



Community Conversations on Suicide Prevention

Working with the Jewish community a
partnership approach between sectors



Philippa Carr, Suicide Prevention, Jami

Seher Kayikci, Public Health, Barnet Council

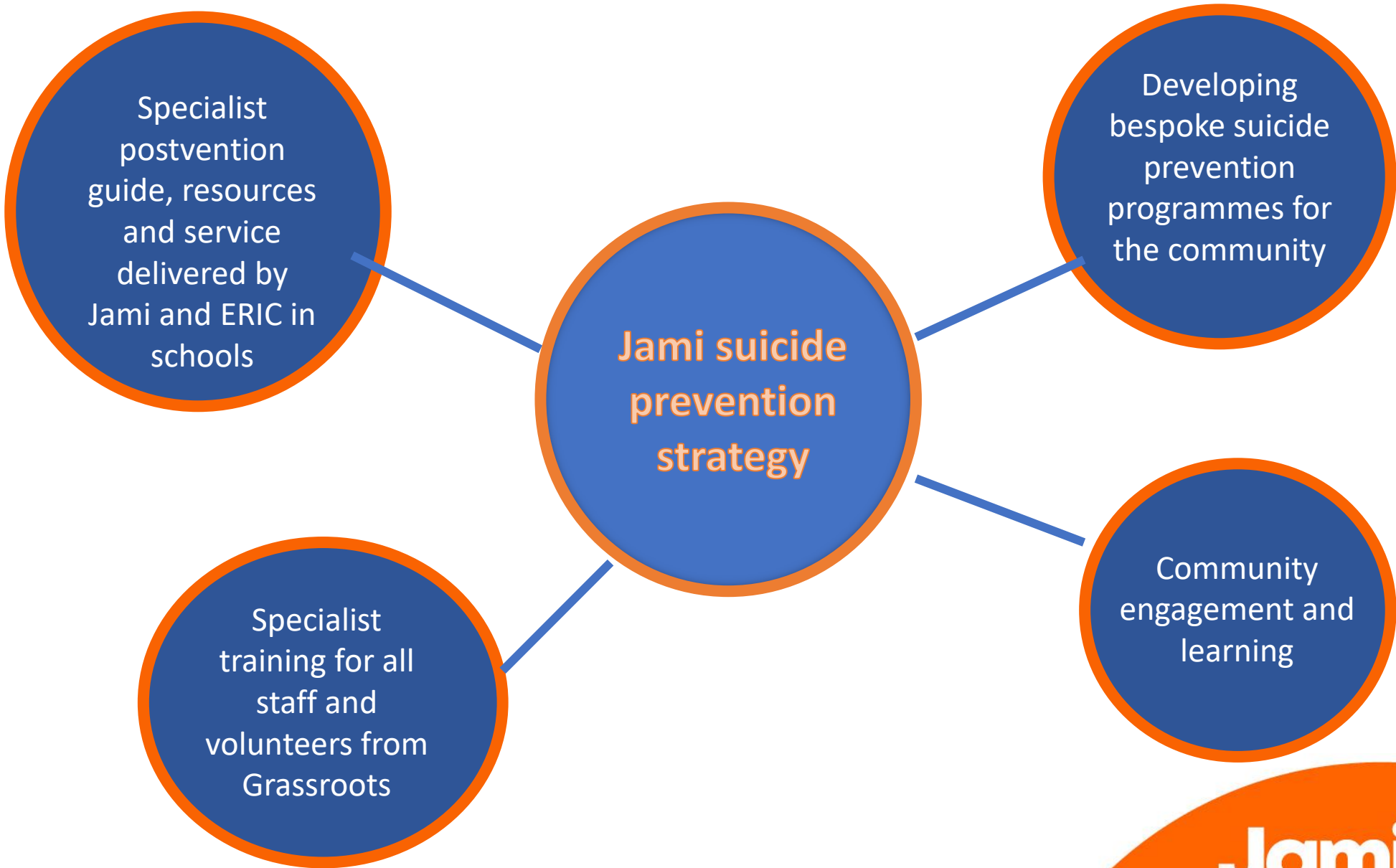
Who are Jami?

- Established in 1989 by parents, relatives and friends of people experiencing mental illness and distress.
- 30 years later Jami's services retain a sense of community and connection embracing peer support.
- We have a multi-disciplinary team and work with adults, carers and young people
- We are the lead agency within the Jewish community specialising in non-residential mental health services and will become part of Jewish Care in April 2024

Telling our story today

The context :-

- Working with the Jewish community – cultural and faith nuances
- Jami's suicide prevention work
- Our partnership approach
- Our process and learning
- Work with Grassroots Stay Alive App and the Barnet award winning campaign
- Challenges of community work
- Reflections and continuing the work



Specialist postvention guide, resources and service delivered by Jami and ERIC in schools

Developing bespoke suicide prevention programmes for the community

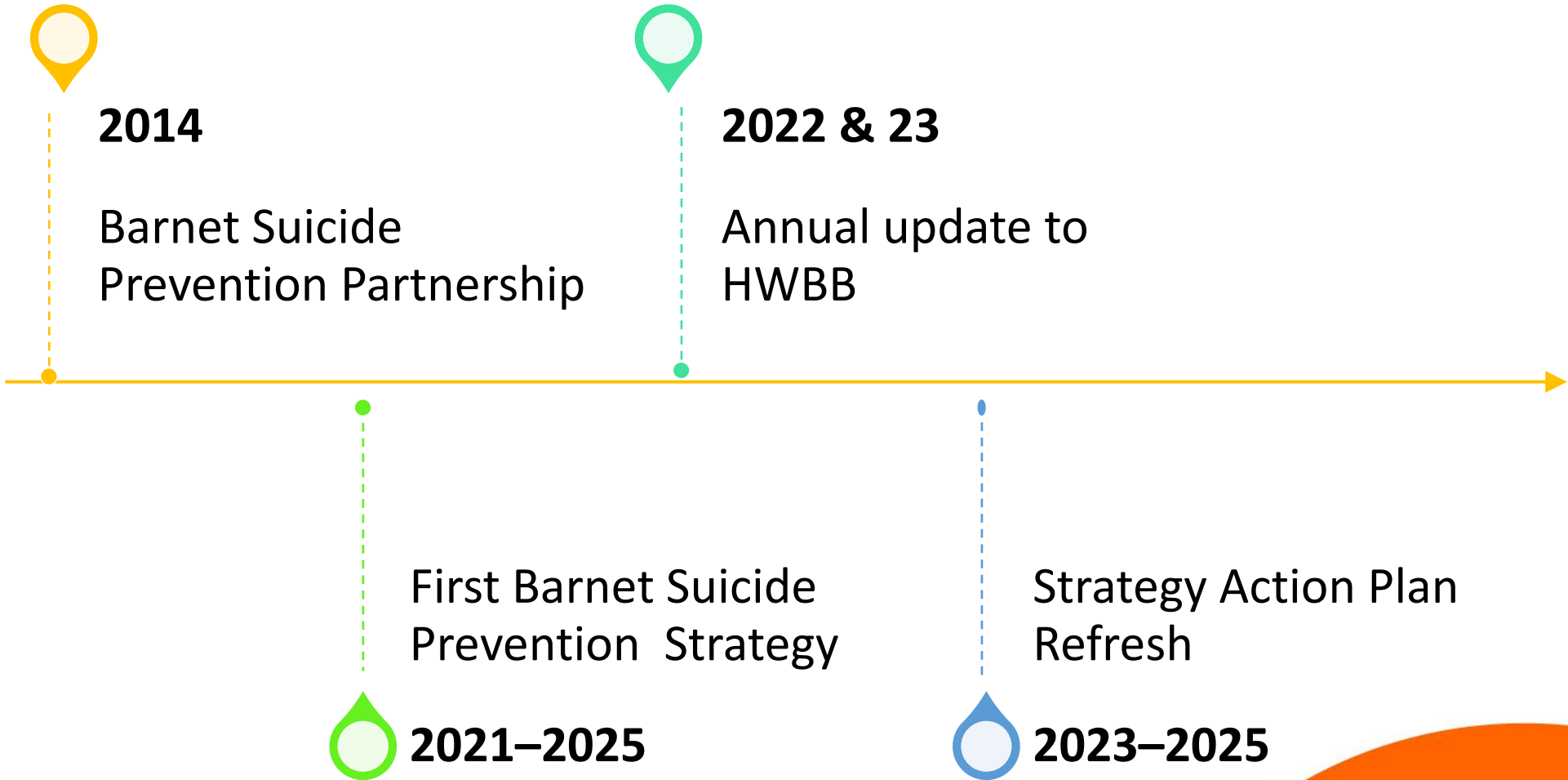
Jami suicide prevention strategy

Community engagement and learning

Specialist training for all staff and volunteers from Grassroots



Suicide Prevention in Barnet



Barnet Suicide Prevention Strategy Framework

Foundation for action

- Insights from data, research, and people with lived experience
- Leadership and collaboration

Prevention of suicide and self-harm

- Awareness
- Interventions
- Services & Support
- Wider determinants of mental health and wellbeing

Post-vention

- Bereavement support after suicide
- Community Response

Barnet Suicide Prevention Campaign

October – December 2021



Aim: To prevent mental ill-health and suicidality amongst working-aged men

Jami

Jami's Suicide Prevention Strategy events and actions

Thinking about suicide?
Worried about someone?

download the award-winning **STAY ALIVE** app

Available on the App Store and Google Play

It's OK to ask for HELP

www.stayalive.app

Jami GRASSROOTS SUICIDE PREVENTION **BARNET** LONDON BOROUGH

SUICIDE BEREAVEMENT

COMMUNITY CONVERSATIONS ABOUT SUICIDE PREVENTION

Jami with Public Health at Barnet Council and Community Barnet want to hear from the Jewish community.

Come along to share your thoughts and ideas about how we can help save lives and support each other's mental health and distress.

Please join the conversation on suicide prevention.

Your ideas will feed into future education, training and support to help us prevent suicide. We need your voice to be heard.

To book, please visit the website using the QR codes below.

Online

Wednesday
8th March • 2023
7.15–9pm
bit.ly/3WYOLbF

In person

Sunday
19th March • 2023
5.30–7.30pm
Edgware
bit.ly/3JjoA1b

BARNET LONDON BOROUGH
Community Barnet
Jami.org.uk | 020 8488 2225
JamiPeople | JAMIMentalHealth | Jami_Uk | Jami UK

Jami
Mental Health
for our Community

COMMUNITY CONVERSATIONS ABOUT SUICIDE PREVENTION



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Suicide Prevention Campaign in the Jewish press

times-series.co.uk April 13, 2023

App to help prevent suicides

Charities and council work together

By Richard Fletcher
richard.fletcher@news24.co.uk

A SUICIDE prevention campaign to help combat the cost-of-living crisis in the Jewish and other vulnerable communities has been started by mental health charities working with Barnet Council.

The Jami charity in Edgware, which combats isolation in the community is collaborating with the local authority to encourage anyone needing help to use a new 'Stay Alive' app created by the Grassroots Suicide Prevention charity.

Those at risk have been identified as isolated people in the Jewish community, east European migrants settled here, as well as single men working in construction.

Jami spokesman Philippa Carr said: "Suicide prevention is at the heart of our work. Working with Barnet Council and Grassroots lets people know about the 'Stay Alive' app in the community and about how we can come together to save lives."

The campaign urges anyone at risk and those with concerns for friends to download the app on their mobile

positive reminders and images that help combat stress.

Grassroots Suicide Prevention's Rachael Swann added: "Campaigns like this allow us to share the life-saving resources of the app in the community that need it most."

"Barnet Council has identified groups who may be vulnerable or need support, those at risk in the current economic climate."

People are faced with inflated household bills as the cost-of-living crisis continues, the charities point out, with rising fuel costs and price-rises on essential food items.

The app advocates for those who may be reaching desperation. It is used to reduce the stigma of talking about suicide and offers resources aimed at saving lives.

Jami provides professional, person-to-person treatment and support for young people and adults with mental health needs, as well as their families and carers, training people to be self-resilient and inclusive.

Grassroots is a national UK charity supporting those at risk of suicide. Its "Stay Alive" app has had 250,000 downloads in countries around the world and

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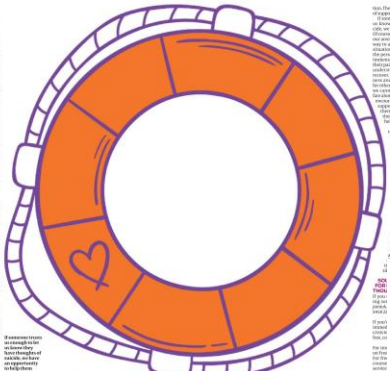
MACCABI GB

MACCABI GB

It's time to break the silence on suicidal thoughts

BY RACHAEL SWANN
Grassroots Suicide Prevention

When I was young, I was told that if I was ever in trouble, I should talk to my parents. But when I was older, I realised that sometimes the people you talk to are the ones who are most likely to understand you. This is why I have written this article. I want to share my story with you, and I hope that it will help you to understand what it is like to experience suicidal thoughts. I want to tell you that you are not alone, and that there are people who care about you and who want to help you. I want to tell you that there are resources available to you, and that you can get the help you need. I want to tell you that it is okay to ask for help, and that you should not be ashamed of what you are going through. I want to tell you that you are strong, and that you can overcome whatever you are facing. I want to tell you that you are loved, and that you are worth the effort.



BY RACHAEL SWANN
Grassroots Suicide Prevention

Rosh Hashanah with Union of Jewish Students

The Union of Jewish Students (UJS) celebrated Rosh Hashanah with a series of events, including a special service at the Synagogue of the Holy Spirit in London. The service was led by Rabbi David Green, who delivered a powerful message about the importance of community and faith during the New Year. The UJS also organised a series of social events, including a meal and a game night, to bring members and guests together. The events were a great success, and everyone enjoyed the day. The UJS is proud to be a part of the Jewish community and to provide a supportive environment for all its members.

Sexual Health Week

Sexual Health Week is a national campaign aimed at raising awareness about sexual health and promoting safe sex. The campaign includes a variety of activities, such as workshops, seminars, and social media campaigns. The goal is to educate people about the risks of sexually transmitted infections (STIs) and to encourage them to get tested and treated if necessary. Sexual Health Week is a great opportunity for people to learn more about sexual health and to take steps to protect themselves and their partners. The campaign is supported by a number of organisations, including the NHS, the Terrence Higgins Trust, and the British Medical Association.

BY RACHAEL SWANN
Grassroots Suicide Prevention

Individuals and families the charity helped

The charity has helped many individuals and families who are struggling with mental health issues. The charity provides a range of services, including counselling, support groups, and crisis support. The charity is proud to be a part of the Jewish community and to provide a supportive environment for all its members. The charity has helped many people to overcome their mental health issues and to live happier, healthier lives. The charity is committed to providing the highest quality of care to all its members and to supporting them through every step of their journey.

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Suicide prevention training for all at Jami



Jami UK
1,167 followers
4mo · 📍

📍 // A pleasure to meet Liz Twist MP, Chair of Suicide and Self Harm Prevention APPG, with The Jewish Leadership Council at Head Room café. We appreciated the detailed discussion about our work and how to ensure suicide prevention continues to be an important part of the mental health conversation.



between February and May 2023, all staff members and volunteers at Jami, the mental health service for the Jewish community, will be undergoing suicide prevention training. This is to ensure that everyone can play their part in working to reduce lives lost to suicide.

Philippa Carr, Jami's education manager and Emergency Response Initiative Consortium lead, says: "All our staff will benefit from taking time out to think about how people are affected by suicidal thoughts, how suicidal behaviour develops a person's life and how distressing that is for them. It's also a good reminder that we all have mental health and that it can deteriorate in life's great yet complex journey."

For Jami, making sure that its whole workforce can have those life-saving conversations is paramount, not just because they may be working with people who use its services, but also to support staff mental health. As Philippa explains: "We're not just thinking about the people we serve. We also need to be looking out for each

other. Through simple and life-affirming mechanisms, we can help people take that first step on the road to recovery."
The training, which is being delivered by Grassroots, a leading suicide prevention charity and campaign organisation behind the Stay Alive app - an app that has saved many lives already - will be particularly important for managers and volunteers. "For managers, it's about being confident to check in with their team and have the skills to begin the conversation if someone is distressed," says Philippa. "For volunteers, especially Jami's befriending volunteers, this training will be invaluable in helping them to support someone who may open up about having suicidal thoughts. She adds: "It's not the volunteers' job to offer treatment, but it is an opportunity for them to be able to acknowledge what they've heard, and then help that person to find the appropriate support."

As part of Jami's suicide prevention strategy, the organisation is constantly reflecting on the best ways to prevent suicide. It has already put mental health support on the high street through its Head Room café in Golders Green. In addition, it brought together and coordinates the Emergency Response Initiative Consortium (ERIC), a partnership of voluntary sector agencies that provide guidance and a face-to-face first responder service to Jewish schools after a student suicide or sudden traumatic death. And in March, Jami, together with Barnet Council and Community Barnet, will be holding an online and in-person session, inviting people from the Jewish community to share their ideas and thoughts about how to save lives and support each other's mental health and distress.
But in the meantime, Jami sees its suicide prevention training for all staff members - not just clinical staff - as the next step in supporting as many people as possible to gain the skills to have these life-saving conversations. And, as the mental health charity for the Jewish community, it is clearly leading the professional field on this.

Jami increases focus on suicide prevention

► If it wasn't for Jami, I wouldn't be living my best life today. These are the powerful words of John who hit rock bottom just a few years ago. Recognising the need for professional support to get better, he turned to Jami. Following a series of weekly chats with two of its peer support workers, who listened to him and he began to help him move forward, John has managed to turn his life around and now has hope for the future.



Following on from this, Jami led two "Community Conversations in Suicide Prevention" events, which were consultations with the Jewish community, in partnership with public health at Barnet Council and supported by Community Barnet. These events tackled the importance of kind communities in supporting people and of addressing mental illness and neurodiversity in suicide prevention, alongside concerns for young people's mental health.

Every suicide is a tragedy, which is why Jami is increasing its focus on its prevention. "I had a very interesting meeting recently with Professor Louis Appleby, director of the national confidential enquiry into suicide and safety in mental health," says Philippa Carr, Jami's suicide prevention lead. "We were reflecting on Jami's suicide prevention strategy and how it aligns with the government's suicide prevention strategy."

Because Jami recognises the importance of providing training and education to improve the community's understanding of mental health, Carr has been busy carrying out suicide prevention consultations with rabbis and professionals in the community. Her work aims to encompass the diverse Jewish community, with the Union of Jewish Chaplains, the Masorti and Reform movements and the SJP Sephardi Community all engaged in Jami's work on suicide prevention.

It is this end, Jami has encouraged all staff members and volunteers to undergo suicide prevention training over the past few months. Carr explains: "All our staff will have benefited from taking time out to think about how people are affected by suicidal thoughts, how suicidal behaviour develops a person's life and how distressing that is for them. Through simple and life-affirming mechanisms, we can help people take that first step on the road to recovery."

has even been noticed by sector partners, with Barnet Council and UK charity Grassroots Suicide Prevention seeking Jami's advice to promote a new app, Stay Alive, across the borough. The app provides resources for those who may be reaching desperation and encourages them to get the support they need.

Inspirational experience

What Barbie can teach us

THEJEWISHWEEKLY.COM

Jami

How many people are affected by one suicide?

135

Cerel, J; Brown, MM; Maple, M; Singleton, M; Van de Venne, J; Moore, M; and Flaherty, C; How many people are exposed to Suicide? Not Six;. *Official Journal of the American Association of Suicidology* (2018)

How many people are affected by
one suicide
in the Jewish community?

270...

Our estimate

Jami

Pikuach nefesh

Preservation of Life in Judaism

‘Anyone who saves a life is as if he saved an entire world’

Talmud (Sanhedrin 37a)

Our process

- Working together as part of the Barnet Suicide Prevention strategy group
- Jewish community targeted alongside people from Eastern European communities and men particularly building industry
- Community listening events – online and in person – widely advertised by both Jami and Barnet
- Analysis of data collected and qualitative feedback
- Community events were run alongside social media campaign promoting the Stay Alive App

Community Conversations Insights

- Shame and stigma were widely spoken about in relation to being barriers to seeking support
- Concerns and anxieties about young people
- An awareness that the community needs to address the specific needs in this area for neurodiverse people
- Interest in suicide prevention training – over 50% of those we spoke to would like to access new training from Jami that is culturally and faith nuanced

COMMUNITY
CONVERSATIONS ABOUT
SUICIDE PREVENTION



Jami

Community Conversations Insights

“Reaching out for help takes considerable mental strength”

“I’d rather have kindness and empathy than professional knowledge.” (In relation to peer support)

“It’s very hard to take the first step to help..”

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Community Conversations

Insights – Faith specific ideas

- Looking at suicide from the perspective of Jewish texts
- Charedi community's sensitivity to 'imposing issues' on others (need further research to test this)
- Praying for people with mental health concerns explicitly included in 'prayers for the sick'
- Encourage clergy to train in suicide prevention to be able to sing from the same hymn sheet – standardisation of response in communities

COMMUNITY
CONVERSATIONS ABOUT
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Jami

Transferring our learning to your community

- How would you consult your community? What might be the barriers to these conversations?
- What might be useful from our experiences translated to your community?
- What might be the challenges of a community specific suicide prevention programme?

COMMUNITY
CONVERSATIONS ABOUT
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Jami

Results

- The second round of the digital campaign reached more people, resulted in more interactions and led to an increase in downloads as well as an increase in use of local resources and services
- Jewish community was the most reached and most responsive, best performing ads – partnership with Jami was essential on finding the audience
- Dating apps created the highest number of impressions and clicks.
- HA8 consistently has the highest impressions of all postcodes (a large Jewish community live here)

Creative suite

Thinking about suicide?
Worried about someone?

It's OK to ask for HELP

download the award-winning STAY ALIVE app

www.stayalive.app

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Worried about someone?

Don't struggle ALONE

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you're NOT alone

Thinking about suicide?
Reaching out is not always easy

download the award-winning STAY ALIVE app

www.stayalive.app

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Worried about someone?

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Thanks to our partners



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**Mental Health
for our Community**

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