



Llywodraeth Cymru
Welsh Government

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Talk to me 2

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

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TALK TO ME 2

Priority Actions

This Action Plan sets out the suicide prevention activity that will be a national priority in Wales over the next five years. This does not preclude other appropriate activity being undertaken at regional or local level. The Action Plan contains 16 priority actions, ordered according to six principal objectives.

Please note lead agencies (those responsible for the delivery of a particular action) are in bold text. Other organisations identified will play a supporting role or be consulted in development and delivery.

The priority actions comprise a rolling programme of work which the National Advisory Group on Suicide and Self Harm Prevention (NAG) will review and report on annually. Timeframes have been assigned to certain specific activities.

Objective 1: Further improve awareness, knowledge and understanding of suicide and self harm amongst the public, individuals who frequently come in to contact with people at risk of suicide and self harm and professionals in Wales

Priority Action	How will we do it?	Who will do it?	By when?
<p>1. The development and delivery of a Wales framework for the training of professionals, individuals who frequently come in to contact with people at risk of suicide and self harm, and the general public.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>The framework - being developed by NAG and to be endorsed by Welsh Government - will guide individuals and organisations to help them identify the most appropriate programmes to meet their needs. It will outline the types of training available to meet three key objectives, namely <i>awareness-raising</i>, <i>interventions</i> (aimed at those in need) and <i>treatment</i>.</p> <p><u>Awareness-raising</u>: targeted at the general population to challenge stigma, improve understanding and increase knowledge of where to go for help.</p> <p><u>Intervention</u>: targeted at individuals who frequently come in to contact with people at risk of suicide and self harm, priority care providers and the wider public (intervention in this context not therapeutic but</p>	<p>NAG</p> <p>Welsh Government: Mental Health and Vulnerable Groups / Public Health Policy</p> <p>Health Boards</p> <p>Local Authorities (including education and social service departments)</p> <p>Third sector organisations</p>	<p>The first review and report will be in April 2016.</p>

	<p>about giving an immediate, appropriate and proportionate response to individuals in distress / disclosing thoughts of suicide or self-harm).</p> <p><u>Treatment</u>: targeted at specialist workers with a longer term, therapeutic relationship with the person at risk.</p> <p><i>Framework design will involve an evidence review of the efficacy of available training and delivery options including ASIST, STORM, WARRN, NHS Scotland's Choose Life, Connecting with People's modular programme to identify a suite of options that reflect the resource needs of individual organisations / priority care providers.</i></p> <p>This work will encompass the development of a learning module with corresponding CPD (Continuous Professional Development) points for GPs, the wider practice team and other primary care based professionals.</p>		
<p>2. To promote staff awareness and improve staff knowledge of where to go for help and support through workplaces.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>Dissemination of information through <i>Healthy Working Wales</i> e-bulletins and events to improve staff and employer awareness.</p> <hr/> <p>The development by NAG and other parties of workplace related guidance to aid staff and managers.</p> <hr/> <p>Further encourage organisations and employers to sign the <i>Time to Change</i> organisational pledge as a means of communicating key health and wellbeing</p>	<p>Welsh Government: Mental Health and Vulnerable Groups / Public Health Policy</p> <p>NAG</p> <p>Third sector organisations</p> <p>Representative bodies such as the Confederation of British Industry, Federation of</p>	<p>The first review and report will be in April 2016.</p>

	messages.	Small Businesses, Acas and trade unions	
3. Promote staff and pupil awareness training and the development of support and guidelines on managing the consequences of suicide and self harm in schools. <i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i>	<p>The development by NAG and Public Health Wales (PHW) of guidelines for consideration by relevant Welsh Government departments. Local healthy schools practitioners to promote and signpost staff awareness training in secondary schools.</p> <hr/> <p>Continued operation of the Independent Counselling Service (local authorities are required by law to make reasonable provision of counselling services for pupils in Year 6 and all 11 to 18 year olds; monies made available by Welsh Government via the Revenue Support Grant), previously known as the Schools Counselling Service.</p> <hr/> <p>Continued operation of the All-Wales Anti-Bullying Leadership Group (established in 2014) and the further roll-out of <i>Respecting Others</i> anti-bullying guidance.</p> <hr/> <p>Completion of a feasibility study to determine the most effective means of supporting the emotional health and well-being of children in primary schools.</p> <hr/> <p>Examine scope for further development of the school nursing service in this area.</p>	<p>NAG</p> <p>PHW</p> <p>Welsh Government: Mental Health and Vulnerable Groups / Public Health / Support for Learners Policy</p>	<p>The first review and report will be in April 2016.</p> <hr/> <p>Ongoing</p> <hr/> <p>Ongoing</p> <hr/> <p>Ongoing</p> <hr/> <p>Ongoing</p>
4. Develop a bilingual National	Comparable to NHS Scotland's Choose Life	NAG	The first review and

<p>Wales Suicide and Self Harm Prevention website.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>website, development and content will be bilingual, driven by NAG and include resources for professionals and the public.</p> <p>Designed to promote awareness and understanding, the site will include specific sections addressing schools, parents / carers, young people and FE / HE students, workplace, wider public awareness etc. .</p> <p>The website will play an important role in ensuring ready access to trusted suicide prevention information.</p> <p><i>Consideration will be given to alternative methods of information dissemination to digitally disadvantaged groups such as older people and those living in rural communities e.g. Swansea University / Samaritans workshop session arranged for autumn 2015.</i></p>	<p>Welsh Government Mental Health and Vulnerable Groups Policy</p> <p>Swansea University</p> <p>Public Health Wales</p> <p>Third sector organisations and advice services (including Samaritans, NSPCC, Papyrus, Meic, C.A.L.L.)</p> <p>Involvement of service users with 'lived experience'</p>	<p>report will be in April 2016.</p>
<p>5. Establish an annual National Suicide Prevention Forum.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>Annual national fora will promote the sharing of good practice, highlight current issues and support collaborative work across the four nations (work critical to ensuring a co-ordinated pan-UK approach to suicide prevention, where necessary).</p>	<p>NAG</p> <p>Welsh Government: Mental Health and Vulnerable Groups / Public Health Policy</p> <p>Public Health Wales</p> <p>Regional Multi-Agency Suicide Prevention Fora (RMASPF)</p> <p>Health Boards</p> <p>Local Authorities (including</p>	<p>The first Forum to coincide with the launch of <i>Talk to Me 2</i> in July 2015.</p> <p>Annual thereafter.</p>

		<p>education and social services departments)</p> <p>Third sector and community organisations</p> <p>Other parties including NOMS, the Social Services Improvement Agency, Care Council for Wales, Care Forum for Wales</p> <p>Involvement of service users with 'lived experience'</p>	
<p>6. Ensure the engagement of LHBs and local authorities in Regional Multi-Agency Suicide Prevention Fora.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>The finalisation of guidance on the development of local action plans based on joint work by PHW and Public Health England.</p> <hr/> <p>The development of local action plans by RMASPFs.</p>	<p>NAG / PHW</p> <hr/> <p>RMASPFs / Health Boards / Local Authorities</p> <p>Third sector and community organisations</p> <p>First responder services</p> <p>Involvement of service users with 'lived experience'</p>	<p>December 2015.</p> <p>The first review and report will be in April 2016.</p> <hr/> <p>July 2016.</p>
<p>7. Use social media as a public awareness tool and to signpost sources of</p>	<p>Driven / hosted by the national website and undertaken in close collaboration with the third sector and community</p>	<p>NAG</p> <p>Third sector and community organisations</p>	<p>April 2016.</p> <p>Subsequent annual NAG reviews.</p>

information and advice. <i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i>	organisations.	Involvement of service users with 'lived experience'	
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Objective 2: To deliver appropriate responses to personal crises, early intervention and management of suicide and self-harm

Priority Action	How will we do it?	Who will do it?	By when?
8. Improve the health care response to self harm <i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i>	Local Health Boards to ensure that the NICE guidance on the management of self harm is being implemented in Wales ^{1,2}	Health Boards	December 2015.
	Collaboration between NAG, the College of Emergency Medicine and PHW (with respect to clinical quality and patient safety improvement programmes, such as 1000 Lives) to improve the management and recording of self harm in emergency departments. Reporting to include: - % of people who have self-harmed who have an initial assessment of physical health, mental state, safeguarding concerns, social circumstances and risks of repetition or suicide. - % of people who have self-harmed who receive a comprehensive psychosocial assessment.	NAG / PHW College of Emergency Medicine Involvement of service users with 'lived experience'	December 2015.
	Collaboration between Health Boards, Wales Alliance for Mental Health in Primary Care	PHW NAG	December 2015.

	(WaMHinPC) and the Royal College of General Practitioners (RCGP) to improve the management and recording of self harm in primary care.	Health Boards WaMHinPC RCGP Involvement of service users with 'lived experience'	
	People who have self-harmed to be cared for with compassion and the same respect and dignity as any service user.	Health Boards	Ongoing.
	Finalisation of a Crisis in Care Mental Health Concordat to further outline how health boards, the police and other partners can best respond to those in crisis.	Welsh Government: Mental Health and Vulnerable Groups Policy	Summer 2015.

Objective 3: Information and support for those bereaved or affected by suicide and self harm

Priority Action	How will we do it?	Who will do it?	By when?
<p>9. Further dissemination of <i>Help is at Hand Cymru</i></p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p><i>Help is at Hand Cymru</i>³ (developed by Public Health Wales, NAG and Swansea University), a resource for people bereaved through suicide, will be further disseminated to sustain awareness of the resource.</p>	<p>NAG / PHW</p> <p>Coroners' Society of England and Wales</p> <p>Third sector and community organisations</p>	<p>Autumn 2015.</p>
	<p>Online publication on Wales Suicide and Self Harm Prevention website.</p>	<p>NAG</p>	<p>April 2016.</p>
	<p>Consider scope for incorporating <i>Help is at Hand Cymru</i> into Book Prescription Wales scheme</p>	<p>Welsh Government: Mental Health and Vulnerable Groups Policy</p>	<p>October 2016.</p>

Objective 4: Support the media in responsible reporting and portrayal of suicide and suicidal behaviour

Priority Action	How will we do it?	Who will do it?	By when?
<p>10. Actively collaborate with the media to support sensitive reporting of suicide and self harm by adopting appropriate guidance</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>Promote specific training in responsible suicide and self harm reporting for journalists trained in Wales (such as that developed by Public Health Wales and Samaritans, based on the Samaritans Media Guidelines adopted in Wales).</p>	<p>NAG / Samaritans</p> <p>PHW</p>	<p>October 2015.</p>
<p>11. NAG to draw editors' attention to inappropriate reporting of suicide and self harm in the Welsh media</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>In collaboration with the Samaritans and other partners, the NAG Chair will issue a letter to Wales' media editors in response to incidents of inappropriate reporting of suicide and self harm behaviours (letters will signpost editors to the Samaritans media reporting guidance).</p>	<p>NAG</p>	<p>July 2015.</p>

Objective 5: Reduce access to the means of Suicide

Priority Action	How will we do it?	Who will do it?	By when?
<p>12. Review the evidence for the effectiveness of reducing access to the means of suicide.</p>	<p>The Cochrane Centre for Depression, Anxiety and Neurosis Suicide and Self Harm satellite at the Swansea University College of Medicine and the PHW Evidence</p>	<p>Swansea University / PHW</p>	<p>May 2016.</p>

	Service are currently reviewing the evidence for the effectiveness of interventions that reduce access to the means of suicide.		
13. Develop a mechanism to support local and national work to reduce access to the means of suicide where the evidence exists (involving collaborative work between stakeholders).	<p>Continuation of Health Board involvement in Serious Untoward Incident Collaboration / Mental Health Leadership Collaborative and their work on <i>Twelve points to a Safer Service</i> ⁴.</p> <p>Cross-sectoral collaboration at a national and local level is needed to consider barriers, nets, emergency telephone numbers or telephones at sites or structures that lend themselves to suicide attempts. Local authority planning departments and developers should consider suicide prevention at the design stage of buildings, especially with respect to schools, hospitals and residential care homes.</p> <p><i>Prisons – including the new prison in Wrexham – are required to adhere to clear and specific design requirements relating to ligature points and other means, as set out in Prison Service Standing Orders.</i></p>	<p>Health Boards / Welsh Government</p> <p>Serious Untoward Incident Collaboration</p> <p>Mental Health Leadership Collaborative</p> <p>Local Authorities</p> <p>Samaritans</p> <p>Network Rail's Wales Suicide Prevention Group</p> <p>NOMS</p>	December 2015.
<p>14. Engage with partners in the internet industry to:</p> <ul style="list-style-type: none"> - Reduce access to online information which promotes or encourages suicide and self harm methods - Improve 	<p>Welsh Government and NAG to engage with partners to reduce access to information online which promotes, encourages or informs on suicide and method.</p> <p>This activity will necessitate ongoing work with the internet industry and content providers through the UK Council for Child Internet Safety to create a safer on-line environment for children and young people (through industry self-regulation, improvements to e-</p>	<p>Welsh Government Mental Health and Vulnerable Groups Policy</p> <p>NAG</p>	April 2016.

<p>access to suicide prevention services</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>safety education and the further raising of public awareness.</p> <p>Samaritans have worked with search engines and social media sites to ensure ready access is provided to trusted suicide prevention and support services.</p>		
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Objective 6: Continue to promote and support learning, information and monitoring systems and research to improve our understanding of suicide and self harm in Wales and guide action

Priority action	How will we do it?	Who will do it?	By when?
<p>15. To continue to review deaths through suicide in those known to mental health services.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>Continued involvement of Health Boards in the Serious Untoward Incident Collaboration, Mental Health Leadership Collaborative and the National Confidential Inquiry into Suicide and Homicide.</p> <p>Review of deaths <i>known to the service</i> will be facilitated and co-ordinated through these processes and be an ongoing element of clinical audit.</p>	<p>Health Boards</p> <p>Healthcare Quality and Improvement Partnership <i>National Confidential Inquiry into Suicide and Homicide (NCISH)</i></p> <p>Swansea University (in collaboration with NCISH)</p>	<p>April 2016.</p>
<p>16. Develop work to review deaths through suicide in those not known to mental health services.</p> <p><i>A rolling programme of work to span the life of the strategy. Subject to annual NAG review.</i></p>	<p>Pilot work will be undertaken to develop a national process for reviewing deaths through suicide in those not known to mental health services (involving the police, coroners, health boards and local authority social services) to identify and disseminate findings on:</p> <ul style="list-style-type: none"> - Lessons learned - Trends - New methods - Especially vulnerable 	<p>PHW / NAG</p> <p>Swansea University</p> <p>Health Boards</p> <p>Local Authorities (social services departments)</p>	<p>April 2016.</p>

	<p>groups</p> <p>Will involve the coordination of existing processes, including:</p> <ul style="list-style-type: none"> - The Suicide Information Database (SID) Cymru (held in the Swansea University's Secure Anonymised Information Linkage databank) - The Child Death Review Programme in Wales - Fatal Drug Poisoning Reviews - Child and Adult Safeguarding Boards' Practice Reviews <p>Consideration to be given to:</p> <ul style="list-style-type: none"> - Continuing collaborative work with coroners to improve liaison and information sharing - Real time suicide surveillance - continuing the collaboration with the Association of Chief Police Officers - Self harm surveillance through the creation of a self harm register similar to that operated in England or by using routinely available data <p>Ongoing work by PHW around the issue of narrative verdicts.</p>		
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