



# Dudley Health & Wellbeing

Longer, safer, healthier lives for all

## Dudley Suicide Prevention Plan 2018-2023



## Foreward

This plan sets out how we (individuals, families, communities, organisations and local politicians) can work together to make Dudley a place where everyone can experience good mental health and wellbeing.

### **Our ambition is that we have zero suicides in Dudley.**

We have set up a suicide prevention partnership to provide overall leadership and accountability for the delivery of this ambition. This strategy sets out the approach that we, the organisations that form this partnership will take to achieve the ambition of zero suicides and also what, individuals, families, communities and local business organisations can do for themselves and each other and what we can do together. We are inviting everyone to play an active part.

Our plan takes account of the national suicide prevention strategy and guidance on preventing suicides and the West Midlands Combined Authority's THRIVE action plan for mental health and zero suicides in the West Midlands.

Our plan represents a key delivery strand within Dudley's overarching Mental Health and Wellbeing for All Strategy (2018-2023) for adults and the Emotional Health and Wellbeing Strategy for children and young people. These plans include work to ensure effectively commissioned and resourced pathways for mental healthcare.

## Our Challenge

We have looked at national information, conducted a local mental health and wellbeing needs assessment and suicide prevention audit and gathered people's views on these issues. We know we face a number of challenges in Dudley

In Dudley, approximately 1 person dies every fortnight. Overall suicide rates are similar to England and rates are dropping for women but not for men

Nationally 75% of people who die by suicide are not known to specialist services nor do they have a diagnosed mental health disorder, although a high percentage have had contact with primary care around the time of their death.

Nationally and in Dudley men are more at risk of death by suicide. In Dudley,

- men are 5x more likely than women to take their own life
- Men living in our more disadvantaged areas are 4x more likely to take their own life than men living in our least disadvantaged areas

63% of suicides occur at home and suffocation and poisoning are the most common methods used.

Rates of self harm and attempted suicide are higher in women than men. The rates are increasing in women and younger women aged 16-24 who are more at risk than any other age group of having suicidal thoughts, self harming or attempting suicide

Men and women living in disadvantaged areas are much more likely to self harm or attempt suicide than those in our least disadvantaged areas: 4x for men and 2.5 x for women. People living here are more likely to be experiencing the risk factors for suicide- e.g. unemployment, living alone, chronic illness, debt, abuse

85% of local frontline organisations e.g. *housing, CAB* in Dudley have come across individuals who had ideas, thoughts or intention about suicide.

Public awareness of where to go for help for themselves or others is low in Dudley.

<https://www.youtube.com/watch?v=u70J8ktxRnU>

## Our Strengths

Despite these challenges, Dudley has many strengths: We will build on these strengths to achieve our shared vision of zero suicides in Dudley;

When asked, people said they would want to try to help someone who was thinking about suicide

We have a thriving voluntary and community sector with a huge range of support for people

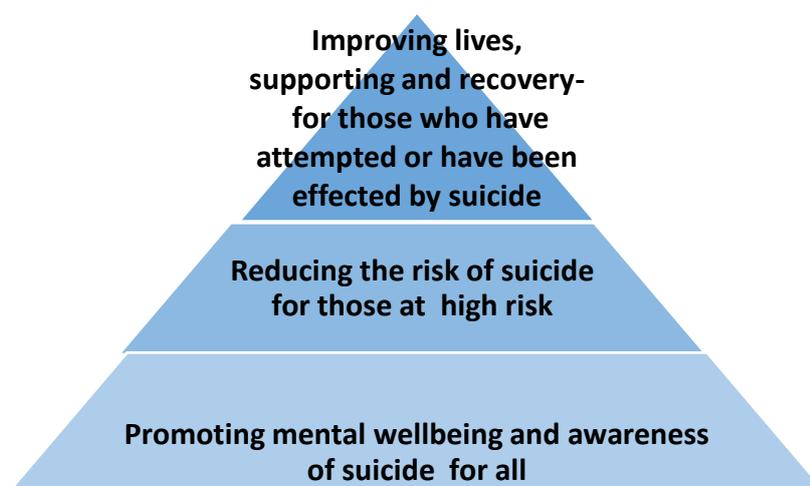
There is a range of useful resources available in different formats, such as the information champions from Integrated Plus and Healthwatch - giving face to face information, books on prescription, self - help guides and the community information directory providing a comprehensive on line resource.

We have a varied private sector e.g. large employers such as Merry Hill, industrial companies, hotels, restaurants, betting shops etc. which we are keen to get involved

The West Midlands Combined Authority has a zero suicide ambition and has put in place a comprehensive plan to achieve this across the West Midlands and the Black Country. By working collaboratively, this will help us achieve this goal in Dudley.

## Our Suicide Prevention Priorities

Our suicide prevention audit and engagement events have helped us identify a number of priorities that fall into 3 themes based on numbers. These priorities are supported by other promotion and prevention work that is being delivered as part of overarching Mental Health and Wellbeing strategies for Dudley- for children and adults.



### Promoting Mental Wellbeing and awareness of suicide:

1. **Public awareness and suicide prevention life-skills:** To raise awareness of the public and local organisations on suicide, suicide prevention, suicide safety, and practical approaches to help themselves or people at risk. This will include awareness campaigns and training for communities and non-public sector, private sector workforces who may come into contact with people at risk of suicide.
2. **Media:** Engage the local media in delivering sensitive approaches and messages to suicide and suicidal behaviour and identify best practice. Consider use of multiple platforms e.g. social media, experts by experience, family and community members, TV, radio, newspapers, messages on local transport, posters in identified key areas.

### Reducing the risk of suicide in high risk groups:

3. **Workforce Training:** To work with commissioners and providers to put in place regular, consistent suicide prevention workforce training across the public sector workforce – especially focused at those agencies who come into contact with high risk groups

4. **Suicide Prevention Support Pathway:** There is a good range of voluntary and public sector organisations who have a role in understanding suicide risks both when in crisis and to identify prevention pathways. A single, trusted and well publicised information point would help clarify access for the public. Dudley has existing resources, such as the Dudley Community Information Directory and Dudley Information Champions which can be better made use of.
5. **High Risk groups:** There is on-going work with many groups who are considered at risk such as older people, carers, people with drug or alcohol problems, people with mental health problems, young men, black and minority ethnic communities and this needs to continue. A key gap is veterans. Young people, especially young women are also a high risk group. Targeted suicide prevention will be further developed with high risk groups in Dudley.
6. **Learning from Suicide attempts and deaths:** Data from services and the coroner is not 'real-time' and can lead to a delay in identifying learning from such events. We will look to set up a suicide review panel to examine such deaths and the circumstances as they occur.

#### Improving the lives, supporting and recovery of those affected by suicide:

7. **Bereavement Support:** There is bereavement care in terms of resources or counselling in Dudley, but nothing specific for people bereaved by suicide. We will look at how these existing resources can support following a suicide death. If necessary, there may be a requirement to build additional resource into the system. Counselling support is also needed to support people who have experienced attempted suicide.

## What will success look like?

- We will have zero suicides in Dudley
- We will have a wide network of professionals, volunteers, family and community helpers who know how to help a person with thoughts or intentions of suicide and signpost them to services and a network of suicide prevention ambassadors so that signs and triggers of suicide are identified and appropriately supported.
- Suicide will no longer be a taboo subject within our organisations and our communities in Dudley and to reduce the stigma associated with suicide
- People will know about and be easily connected to the support and services available to them
- The workforce in Dudley will be appropriately trained in suicide awareness and prevention and have a full knowledge of resources to support people

# Everyone has a role to play-

## What we will do

## What we can do together

## What you can do for yourselves

### Promoting mental wellbeing and suicide awareness

- Sponsor a high profile community led campaign to raise awareness of suicide, and encourage people to talk
- Provide access to skills based training for communities and community organisations

### Promoting mental wellbeing and suicide awareness

- Develop community projects to promote wellbeing and connect people in their community
- Work with the media to deal with suicide sensitively

### Promoting mental wellbeing and suicide awareness

- Talk more about mental health, wellbeing and suicide
- Offer a listening ear to friends, family, neighbours and colleagues

### Reducing the risk of suicide in high risk groups

- Develop a one-stop shop for information, advice and support on suicide
- Ensure our staff are well trained to identify and support people who may be thinking about suicide

### Reducing the risk of suicide in high risk groups

- Identify people at risk in our communities and connect them to support in the community
- Inspire people to get involved

### Reducing the risk of suicide in high risk groups

- Volunteer and get trained up to be able to identify and support people at risk of suicide
- Share knowledge, information, skills, resources and time to chat

### Improving the lives, supporting and recovery of those effected by suicide

- Listen to feedback and use it to improve our services
- Review our provision of bereavement services for suicide

### Improving the lives, supporting and recovery of those effected by suicide

- Engage in opportunities to develop and improve services
- Deliver support services together

### Improving the lives, supporting and recovery of those effected by suicide

- Feedback on services- about what works and doesn't work
- Get involved in delivering services

## Our Suicide Prevention Delivery Plan

Programme/ Action Area	Achieved through	Evidencing Impact/ Outcomes	Lead
<b>Promoting Mental Wellbeing and awareness of suicide</b>			
<b>Public awareness and suicide prevention life skills</b>	<ul style="list-style-type: none"> <li>• Commission a borough –wide, on-going universal and targeted campaign to reduce stigma, encourage talking, raise awareness of where to contact for help.</li> <li>• Communication teams from all partner organisations to support delivery of the campaign/s</li> <li>• Promote and encourage the uptake of the zero suicide alliance - on line suicide prevention training with the public and community organisations</li> <li>• Commission, promote and encourage the uptake of varied skills based and awareness training for communities and voluntary organisations that may come into contact with people at risk of suicide e.g. SafeTALK</li> <li>• Build suicide prevention training into the workplace wellbeing programme to support staff health</li> </ul>	<p>Increased awareness and suicide prevention support</p> <p>Numbers trained</p>	<p>Public Health-</p> <p>Karen Jackson Sarah Kuzora Joy Boys</p> <p>Julie Black</p>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Explore opportunities to work with local media to promote responsible reporting of suicide and mental health conditions and increase awareness of mental wellbeing</li> </ul>	<p>Stories handled sensitively by the media</p>	<p>Public Health</p>
<b>Reducing the risk of suicide in high risk groups:</b>			
<b>Workforce training- public sector organisations , commissioner and providers</b>	<ul style="list-style-type: none"> <li>• Partner agencies ensure regular, consistent and appropriate mental health and suicide prevention training is provided across the workforce. This will include:               <ul style="list-style-type: none"> <li>○ Identifying and promoting available training courses/ opportunities to staff e.g. zero-suicide alliance on- line brief intervention training</li> </ul> </li> </ul>	<p>% staff trained</p> <p>Reduction in no. people visiting GP for low level MH issues</p>	<p>All partners – within their organisation</p>

<p>- <b>Developing a culture where all suicides are preventable rather than inevitable</b></p>	<ul style="list-style-type: none"> <li>○ Universal- general awareness and brief intervention training suitable for all staff e.g. MECC, 5 ways to wellbeing, MHFA (lite), Mindfulness, zero-suicide alliance on-line</li> <li>○ Targeted- higher skills level training for specific staff groups e.g. MHFA, SafeTALK, ASIST</li> <li>○ Work towards mandating suicide prevention training for staff</li> <li>○ Building suicide prevention awareness and support into workplace wellbeing programmes</li> <li>○ Build mental wellbeing into existing service delivery where appropriate e.g. Fire service safe and sound visits incorporate mental wellbeing</li> </ul>	<p>Increase in referrals to IAPT</p>	
<p><b>Suicide Prevention Support Pathway – supporting people back to wellness</b></p>	<ul style="list-style-type: none"> <li>● Map suicide prevention and crisis support in the borough</li> <li>● Develop a single information access point as part of the Dudley community information directory (CID) app/bespoke website</li> <li>● Look into the need and feasibility of putting a suicide phone line(single contact number help line) in place – review what is already available</li> <li>● Review access to prevention and crisis services for key high risk groups- homeless/rough sleepers, people who self-harm</li> </ul>	<p>Joined up, coordinated pathways of support and self help</p>	<p>Public Health/CCG Rebecca Willets Sarah Kuzora Joy Boyes</p>
<p><b>High risk Groups</b></p>	<ul style="list-style-type: none"> <li>● Support a targeted approach to engage and reach high risk groups- homeless and rough sleepers- veterans/ men, children and young people</li> </ul>		
	<p><b>Children and Young people:</b></p> <ul style="list-style-type: none"> <li>● Extend west midlands POPYRUS forum to Dudley to establish on-going projects with high risk groups</li> <li>● Implement Dudley’s emotional health and wellbeing strategy/delivery plan specifically <ul style="list-style-type: none"> <li>○ Build upon whole settings approaches to EHWP for early years, schools and colleges</li> <li>○ Provide and develop training for frontline staff (inc teachers) on EHWP and support services</li> <li>○ Develop and support Mental Health leads in schools ( MH green paper )</li> </ul> </li> </ul>	<p>Network of support in place</p> <p>Numbers of staff trained</p> <p>C&amp;YP equipped to support their own wellbeing and others</p>	<p>POPYRUS</p> <p>C&amp;YP Alliance Jill Edwards Joy Newey Bal Kaur</p>

	<ul style="list-style-type: none"> <li>○ Develop attachment and nurture based schools in Dudley</li> <li>○ Targeted work with high risk groups, including children looked after, LGBTQ and BAME.</li> <li>○ Develop strategies and resources to better equip parents to support CYP</li> <li>○ Promote support services for children &amp; young people (ie. Kooth.com- online counselling)</li> <li>○ Continue to deliver fire service education and cadet programmes.</li> <li>● On- line and social media: <ul style="list-style-type: none"> <li>○ Multi-agency DSCB online safety training includes emotional health and well being, risky lifestyle sites and pro suicide sites.</li> <li>○ Cyberbullying promoting resources to school and other settings, in addition to where children and young people can go for support.</li> <li>○ To develop a campaign to raise awareness of the safe and sound website 'help hub' on online safety</li> <li>○ To focus on digital literacy and fake news, which will positively impact on young people's understanding of what they see, believe and share online</li> </ul> </li> </ul>		<p>WMFS</p> <p>Community Safety Team / online safety sub group of DSCB : Kat Lafferty</p>
<b>Learning from suicide attempts and deaths</b>	<ul style="list-style-type: none"> <li>● Set up a vulnerable adults review panel ( that includes suicides) to review suicide deaths and attempts to identify learning and best practice from a collaborative perspective</li> <li>● Develop processes and systems to share learning with all providers</li> </ul>	Learning from suicides identified and acted upon on a multi-agency basis	DWMHT Public Health/ Neill Tonks Karen Jackson Jamie Annakin
<b>Improving the lives, supporting and recovery of those effected by suicide:</b>			
<b>Bereavement support</b>	<ul style="list-style-type: none"> <li>● Review current bereavement service provision for suicide in the borough</li> <li>● Raise awareness of support via newly commissioned Dudley suicide prevention website/CISD app</li> </ul>	Single, easily accessed bereavement pathway for Dudley borough that includes suicide.	Public Health- Rachel Hadley Joy Newey

