

Health Scrutiny Committee: Suicide Prevention 3 November 2020

Chris Lee, Public Health Specialist, LCC
Paul Hopley, Deputy Director - ICS Mental Health
Healthier Lancashire and South Cumbria

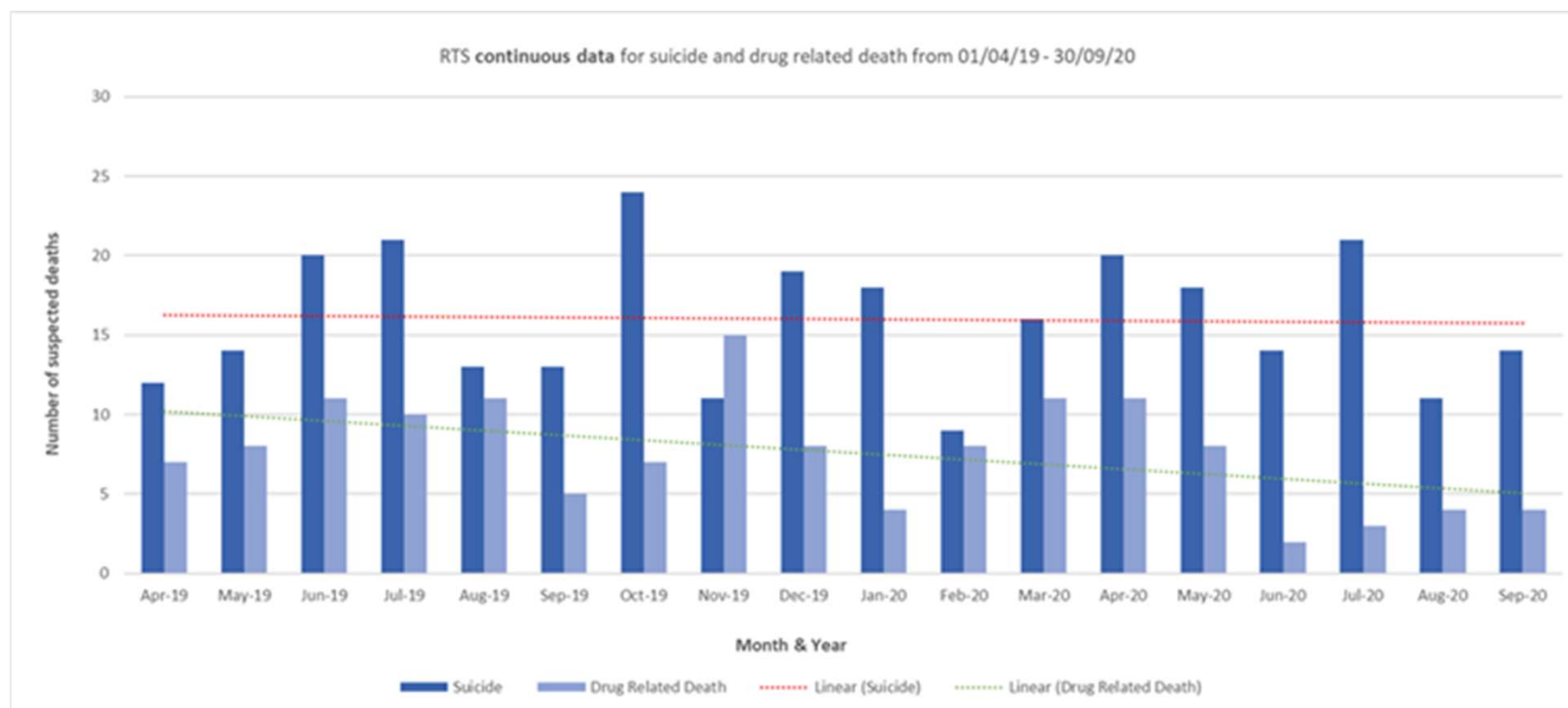
Contents

- 10 things everyone should know
- Trends and challenges
- Health Scrutiny recommendations
- LCC update on Suicide Prevention activity
- Lancashire and South Cumbria Integrated Care System update
- COVID19 pandemic response

10 things that everyone needs to know about suicide prevention

1	Suicides take a high toll	There were 5,021 deaths from suicide registered in England in 2018 ¹ and for every person who dies there are likely to be 135 people who will have known them and therefore may be affected in some way
2	There are specific groups of people at higher risk of suicide	Three in four deaths by suicide are by men. The highest suicide rate in England is among men aged 45-49. ¹ People in the lowest socio-economic group and living in the most deprived geographical areas are 10 times more at risk of suicide than those in the highest socio-economic group living in the most affluent areas.
3	There are specific factors that increase the risk of suicide	The strongest identified predictor of suicide is previous episodes of self-harm. Mental ill-health and substance misuse also contribute to many suicides. Suicide prevention strategies must consider and link to programmes of early identification and effective management of self-harm, mental ill-health and substance misuse
4	Preventing suicide is achievable	The delivery of a comprehensive strategy is effective in reducing deaths by suicide through combining a range of integrated interventions that build community resilience and target groups of people at heightened risk of suicide. Directors of public health and health and wellbeing boards have a central role. Their involvement is crucial in coordinating local suicide prevention efforts and making sure every area has a strategy in place
5	Suicide is everybody's business	A whole system approach is required, with local government, primary care, health and criminal justice services, voluntary organisations and local people affected by suicide having a role to play. Suicide prevention can also be part of work addressing the wider determinants of health and wellbeing.
6	Restricting access to the means for suicide works	This is one of the most evidenced aspects of suicide prevention and can include physical restrictions, as well as improving opportunities for intervention
7	Supporting people bereaved by suicide is an important component of suicide prevention strategies	Compared with people bereaved through other causes, individuals bereaved by suicide have an increased risk of suicide and suicidal ideation, depression, psychiatric admission as well as poor social functioning.
8	Responsible media reporting is critical	Research shows that inappropriate reporting of suicide may lead to imitative or 'copycat' behaviour.
9	The social and economic cost to suicide is substantial and adds to the case for suicide prevention work	The economic cost of each death by suicide of someone of working age is estimated to be £1.67 million. This covers the direct costs of care, indirect costs relating to loss of productivity and earnings, and the intangible costs associated with pain, grief and suffering
10	Local suicide prevention strategies must be informed by evidence	Local government should consider the national evidence alongside local data and information to ensure local needs are addressed.

Current trend data: 'suspected data' and requires validation*



Key challenges

- Suicide and mental health is still a taboo in society
- Monitoring COVID impact in Lancashire and appropriate responses
- Developing local responses to suicide prevention.
- PH capacity given COVID – maintaining the whole system approach
- Funding ICS work – a current request for support from local authorities.
- Working with CDOP and SUDC to establish public health input and understand the contagion response and support.

Health Scrutiny recommendations

Recommendation 1

The Leader nominate a member Champion for Mental Health and Suicide Prevention

- Cllr Pope has recently taken on the role of Elected Member Champion for Mental Health and Suicide Prevention; previously Cllr Turner and Cllr Rear agreed to take on this roll temporarily and have attended a regional training event specifically for Elected Members, organised by PHE/LGA.
- Cllr Turner fully supports the idea of creating a Mental Health champion for Lancashire County Council. This would certainly help raise awareness of the issue and would additionally help in terms of providing financial support/ seed funding for local projects which support those facing any mental health problems. This will be brought to full council accordingly when we can appoint somebody to the position.
- Cllr Turner attends the Elected Members Mental Health Champion Network and Cllr Pope has been invited.
- Officers will support Cllr Pope in this role and will update re the broader LCC and ICS developments.

Health Scrutiny recommendations

Recommendation 2

The Leader and Cabinet Member for Health and Wellbeing write to all district councils in Lancashire to consider identifying an elected member for the role of Mental Health and Suicide Prevention Champion

- Given the COVID impact on local communities I would recommend that we revisit this and write to all districts as a reminder, recommending that they select a Mental Health and Suicide Prevention Champion in areas that have not yet done so. In light of the emerging evidence of impact from the lockdown and COVID itself, this would be timely.

Recommendation 3

Options for Elected Member Champion involvement in the newly formed Lancashire Suicide Prevention and Self Harm Partnership be considered

- Cllr Turner and others have attended the Partnership, providing semi regular Elected Member input.
- Cllr Pope has been invited to the November 2020 meeting.

Health Scrutiny recommendations

Recommendation 4

A training session on Mental Health awareness be arranged for all the appointed Mental Health and Suicide Prevention Champions and any County Councillors who wish to attend

- Cllr Turner and Cllr Rear attended a regional training session for Elected Members. Further training was planned and offered to other Elected Members, however this had to be cancelled due to low demand. Further training is to be developed through the Elected Members Mental Health Champion Network.

Health Scrutiny recommendations

Recommendation 5

A progress report be presented to the Health Scrutiny Steering Group in six months' time with attendance from the Mental Health and Suicide Prevention Champions

Recommendation 6

Progress be monitored by the Committee on an annual basis with an update report to be presented to the Health Scrutiny Committee in December 2018.

LCC officers have presented updates to the Health Scrutiny Committee and Health Scrutiny Steering Group (Dr Sakthi Karunanithi, Director Public Health and Wellbeing and Chris Lee, Public Health Specialist, Behaviour Change) including the system wide suicide prevention work going on across the Integrated Care System footprint, as well as LCC specific developments:

- Progress of the Lancashire suicide and self-harm group,
- Integrated Care System (ICS) suicide prevention oversight group,
- Real Time Surveillance developments,
- Training developments.

Principle Objective and Areas for Action

- To reduce the suicide rate in the general population
- Provide better support for those bereaved or affected by suicide.

There are 7 areas of action;

1. reduce the risk of suicide in key high-risk groups
2. tailor approaches to improve mental health in specific groups
3. reduce access to the means of suicide
4. provide better information and support to those bereaved or affected by suicide
5. support the media in delivering sensitive approaches to suicide and suicidal behaviour
6. support research, data collection and monitoring
7. reduce rates of self harm as a key indicator of suicide risk

LCC update on Suicide Prevention activity

- LGA Sector Lead Improvement (SLI) workshop
- Lancashire Suicide Prevention and Self Harm Prevention Partnership
- Pan Lancashire and Cumbria Suicide Prevention Leads regular meetings
- Supporting districts; prevention and intervention, policies and guidance
- Supporting COVID19 hubs; signposting and advising
- Supporting World Suicide Prevention day
- Safeguarding; Sudden Unexpected Death of a Child (SUDC)/Child Death Overview Panel (CDOP)
- Mental health support in educational establishments and communities
- YMHFA Training and Suicide Awareness
- Work place health

District Suicide Prevention Planning

Rossendale Suicide and DRD Logic Model Action Plan

- **Increased Awareness of suicide risks and prevention**
- Time to change campaign - sign up
- Reduce stigma - Samaritans/Papyrus promotion
- Promoting the Orange Button through training
- Help is at hand leaflet
- Plan for events such as World Suicide Prevention Day/World Mental health day; communities
- Work with local providers such as Inspire and Young Addaction (LCC Commissioned services)
- Maintain task and finish group - RTS updates
- Kooth – digital for young people



- **Improved MH and wellness**
- Promote activities to improve engagement/reduce social isolation/target specific groups at risk; middle aged men (ICS) campaign - utilise Men in Sheds/Physical activity groups/Substance Misuse providers
- Standard item on the agenda: HWBP/PCN

- **Media – sensitive approaches (ST07)**
- ICS have organized for Samaritans to deliver training
- **Restrict access to means (ST08).**
- Restrict access to means and respond effectively to high risk locations - use Samaritans signs where appropriate - reflect on current guidance

- **Communities and providers are more skilled to identify individuals at risk of suicide and respond**
- Utilise the Lancashire Mind and PAC Offer of training locally
- Review District Council Policy - develop Mental health Champions
- Zero Suicide Alliance Training as standard

LGA Sector Led Improvement and district working

- Due to the success of the implementation of the Rossendale District Suicide planning there was an opportunity to apply for LGA support to engage with districts. As a result the LGA supported LCC Public Health team to organise an event at County Hall where district staff and members were invited, with the intention to share good practice and develop local responses to the suicide prevention agenda. Key elements of the workshop included:
- Set out the aims of Sector Led Improvement approaches
- Attendees with lived experience who attend the Lancs Suicide and Self Harm meetings attended to provide their personal experience
- We also invited Rossendale staff to discuss their experience of working on an area of a 'taboo' subject and how the support from colleagues helped them engage with staff and communities and improve their offer of support and training. Outcomes are covered in the above 'So what have we done to date'.



Suicide Prevention

Barbara Brady, LGA Contractor
Kay Burkett, Programme Manager, Care & Health
Improvement, LGA

February 2020

www.local.gov.uk

So what have we done to date?

- All staff undertaken Zero Suicide Alliance Training
- Lancashire Minds SafeTALK training in March- 2 sessions
- Working with PPU to introduce training for taxi drivers
- Signed up to 'Time to Change'
- Raising awareness at Community Partnership meetings
- Stronger links with LCC Public Health
- Awareness raising through digital and social media means
- BEGINNING THE CONVERSATION

Lancashire Suicide Prevention and Self Harm Prevention Partnership

Lancashire Suicide Prevention and Self Harm Prevention Partnership

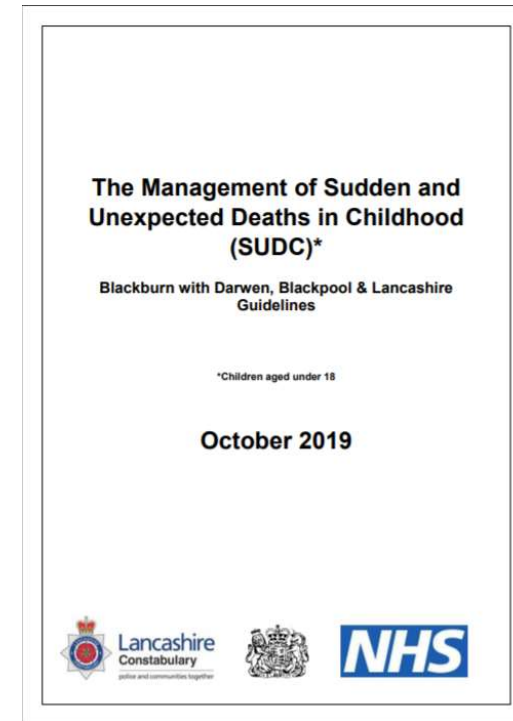
- Inviting guest speakers e.g. Highways England, Samaritans, Papyrus, local VCFS organisations, Councillors, Providers, Safeguarding, Schools and those with lived experience)
- Sharing good practice
- Whole system approach – Suicide is everyone's business

World Suicide Prevention Day - Sept 2020

- Launch of Orange Button
- Social media pack
- Steering group
- Wider engagement of partners and providers
- Working with schools

SUDC/CDOP

- Developing clear protocols and pathways with the Sudden Unexpected Death of a Child (SUDC) /Child Death Overview Panel (CDOP)
- Understanding the importance of Public Health roles and expectations of intervention
- Clear protocol for contagion interventions/ flowchart to show processes
- Familiarity with SUDC/ Contagion protocol
- Ensuring that individuals are operating within legal (e.g. coronial) processes



Mental Health support in educational establishments for staff and wider communities

Year	Variety of CORE courses delivered by LEHSC	Number of Attendees
18/19	Anxiety, Resilience, ACE's, Attachment, MH Awareness	1,337
19/20	Anxiety, Resilience, ACE's, Attachment, MH Awareness	3,020
20/21	Moved to online training with a focus on Trauma Informed Practice and also Adverse Childhood Experiences (ACE's)	412
	Attended online training sessions	269 individuals who have accessed over 1,000 sessions
Total		5,038

	Course	Number of Attendees
18/19	YMHFA 1 day	60
	YMHFA 2 day	195
	ASIST (Suicide Awareness) – 2 day	154
	Safetalk – ½ day	119
		528 in Total
19/20	YMHFA 1 day	53
	YMHFA 2 day	198
	ASIST (Suicide Awareness) – 2 day	157
	Safetalk – ½ day	95
	503 in Total	
20/21	YMHFA Online	22*
		1,031



LANCASHIRE EMOTIONAL HEALTH IN SCHOOLS SERVICE

Training sessions for school staff on **CYP mental health**

Training on staff **wellbeing and self-care**

'Train the Trainer' resources and support for whole school approaches

Funded by:

Practical, **knowledge and skills-focused training** including:

- ACEs and understanding **mental health and resilience**
- Supporting young people with **anxiety**
- Using **attachment theory** in interventions
- **Communicating** with pupils who are distressed

Cluster, locality based or INSET sessions for **staff teams**

Full day training sessions at Lancaster university, and community venues across the county

Supporting **collaboration** via virtual networks of school staff and **reflective practice**

Partnerships with: **Online Action in the Community** and **Thomas Whitham Sixth Form**

Support and training to establish **peer mentoring schemes**

Information and training around **exam stress and Year 6-7 transition**

Evidence-based **online learning and resources** for school staff

Training on **engaging with and informing parents of emotional health strategies**

Training is offered **free of charge** to all primary and secondary schools and colleges in Lancashire

Our training is designed to be **relevant and useable** in school settings

Delivered by a team of clinical psychologists working at Lancaster University with experience of working in CAMHS settings

Training programmes are published each term. Cluster-based training and in-school sessions can be arranged via lehss@lancaster.ac.uk

We evaluate all our work, and our outcomes and feedback show that our training is **valued** by schools, and **makes a difference**

Full day training dates and bookings can be made via the PAC website: <http://www.p-a-c.org.uk/training>

For more information & how to access the service, contact lehss@lancaster.ac.uk www.lehss.co.uk Follow us: @LancsEHschools
[facebook.com/lancashireemotionalhealth](https://www.facebook.com/lancashireemotionalhealth)

Workplace health: Focus on LCC staff

- A guide for employees and managers to provide information, advice and signposting for suicide prevention has been produced.
- Related guides have also been produced for mental health, managing stress and workplace resilience which aim to reduce the escalation of potential cases. All guides have been widely and regularly promoted across LCC. These guides, in a revised form, have also been made available to County Councillors.
- A suicide escalation procedure has been developed to give guidance of where and how to obtain support for individuals and managers supporting staff in crisis.
- 9 months support from Remploy and Able Futures for staff with a mental health condition which is impacting on their ability to work.
- Available support from the Employee Support Team – working with PH Behaviour Change.
- A guide has been produced to provide support, advice and signposting for staff exposed to trauma with advice on how to improve self-awareness and self-care.
- A **Mental Health and Trauma Support in the workplace briefing paper** has been produced proposing that psychological support is made available in the workplace for staff who experience direct or indirect trauma as part of their role. This support would aim to reduce the impact on mental health and wellbeing and develop peer support that will build resilience in teams that are regularly exposed to emotionally and/or physically challenging and sensitive situations as part of their role.
- Pilot –clinical supervision for trauma informed support. Options are currently being explored to develop a range of psychological interventions for employees who need individual or team support.



Suicide Prevention Programme- Lancashire and South Integrated Care System- 2020

Web healthierlsc.co.uk | **Facebook** @HealthierLSC | **Twitter** @HealthierLSC

Contents

1. Suicide Prevention Oversight Board- Terms of Reference and Purpose
2. Suicide Prevention Oversight Board- Key Roles and Responsibilities
3. Suicide Prevention Logic Model Action Plan
4. Suicide Prevention Logic Model- Leadership Pillar
5. Suicide Prevention COVID 19 Logic Model
6. Real Time Surveillance- Information Sharing Agreement and Principles
7. Real Time Surveillance Product- example
8. Suicide Prevention Policy
9. Outcomes and Values
10. Testimonials

Suicide Prevention Oversight Board- Terms of Reference and Purpose

Chair: Sakthi Karunanithi, Director of Public Health, Lancashire County Council

Deputy Chair: Paul Hopley, Deputy Director, MH ICS Team

The Lancashire and South Cumbria ICS Suicide Prevention Multi Agency Oversight Board was established in 2017 to seek greater co-ordination of responses to and understanding of patterns of suicide and to ensure suicide reduction activity does not get overlooked during the re-shaping of the public sector. The Board has facilitated joint working and is regarded as a national example of good practice. Its membership consists of public, private and 3rd Sector organisations.

■ Purpose of the Oversight Board

- To provide strong leadership and strategic oversight in advancing support and advocacy for suicide prevention across Lancashire and South Cumbria.
- To coordinate the delivery of the ICS Logic Model Plan and the NHS England Suicide target of a 10% reduction.
- To ensure there is a multi-agency approach to suicide prevention across the ICS footprint.

Suicide Prevention Oversight Board- Key Roles and Responsibilities

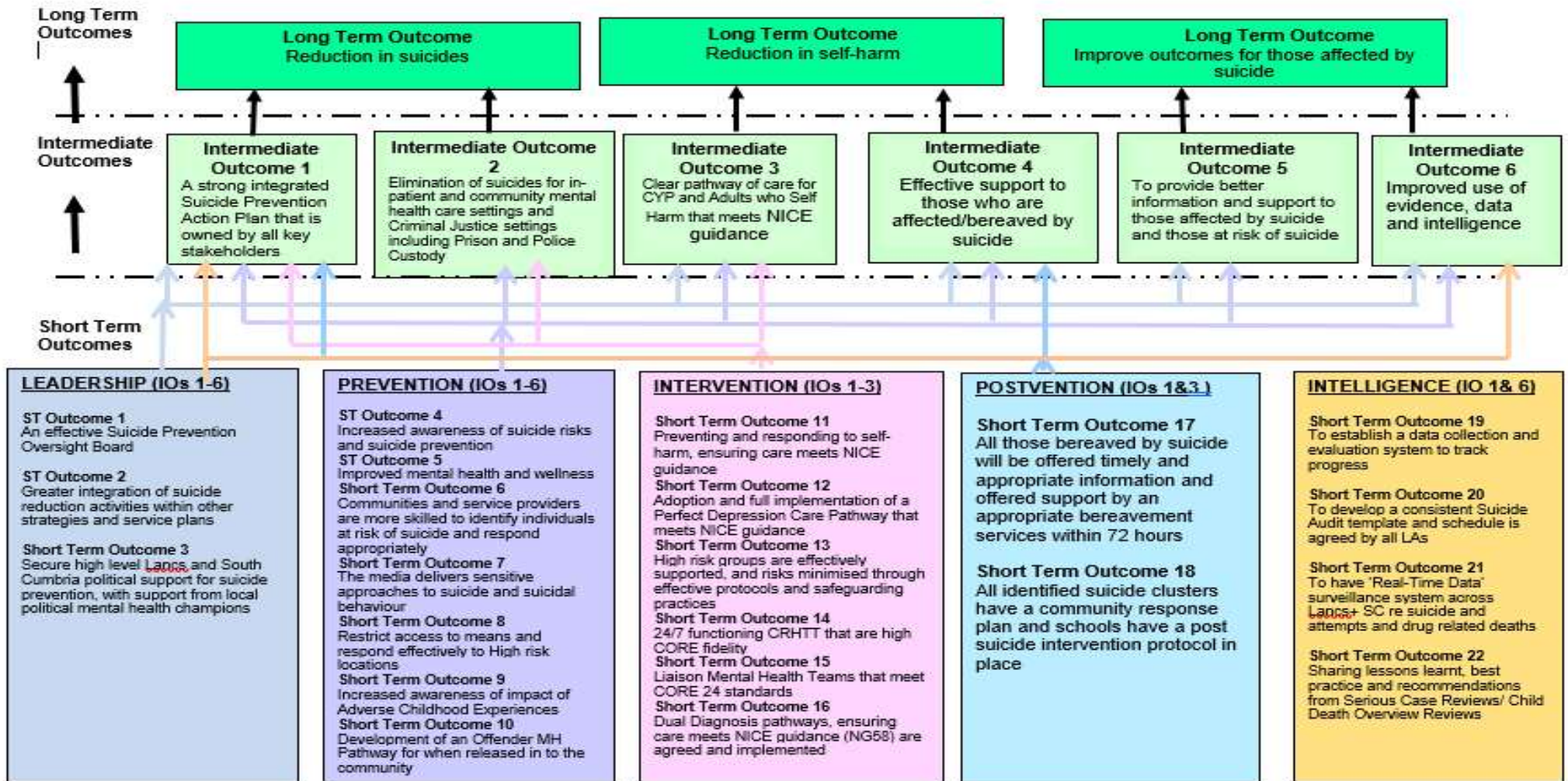
1. To support the implementation of the sub-regional Suicide Prevention Logic Model action plan
2. To receive briefings/ updates and review the actions from the Logic Model workstreams
3. To lend support to the implementation of recommendations from the Operational Task Groups
4. As key partners to provide insight, expertise, and guidance to the Suicide Prevention Oversight Board and Operational Task Groups to better prevent, understand and respond to suicides, self-harm and attempt suicides
5. Provide support and assurance to the Lancashire and South Cumbria ICS Board, local Health and Wellbeing Boards and Safeguarding Boards that suicide prevention actions are being conducted in line with appropriate guidelines and governance
6. To support the implementation and provide guidance/ expertise across the system during COVID 19 pandemic and to support the delivery of the COVID Suicide Prevention Logic Model, which aligns to the overarching SP Logic model action plan

L& SC ICS Suicide Prevention Logic Model Action Plan

- A multi agency Suicide Prevention Logic Model has been adopted by the ICS Suicide Prevention Oversight Board and partners to drive forward the delivery of the Suicide Prevention Programme.
- It has been developed into 5 pillars:
 - Leadership
 - Prevention
 - Intervention
 - Postvention
 - Intelligence
- A copy of the Logic Model can be found on the next slide but the full plan is available here: <https://www.lancashire.gov.uk/media/907935/lancs-sc-sp-logic-model1.pdf>

Lancashire and South Cumbria STP
Suicide Prevention Logic Model


Vision Lancashire and South Cumbria residents are emotionally resilient and have positive mental health



LEADERSHIP

Long Term Outcomes	Reduction in suicides		Reduction in self-harm		The impact of suicide, on those affected by it, is relieved	
Intermediate Outcomes	Outcome 1 A strong integrated Suicide Prevention Action Plan that is owned by all key stakeholders	Outcome 2 Elimination of suicides for in-patient and community mental health care settings	Outcome 3 Clear pathway of care for CYP and Adults who Self Harm that meets NICE guidance	Outcome 4 Effective support to those who are affected/bereaved by suicide	Outcome 5 To develop and support our workforce to assess and support those who may be at risk of suicide	Outcome 6 Improved use of evidence, data and intelligence
Short Term Outcomes	Short Term Outcome 1 An effective Suicide Prevention Board		Short Term Outcome 2 Greater integration of suicide reduction activities within other strategies and service plans		Short Term Outcome 3 Secure high level Lancs and South Cumbria political support for suicide prevention, with support from local political mental health and suicide prevention champions	
Signs of success	6 SP Oversight Board meetings held each year LA Safeguarding Boards are provided with regular updates on progress		Suicide Prevention Commitments and Statements are included in all key <u>stakeholders</u> policies and strategies i.e. HR Policies Every organisation has a suicide prevention policy for staff		All H&WB have agreed the content and signed up to support the delivery of the <u>Lancs</u> and SC SP Action Plan All LAs have a MH and Suicide Prevention Elected Member Champion	
Reach	Key Stakeholders, Safeguarding Boards, LA Suicide Prevention groups, STP Governance meetings, Local Authorities, Primary and Secondary Care organisations, Police, Fire Service, NWS, CYP service, Commissioners and 3rd Sector services, Local Communities		Local Authorities, Primary and Secondary Care organisations, Police, Fire Service, NWS, CYP service, Commissioners and 3 rd Sector services, Private Sector (particularly Construction, Carer Organisations)		Local Authorities- Health and Well Being Boards, Elected Members, Local Communities,	
Output ↑	Commitment from all key stakeholders to reduce and <u>prevent Suicides</u>		Suicide Prevention is seen as the responsibility for all in <u>Lancs+ SC</u>		Elected Member Mental Health and Suicide Prevention champions in each of the LAs	

Suicide Prevention Leadership Activity

<p>Activity</p> 	<p>Bi Monthly SP Oversight Board meeting</p> <p>To attend at each Health and Wellbeing Board <u>to seek</u> support for the Lancs and SC STP action plan action plans</p> <p>To provide update reports to local Safeguarding Boards and Health and Wellbeing Boards on the development and delivery/ implementation of the Suicide Prevention STP Plan</p> <p>Strategic Leaders pledges/ commitment to deliver of the Suicide Prevention Action Plan</p> <p>Strategic Leads across Lancs and SC to consider <u>to sign</u> up to the No More Zero Suicide Alliance</p>	<p>To develop a <u>Suicide</u> Prevention narrative and key areas for action for strategies and plans where suicide and suicide prevention is a related issue or risk e.g. drugs and alcohol, long-term conditions (</p> <p>Key stakeholders to audit current policies and procedures to establish if suicide prevention/ risk of suicide is included</p> <p>Mapping of key <u>stakeholders</u> data to allow for segmentation and targeting for those high at risk of suicide</p>	<p>Define the role of Mental Health and Suicide Prevention Champion</p> <p>LA PH Leads to present the role and expectation to LA Cabinet meetings</p> <p>To identify Elected Members that will take on the role of Mental Health and Suicide Prevention Champion</p> <p>Train the MH/ Suicide Prevention Champions</p>
<p>Inputs</p>	<p>Officer time to attend meetings</p> <p>Officer time to produce update reports</p> <p>Financial</p>	<p>Officer time to conduct audit of policies</p> <p>Analytical</p>	<p>Training of Mental Health and Suicide Prevention Elected Member Champions</p> <p>Officers time</p> <p>Financial</p> <p>Training</p>

Suicide Prevention Leadership Activity continued

Real Time Surveillance- Information Sharing Agreement

- A Multi Agency Information Sharing Protocol has been developed, signed and agreed to support the Suicide Prevention Programme. This has enabled L&SC ICS to receive Real Time suspected suicide reports from Cumbria and Lancashire Constabulary, normally within 24 hours of death.

Information Sharing Statement under the County-wide Crime and Disorder Reduction Partnership Information Sharing Agreement

State the specific purpose of this information sharing

- a) To enable analytical profiling of the 'alert' to identify key future prevention opportunities, risk groups, problem areas, method, gender, ethnicity, age, previous medical history factors, criminal justice background factors. It will also enable public health to trigger a contagion response for children, under 16, suspected of suicide and where a potential emerging cluster is identified.

Shared analytical profiles will not contain any personal data. Personal Data is required to interrogate other associated health data systems.

- b) To complete the statutory 'suicide audit' requirement. This is a Local Authority function, which is now completed on a Lancashire South Cumbria footprint.

Which post holders will be responsible for this on a day to day basis? State Post and Organisation

The data will be processed by NHS analysts to support Healthier Lancashire and South Cumbria Multi Agency Strategic Lead for the Sustainable Transformation Partnership Mental Health work stream.

The data will be obtained from the Constabulary using data from the G72 template.

What information will be shared?

The data has been sanitised to remove any personal identifiable information but will allow for analysis to take place to support the project. A copy of the data that is being provided is attached

Of note: The data is already provided by the Coroners Office after an inquest, however this can introduce delays hence the request

How will the information be shared?

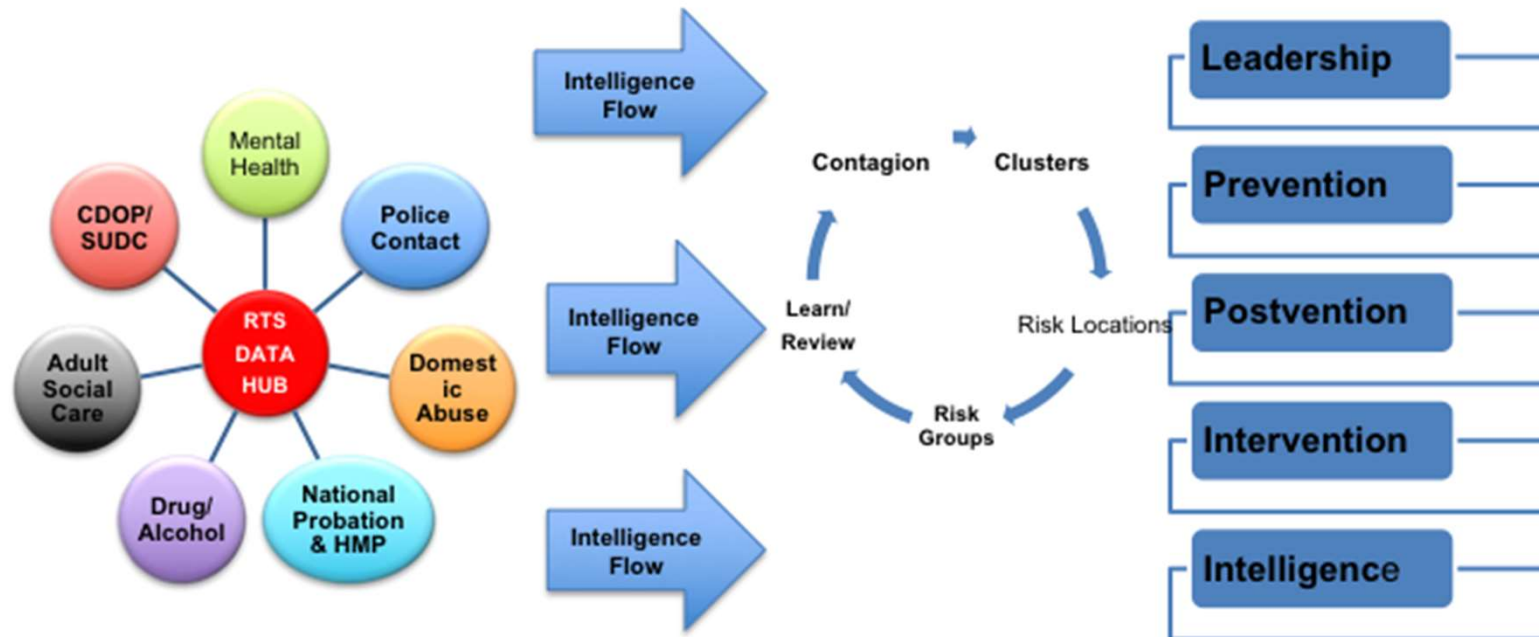
The data will be collected directly by the NHS Analyst from Lancashire Constabulary premises and checked to ensure only information agreed by a Lancashire Constabulary Analysts prior to being taken off site.

Real Time Surveillance Key Guiding Principles

1. Suicide Prevention is everyone's Business.
2. We agree to share information and data across organisations to increase learning and new action opportunities.
3. We will be intelligence led in all our responses to real time information.
4. We will work together and collaboratively to increase our capacity to prevent self harm and suicide.
5. We share the 'prevention' challenge and accept mutual accountability to reduce suicide and self harm.
6. Rapid delivery of local responses to local problems supported by timely research and analysis.

Real Time Surveillance- Data Connectors and Flow Model

Intelligence Led approach

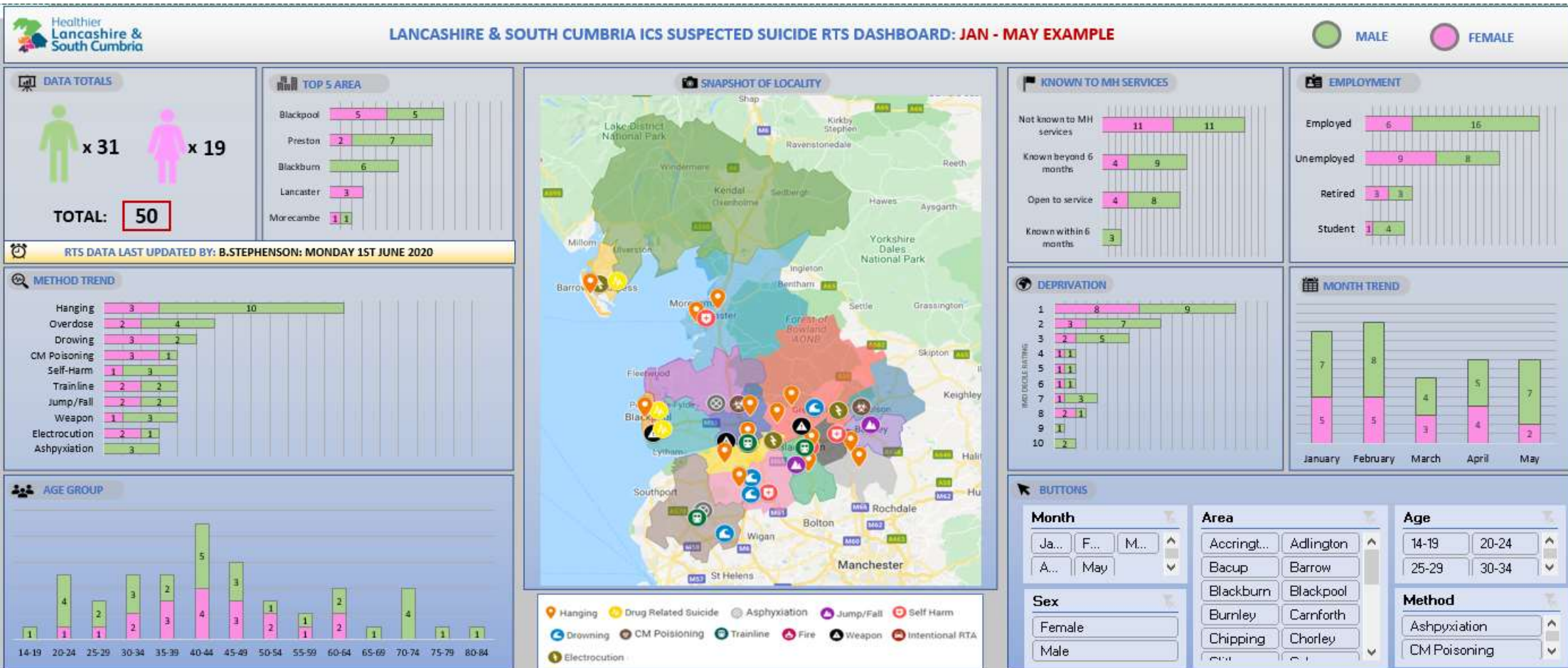


Real Time Surveillance- How the information is used across the ICS...

Intelligence Led approach

- Weekly reports developed for In hospital/ Out of Hospital and MH cell structures within ICS
- Real Time Surveillance Panel established- Multi agency partners to look at what the data is telling us
- Cluster/ Contagion meetings held when identified i.e. CYP deaths, unusual MO etc.
- Identify high risk locations- target hardening e.g. car park in Blackpool
- Trend Analysis
- Targeted social media campaigns into high risk locations
- Hard copies of campaign materials into Pharmacies in high risk locations, identified by the data

Real Time Surveillance Product- example



Suicide Prevention Policy Development

Suicide Prevention Policy for Employers

- The ICS SP team have developed, in partnership with Public Health colleagues, a generic Suicide Prevention Policy for supporting employers across the ICS. The Policy covers:
 - Staff who report feeling suicidal
 - Staff who find someone that has died by suicide
 - Postvention support for staff
- An employers toolkit has also been developed a link to information for employers can be found here:
- <https://www.healthierlsc.co.uk/malesuicide>
- https://www.healthierlsc.co.uk/application/files/3315/8090/8977/20191016_SuicideCampaignToolkit.pdf

Example - Suicide Prevention Policy

1 Introduction and Background

One in five adults experience suicidal feelings at some point in their lives, and as one third of our lives are spent in the workplace, the workplace can be a place where support is offered. This Suicide Prevention Policy is designed to help, support and educate everyone in the organisation around the risks of suicide within the workplace, promoting good practice, and encouraging healthy conversation to remove stigma. This policy sits alongside our existing Health and Wellbeing policies (*link to, and name existing policies*) supporting our commitment under the Health and Safety at Work Act 1974.

2 Our Organisational and Cultural Commitment

GUIDANCE: Sign the Time to Change employer's pledge, and work with Time to Change to identify what immediate actions you can deliver. More information about Time to Change can be found [here](#)

2.1 We understand that whilst suicide cannot always be prevented, if we understand more about the factors that may increase the risk, then we may be able to reduce the risk within our workplace. There are a number of factors that may increase an individual's risk of suicide, (and these are identified within 2.2.1) and we recognise that these may apply to our current employees. This policy is designed not only to support employees who are at risk of suicide, but also to help employees to be able to support co-workers, and direct them to appropriate means of support. Early identification and support can significantly reduce the risk of suicide within our workforce.

Our Employee and Family Assistance Programme/Employee Assistance Programme, or other relevant programme (*reference link, and relevant information contained within [EAP](#) provides support and counselling services to employees who may have thoughts of suicide (reference relevant section, or [quicklink](#) to EAP)*)

2.2 At the end of this policy external support systems have been referenced. These include Mind, Samaritans and Rethink. Helplines and support systems have also been included within our Mental Health/Mental Wellbeing Policy and within our Employee Assistance Programme (*insert link*)

2.2.1 (*optional clause*) Factors that can increase an individual's risk of suicide can include:-

- *Prior suicide attempts*
- *Suicide by someone else in close proximity*
- *Problematic substance use*
- *Mental illness such as depression, posttraumatic stress disorder, bipolar disorder, schizophrenia, anxiety disorder, etc.*
- *Access to lethal drugs, potential weapons or means of completing suicide (highlighting any means, specific to your organisation, including equipment, work locations; hazardous materials)*
- *Relationship break down*
- *Debt and financial insecurity*
- *Domestic abuse*

Suicide Prevention

Suicide Prevention COVID Campaign- 2nd Phase

Social Media campaign targeting 4 key groups:

- Young people and older teenagers.
- Parents who are juggling home working and limited childcare.
- Men who have been furloughed, made redundant or who are self-employed.
- Older and vulnerable people getting used to the new normal.

The image displays four social media campaign posters for 'LET'S KEEP TALKING', each targeting a different demographic group. Each poster includes a QR code and contact information for the LSCFT mental health crisis line (0800 963 0110) and the Wellbeing & Mental Health Texting Service (07860 022 846).

Poster 1 (Top Left): Targeting young people. The text reads: "Right now it can be difficult to see what's next for us. Stay in the present, take it a day at a time, and chat to your friends about how you're feeling." The illustration shows a young woman on a phone and a young man looking thoughtful.

Poster 2 (Top Right): Targeting men. The text reads: "Life has dealt us all some big changes recently, but you're not on your own. Speak to friends and family about a way forward." The illustration shows a man working on a laptop in an office setting.

Poster 3 (Bottom Left): Targeting parents. The text reads: "School holidays might seem like a disruption to the family routines we've created over the past few months. Go at your own pace, and chat to friends and family about it." The illustration shows a family of five.

Poster 4 (Bottom Right): Targeting older people. The text reads: "The past few months have been a challenge, and it's been tough not seeing friends and family regularly. Take your time and talk to them about the new normal." The illustration shows an elderly couple sitting on a sofa.

Suicide Prevention

Suicide Prevention COVID Campaign- 2nd Phase

- Updated materials available to order.
- Targeted social media ads running now
- Distribution to Community Pharmacies, Urgent Care Centres, A&Es
- Pubs to be targeted with messages on back of toilet doors
- ROCK FM adverts currently running
 - Instream advertising in high risk locations
 - Including in ROCK FM newsletter being distributed to 25,000 people across Lancashire and South Cumbria



Suicide Prevention

Suicide Prevention Isolation Campaign during COVID- Phase 1 results

Social Media campaign targeting 4 key groups:

- Older Teenagers
- Families and Carers
- Middle Aged Men
- Vulnerable groups that are shielding within our communities

LET'S KEEP TALKING




It's okay to feel anxious and overwhelmed. Take regular breaks from social media and call your friends.

Let's stay in touch!
If you're struggling to cope then text **HELLO** to the Wellbeing & Mental Health Texting Service on **07860 022 846**
Or call the Mental Health Helpline on **0800 915 4640**
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
healthfac.co.uk/MentalHealthSupport
#StartTheConversation

LET'S KEEP TALKING

It's okay to feel anxious and overwhelmed. Take regular breaks from social media and call your friends.



Hi, how are you?
I'm good thanks, lovely to speak with you
...you too, always good to hear from you

Let's stay in touch!
If you're struggling to cope then text **HELLO** to the Wellbeing & Mental Health Texting Service on **07860 022 846**
Or call the Mental Health Helpline on **0800 915 4640**
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
healthfac.co.uk/MentalHealthSupport
#StartTheConversation

LET'S KEEP TALKING



Remote working and home-schooling can be a challenge. Make time to connect with family & friends.

Let's stay in touch!
If you're struggling to cope then text **HELLO** to the Wellbeing & Mental Health Texting Service on **07860 022 846**
Or call the Mental Health Helpline on **0800 915 4640**
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
healthfac.co.uk/MentalHealthSupport
#StartTheConversation

LET'S KEEP TALKING



Isolation can be an anxious time. If you're worried, talk to someone about it.

Let's stay in touch!
If you're struggling to cope then text **HELLO** to the Wellbeing & Mental Health Texting Service on **07860 022 846**
Or call the Mental Health Helpline on **0800 915 4640**
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
healthfac.co.uk/MentalHealthSupport
#StartTheConversation

Suicide Prevention

Suicide Prevention Isolation Campaign

Campaign has been rolled out across the ICS via:

- Facebook
- Twitter
- Instagram

Printed material sent out to:

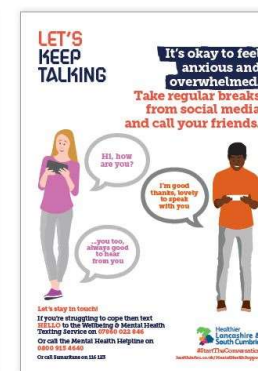
- Community Pharmacists
- Community Hubs
- GP surgeries
- Urgent Care Centres
- A&Es

Digital versions available for screens in key locations across ICS

Children & Young People Posters & Banners



A3 & A4 Posters



Roller Banners

Suicide Prevention

Suicide Prevention Isolation Campaign- Videos

Videos have been developed and ran via paid adverts on social media. Here is a link to the videos:

<https://www.youtube.com/watch?v=hq2e6fkBCIU&list=PLDsfv3aTkFGicPNRpfRcbM8Re-P33MOv6&index=3>

> Children & Young People
Social Media Video



Facebook & Twitter Video, click play icon to view



Suicide Prevention

Suicide Prevention Isolation Campaign- Phase 1 results

Results already seen:

- Increased traffic to HLSC dedicated Suicide Prevention pages
- 590% increase in new visitors to site pages
- Intelligence led, using RTS data, targeted facebook adverts to key groups in high risk suicide area- reached 60,000 people

LET'S KEEP TALKING

It's okay to feel anxious and overwhelmed. Take regular breaks from social media and call your friends.

Let's stay in touch!
If you're struggling to cope then text HELLO to the Wellbeing & Mental Health Texting Service on 07860 022 846
Or call the Mental Health Helpline on 0800 915 4640
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
#StartTheConversation
healthfac.co.uk/MentalHealthSupport

LET'S KEEP TALKING

It's okay to feel anxious and overwhelmed. Take regular breaks from social media and call your friends.

Hi, how are you?
I'm good thanks, lovely to speak with you
...you too, always good to hear from you

Let's stay in touch!
If you're struggling to cope then text HELLO to the Wellbeing & Mental Health Texting Service on 07860 022 846
Or call the Mental Health Helpline on 0800 915 4640
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
#StartTheConversation
healthfac.co.uk/MentalHealthSupport

LET'S KEEP TALKING

Remote working and home-schooling can be a challenge. Make time to connect with family & friends.

Let's stay in touch!
If you're struggling to cope then text HELLO to the Wellbeing & Mental Health Texting Service on 07860 022 846
Or call the Mental Health Helpline on 0800 915 4640
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
#StartTheConversation
healthfac.co.uk/MentalHealthSupport

LET'S KEEP TALKING

Isolation can be an anxious time. If you're worried, talk to someone about it.

Let's stay in touch!
If you're struggling to cope then text HELLO to the Wellbeing & Mental Health Texting Service on 07860 022 846
Or call the Mental Health Helpline on 0800 915 4640
Or call Samaritans on 116 123

Healthier Lancashire & South Cumbria
#StartTheConversation
healthfac.co.uk/MentalHealthSupport

Suicide Prevention

Suicide Prevention Isolation Campaign-1st Phase Results

Social Media Campaign ran: April - June Campaign impressions: 612,941
Campaign reach: 81,968

Radio Campaign Results:

ADULTS 15+	REACH	REACH %	IMPACTS
Each week	75,570	5.9	387,481
TOTAL CAMPAIGN	230,750	18.1	2,712,366

Suicide Prevention

Suicide Prevention Isolation Campaign-1st Phase Results

Healthier Lancashire & South Cumbria

Facebook Partner Posts

Lancashire Police
20 May at 09:57
If you think a friend is struggling, reach out and check how they're doing. Even though it's not possible to meet in person there are options; a video call, telephone call or even a message can make all the difference to someone feeling alone. #StartTheConversation

Blackpool FC Community Trust
5 May at 10:00
Now is not the time to bottle things up. Talk to your mates and stay connected. If you want to talk to someone call Samaritans 116 123 #StartTheConversation #SuicidePrevention Healthier Lancashire and South Cumbria

East Lancashire Hospitals NHS Trust
30 April at 20:01
Now is not the time to bottle things up. Talk to your mates and stay connected. If you're having thoughts about suicide call @Samaritans 116 123 #StartTheConversation #SuicidePrevention

Lancashire Police
9 May at 13:01
If you think a friend is struggling, reach out and check how they're doing. Even though it's not possible to meet in person there are options; a video call, telephone call or even a message can make all the difference to someone feeling alone. #StartTheConversation

wyrn Wyrn Council
1 May at 11:08
Now is not the time to bottle things up... let's keep talking. Healthier Lancashire and South Cumbria have put together a list of mental health resources for anyone who feels they might need support. Take a look at: <https://www.healthierlanc.co.uk/mental-health-support>

East Lancashire Hospitals NHS Trust
25 April at 17:03
Social media isn't always great for our mental health - it can make us feel isolated, not good enough or scared. Make sure you take regular breaks from scrolling and call a friend for a real conversation. #StartTheConversation

Lancashire County Council
20 May at 10:13
It's #MentalHealthAwarenessWeek and now more than ever it's important to keep talking to each other. A good conversation with a friend can make a big difference. Take a break from social media and give them a call. #StartTheConversation #GonnessMatters

University Hospitals of Morecambe Bay NHS Foundation Trust
28 April at 21:15
It's OK to feel anxious or overwhelmed at the moment. Take a break from social media and call your friends or family. A good conversation can make a big difference. #StartTheConversation

Burnley Together
10 June at 18:22
It can feel tough at the moment... nowhere to go, making sure the kids are doing the school work, worried about work... so much to think about. If your struggling there's plenty of people to turn too and get help. Our friends Healthier Lancashire and South Cumbria... See more

NHS Greater Preston CCG
1 May at 14:00
Social media isn't always great for our mental health - it can make us feel isolated, not good enough or scared. Make sure you take regular breaks from scrolling and call a friend for a real conversation. #StartTheConversation

University Hospitals of Morecambe Bay NHS Foundation Trust
3 May at 11:40
Social media isn't always great for our mental health - it can make us feel isolated, not good enough or scared. Make sure you take regular breaks from scrolling and call a friend for a real conversation. #StartTheConversation

South Lakeland District Council
10 June at 07:34
Let's Keep Talking is the message to anyone with worries from Healthier Lancashire and South Cumbria. Healthier Lancashire and South Cumbria's post: 'Worries piling up? Don't bottle it up - call a friend and let them...

Suicide Prevention

Mental Health Support Sheet

- All local and national MH and Risk factor support in one place
- Available digitally and as a downloadable 3 page PDF
- Covers full L&SC ICS
- Helpful in supporting Community Hubs VCFS and the wider community in general
- Hardcopies distributed to all GP surgeries, Community Hubs and Pharmacies
- Shared via Facebook and Instagram



Mental health support resources in Lancashire and South Cumbria

Here is a list of mental health support resources available across Lancashire and South Cumbria. To find out more, follow the links below or make a call.

Dial 999 if you have seriously harmed yourself

	Online self-help materials, resources and guidance.	healthyyoungminds.sc.co.uk/information/children-and-young-people/coronavirus Available: 24 hours a day, daily.
	An online counselling service for over 16s.	bigwhitewall.com Available: 24 hours a day, daily.
	Safe and anonymous online counselling and support for young people.	kooth.com Available: weekdays 12pm-10pm; weekends 6-10pm.
	A safe place for anyone struggling to cope.	samaritans.org 116 123 Available: 24 hours a day, daily.
	Working to prevent male suicide. Support for men struggling or in crisis.	calmzone.net 0800 58 58 58 Available: 5pm-12am, daily.
	Support for people dealing with suicide, depression or emotional distress – particularly teenagers and young adults.	papyrus-uk.org 0800 068 41 41 Text: 07786 209697 Available: weekdays 10am-10pm; weekends 2-10pm; bank hol: 2-5pm. LanguageLine support available.
	Advice for parents / carers concerned about the mental health of a child or young person.	youngminds.org.uk 0808 802 55 44 Available: weekdays 12-10pm, 24/7 Crisis Messenger; text YM to 85258. LanguageLine support available.
	Wellbeing and mental health helpline supporting people's mental health or that of someone they know.	lscft.nhs.uk/Mental-Health-Helpline 0800 915 4640 Available: 24 hours a day, daily.
	Helping you understand and look after your mental health and wellbeing.	lancashiremind.org.uk mindinfurness.org ulverstonmind.org.uk Available: Online only.
	Confident, supporting health for	
	Helping old home and with their v	
	A free con informatio older peop	
	Practical a with stress our mood	
	Supporting, addiction a diagnosis.	
	Emotional East Lancashire.	
	Psychological therapy via telephone / video conference or online support.	lscft.nhs.uk/Mindsmatterbfwh.nhs.uk/our-services/supporting-minds
	Educational resource for adults on children's mental health.	minded.org.uk
	Advice on how to look after your mental health during Coronavirus.	mentalhealth.org.uk/coronavirus
	Resources to equip young people to look after their mental wellbeing.	cwmt.org.uk
	Supporting recovery and continued sobriety of alcoholics.	alcoholics-anonymous.org.uk E: eastlancsaa@gmail.com
	Private and confidential service where children can talk about anything.	childline.org.uk
	A range of mental health support services.	richmondfellowship.org.uk
	Helping people who suffer from panic attacks, and other anxiety disorders.	popanic.org.uk 0330 606 1174 Available: weekdays 3-6pm
	MyTime: Emotional h wellbeing support to c young people living across Cumbria	Available: weekdays 9am – 5pm.

How to suggest additional content

This document is reviewed on a regular basis. Email suggestions of mental health support available in Lancashire and South Cumbria to Healthier.LSC@nhs.net. For the latest update, visit healthierisc.co.uk/MentalHealthSupport
Last reviewed: 4 May 2020.

Suicide Prevention

Samaritans Bedside Telephone Support

- Worked with 4 Acute Trusts, National Samaritans & Hospedia
- 7 Hospital sites
- Speed-dial (*888) or Touch screen direct
- Scrolling banner on Hospedia TV's
- Co-branded Samaritans leaflets and cards for staff to provide
- Calls free to end user and Trust
- It provides;
 - Nursing staff with options to support peoples mental health needs.
 - An option for patients who may need support, unrelated to their hospital stay.
 - Support for those currently having no hospital visits due to Covid-19.
 - Support for nursing staff that may also need to access the service.



The leaflet is green and white. It features the Samaritans logo in the top right corner. A quote in a speech bubble reads: "Being listened to lifted a huge weight off my shoulders. Samaritans caller". Below this, it says "Contact Samaritans free – day or night, 365 days a year. Call free on 116 123 Or Press the Samaritans button on your hospital phone". The Samaritans logo is repeated below the phone number. At the bottom left, it says "samaritans.org" and "A registered charity". At the bottom right, it says "Supported by Healthier Lancashire & South Cumbria" with their logo. On the right side, there is a photo of a man sitting on a bed, looking thoughtful. Text next to the photo says "Talk it through We're here to listen". At the bottom right, it says "If you've lots on your mind, we'll help you find your own way through it. samaritans.org".

Suicide Bereavement Support

AMPARO Suicide Liaison Service

- Roll out of Suicide Bereavement Service across the whole of the ICS
- Partnership approach for referrals into the service including:
 - Police colleagues
 - Coroners
 - Funeral Directors
- Enables anyone who has been affected by suicide to access support within 72 hours of death



0330 088 9255

amparo.service@listening-ear.co.uk

@AMPARO_LEM

Find out more about Amparo and Listening Ear's other counselling and therapy services by visiting www.listening-ear.co.uk



Suspected Suicide? WHAT support can I provide?

W	WEBSITE: anyone affected by a suspected suicide can be directed to our local website directory. Local and national bereavement support is broken down by area.	 www.healthierlsc.co.uk/suicide
H	HELP IS AT HAND: a resource that can be carried with you at all times and given to those affected by a suspected suicide - including people who find the deceased.	 supportaftersuicide.org.uk/support-guides/help-is-at-hand/
A	AMPARO is a support service for those bereaved by a (suspected) suicide which is available for anyone affected, across the whole of Lancashire.	 listening-ear.co.uk/amparo/ amparo.service@listening-ear.co.uk 0330 088 9255
T	TIME: provide those bereaved or affected by suicide with time to take in the support available. They may not want to look at it or read it while you are there, but please leave it with them.	

Suicide Prevention Training

Lancashire MIND training contract

- Delivering free Suicide Prevention and Self Harm intervention training across the ICS, to any stakeholders including front line staff and local residents. A menu of training has been provided over the last 18 months including ASIST, Mental Health First Aid,
- 67 suicide prevention training programmes and 20 self-harm intervention training programmes were delivered to over 3000 stakeholders.
- During COVID 19 we have provided online Suicide Prevention First Aid Lite training to various stakeholders including Police, NWAS, Coast Guards and frontline staff supporting the Community Hubs.

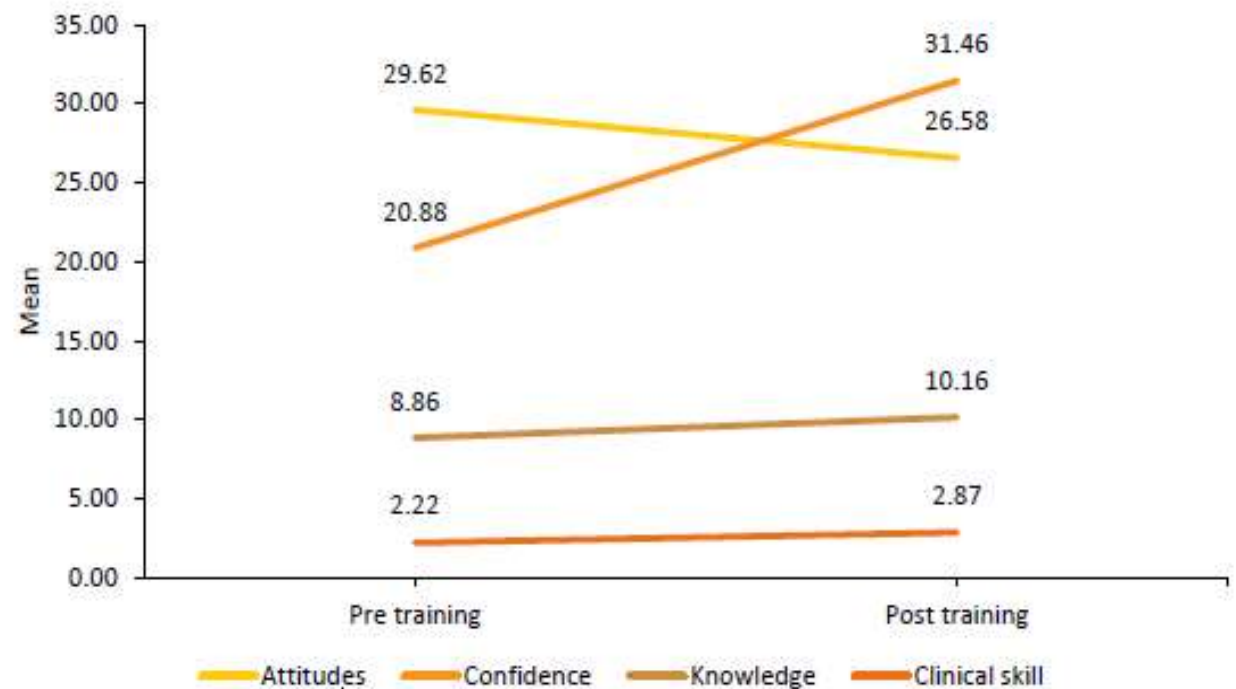
Suicide Prevention Training

Lancashire MIND training contract- Liverpool John Moores University evaluation results

This chart shows the positive statistically relevant changes that have been evaluated from delegates in their attitudes, confidence, knowledge pre and post Suicide Prevention training.

A copy of the full evaluation of the training can be found here: <https://www.ljmu.ac.uk/research/centres-and-institutes/public-health-institute/phi-reports>


Figure 4: Suicide prevention trainee attitudes, confidence, knowledge and clinical skills, pre and post training



Suicide Prevention Orange Button Scheme

Orange Button – What it is

- A Community Scheme that ensures people who have been trained in prevention/awareness, can be identified.
- Orange Button holders;
 - Are Happy to say/hear the word suicide
 - Can support people with signposting
 - Can listen without judgement
- Used as a very early intervention scheme to support people in community with signposting and information.
- Helps to reduce the stigma of talking about suicide and support.



Orange Button Community Scheme
Orange button holder
Healthier Lancashire & South Cumbria

What is your role?
It is:

- To be approachable and not run from the word suicide
- To be a connector, a first point to start a conversation
- To be a non-judgmental, caring and understanding listener
- To give signposting support and information
- Somebody to ask directly about suicide.

You can:

- Access information around appropriate support
- Assess an immediate risk and call for professional help, without putting yourself or others in danger (999 or crisis team lscft.nhs.uk/crisis)
- Encourage someone to make a safety plan, identify a safe person or seek professional help.

It is not:

- Counselling or therapy
- Long term support
- Mandatory for you to wear
- A replacement for NHS mental health or emergency services
- A designated safe space
- A mental health referral service (contact GP or self-referral)

Do ✓

- ✓ Listen
- ✓ Support
- ✓ Signpost

Don't ✗

- ✗ Counsel
- ✗ Provide ongoing support
- ✗ Be a mental health service

Your checklist before wearing the button

No tick boxes should be left unchecked

- Am I feeling okay?
- Do I have time?
- Am I emotionally available?
- Do I know my boundaries?

ask

Healthier Lancashire & South Cumbria
Foundation Trust –
Mental Health & Wellbeing Service
www.healthier-lsc.org
or text HELLO to 07860 022 846

Healthy young minds
healthyyoungmindslsc.co.uk
Papaya
papaya-uk.org
Muslim Youth Helpline
myh.org.uk

Hub of Hope
hubofhope.co.uk

local health and wellbeing support include

Healthier Lancashire & South Cumbria
Foundation Trust –
Mental Health & Wellbeing Service
www.healthier-lsc.org
or text HELLO to 07860 022 846

Healthy young minds
healthyyoungmindslsc.co.uk
Papaya
papaya-uk.org
Muslim Youth Helpline
myh.org.uk

Suicide Prevention Orange Button Scheme

Orange Button – How it works

- Linked to quality assured, half day+ Suicide Prevention training (ASIST, SFA, SFALite, SafeTalk and MHFA 2 day Adult) provided by our partners.
- An Orange Button pin badge, window sticker and support card, are provided to those that complete the training.
- The badge is removable and not mandatory, as is the window sticker. It is an identifier that the wearer has received suicide prevention training and can provide signposting to support.
- The button has already been sent to over **300 people** that have been trained and requested a button in the first week! We have trained over 2500 people so we expect the number to grow.
- Evaluations will be completed on a 3 monthly basis.



Welcome to the Orange Button Community Scheme.

We launch on 10 September 2020 – World Suicide Prevention Day, and will be promoting the scheme through social and traditional media.

Please follow @HealthierLSC and use #OrangeButtonCommunity to be involved.

Please read through the information enclosed to ensure you are aware of what is and isn't expected when wearing your Orange Button.

Thank you.

Orange Button Community Scheme
Orange button holder

Healthier Lancashire & South Cumbria



Suicide Prevention Community Feedback Sessions

You Said, We did-

We carried out 5 feedback sessions to local communities across Lancs and SC ICS around the whole Suicide Prevention programme and provided with opportunities for people to become involved in the different workstreams

Some of the feedback from the sessions has been captured from delegates that attended.

Highly informative, this is my first visit to a convention of this nature, and it was good to feel a part of it. All while meeting with like-minded people. It gave me a lot of 'food for thought' re: what our organisation could do to help. We will be in touch.

Didn't realise there was so much info and support that our organisation can refer to

Local Workshop on the patch - localised to this area. Lots of info + opportunities to get involved. Lots going on - thank you!

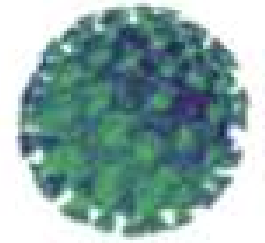
Really great sessions - lots of information in an informal setting. Great info. Feeling Inspired

Really good informative session - great to hear what is happening and what we can be - as a community centre we often don't get information - when we are available out of hours - it's been really useful

Shared Information such as help is at hand booklet; zero suicide alliance training; didn't know figures were so high; Hub of hope (very useful for my service) Thank you

Genuine evidence of engaging with communities + people with lived experience - inspiring + generates hope of more joined approaches

COVID19 pandemic response



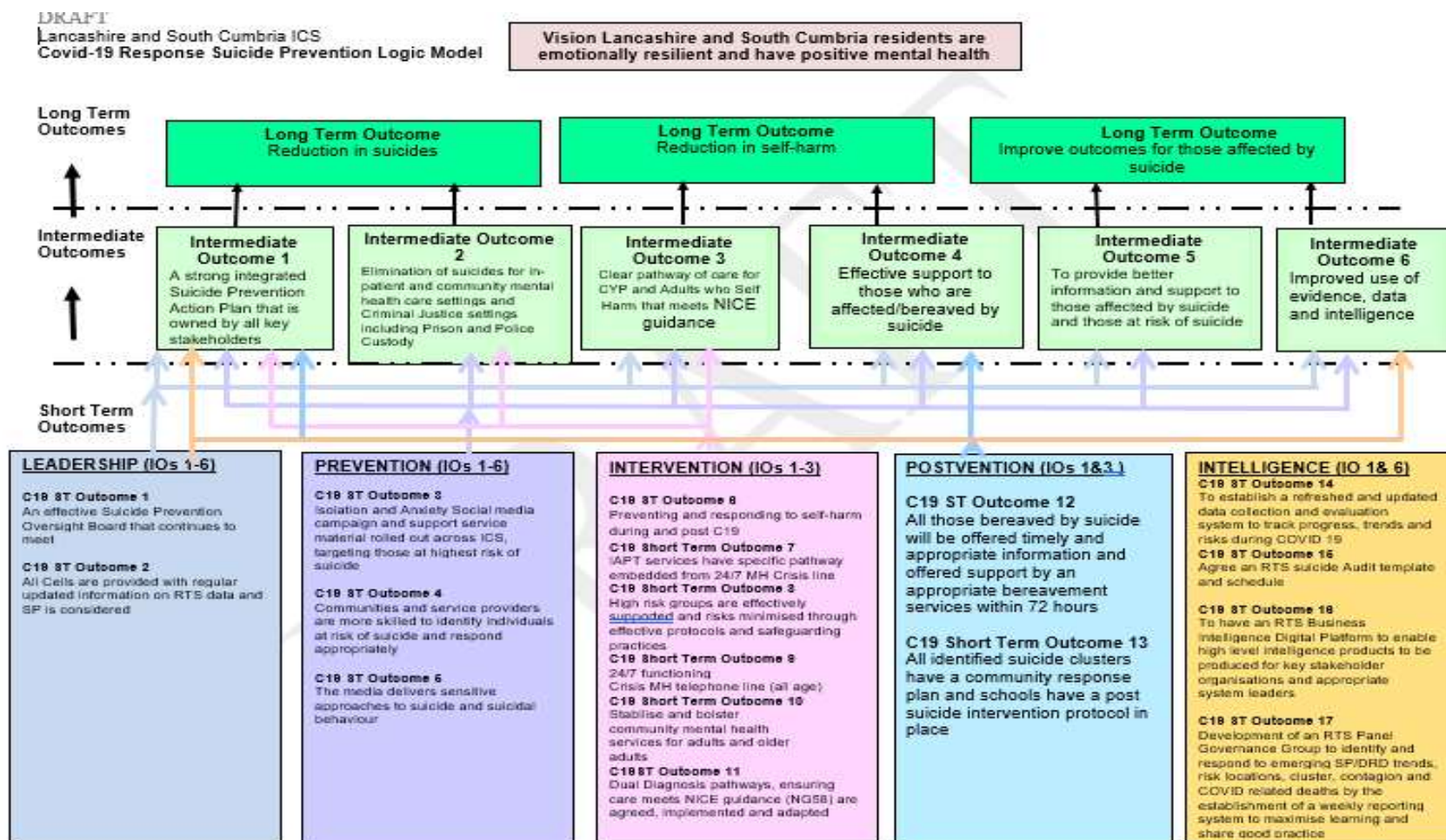
COVID19 has raised concern regarding mental health and risk of suicide across our region.

Working together LCC and ICS colleagues have responded by:

- A COVID19 specific Suicide Prevention Logic Model as below (slide 49)
- Weekly Real Time Surveillance reports monitoring numbers, trends and looking for clusters and contagion for suicide and drug related deaths
- Targeting communications and campaign materials into local communities
- Launch of the Orange Button scheme
- Regular suicide prevention meetings across the system.

Suicide Prevention COVID 19 Response Logic Model

A COVID specific suicide prevention plan has been developed aligning to the overarching SP Logic Model to ensure that during the pandemic our stakeholders are



Any questions:

chris.lee@lancashire.gov.uk

paul.hopley@nhs.net