

Understanding

The Suicide Prevention and Self-harm Delivery Plan for Wales 2025-2028

Contents

1	Introduction
2	Objectives
3	Objective 1: Listening and learning
4	Objective 2: Preventing
7	Objective 3: Empowering
8	Objective 4: Supporting
9	Objective 5: Equipping
10	Objective 6: Responding
11	Our Detailed Action Plan
35	Glossary

Introduction

This Delivery Plan accompanies the Suicide Prevention and Self-harm Strategy for Wales 2025-2035. This plan details actions which will be taken across the Welsh Government, by NHS Wales and our key partners to contribute to achieving the longer-term vision and objectives committed to in the Strategy.

The actions set out in this plan will be taken forward within the next three years — 2025-2028. Creating a short and focussed plan allows us to reflect and evaluate and ensure the actions are delivering effectively on our strategic objectives.

Our vision

The annual rates of suicide in Wales will continuously decrease. People who self-injure, self-poison, who have suicidal ideation or have attempted suicide will feel safe and understood. They will belong to informed and compassionate communities and will be able to access support and services which meet their needs when and where they need them.

Objectives

- Listening and learning: We will have streamlined processes for the collection, analysis, and interpretation of data, evidence and lived experience testimony; and robust infrastructure to ensure the intelligence gathered is used to develop policies, support, and services.
- **2. Preventing**: We will have a co-ordinated cross-Government and multi-agency response to:
 - Tackle the risk factors linked with self-harm and suicide:
 - Restrict access or exposure to harmful information online and in the media;
 - Limit access to methods which can be used to cause harm;
 - Identify and manage locations of concern.
- **3. Empowering**: Everyone will be empowered with the knowledge and awareness to recognise those in need, offer kind and compassionate support; and help them access services if needed.

- 4. Supporting: People who have suicidal ideation or self-harm, or those supporting them, will have access to timely and person-centred support, intervention and treatment from all relevant services including primary care, mental health, urgent and emergency care, and third sector services.
- 5. Equipping: Services that support people with challenges which increase their risk of suicide and self-harm are equipped to identify people at risk and work with partner agencies to offer holistic, person-centred and compassionate support.
- **6. Responding**: We will have timely responses to suicides and compassionate and person-centred support is available to all those affected.

More detailed explanations of the objectives, alongside definitions of key terms, can be found in the Strategy document www.gov.wales/ understanding-suicide-prevention-and-self-harm-strategy.

Structure

This Delivery Plan has been structured as follows:

Pages 3 to 10: An overview of each objective which sets out where we are now (the baseline) and a summary of the actions we will be taking forward over the next three years to advance progress.

From page 11 onwards: A more detailed action plan including setting out what needs to be delivered, by who and by when to achieve our ambitions.

Objective 1: Listening and learning

We will have streamlined processes for the collection, analysis, and interpretation of data, evidence and lived experience testimony; and robust infrastructure to ensure the intelligence gathered is used to develop policies, support, and services.

Where are we now

- We have the Real Time Suspected Suicide Surveillance (RTSSS) for Wales; a population level surveillance system which has been developed collaboratively between Welsh Government; the four Welsh Police forces; British Transport Police; the NHS Wales Executive; Swansea University; and Public Health Wales. The RTSSS provides more timely information about suspected suicides to inform response and preventative approaches.
- A National Centre for Suicide Prevention and Self-harm Research has been established and will be led in Swansea University, funded by Health and Care Research Wales (HCRW).
- The Suicide and Self-harm Programme team in the NHS Wales Executive has established national workstreams, regional partnerships, and local sub-groups bringing key agencies and people with lived/living experience of self-harm and suicide together to plan and coordinate regional and local activity.
- Several charity organisations across Wales also have forums through which they engage with people with lived experience.
- Ongoing work with the Office of National Statistics (ONS) to disaggregate England and Wales suicide statistics so that we can better understand Wales-specific trends and facilitate more targeted monitoring.
- Collaborative working with Administrative Data Research (ADR) Wales to identify research priorities which will support policy and delivery development.

Next Steps

O1a. Better understand self-harm (inc. suicide attempts), by:

- Talking to people with lived experience.
- Mapping potential sources of data.
- Establishing processes and agreements for that data to be shared and analysed.

O1b. Better understand suicide, by:

- Talking to people who have attempted suicide or who have experienced suicidal thoughts.
- Expand and improve the quality of data captured and reported through the RTSSS.

O1c. Improve the processes for information to be shared, analysed and put into practice, by:

- Establishing a Wales-wide evidence network linked to the National Centre as a central repository for collective analysis and interpretation.
- Formalising the relationship between ourselves and the National Centre, securing it as our advisory body.
- Developing a lived experience framework and community of practice.

Objective 2: Preventing

We will have a co-ordinated cross-Government and multi-agency response to:

- Tackle the risk factors associated with self-harm and suicide;
- Restrict access or exposure to harmful information online and in the media;
- Limit access to methods which can be used to cause harm;
- · Identify and manage locations of concern.

Where are we now

We already have structures in place which allow us to continuously engage with policy colleagues in Welsh Government to influence and collaborate to deliver our objectives for suicide and self-harm. These include:

- The Mental Health, Suicide and Self-harm Ministerial Assurance Board, which oversees the development and implementation of the Mental Health and Well-being Strategy and the Suicide Prevention and Self-Harm Strategy.
- The Suicide Prevention and Self-Harm
 Strategy Board, which brings together key cross Government and cross-sectoral partners who have been identified to have a role in suicide and self-harm prevention and support and collectively provide assurance to the Ministerial Assurance Board on related suicide and self-harm workstreams.

Through these arrangements we are learning about **what other policy areas are already doing** which will make a positive contribution to delivering this objective, such as:

- Improving mental health and well-being in Wales, including perinatal mental health and dementia.
- Embedding a whole-school approach to emotional and mental well-being, ensuring student online safety and tackling bullying.

- Ongoing work being taken forward to address inequalities such as through the Disability Rights Taskforce, Anti-Racist Wales Action Plan and the LGBTQ+ Action Plan.
- Preventing and mitigating Adverse Childhood Experiences (ACEs) and embedding the Trauma-Informed Wales Framework into policies, programmes, strategies, and services.
- Supporting those who have experienced domestic abuse and violence, gender-based violence and sexual violence and abuse and taking action on prevention.
- Supporting those living with the impacts of **poverty** and committing to reduce poverty through the Child Poverty Strategu.
- Supporting and promoting the welfare of students and staff in tertiary education.
- Under the School Standards and Organisation (Wales) Act 2013, local authorities are required to make reasonable provision of independent counselling services for children and young people aged between 11 and 18 and pupils in Year 6 of primary school. This agreement also includes Elective Home Education Learners.
- Supporting 16-24 year-olds in Wales into education, employment, training or setting up their own business through the Young Person's Guarantee, of which Jobs Growth Wales+ is our flagship programme.
- Support for those with substance misuse issues.

- Welsh Government Chief Planning Officer asked Local Authorities to consider suicide risk in the design and approval of new structures and infrastructure.
- Connecting people through the Loneliness & Isolation Strategy.
- Undertaking of assessments to identify opportunities and seek to implement measures where practicable to restrict access to means on the trunk roads and motorway network across Wales.
- Promoting Children's Rights through the principles of the United Nations Convention on the Rights of the Child (UNCRC) being used in policy development.
- **Financial support** available to those in crisis through the Discretionary Assistance Fund.
- Providing funding to local authorities to spend on services/projects aimed at preventing homelessness and helping people to live in their own home or supported housing.
- Support delivered to carers through the Carers strategu.
- The provision of Public Sector Broadband Aggregation (PSBA) which offers a real-time web content filtering and online monitoring service to local authorities and maintained schools in Wales. The service helps to safeguard learners and practitioners from inappropriate and harmful content when working online within the school setting. The service also enables local authorities and school safeguarding leads to create alerts which monitor search behaviours and help keep our learners safe.
- Existing media guidelines produced by the Samaritans, the World Health Organisation (WHO), and the Independent Press Standards Organisation (IPSO).

We have also identified **new opportunities** we will explore with policy colleagues to:

- Collaborate on the development and delivery of the next steps of the Sound Campaign, which engages with men and boys to create safe spaces to safely talk about issues such as relationship problems, coping mechanisms, emotional regulation and problematic behaviours to try to reduce the risk of violence against women and girls.
- Create a common framework covering mental health and well-being support for tertiary education providers, including suicide and self-harm, and facilitate providers to embed this in their policies and practices. Medr will monitor the implementation of the framework through its regulatory framework, including the condition placed on providers to support staff and student welfare.
- Scope options around ensuring shared decision making between prescribers and service users e.g., making sure service users are aware of the risks of medication which can cause suicidal ideation.
- Collaborate on the development of the next Learning Disability Strategic Action Plan.
- Support the implementation of the Trauma-Informed Wales Framework and ensure trauma-informed suicide awareness and prevention training is provided for those frontline services who regularly encounter people at crisis point and traumatic incidents (for example firefighters, highway workers, train drivers, social workers, emergency workers, police, and NHS staff). Ensure support is in place for them and their staff who may be at risk of vicarious trauma.
- Scoping any gaps in provision for support in Pupil Referral Units (PRUs) and for pupils Educated Other Than At School (EOTAS).
- Scope collaboration through the Gambling Levy.
- Ensure **neurodiversity waiting well** interventions consider suicide and self-harm risk and are able to support those who are waiting for diagnostic assessment, including support for parents and carers.

- Scope opportunities to further identify areas of suicide risk as well as promote good design through Planning processes.
- Scope further opportunities to identify places where emerging Satellite technology, Mobile or WiFi boosters could be installed to increase connectivity.
- Work with UK Government to ensure the provisions in the Crime and Policing Bill include criminalising the assisting or encouraging of self-harm in person.
- Identify opportunities to improve the evidence linking learning disabilities, suicide and self-harm to inform any successor to the current Learning Disability Strategic Action Plan 2022-2026.
- Continue to minimise the harms caused by alcohol by working with Alcohol Change UK.
- Scope potential to include awareness raising, training and resources within Cymorth TB to target farmers and vets.
- Access to accredited Suicide First Aid training for Cadw Custodians and public facing staff.
- Identify best practice and training opportunities within National Parks and National Landscapes through Landscapes Wales.

Continued collaboration over the lifetime of the Delivery Plan and Strategy will allow us to capitalise on other opportunities.

In addition to the internal governance arrangement in Welsh Government, multi-agency and cross-sectoral partnership arrangements have been established by the Suicide and Self-harm Programme in the NHS Wales Executive which bring services together to deliver policies, processes and services. These arrangements will be reviewed to reflect our new objectives.

Next Steps

O2a. Inform and influence Welsh Government policies and programmes, by:

- Using data and evidence to identify the potential impact of wider Welsh Government policies and programmes on suicide and self-harm.
- Establishing methods for including the consideration of suicide and self-harm impacts into existing impact assessments.
- Providing suicide and self-harm awareness training for Welsh Government staff.

O2b. Promote helpful media reporting and limit access to misinformation, by:

 Reviewing media guidelines, training, monitoring and escalation procedures.

O2c. Enhance our responses through embedded suicide prevention protocols and strengthening delivery mechanisms, by:

- Establishing an emerging methods protocol.
- Establishing a protocol for locations of concern.
- Embedding leadership in public sector services

Objective 3: Empowering

Everyone will be empowered with the knowledge and awareness to recognise those in need, offer kind and compassionate support; and help them access services if needed.

Where are we now

- The NHS Wales Executive Suicide and Self-Harm Programme has produced a training Hub, which includes a Suicide Awareness Module and further training.
- The NHS 111 Wales website has pages offering guidance offering support and guidance for help around self-harm and suicidal thoughts.
- Third sector services and websites provide a range of information and advice.
- The NHS Wales Executive hosts training, conferences, workshops, and webinars on suicide and self-harm in Wales.
- Samaritans run a Male Suicide Prevention Campaign with a focus on increasing help seeking behaviour amongst men and promoting better listening.

Next Steps

O3a. Improve the accessibility of universal suicide and self-harm awareness and support information and resources, by:

- Reviewing the current level of public understanding of suicide and self-harm, in addition to their current needs, to identify opportunities to develop universal and easily accessible resources and promote those that are already available.
- Developing an awareness module for self-harm, equivalent to the suicide module.
- Providing support to enhance active listening and safety planning skills.

O3b. Scope the potential for a national campaign, by:

 Commissioning an evaluation of similar and/or relevant campaigns to assess impact, risk and value.

Objective 4: Supporting

People who have suicidal ideation or self-harm, or those supporting them, will have access to timely and person-centred support, intervention and treatment from all relevant services including primary care, mental health, urgent and emergency care, and third sector services.

Where are we now

Mental health services:

 Improvements to mental health services at all levels (primary care and specialist care) being delivered through the Mental Health and Wellbeing Strategy.

Funded third sector support:

 Provision of telephone, online chat and email support services, including a dedicated Welsh Language Line, through Samaritans Cymru.

Workforce development:

- Continued development of the NHS Wales Executive Suicide and Self-Harm Training Hub and digital platform.
- Mental Health training, including awareness and first aid through Health Education and Improvement Wales (HEIW), delivered to the Community Pharmacy workforce.
- The publication of a set of learning outcomes, recommending Higher Education Institutions include suicide prevention and self-harm awareness as a component of all undergraduate and pre-registration health and social care training programmes.

Next steps

O4a. Improve access to and delivery of services across Wales for those who present with and seek support for self-harm and suicidal ideation, by:

- Influencing the Strategic Programme for Mental Health and Strategic Mental Health Workforce Plan
- Developing and implementing approaches across the health and care system on psychosocial assessment, safety planning, responding to distress, crisis support and intervention, enabling recovery, and support after a suicide attempt or bereavement.

O4b. Enhance the offer of support in other services including primary care mental health, urgent and emergency care, and third sector services, by:

- Reviewing the current provision and identifying opportunities for an enhanced, person-centred offer.
- Developing and implementing a workforce and training plan for Suicide Prevention and Self-Harm in Wales.

O4c. Creating a pathway for self-harm, by:

- Working with key agencies (see more detailed actions).
- Publishing a quality statement for self-harm.

Objective 5: Equipping

Services that support people with challenges which increase their risk of suicide and self-harm are equipped to identify people at risk and work with partner agencies to offer holistic, person-centred and compassionate support.

Where are we now

- There is the ongoing implementation of the framework on embedding a whole-school approach to emotional and mental wellbeing.
- There is existing guidance for "Responding to issues of self-harm and thoughts of suicide in young people" and support for the delivery of this guidance in schools and settings where young people engage.
- The Tertiary Education and Research (TER) (Wales) Act 2022 provides for the establishment of a new registration model for tertiary education providers with a focus on supporting and promoting the welfare of students and staff.
- Public Sector Broadband Aggregation (PSBA)
 which includes Websafe a web filtering
 safety service is provided to all local
 authorities and maintained schools in Wales.
- CADW Custodians have received suicide awareness training.
- Farming Inspectors have received mental health training.
- NHS Wales Executive have created a Suicide Awareness Module and training hub.
- Alcohol Change UK have developed guidance to support people experiencing co-occurring alcohol use and self-harm issues.

Next Steps

O5a. Map services that encounter people at high-risk of suicide and self-harm, by:

- Conducting a service mapping exercise
 to identify the wider settings where
 at-risk individuals are and can be supported
 such as substance misuse services,
 Jobcentres, and domestic abuse services etc.
- Reviewing the current provision and need within wider settings and identify opportunities for an enhanced, person-centred offer.

O5b. Enhance the offer available, by:

- Directing services to available resources to enhance understanding and skills.
- Developing/influencing relevant policies/ frameworks relevant to identified services (e.g. the substance misuse framework).

O5c. Enhance the offer of support in children's services, by:

- Reviewing existing training products so they are suitable for those caring for children and young people.
- Assessing learning and support needs of those working with children and young people and co-produce policies, protocols and resources.

O5d. Create multi-agency mechanisms for collaboration, information sharing and support, by:

 Reviewing and adapting multi-agency partnership arrangements to bring services together (delivered via objective 6).

Objective 6: Responding

We will have timely responses to suicides and compassionate and person-centred support is available to all those affected.

Where are we now

- Multi-agency responses to safeguarding concerns, including suicide or suicide attempts. are supported by the ability to access existing processes and agreements for data disclosure and data sharing between statutory agencies (for example Public Protection Notices).
- The National Advisory and Liaison Service (NALS) is available for those affected by suicide at any point following a death, but in particular makes a proactive offer of support within 72 hours of a death bu suspected suicide.
- We have published national guidance around "Responding to people bereaved or affected by suicide" for key delivery partners so that they all understand their role in the process.
- Existing emergency/crisis response such as 111, press 2, the CALL and Samaritans helplines are available to those in need of support.
- Some Health Boards/Local Authorities have existing rapid response and/or safeguarding arrangements in place following a suspected suicide.
- The NHS Wales Executive have developed a digitised Help is at Hand source aimed at the wide range of people who are affected by suicide or unexplained death.

Next Steps

O6a. To ensure timely trauma informed, compassionate and person-centred support is available for those affected by suicide, by:

Evaluating the impact of the national response to people bereaved or affected by suicide and scope if further provision is required under the National Advisory and Liaison Service (NALS).

O6b. Provide consistent, joined-up and rapid responses following suicide, by:

- Establishing rapid response and cluster response protocols.
- Working with UK Government to introduce regulations which place a duty on online providers to store information relating to death by suicide or instances of self-harm.

Our Detailed Action Plan

In order to achieve our objectives and support what we're already doing, we will develop and take forward a number of new actions over the next three years, as detailed below.

The table sets out our overall aims and the actions we will take to achieve them. For accountability we have included who will lead on each action and the associated timescales.

Whilst there is an assigned lead, we know none of these actions can be achieved without working together. There are a number of organisations across sectors working hard to support those who self-harm and/or have suicidal ideation and those affected.

In addition to the leads outlined below. successful delivery of the objectives will be dependent on the involvement of other key agencies and stakeholders, including (but not limited to):

- Policy teams across Welsh Government.
- The Suicide Prevention and Self-Harm Programme in the NHS Wales Executive.
- Mental Health teams within the NHS Wales Executive.
- Strategic Programme for Primary Care in the NHS Wales Executive.
- The National Centre for Suicide Prevention and Self-harm Research.
- Public Health Wales.
- Health Boards across Wales.
- Local Authorities.

- The Emergency Services and other first-responder organisations.
- Education settings across Wales.
- Employers and work settings.
- Health Education and Improvement Wales (HEIW).
- Regional Partnership Boards (RPBs).
- Regional Safeguarding Boards (RSBs).
- It is also important to recognise the significant and vital contributions that third sector organisations, and individuals, continue to contribute in Wales in terms of informing our understanding of suicide and self-harm, and delivering meaningful change. The continued contributions from these organisations and individuals will be fundamental in delivering our actions and long-term objectives for suicide prevention and self-harm.

Objective 1: Listening & Learning

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Better understand self-harm (inc. suicide attempts). This will allow us to:	Map sources of self-harm data in Wales.	National Centre for Suicide Prevention and Self-harm Research.	End of year one.	2 – Preventing4 – Supporting5 – Equipping
 Better understand the prevalence of self-harm. Aid our understanding of people affected and how we can offer support. 	Establish a protocol for consistently identifying and recording self-harm incidents through coding and training. This will include differentiating between self-harm and suicide attempts.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year three.	2 - Preventing 4 - Supporting 5 - Equipping
 Expand our understanding of people who attempt suicide, those affected, the risk factors and our response. 	Review processes for collating and interpreting data and evidence for self-harm.	National Centre for Suicide Prevention and Self-harm Research.	End of year three.	2 – Preventing 4 – Supporting 5 – Equipping
 Identify needs and support the ongoing design and development of both monitoring and response systems. 				

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Better understand suicide. This will allow us to: Increase our understanding of those who complete suicide, those affected, the risk factors and our response. Expand our understanding of how diversity may	Map how additional data can be gathered and included within RTSSS around: • Ethnicity • Gender identity • Those who have been bereaved by suicide • Language Spoken/Preferred Language • Immigration Status • Learning Disability.	Public Health Wales (PHW).	End of year one.	2 - Preventing 4 - Supporting 5 - Equipping 6 - Responding
impact risk.	Where possible, include new data elements within the RTSSS reporting.	Public Health Wales (PHW).	End of year three.	2 – Preventing4 – Supporting5 – Equipping6 – Responding
	Establish infrastructure to link data sources (e.g. the RTSSS and SAIL) which will provide more comprehensive data relating to deaths by suicide.	National Centre for Suicide Prevention and Self-harm Research.	End of year two.	2 - Preventing 6 - Responding
	Explore the possibility of all Mental Health teams within Health Boards notifying RTSSS of suspected suicides by in patients or those recently discharged.	Public Health Wales (PHW).	End of year two.	2 - Preventing 6 - Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Improve the processes for information to be shared, analysed and used to inform policies	Establish terms of reference for the National Centre which set out the relationships with other structure/organisations.	National Centre for Suicide Prevention and Self-harm Research.	End of year one.	2 – Preventing
 and services. This will allow us to: Bring together evidence from across sources (inc. Lived experience) to develop the evidence base, share and collectively interpret data and evidence, and advise the Welsh Government on policies and programmes to deliver the Strategy objectives. Ensure that we can monitor the delivery of the actions in the Delivery Plan and their effectiveness in terms of delivering our objectives and vision. 	Establish a formal relationship between the National Centre for Suicide Prevention and Self-harm Research as an advisory body to the Welsh Government.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	2 - Preventing
	Publish a closure report outlining the achievements against the Talk to me 2, Suicide and Self-Harm Prevention Strategy for Wales 2015 to 2022 to set the baseline for the new strategy.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	 2 - Preventing 3 - Empowering 4 - Supporting 5 - Equipping 6 - Responding
	Develop a reporting framework and procedure linked with the Strategy Board and Ministerial Assurance Board.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	 2 - Preventing 3 - Empowering 4 - Supporting 5 - Equipping 6 - Responding
	Create and publish an outcomes framework.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	2 - Preventing 3 - Empowering 4 - Supporting 5 - Equipping 6 - Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
 To assess the impacts of the strategy. Learn from those with lived experience to ensure support services are 	Develop a lived experience Framework.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	 2 - Preventing 3 - Empowering 4 - Supporting 5 - Equipping 6 - Responding
person-centred and needs led. • Ensure a consistent approach to co-production, with regard to clarity of roles and responsibilities, safeguarding of those with whom we engage, and consistent approaches to reward and recognition across partner agencies. While some of those we will engage with will be NHS Wales service users, many will not.	Develop Communities of Practice.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year three.	2 - Preventing 3 - Empowering 4 - Supporting 5 - Equipping 6 - Responding

Objective 2: Preventing

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Inform and influence Welsh Government policies and programmes. This will allow us to:	Scope opportunities to incorporate suicide and self-harm awareness into Welsh Government Staff Training.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	3 – Empowering 5 – Equipping
 Raise awareness of self-harm and suicide across Government. Tackle the risk factors linked with self-harm and suicide. 	Scope current training received by external facing staff, review any gaps and develop bespoke training where necessary.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	3 – Empowering 5 – Equipping
	Establish processes for the inclusion of suicide and self-harm consideration into public bodies' assessment of mental health impacts through the Health Impact Assessment.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year one.	3 – Empowering 4 – Supporting 5 – Equipping 6 – Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Promote helpful media reporting and limit access	Review media guidelines for suicide and self-harm reporting.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year three.	6 – Responding
 to misinformation. This will allow us to: Enhance the media's contribution to suicide prevention and self-harm support. Limit access to harmful information. Enhance access to helpful information and support. 	Develop an established escalation protocol for those concerned about how suicide and self-harm has been reported in the media.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year three.	6 - Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Enhance our responses through embedded suicide prevention protocols and enhanced delivery	Embed identified leadership within the public sector for suicide prevention and self-harm.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year three.	3 – Empowering 4 – Supporting 5 – Equipping 6 – Responding
mechanisms.This will allow us to:Limit the ease of access to fatal and significant harm.	Develop National protocols for responses to specific locations or public spaces of concern for suicide and self-harm.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	4 - Supporting 6 - Responding
Limit the impacts on those affected who may witness incidents.	Develop National protocols for responses to emerging lethal methods for suicide and self-harm.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	4 - Supporting 6 - Responding

Objective 3: Empowering

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Improve the accessibility of universal suicide and self-harm awareness and support information and resources. This will allow us to: Scope the level of knowledge and understanding of suicide and self-harm and support services within the public. Understand where the gaps in understanding are in order to create the best awareness methods which meet both individual and public needs.	Map existing available resources and scope opportunities to enhance accessibility.	Suicide and Self-harm Programme NHS Wales Executive.	Ongoing.	4 – Supporting 5 – Equipping 6 – Responding
	Develop and maintain training and support products for settings which are universally accessible and equip people with the skills and knowledge to confidently offer support and signpost to services.	Suicide and Self-harm Programme NHS Wales Executive.	Ongoing.	5 – Equipping 6 – Responding
	Develop a bilingual Basic Awareness Module for Self-harm.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	2 - Preventing4 - Supporting5 - Equipping6 - Responding
	Ensure the basic Suicide and Self-harm awareness modules are available and promoted for universal access and are suitable for the public, considering accessibility, language provision and other specific needs.	Suicide and Self-harm Programme NHS Wales Executive.	End of year one.	2 – Preventing 4 – Supporting 5 – Equipping 6 – Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
 Ensure people can find the information and resources that they need to make a contribution. Connect people. Increase empathy. Empower everyone to support each other. 	Scope opportunities to increase public listening and compassion skills through training and resources.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year two.	2 – Preventing4 – Supporting5 – Equipping6 – Responding
	Promotion of consistent person-centred and universally accessed safety planning and support materials.	Suicide and Self-harm Programme NHS Wales Executive.	Ongoing.	2 – Preventing 4 – Supporting 5 – Equipping 6 – Responding
Increase knowledge and awareness of suicide and self-harm across Wales. This will allow us to: Reduce stigma. Empower everyone to support one another. Highlight nationally available support.	Develop and implement a communication and engagement plan, including scoping the potential of a bilingual national awareness campaign for suicide and self-harm in Wales.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year three.	2 – Preventing 4 – Supporting 5 – Equipping 6 – Responding
	Identify opportunities to raise awareness of self-harm and suicide residential and social settings.	Suicide and Self-harm Programme NHS Wales Executive.	Ongoing.	2 – Preventing 4 – Supporting 5 – Equipping 6 – Responding

Objective 4: Supporting

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Improve access to and delivery of Mental Health Services across Wales for those who present with and seek support for self-harm and suicidal ideation. This will allow us to: Help support and address mental health issues which can be a significant risk factor for suicide and self-harm. Ensure that those who present with suicidal ideation and self-harm as a primary or secondary issue to Mental Health services are supported appropriately.	Ensure the Patient Safety Programme meets the needs of those at risk of suicide or self-harm focusing on activities such as: Guidance for mental health in-patient discharge. Creating consistent person-centred and universally accessed safety planning. Reviewing risk formulation for inpatient services. Minimising harm associated with the use of ligatures.	Strategic Programme for Mental Health, NHS Executive.	End of year three.	2 - Preventing 3 - Empowering 5 - Equipping 6 - Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
	Review the current model of crisis support across Wales including the scoping of current interventions and access to support for those at risk of suicide or self-harm.	Strategic Programme for Mental Health, NHS Executive.	End of year one.	2 – Preventing
	Collaborate on the design of a new model of crisis support which meets the specific needs of people at risk of suicide or self-harm.	Strategic Programme for Mental Health, NHS Executive.	End of year three.	2 – Preventing
	Ensure support for Suicide Prevention and Self-harm is included in the offer for talking therapies.	Strategic Programme for Mental Health, NHS Executive.	End of year one.	2 – Preventing
	Collaborate on the Strategic Mental Health Workforce Plan.	Mental Health Policy Team, Welsh Government.	End of year one.	2 – Preventing

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
of support in other services including primary care mental health, urgent and emergency care, and third sector services. This will allow us to: Understand the gaps in provision in terms of individual support needs, language provision and access. Work to ensure equity of support across all geographical for self-harm and suicidal ideation in Wales. Increase our understanding and better communicate the needs of those who seek to engage with services for support around suicide and self-harm, as well as the needs of the workforce with deliver these services. Continue to develop the bilingual Digital Platform to support front-line worked across Wales, and the publication in Wales.		Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	2 – Preventing 3 – Empowering 6 – Responding
	to engage with services for support around suicide and self-harm, as well as the needs of the workforce who	Suicide and Self-harm Programme, NHS Wales Executive.	Ongoing.	 1 - Listening and learning 2 - Preventing 3 - Empowering 5 - Equipping 6 - Responding
	bilingual Digital Platform to support front-line workers across Wales, and the public, through co-production and	Suicide and Self-harm Programme, NHS Wales Executive.	Ongoing.	2 – Preventing

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
	Active promotion of the suicide and self-harm bilingual basic awareness modules throughout primary care mental health, urgent and emergency care, and third sector services.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	2 - Preventing 3 - Empowering 5 - Equipping 6 - Responding
	Delivery of Nationally Accredited 'bespoke' training.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year three.	2 - Preventing 6 - Responding
	Co-produce a 'toolkit' for the Primary Care sector.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year two.	2 - Preventing 6 - Responding
	Support the implementation of undergraduate/ pre-registration learning in self-harm and suicide within health and care training programmes.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year two.	2 - Preventing 6 - Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Creating a pathway for self-harm This will allow us to: • Provide clarity on the pathway of support for people who are self-harming and/or at risk of suicide. This will inform effective safety planning and onward referrals. • Set out a consistent and measurable standard and methodology for support in NHS Wales services where people with self-harm present.	Creation of an integrated health and social care quality statement for self-harm, developed through collaboration and co-production.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	2 - Preventing3 - Empowering5 - Equipping
	Production of a Pathway for self-harm response in Primary Care.	Strategic Programme for Mental Health and Strategic Programme for Primary Care, NHS Executive.	End of year one.	2 - Preventing 3 - Empowering 5 - Equipping
	To work with key agencies already responding to suicide attempts to identify needs and support the ongoing design and development of both monitoring and response systems.	Suicide Prevention and Self-harm Policy Team, Welsh Government and Suicide and Self-harm Programme, NHS Wales Executive.	End of year three.	2 - Preventing 6 - Responding

Objective 5: Equipping

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Increase understanding of current provision in other support services and identify any gaps in support. This will allow us to:	Map services where people with co-occurring issues may present in Wales.	Suicide and Self-harm Programme & Strategic Programme for Mental Health, NHS Wales Executive and Welsh Government.	End of year one.	1 – Listening and learning 2 – Preventing 3 – Empowering 4 – Supporting
 Understand the current offer of support to consider best practice, gaps, and need. Avoid duplication. Make the most efficient use of resources. 	Increase our understanding and better communicate the complexity of needs of service users, and what needs to be in place to meet those needs.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	1 – Listening and learning 2 – Preventing 3 – Empowering

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Enhance the offer available. This will allow services to provide a more holistic and person-centred offer of support and avoid people being passed between services.	Directing services to available resources to enhance understanding and skills), in particular: • Ensure the basic Suicide and Self-harm awareness modules are available and promoted. • Ensure frontline workers across sectors, e.g. local authorities, housing, DWP, teachers, receive suicide awareness and suicide prevention training to develop active listening skills and suicidal conversation skills, so they can hold effective compassionate conversations.	Suicide and Self-harm Programme, NHS Wales Executive.	Ongoing.	 1 – Listening and learning 2 – Preventing 3 – Empowering 4 – Supporting 6 – Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
	Ensuring the "Treating people with mental health and substance misuse problems" co-occurring framework considers suicide prevention, self-harm and other health harming behaviours, as well as scoping the provision of support for those who are intoxicated.	Mental Health Policy Team, Welsh Government.	Ongoing.	1 – Listening and learning 2 – Preventing 3 – Empowering 4 – Supporting 6 – Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
To ensure services for children and young people feel equipped to support them with self-harm and suicidal ideation and behaviours. This will allow us to: Help ensure risks	Support those who respond to children and young people affected by Self-harm and suicide by assessing learning and support needs, and develop policies, protocols and resources through co-design and collaboration.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year three.	2 – Preventing 4 – Supporting
of suicide and self-harm in children and young people are identified and support is provided. • Ensure children and young people and those who support them have awareness around suicide and self-harm and understand where to ask for help and advice.	Ensuring inclusion of suicide and self-harm awareness raising, safeguarding and escalation processes within the CAMHS Toolkit/Service Specification.	Strategic Programme for Mental Health, NHS Executive.	Ongoing.	2 – Preventing

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
	Work with online safety experts to provide resources for Hwb to support education practitioners and families in discussing harmful online content with children and young people and in identifying support and reporting services.	Digital Resilience Team, Education, Welsh Government.	End of year three.	2 - Preventing 3 - Empowering
	Scope potential to collaboratively develop resources for education practitioners for support around suicide and self-harm for themselves and awareness around vicarious trauma.	School Practitioner and Suicide Prevention and Self-harm teams — Welsh Government.	End of year one.	2 – Preventing 3 – Empowering

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Create multi-agency mechanisms. This will allow us to:	Develop and support regional multi-agency partnership mechanisms.	Suicide and Self-harm Programme NHS Wales Executive.	Ongoing.	2 – Preventing 3 – Empowering
 Collaborate with partners across Wales. Widen support provision. Share information with multiple agencies. 	Include a representative from Suicide and Self-harm Prevention Programme Team on the NYTH/NEST national steering group and include suicide prevention and self-harm in NYTH/NEST implementation.	NYTH/NEST Programme Team – Welsh Government.	End of year one.	2 - Preventing 3 - Empowering

Objective 6: Responding

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
To ensure timely trauma informed, compassionate and person-centred support is available for those affected by suicide. This will allow us to: Ensure people have access to the support they need when they need it. Prevent further deaths.	Evaluate the impact of the national response to people bereaved or affected by suicide guidance.	Suicide and Self-harm Programme NHS Wales Executive.	End of year two.	1 – Listening and learning 2 – Preventing
	Scope if further provision under the National Advisory Liaison Service (NALS) is required around such elements as being trauma informed, accessibility and language provision.	Suicide Prevention and Self-harm Policy Team, Welsh Government.	End of year two.	1 – Listening and learning 2 – Preventing
	Create a short "What Happens Next?" information and support booklet in line with feedback from those with lived experience.	Suicide and Self-harm Programme NHS Wales Executive.	End of year one.	2 – Preventing

Our aim	How will we do this?	Who is leading?	When will we do this by?	Which other strategy objectives does this contribute to?
Provide consistent, joined-up and rapid responses following	Develop and maintain national protocols for rapid response to suicide events.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	2 – Preventing 4 – Supporting
 suicide. This will allow us to: Have consistent escalation processes across Wales. Ensure consistent, timely, and robust multi-agency responses to suicide events. 	Develop and maintain national protocols for cluster responses.	Suicide and Self-harm Programme, NHS Wales Executive.	End of year one.	2 – Preventing 4 – Supporting
	Work with UK Government to introduce regulations which place a duty on online providers to store information relating to death by suicide or instances of self-harm.	Digital Regulation Team, Welsh Government.	Ongoing.	2 – Preventing

Glossary

ACEs Adverse childhood experiences are traumatic events,

particularly those in early childhood, that significantly affect the

health and well-being of people.

These experiences range from suffering verbal, mental,

sexual and physical abuse, to being raised in a household where domestic violence, alcohol abuse, parental separation or drug

abuse is present.

Anti-ligature Anti-ligature refers to designs or features that are intended

to prevent the attachment of ligatures and to prevent self-harm

or harm to others.

Cadw Cadw is the Welsh Government's historic environment service.

CAMHS CAMHS is the name for the NHS services that assess and treat

> people with emotional, behavioural or mental health difficulties. You might also see CYPMHS used, which stands for Children and Young People's Mental Health Services. They are NHS-provided services that assess and treat children and young people with

mental or emotional difficulties.

Cluster (suicide) A suicide cluster may be defined as a group of suicides,

> suicide attempts, or self-harm events that occur closer together in time and space than would normally be expected in a given

community.

Communities of Practice A group of peers who share a common concern or topical interest

> that come together to fulfil both individual and group goals. Communities of Practice often focus on sharing 'best-practice'

to advance within a domain of professional practice.

Crime and Policing Bill The UK Crime and Policing Bill draws together a number

of disparate policy issues on policing and crime.

Cross-sectoral Where different organisations and agencies work together

to achieve common goals.

Data mapping

Data mapping is the process of discovering and classifying data; it offers clarity by revealing exactly what data gets collected, used and stored, allowing it to be categorised and managed.

Educated Other Than At School (EOTAS)

Education other than at school (EOTAS) means the education or special educational provision of children or young people outside of a formal educational setting.

Escalation protocol

An agreed process to help deal with potential issues.

Framework

A policy framework is a set of guidelines, procedures, or goals that govern the creation, implementation, and review of policies within an organisation. It provides structure and guidance on how to achieve the objectives set by the policies.

Frontline services

A service, such as the education or health system, that is run by the government to provide services directly to members of the public.

Help is at Hand

A guide, which is aimed at the wide range of people who are affected by suicide or unexplained death.

Hwb

Hwb is a website and collection of online tools provided to all schools, with resources for learners and practitioners, in Wales by the Welsh Government.

Impact Assessment

An impact assessment is a planning and decision-making tool used to assess the potential positive and negative effects of proposed projects.

Inpatient Services

Any services or treatments that require you to stay in hospital overnight are considered inpatient care – for example, major surgery, childbirth, and rehabilitative treatment.

Learning Disability

A significantly reduced ability to understand new or complex information, to learn new skills (impaired intelligence), with a reduced ability to cope independently (impaired social functioning), which started before adulthood.

Lived experience

This refers to how people living in Wales experience and articulate the current situation as lived out by them and people they know.

Local Health board

NHS Wales delivers services through 7 local health boards and 3 NHS trusts. Local health boards are responsible for planning and delivering NHS services in their areas.

Medr

National Centre for Suicide Prevention and Self-harm Research

Neurodiversity and neurodivergent people

NHS Wales Executive

NYTH/NEST

Other health harming behaviours (OHHBs)

Medr is responsible for funding and regulating the tertiary education and research sector in Wales.

The National Centre for Suicide Prevention and Self-harm Research was established in 2025, hosted in Swansea University. The Centre will undertake extensive research to improve knowledge and evidence around suicide and self-harm.

Neurodiversity refers to the different ways the brain can work and interpret information. It highlights that people naturally think about things differently. We have different interests and motivations and are naturally better at some things and poorer at others.

Most people are neurotypical, meaning that the brain functions and processes information in the way society expects.

For neurodivergent people, the brain functions, learns and processes information differently.

The NHS Wales Executive is a national support function, operational from 1 April 2023.

The key purpose is to drive improvements in the quality and safety of care – resulting in better and more equitable outcomes, access and patient experience, reduced variation, and improvements in population health.

The NHS Wales Executive are commissioned by the Welsh Government to deliver a specific programme around suicide prevention and self-harm.

The NEST Framework is a planning tool for Regional Partnership Boards. It aims to ensure a whole system approach for developing mental health, well-being and support services for babies, children, young people, parents, carers and their wider families across Wales.

Other health harming behaviours, such as harmful eating, smoking, alcohol use, substance use, risky sexual behaviours, violence and gambling, the primary factor is not usually intentional self-poisoning or injuru.

Public Health Wales

Public Health Wales is one of the 11 organisations which makes up NHS Wales. They are the national public health agency in Wales.

Public Health Wales work to protect and improve health and wellbeing and reduce health inequalities for the people of Wales.

Public Sector

Public Sector is part of the economy that compromises of organisations that are owned and operated by the government.

Public Sector Broadband Aggregation (PSBA)

The PSBA is a Wales-wide managed private secure ICT network and connects over 110 public sector organisations in Wales.

Pupil Referral Units (PRUs)

Pupil referral units (PRUs) are established and maintained by a local authority to provide suitable education for children and young people who, by reason of illness, exclusion or otherwise, may not receive such education.

Real Time Suspected Suicide Surveillance (RTSSS)

The RTSSS collects information relating to sudden or unexplained deaths that are suspected to have been by suicide.

This system has been developed due to the delay between an unexpected death and the death being recorded as a suicide following a coroner's inquest. This makes it difficult to implement an immediate response and support. The RTSSS in Wales will provide information without this delay, enabling services to respond much sooner.

The information from the new system will support services to develop preventative approaches and to ensure support is made available to individuals and communities directly affected. This can include providing bereavement support.

Regional Partnership Boards (RPBs)

RPBs bring together health boards, local authorities and the third sector to meet the care and support needs of people in their area.

Regional Safeguarding Boards (RSBs)

RSBs have membership from across the health, social, public and third sectors and have a statutory responsibility to carry out core functions in relation to multi-agency safeguarding.

Safety planning

Safety planning helps you to consider and understand your thoughts and behaviours in relation to suicidal intent.

Through the creation of a safety plan, you can explore what support you have in place and plan what you and those who support you can do when you're feeling distressed.

SAIL

The Secure Anonymised Information Linkage (SAIL) Databank is a national data safe haven of de-identified datasets principally about the population of Wales, made available in anonymised form to researchers across the world. It was established to enable the vast arrays of data collected about individuals in the course of health and other public service delivery to be made available to answer important questions that could not otherwise be addressed without prohibitive effort. The SAIL Databank is the bedrock of other funded centres relying on the data for research.

Self-harm

Self-harm refers to an intentional act of self-poisoning or self-injury, irrespective of the motivation or apparent purpose of the act and is an expression of emotional distress. Self-harm includes suicide attempts as well as acts where little or no suicidal intent is involved (for example, where people harm themselves to reduce internal tension, communicate distress, or obtain relief from an otherwise overwhelming situation).

Shared Decision Making

Shared decision making is a joint process in which a healthcare professional works together with a person to reach a decision about care.

Smoothwall filtering

The Smoothwall service allows schools to block sites that are deemed inappropriate to minors, including websites, images, social media, apps, emails and more. Smoothwall's services are designed to help keep students safe and thriving in their digital lives.

Suicide

Suicide is defined as death caused by an intentional, self-inflicted act

Suicidal Ideation

Suicidal ideation refers to thinking about, considering or planning suicide. Thoughts can range from a detailed plan to a fleeting consideration.

Talking therapies

Talking therapies are psychological treatments for mental and emotional problems.

There are lots of different types of talking therapy, but they all involve working with a trained therapist.

Tertiary Education

Tertiary education means higher education, further education or training.

The Gambling Levy

The Gambling Levy is a statutory levy on gambling operators, which will generate funds to deliver research, prevention and treatment to reduce gambling-related harms.

The National Advisory and Liaison Service (NALS) The National Advisory and Liaison Service (NALS) provides a free and confidential support service and is available to individuals and families of all ages who live in Wales and can be provided via phone, in person, or by video call.

Trauma-Informed

Taking into account that anybody could have experienced trauma and seeking to not retraumatise in our behaviours and interactions.

Vicarious Trauma

Experiencing trauma symptoms from being repeatedly exposed to other people's trauma and their stories of traumatic events.

Quality statement

A quality statement sets out what good support and services look like.

Whole School Approach

A whole-school approach involves all parts of the school, working together and being committed. It needs partnership working between senior leaders, teachers and all school staff, as well as parents, carers and the wider community.