



Llywodraeth Cymru
Welsh Government

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Talk to me 2

Annexes – Suicide and Self Harm
Prevention Strategy and Action
Plan for Wales 2015-2020

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BACKGROUND

In 2009 Welsh Government published *Talk to Me* a five year National Action Plan to reduce Suicide and Self Harm in Wales ¹. The Plan was aimed mainly at people who were at highest risk and had seven key commitments:

- Promote mental health and wellbeing
- Deliver early intervention.
- Respond to personal crisis.
- Manage the consequences of suicide and self harm
- Promote learning, research and improve information on suicide and suicide prevention.
- Work with the media to ensure appropriate reporting on mental health and suicide.
- Restrict access to the means of suicide.

At the beginning of 2012 the Minister for Health and Social Services requested that a review of progress be undertaken by Public Health Wales. The review ² found that although there had been good progress in some of the commitments the inclusion of a large number of supporting actions in the Plan was felt to have reduced focus on delivering actions specific to suicide and self harm prevention.

The review report recommended action should be taken to enhance the involvement of health boards, local authorities and a broad range of other organisations named in *Talk to Me*. Subsequently a letter was issued from the Chief Executive of NHS Wales to all health board chief executives clarifying their responsibilities in this area. The National Advisory Group on suicide and self harm prevention, set up to oversee the implementation of *Talk to Me* and to advise Welsh Government, has forged strong working relationships across different sectors and is a good example of effective multi-agency working.

Following the review, the Minister for Health and Social Services asked Public Health Wales to redraft the Plan.

ANNEX 2

A series of tables relating to suicide and self harm data have been prepared by Public Health Wales. These will be published on the Public Health Wales Observatory website when *Talk to Me 2* is issued for consultation in November 2014 at: <http://www.wales.nhs.uk/sitesplus/888/page/65108>

Key policy and activity contributing to the prevention of suicide and self harm

Risk factor	Relevant policy, action or intervention.	Life stage
Deprivation	Child Poverty Strategy for Wales 2011 Growth and sustainable jobs programme Welsh Government: Programme for Government Tackling Poverty Programme Equality Programme	Early Years Working Age All Ages
Substance misuse	The All Wales School Liaison Core Programme Integrated Family Support Services. Statutory Guidance and regulations Working Together to Reduce Harm: The Substance Misuse Strategy for Wales 2008-2018 Wales Substance Misuse Treatment Framework	Children and Young People All Ages
Mental and emotional wellbeing	A Strategic Vision for Maternity Services in Wales 2011 Flying Start Thinking positively; Emotional health and wellbeing in schools and early years settings Personal and Social Education (PSE) and Social and Emotional Aspects of Learning (SEAL) Respecting Others; anti-bullying guidance 2011 WAGC 005/2008 Safeguarding children in education: the role of local authorities and governing bodies under the Education Act 2002 Welsh Network of Healthy Schools Schemes Breaking the Barriers: Meeting the Challenges. Better Support for Children and Young People with Emotional Wellbeing and Mental Health Needs Rights of Children and Young Persons (Wales)	Early Years Children and Young People Working Age Older People All Ages

	Measure 2012 Corporate Health Standard The Strategy for Older People in Wales 2013-2023 Together for Mental Health: A Strategy for Mental Health and Wellbeing in Wales The All Wales Mental Health Promotion Network	
Mental health	Together for Mental Health: A Strategy for Mental Health and Wellbeing in Wales Mental Health(Wales) Measure 2010	All Ages
Adverse Life events Domestic abuse Housing and homelessness	All Wales Antenatal Routine Enquiry into Domestic Abuse The right to be safe: Strategy for tackling violence against women Domestic abuse guidance: supporting people and multi-agency working Supporting People Programme Grant (SPPG) guidance Wales 2013 Ten Year Homelessness Plan for Wales 2009-2019 Standards for improving the health and well-being of homeless people and specific vulnerable groups	Early Years All Ages
Offending	All Wales Youth Offending Strategy PSI2011-064 Management of prisoners at risk of harm to self, to others and from others (Safer Custody) Policy Implementation Guidance: Mental Health Services for Prisoners in Wales (May 2014) Pathway to Care for Older Prisoners	Children and Young People Working Age Older People
Veterans	All Wales Veterans Support Services	All Ages

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Annex 1

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CASE STUDIES

Suicide Awareness Training

...one of the things I think ASIST does it gives you a more common ground language across different people, who have different roles with different experiences, and different responsibilities.everyone's done the same course, and because it talks so openly and directly, and encourages people to talk very directly about suicide, I think it enables us across different disciplines with different experiences of working with people, who are suicidal, to have a language that feels okay to talk about..... (Focus group participant, organisation 1, 2013)

It's made it more aware of student lives and the problems students had. Before we used to get the police or get an ambulance, where now we won't call an ambulance, we won't call the police, if that person is coming round now we report to a nurse, student support, accommodation (Focus group participant, organisation 1, 2013)

As a result of everyone being trained there is a better understanding that it is not just key staff – support workers – who can make a difference. there is more credibility placed on observations of non-professional staff ... (Case study questionnaire, organisation 2, 2013)

Social Media

A research project at Cardiff University is analysing social media communication relating to suicide using the Collaborative Online Social Media Observatory (COSMOS) to assess how social media sites such as Twitter, Facebook and Tumblr are used after a young person dies from suicide. They aim to develop a tool which can identify peaks in suicidal communication. In future this could be used to promote help-seeking via social media. A research project at Swansea University is assessing use of online websites and social media related to self harm in order to develop guidelines regarding content and quality.

Help is at Hand

Papyrus Chairman Stephen Habgood said:

"As a parent I was disappointed not to be given any supportive literature when my son took his own life. Having subsequently been aware of Help is at Hand I know I would have found it extremely helpful. As a former Welsh clergyman and now Chairman of PAPYRUS Prevention of Young Suicide I know that many of our members have found the resource extremely beneficial."

Media Reporting Case Study

Samaritans has been working closely with the media, for two decades, providing expert advice on how to safely portray suicide and self-harm. The Samaritans

launched their updated media guidelines in January 2014. These guidelines have been endorsed for Wales by the National Advisory Group and Public Health Wales.

Samaritans has also published a range of new supplementary factsheets covering specific topics. These include: broadcast, drama, murder-suicide, digital media, railway deaths and how to work with bereaved families in the aftermath of a suicide. Journalists can quickly refer to these concise documents when reporting on these issues, which should help to improve the standard of coverage.

Samaritans monitor media reporting of suicide on a daily basis and follow-up with publications to request changes to online versions, where the content carries risk of influencing the behaviour of vulnerable people.

Samaritans works with all members of the media, from mainstream news reporting to documentaries, dramas, soaps and advertising. This includes working proactively with programme makers, advising on scripts and scenes and encouraging the inclusion of sources of support, at the end of programmes, signposting viewers to help if they are touched by the issues covered.

Means Restriction 1

Samaritans, Network Rail and the British Transport Police have established a joint, five year training, communications and outreach programme that initially focussed on those stations most affected by suicide which included stations in Wales.

Quote from Dr Paul I Clark, Head of Route Safety, Health and Environment, Network Rail

“The Network Rail Wales Route Suicide Prevention Team with other industry stakeholders, including Arriva Trains Wales, First Great Western and the British Transport Police have been working closely with the Samaritans to reduce the potential of suicides on our railway.”

“Our stakeholder community has a committed prevention plan that sets out a number of distinct interventions. With the technical support of the Samaritans, we have made significant investment on physical prevention measures and trained over 270 frontline workers (ATW, NR and BTP) in Wales, improving confidence to safely intervene in potential suicide incidents. Early feedback from our people has been very positive; scoring 4.8 out of 5 for learning outcomes, but most importantly this training has been put to real use supporting our people in many of the 46 recorded suicide prevention intervention events in Wales last year.”

“Our stakeholder community have committed ambition to do much more and believe our collective activities in partnership with the Samaritans will continue to have a positive impact to reduce the risk of potential of suicides on our railway even further.”

Means Restriction 2

Papyrus has developed a leaflet *Action for Safety on the Internet* which offers advice and sources of help to anyone looking to guide a child or young person on responsible behaviour on the internet ⁵.

AUTHORS

Talk to Me 2 was developed following a request from Welsh Government that the National Advisory Group on suicide and self harm in Wales update *Talk to Me*, the current National Action Plan to reduce suicide and self harm in Wales.

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