

Five Year Progress - NO MORE Suicide Strategy

Our Vision

Cheshire & Merseyside is a region where suicides are eliminated, where people do not consider suicide as a solution to the difficulties they face. A region that supports people at a time of personal crisis and builds individual and community resilience for improved lives.

43210%



Champs
Public Health
Collaborative

Working together to improve health and
wellbeing in Cheshire and Merseyside

www.no-more.co.uk

World Suicide Prevention Day, 10th September 2020, marks five years since the NO MORE Suicide Strategy was launched in 2015. The summary below describes progress over that period. We know that preventing suicide is achievable and that by working together we can help to make that possible.

The NO MORE Suicide Strategy seeks four key outcomes in working towards reaching the ambition of zero suicide for Cheshire & Merseyside (C&M): Prevention and Suicide Safer Communities, Safer Care within health and care services, Support After Suicide, and a Sustained Suicide Prevention Network.

Prevention

Challenging stigma, encouraging positive mental health, help-seeking and the knowledge, skills & confidence to support each other.

Time to Change - Challenging stigma surrounding mental health can encourage people to access help and support. Time to Change (TtC) and the campaign Time to Talk set out to challenge mental health stigma. TtC campaigns have changed attitudes in schools, workplaces and communities. Champs created a Time to Talk Toolkit for World Suicide Prevention Day (WSPD) in 2018 and the majority of C&M Local Authorities are now signed up to TtC, with active local champions bringing their lived experience in spearheading at least 4 campaigns every year.



Halton Borough have become a **TtC Hub** meaning they receive support from TtC to enhance their campaigns. St Helens held a Time to Talk Challenge and motivated people to have a conversation about mental health, reaching over 20,000 minutes of conversation. Warrington Council conducted a TtC 'In Your Mates Corner' campaign that was peer-led to raise awareness and provide information and advice tailored to men.

Kind to your mind – A 2020 campaign was created to help members of the public and key workers with their mental wellbeing during the COVID-19 pandemic. Activity from April to June shows: 1.1 million people were reached through radio and 2.8 million impressions were delivered through social media and PR.



8,402 users visited the 'Kind to your mind' website, 2,246 visitors landed on the Alma portal from the campaign website, 239 users signed up and completed an online CBT therapy course.

The Hub of Hope is an App providing immediate contact details of mental health support near the user's location, using Google locator technology. Launched in 2017 by Merseyside charity 'Chasing the Stigma', this national resource has had 40,000 unique users.



The Stay Alive App provides tools, information and immediate help both locally and nationally for someone at risk of suicide. C&M added local details in 2019, in the first year over 9,000 C&M residents used the App, with over 1700 clicks to local services.

Mental Health Crisis Telephone Lines operating 24/7 were launched one year ahead of schedule due to COVID-19 demands on the NHS system. The Mental Health Crisis Lines, operated by the 3 Mental Health Trusts, received over 20,000 calls in the first three months, with a number of direct interventions to prevent someone taking their life by suicide.

Suicide Prevention Skills

Training in suicide prevention skills can provide people with the confidence, knowledge, and skills to reach out to people and intervene where necessary. The NO MORE Suicide Framework sets out a training offer appropriate to different workforces.

NO MORE Community Training targets the key workforce that are not mental health specialists yet still interact on a regular basis with people vulnerable to suicide; such as welfare workers, barbers and taxi drivers. In 30 months from January 2017 - July 2019, **3,662** frontline workers participated in half-day sessions on basic suicide prevention. 142 participants from all nine C&M local authorities attended a 2-day Train the Trainer course, delivered by Wirral Mind, providing a model through which the course delivery can be sustainable. Participants reported regularly using knowledge and skills gained, with increased confidence to support clients.

Men's Mental Health

75% of those that die by suicide are men locally and nationally. Men in the lowest social class, living in the most deprived areas, are at up to 10 times the risk of suicide compared to those in the highest class. C&M has some of the most deprived areas in England and some of the highest rates of suicide. £520K of NHS England grant funding for Suicide Prevention (2019-21) has gone directly to men's mental health campaigns in our communities. The programmes aim to reduce the number of suicides in middle aged men and to enhance men's awareness and ability to improve their own mental health. COVID-19 has interrupted some of this work, however it will continue and is being guided and evaluated by Everton In the Community/ Edge Hill University.

Zero Suicide Alliance Training

20-minute online suicide prevention training. This easily accessible training has been promoted across C&M and nationally, with **1 million** people in the UK undertaking the course since it was launched in 2017.



Children and Young People

Papyrus, Prevention of Young Suicide is a national charity based in our region. Papyrus engages with the NO MORE Suicide Partnership Board and the 9 local groups in C&M. Nationally Papyrus leads campaigns and influences policy, law and guidelines about suicide. Through presentations and training they raise awareness and reduce stigma. Papyrus offers HOPELINE UK services free to any person under the age of 35 who is experiencing thoughts of suicide.



Youth Connect 5 is a programme developed by the Champs Collaborative in 2017. Youth Connect 5 sets out to provide parents and carers with the understanding, skills, and tools to build emotional wellbeing in their families and children. **700 parents** completed the programme in the first 18 months, with the evaluation confirming effectiveness and positive changes in family emotional wellbeing. Youth Connect 5 has been delivered by Merseyside Youth Association on behalf of Champs, with the programme designed by Connect 5.



Safer Care

Over the last 5 years C&M has seen an increase in community-based care for people at a point of personal crisis, some through NHS Mental Health Crisis funds, but more especially due to the efforts of those bereaved by suicide who strive to make a difference for others, such as:

James's Place in Liverpool opened its doors in 2018 to men in suicidal crisis.

Sean's Place in Bootle opened in 2020 to offer men mental wellbeing activities that improve confidence and self-esteem.

Journey MEN in Wirral opened its doors in 2020 providing practical support to men on their journey through crisis.

The Martin Gallier Project in Wirral aims to provide the families of vulnerable individuals with training and a much-needed skill set that could save lives.

Paul's Place in north Liverpool offers suicide bereavement counselling.

No 71 in Chester is a community provision which will provide early intervention support and treatment for anyone experiencing a mental health crisis, seven days a week, between 10am and midnight, 365 days a year.

Park House in Warrington is the only centre that has overnight provision. Park House provides a relaxing and tranquil environment to support people during a time of mental health crisis.

Street triage teams have been adopted across Cheshire & Merseyside. Co-response street triage teams are delivered through partnerships between Merseyside Police, Cheshire Police, British Transport Police, North West Ambulance service and locality NHS providers. The teams are staffed by both emergency service and mental health professionals that can advise, coordinate and assess the response needed for mental health related emergency and crisis incidents.

This life saving and life changing approach allows services to work in a more coordinated way and make more informed joint decisions about interventions. Consequently, there has been a reduction in the numbers of people in crisis being taken to A&E or being detained under S.136MHA. Although both of those options are sometimes necessary it has been widely acknowledged that there are far better solutions for supporting individuals at crisis point which in turn support their ongoing recovery.

Safer Care Standards for Mental Health Trusts, A&E Units and Primary Care have been set out by NCISH and provide a benchmark for C&M NHS Mental Health provision. The 3 C&M Mental Health Trusts (Mersey Care, Cheshire Wirral Partnership, North West Boroughs Healthcare) have formed a collaborative 'learning set' through which they have rag-rated themselves against the standards and identified priority areas for quality improvement, the first two being dual-diagnosis and self-harm prevention.

NCISH 2018 Annual Report Key Findings



The HOPE Therapy Clinic at the Royal Liverpool Hospital is seen as a national exemplar. It provides rapid access to brief psychological therapy for patients presenting with self-harm. Preliminary results show reduced depression, anxiety, suicide risk and repeat presentation to A&E.

Support After Suicide

Ensuring accessible support to those bereaved by or exposed to suicide

Sadly, in C&M there have been approximately 210 deaths by suicide each year, with evidence showing 10-135 people affected by each death. This equates to between 2,000 to 28,000 people affected each year in C&M. We know that those bereaved by suicide are at an increased risk of suicide, psychiatric admission, social isolation, and depression.

Amparo, the suicide liaison service, was established in April 2015 to provide immediate practical support to those bereaved or exposed to suicide. In those five years it has provided information to and supported at least **4,800** C&M residents. People bereaved by suicide are at particular risk of suicide themselves, however no beneficiaries of Amparo have subsequently taken their own lives.



NHS England Suicide Bereavement Funding has been allocated to C&M for 2020-21 and will enable expansion of the range of support services on offer, from information to peer support groups, a liaison service and counselling as appropriate.

A Lived Experience Network has been set up for those impacted by suicide and self-harm that is led by Wirral Mind. This Lived Experience Network will provide an important platform for people with lived experience of suicide to share their valuable insights and experiences by working alongside members of the NO MORE Suicide Partnership Board, task groups and local authority groups.

Heidi Moulton is a beneficiary of Amparo, having lost her son Stefan to suicide. Heidi works to prevent suicide and spoke to the Parliamentary Health Select Committee when they visited C&M, along with participating in Public Health England masterclasses. Stefan's Socks is a video Heidi made with Champs about her son.



Community Response Plan

Communities, such as a workplaces, schools or particular neighbourhoods, can be impacted by a suspected suicide and efforts to mitigate this impact are important to maintain a sense of calm and clarity regarding the way forward and to help to contain anxiety within the locality. C&M has had a Community Response Plan in place since 2016 during which time support has been provided to schools, colleges, workplaces, and specific public places.

Samaritans Media Advice

When people are exposed to certain types of media coverage of suicide, this can increase the risk of imitational suicidal behaviour.

Champs and the local suicide prevention leads have sought to build positive relationships with the local press to ensure that the media delivers sensitive approaches to suicide. Samaritans Media Advisory service provide C&M bespoke training, advice, monitoring and analysis of local news coverage.



A Sustained Suicide Prevention Network

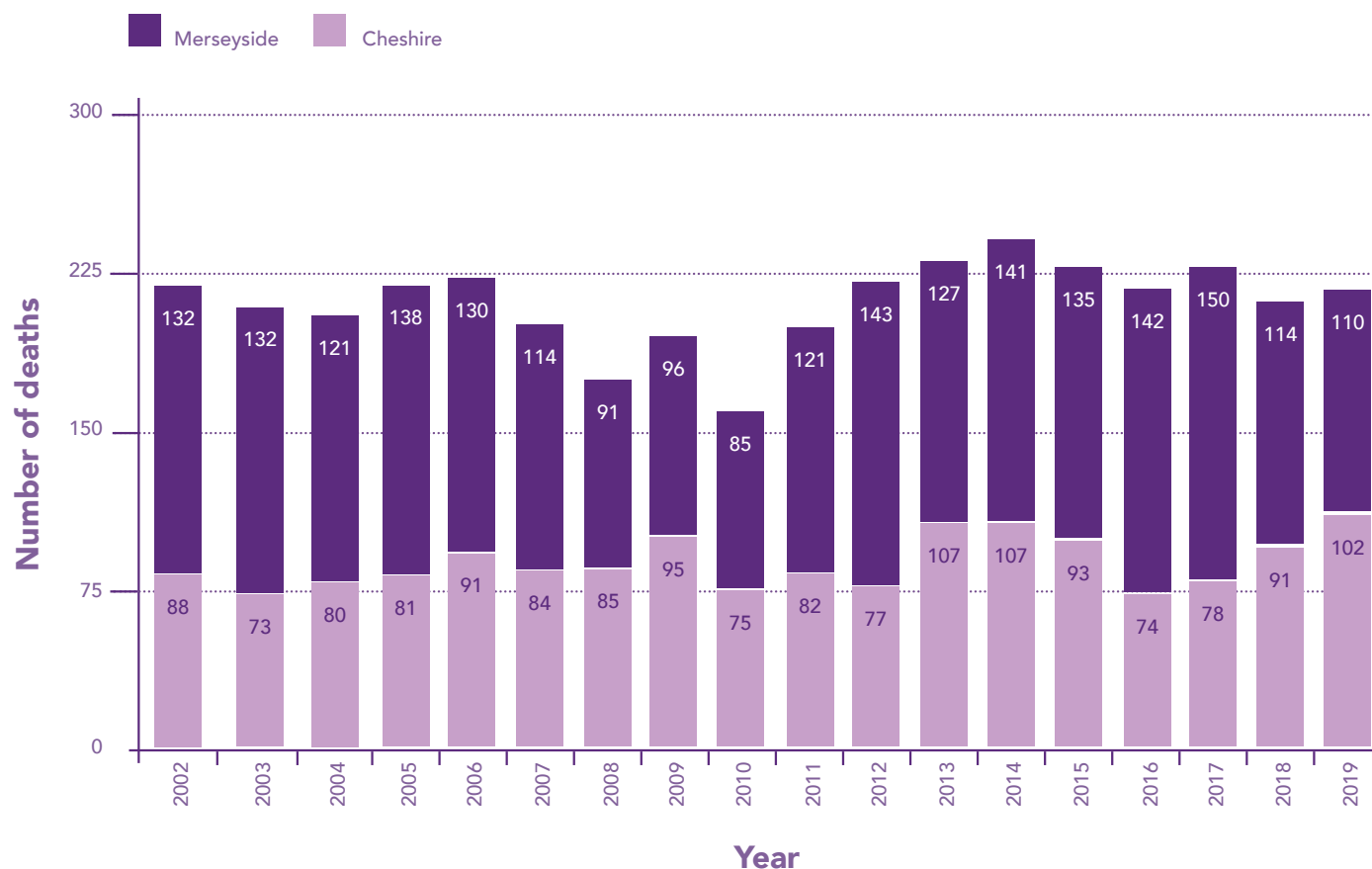
Intelligence

Multi-agency intelligence sharing, and learning provides us with a better understanding of the needs of different populations at risk of suicide. A Suicide Surveillance Group reviews intelligence, emerging trends and learning to improve the prevention of suicides.

Since 2016 C&M has had a Joint Suicide Audit, utilising a locally developed Suicide Audit Toolkit of data proforma, guidance and spreadsheets that enable the 9 local areas to pool information for more in-depth comparable data and trends to be analysed.

Since 2017 a Real Time Surveillance system has been run in partnership with the C&M coroners, whereby a suspected suicide can be notified immediately. This enables both the Amparo Service and the Community Response Plans and public places interventions to be activated as appropriate, helping to provide a rapid response, to mitigate the impact of a suicide and to prevent further imitative suicidal behaviour. Public place actions include signage and barriers at rail, road, parks, and high-rise buildings.

Numbers of deaths by suicide/UI across Cheshire and Merseyside (2002-19)



Leadership

The NO MORE Suicide Partnership Board provides strong leadership and oversight in advancing support and advocacy for suicide prevention across C&M. The Board is chaired by Sue Forster, Director of Public Health St Helens, and members include Councillor Louise Gittins, Leader of Cheshire West & Chester Council, those with lived experience of suicide, suicide prevention charities, emergency services, mental health trusts, public health intelligence and local public health leads, Clinical Commissioning Groups and HM Prisons.

Each of the 9 local councils in C&M has a suicide prevention group and a local lead. All the groups are active and meet the standards set out in the national guidance.

Funding

NHS England have instigated a National Suicide Prevention Programme towards achieving 10% reduction in suicides from a 2016 baseline. C&M have secured NHSE Suicide Prevention funding for 2019-2021 of £910K each year and NHSE Suicide Bereavement funding of £174K each year for 4 years 2020-2024, that is on a rolling year on yearly allocation basis. The funding provides C&M with the resources to scale up the strategic actions and to introduce new approaches through the latest evidence and learning.

National reach

The pioneering work that C&M has led on has resulted in presentations to national and regional conferences such as the NSPA conferences in 2017 & 2018, inclusion in national guidance documents such as PHE 'Local suicide Prevention Planning – a practice resource' and 'Support after suicide - a guide for local services', a Parliamentary visit of the Health Select Committee on Suicide Prevention in 2016 and contributions to learning for other regions such as PHE Suicide Prevention Master Classes in 2017.



Suicide Safer Communities Award



Building a Suicide Safer Community has been integral to the NO MORE Suicide Strategy and we were thrilled to receive the Suicide Safer Communities (SSC) Award from LivingWorks in July 2020 in recognition of the partnership's achievements and on-going commitment to preventing suicides.

LivingWorks are a global suicide prevention organisation that has brought international evidence together in establishing ten pillars of a Framework towards building a Suicide Safer Community.

The SSC Award greatly supports marking 5 years of the NO MORE Suicide Strategy, a time to reflect on the past five years and to look forwards to a refreshed strategy, engaging with new partners and building on the achievements in preventing suicide.

NO MORE Suicide

Preventing suicide in Cheshire & Merseyside



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