and suicide in England and more evidence about effective suicide prevention. Those working in suicide prevention should find it easier to obtain this data and evidence.
7. **Working together:** We want organisations with an interest in suicide prevention collaborating with each other to make a bigger difference.

## Our priorities 2019-2021

Sharing information, good practice and resources on effective suicide prevention and support to build capacity and knowledge

We want everyone to have access to accurate, relevant and timely information about suicide prevention, whoever they are, and wherever they are. We will share information about what organisations are doing to prevent suicide, to support those affected by suicide and to promote good practice in these areas. We will work to improve the quality and accessibility of data about suicide and help improve awareness of the evidence base about what works in suicide prevention and bereavement support. We will share this intelligence with organisations that can make a difference.

Enabling greater collaboration across sectors to drive further change

We exchange knowledge, experience and contacts, and encourage collaboration to increase our collective impact. We will identify public, private and voluntary organisations that can make a difference and invite them to join us and take action. We will facilitate collaborations between organisations who can achieve more by working together. We will identify the most important issues to work on and facilitate projects to address them.

Providing a collective voice to influence national and local policy and practice

We know that there are opportunities to prevent suicide every day and we encourage people to take action and make a difference. We will support and amplify the voices of our members, including those with lived experience, to better influence suicide prevention policy and practice. We will use our place on key national groups to raise awareness and understanding of the issues our members raise.

Growing and diversifying our income base to increase sustainability and enable new initiatives

We need to ensure our financial sustainability in order to best support our members and to deliver on new opportunities. We will work with our members and Steering Group to identify and apply for new sources of income.



A photograph of three people in a professional setting. In the foreground, a man with a shaved head, wearing a dark blue suit jacket, is seen from the back, looking towards two women. The woman in the center has long blonde hair and is wearing a black top with large red and pink floral patterns. The woman on the right has dark curly hair and is wearing a black blazer. They appear to be in a meeting or discussion. The background is slightly blurred, showing what looks like a modern office or conference space with large windows and other people in the distance.

## Taking forward our strategic priorities

We will take forward the priorities set out in this strategic framework through a detailed work plan which will be reviewed annually.



## 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.

For further information on becoming a member of the NSPA go to [www.nspa.org.uk](http://www.nspa.org.uk). Alternatively please contact us on [info@nspa.org.uk](mailto:info@nspa.org.uk) or 020 8394 8300.

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