

ADULTS AND HEALTH SCRUTINY PANEL

28 JUNE 2018

STOP SUICIDE PREVENTION CAMPAIGN

Report of the Director of Public Health

Exempt Information	No	
Cabinet Member(s) Responsible:	Mr Alan Walters, Portfolio Holder For Safeguarding –Adults, Public Health, Health Commissioning, Community Safety And Road Safety.	
Contact Officer(s):	Mike Sandys, Director of Public Health	Tel:0116 3054239 Email: mike.sandys@leics.gov.uk
	Dr Mike McHugh Consultant in Public Health	Tel: 0116 3054236 Email: mike.mchugh@leics.gov.uk

DECISION RECOMMENDATIONS

That the Panel:

1. Supports the involvement of Rutland County Council in the developing STOP Suicide campaign across Leicester City, Leicestershire and Rutland

1 PURPOSE OF THE REPORT

- 1.1 This report provides an overview of the developing STOP Suicide campaign across Leicester, Leicestershire and Rutland and seeks the support and approval of Rutland County Council for involvement in that campaign

2 BACKGROUND AND MAIN CONSIDERATIONS

- 2.1 The accompanying paper on suicide prevention, and the work of the existing Suicide Audit and Prevention Group (SAPG), sets out the importance of taking action to reduce deaths from suicide and the existing work of partners involved in the SAPG.
- 2.2 In Leicestershire, the leader of Leicestershire County Council (LCC) has challenged the public health department of LCC to make further progress on reducing death from suicides, building on the learning of the STOP suicide project in Peterborough and Cambridgeshire.

3 PETERBOROUGH AND CAMBRIDGESHIRE STOP SUICIDE CAMPAIGN AND PLEDGE

- 3.1 Although the existing work of the SAPG places Rutland, and the broader Leicester City, Leicestershire and Rutland (LLR) area, further ahead of a lot of places in having a strategy and action plan in place, more could be achieved if it followed the lead shown by the Peterborough and Cambridgeshire STOP suicide campaign and pledge.
- 3.2 STOP is a suicide prevention campaign/programme which reaches across Cambridgeshire and Peterborough. It started in 2014 as one of four different NHS England funded pilot campaigns and is now continuing via other funding streams, led by the charities Cambridgeshire, Peterborough and South Lincolnshire Mind (CPSL Mind) and Lifecraft, and supported by local NHS and Public Health teams.
- 3.3 It seeks to alert communities across Cambridgeshire and Peterborough to the warning signs of suicidal behaviour and reassure them that an open and honest approach to suicide is the best way to prevention. The Campaign also aims to challenge the stigma and myths around suicide and the high profile media campaign is crucial to achieving this. Overall, the campaign hopes to achieve a 'Suicide Safer Community'.
- 3.4 STOP is delivered across Peterborough and Cambridgeshire by:
- Three part time staff working to support delivery of the programme.
 - A website containing materials, resources and information to help increase awareness of mental health, wellbeing, and suicide risk which include posters, leaflets, digital applications (Apps), and broader signposting.
 - Specific support for people who are struggling with mental illness and/or suicidal ideas, including counselling and crisis support (via 111).
 - Specific crisis support - 'Help Now' Helplines. The NHS First Response Service (FRS) across Cambridgeshire and Peterborough provides 24-hour access, seven days a week, 365 days a year, to mental health care, advice, support and treatment.

Additionally individuals and organisations can get involved in the Campaign by:

- Signing up to the organisational and/or individual pledge in person or through the website and encouraging others to do so.
- Downloading the free resources, or picking them up in person, including self-help leaflets giving guidance for those at risk, or those who want to help.
- Wearing the "I'd Ask" badge
- Embedding the STOP Suicide email tag alongside email signatures.
- Becoming a Campaign Maker and distributing resources within communities, either by social media or by placing leaflets, posters and badges in key community buildings.

4 COMPARISON OF STOP WITH CURRENT WORK THROUGH THE LLR SAPG

4.1 The current local approach in comparison with STOP shows that there are gaps in relation to:

- No dedicated staff working exclusively on suicide prevention
- No website/single repository for work on suicide prevention across Leicestershire, Leicester City and Rutland.
- No clear 'branding' around mental health and wellbeing or for suicide prevention across the local area e.g. no pledge.
- Limited dedicated funding to invest in suicide prevention initiatives.
- Limited voluntary sector involvement in specific suicide prevention initiatives apart from the Samaritans.
- Limited suicide awareness training – whilst some is available this could be developed further.
- Limited crisis support – whilst this exists it could be strengthened to mimic 'Stop Suicide' using the 111 service and suicide prevention/crisis apps

5 DEVELOPING LLR WIDE STOP SUCIDE CAMPAIGN

5.1 Although initiated by the Leader of Leicestershire County Council, with resources for coordination and web-site development being provided by the LCC Public Health Department, the organisations involved in the SAPG would recognise that suicide knows no geographic or organisational boundaries. Ideally, a STOP campaign approach across LLR (including those organisations that span all the local authority areas) would be desirable.

5.2 Actions to date on establishing a campaign include:

- a) The formation of a Task and Finish Group with representation at officer level from Rutland County Council, Leicestershire County Council, Leicester City Council, the Office of the Police and Crime Commissioner, The Samaritans, Turning Point, Leicestershire Partnership Trust and the Clinical Commissioning Groups. This group meets monthly to offer expert advice and guidance to the development of the campaign.
- b) Creation of a sub-group to look into the current response offered to those in crisis or thinking about suicide and how best to deliver this on the website.
- c) The procurement of Cuttlefish Multimedia to build a website for the campaign.
- d) Working alongside the LCC design and digital team on website content and a name for the campaign. The main areas of content for the website include:
 - i) Maintaining mental health and wellbeing
 - ii) In crisis (support and response)

- iii) Training and resources
- iv) Bereavement support
- v) Suicide prevention pledge for individuals and organisations
- e) Additional funding secured to fund a 0.5.FTW suicide prevention coordinator post within the public health team. To provide sustainability for the delivery of the campaign.
- f) Joint working with the Office of the Police and Crime Commissioner to develop an offer for those bereaved or affected by suicide

6 CONCLUSION

- 6.1 Although deaths from suicide are a small proportion of overall deaths, they bring devastation to individuals, families and communities. Suicides have a disproportionate impact on years of life lost to premature death and are a significant cause of health inequalities.
- 6.2 A campaign to reduce deaths from suicide, in line with the approach taken in Peterborough and Cambridgeshire, would add significant capacity to the existing work of organisations involved in the Suicide Audit and Prevention Group.

7 BACKGROUND PAPERS

The additional report, Leicester, Leicestershire and Rutland Suicide prevention programme, was presented at the Health and Wellbeing Board meeting on the 26th June and can be found at the following link under agenda item 12:

<http://rutlandcounty.moderngov.co.uk/ieListDocuments.aspx?CId=213&MId=1895&Ver=4>

8 APPENDICES

None.

A Large Print or Braille Version of this Report is available upon request – Contact 01572 722577