

# Salford Suicide Prevention Strategy

Preventing Suicide in Salford 2017-2022

# Overview

- 5 year strategy covering adults and children (1 April 2017 – 31 March 2022)
- Partnership approach across the city including: People affected by suicide, Salford Council, Salford CCG, SRFT, GMMH, Public Health, GMP (Salford), Fire and Rescue, Healthwatch, Forest Bank and Six Degrees.
- Strategy is overseen by the Suicide Prevention Partnership.

“Most people don’t try and take their own life because they want to die; they just want support to live”

Quote from someone affected by suicide

# Vision & Headline Objectives

**Our vision is that Salford is a city where suicide is considered to be an avoidable occurrence. A city where key partners work together to ensure that appropriate and accessible support is available at a time of personal crisis. A city where people do not consider suicide as the only solution to the difficulties that they face. A city which strives towards an aspiration of zero deaths by suicide.**

1. Salford will achieve Suicide Safer Community accreditation
2. Develop an awareness of suicide prevention and increase capacity of individuals and organisations to respond to and engage proactively with individuals in distress and individuals who are perceived to be at high risk of suicide
3. Provide effective support to individuals who have been affected by a suicide bereavement
4. Build a wider partnership approach
5. Align and/ or incorporate the Salford Suicide Prevention Strategy with other strategies and programmes
6. Monitoring and evaluation

# Key Drivers

## **5 Year Forward View**

- All areas to have a multi-agency suicide prevention plan in place by 2017.
- The prevention plan has to contribute to the national target for a 10% reduction in suicides by 2020/21 (i.e. a 10% reduction when compared to 2016/17 levels) for Salford this would mean two-three fewer deaths by suicide based on 2015 numbers

## **Greater Manchester Suicide Prevention Strategy**

- Working towards eliminating suicide for inpatient and community mental health settings
- All 10 boroughs (and GM as a whole) to achieve the Suicide Safer Communities accreditation by 2018
- Key priority for GM's mental health agenda

## **Salford Locality Plan**

Expresses the ambition for zero suicides and the need to establish a clear, strategic suicide prevention approach to reduce suicides for people under mental health services in addition to working within the GM Suicide Prevention Strategy.

# Strategy Development

## **Data / Information Analysis:**

- Audit of coroner's reports
- National and local data analysis
- Engagement with people affected by suicide
- Engagement with stakeholders (e.g. key organisations)
- Alignment with key drivers and policy documents

# Headline Data / Intelligence

- Suicides and injuries undetermined average over a 3 year period (2013- 2015)

Location	Per 100,000 population
England	10.1
North West	11.3
Manchester	10.5
Salford	13.1

- Strong correlation between the geographical location of home addresses in Salford of those people who have died by suicide and high levels of deprivation e.g. Little Hulton, Walkden North, Pendlebury, Winton, Irlam, Eccles/ Barton, Langworthy Broughton and Kersal.

# Headline Data / Intelligence (cont).

From the Salford Annual Audit (2015):

- 73% male / 27% female
- 68% were aged 40-59 years
- 73% people had a mental health diagnosis (previous years had indicated 50%)
- 28% not in employment
- 36% had previously self harmed
- 45% had previously attempted suicide
- 50% lived alone
- 37% have been identified as having a history of alcohol problems
- 23% had a history of drug problems



“Being affected by suicide opens a Pandora’s Box creating an escape, a solution which otherwise wouldn’t have been considered, an option when life gets too much.”

Quote from someone affected by suicide

# Key Objectives

## **1. Salford will achieve Suicide Safer Community accreditation**

- Create and agree an action plan to be overseen by the Suicide Prevention Partnership
- Support and commission accessible suicide prevention support / scope feasibility of a Salford SOBs.
- Support and commission proactive suicide prevention activities
- Deliver training to identified groups and individuals
- Participate in World Suicide Prevention Day (10<sup>th</sup> September)

## **2. Develop an awareness of suicide prevention and increase capacity of individuals and organisations to respond to and engage proactively with individuals in distress and individuals who are perceived to be at high risk of suicide**

- Raising suicide awareness amongst front-line staff to identify individuals who may be at an increased risk
- Challenging stigma associated with suicide and also with mental illness
- Raising suicide awareness beyond health and social care professionals
- Providing an effective initial response and signposting information
- Providing access to advice and support services
- Maintaining awareness of methods employed to die by suicide and mitigate / minimise as far as possible, the associated risks.
- Improving the processes for the identification of suicide risk factors at a primary care level to initiate effective multi agency response

# Key Objectives (cont.)

- 3. Provide effective support to individuals who have been affected by a suicide bereavement**
  - Develop 'real time' information that will allow a timely supportive response to people who have been affected by suicide bereavement
  - Enhance existing liaison arrangements between SRFT Bereavement services, Six Degrees Bereavement Service, SCC Bereavement Team and Representatives of Funeral Services to ensure that individuals who may be in need following suicide bereavement are appropriately identified and offered appropriate advice and support.
  - Provide support, as required, over the potentially lengthy timescales that are involved in the Coroner's Court process and procedures following a death suspected to be a suicide.

# Key Objectives (cont.)

## **4. Build a wider partnership approach**

- Ensure that a Suicide Prevention Network incorporating statutory services, VCSE and the wider community is supported to develop increasingly effective links and to have an effective governance structure, overseen by the H+WB Board.
- Evaluate the impact of the strategy
- Link with GM and national suicide prevention work and cross locality initiatives
- Improving the processes for the identification of suicide risk factors at a primary care level to initiate effective multi agency response
- Analysis of data relating to suspected deaths by suicide to achieve 'real-time' data analysis
- Share appropriate information with key partners to inform approaches
- Collate and consider themes from support agencies and people affected by suicide to inform approaches to interventions

# Key Objectives (cont.)

## **5. Align and/ or incorporate the Salford Suicide Prevention Strategy with other strategies and programmes**

- Start Well, Live Well, Age Well – Salford Locality Plan
- No One Left Behind – Tackling Poverty in Salford
- JSNA
- Mental Health and Wellbeing Strategies
- Crisis Care Concordat
- Sustainability and Transformation Plans
- CYP Service Transformation Plans
- Commissioning of Substance Misuse Services
- GM Suicide Prevention Strategy 2017 – 2022
- Transport for GM, Network Rail and Highways Agency

# Key Objectives (cont.)

## **6. Monitoring and Evaluation**

- Inviting and valuing the views and feedback of people who have been affected by suicide bereavement
- Monitoring the views and experiences of Service Users and their Carers
- Monitoring the views of professional staff
- Inviting and valuing feedback from community groups and individuals
- Local Suicide rates, attempts and admissions / incidents of self harm
- Help-seeking behaviours such as the use of telephone helplines
- Numbers of people recorded as experiencing suicidal ideation
- Use of standard questionnaires to monitor depression and anxiety, improvements in waiting times, access and completion rates for the treatment of depression

# Next Steps

- Communications sub group – ongoing communications information for both adults and children / young people
- Awareness raising resource development sub group
- Triangulating information from Police, Fire and Rescue and Engagement sources to inform mitigation approaches

“We need to raise awareness of suicide prevention in order to tackle stigma – promote that it is ok (and right) to talk about our mental wellbeing”

Quote from someone affected by suicide



# What Can You Do?

- Share the web address and poster with as many people as possible – promote the strategy: <http://www.salfordccg.nhs.uk/preventsuicide>
- Support the objectives of the strategy in your own settings
- Identify members of the public who would benefit from the awareness raising resources e.g. youth workers, shop assistants, parents.
- Share the myth busters in the strategy – make sure that people have the right information
- Use the ‘Listen, don’t judge, offer help’ approach
- Don’t be afraid to directly ask colleagues and people you are supporting about suicide – you could save a life.