

# Understanding – the Suicide Prevention and Self-Harm Delivery Plan for Wales 2025 - 2028

A report on what happened in the first year – 2025 to 2026

A community version



Llywodraeth Cymru  
Welsh Government



In April 2025, the Welsh Government published [Understanding – the Suicide Prevention and Self-harm Strategy for Wales](#).

The Strategy is about preventing suicide, supporting people who self-harm and making sure people get the right help at the right time.

It's also about supporting families, friends and others affected by suicide.

Alongside the Strategy, we published a [Delivery Plan](#) which explains what we are going to do during the first three years.



## Our vision

We want people in Wales to live in communities that:

- are free from fear and stigma around suicide and self-harm
- support people who self-harm and prevent suicide
- empower people to help each other.

**i Stigma** — when people view someone negatively or judge them because of something they are experiencing.

**i Self-harm** — when someone hurts themselves on purpose as a way of trying to manage overwhelming feelings or experiences.

**i Suicide** — when someone ends their own life.

We're now at the end of the first year of the Delivery Plan.

**This report looks at what has happened so far and what still needs to happen.**

# Actions that support the whole Strategy

## In this first year:

### ✓ We set up a group to check progress

A Suicide Prevention and Self-Harm Implementation Group has been set up to check how the Strategy and Delivery Plan are going.

### ✓ We improved research and evidence

We are now working more closely with the National Centre for Suicide Prevention and Self-Harm Research at Swansea University (from now on referred to as the National Centre).

New groups have also been set up to bring together research and evidence. They include researchers, people working in services, people who make policy and people with lived experience.

### ✓ We improved how well we listen to people

The National Centre and Samaritans have set up a group to make sure people with lived experience are involved in shaping research and Welsh policy.

**i Lived Experience** — something that's happened in your life.



# Goal 1: Understanding suicide and self-harm better

## In this first year:

### ✓ We published a new way to measure progress

The new Outcomes Framework will help us check the Strategy is making a difference.

### ✓ We checked what information is available about self-harm

A Research Officer was appointed at the National Centre to help identify the information we have about self-harm in Wales.

### ✓ We brought research and evidence together

A new group has been set up to bring together information, research and evidence about suicide and self-harm.

### ✓ We helped professionals and staff learn from each other

We have new networks that bring together:

- people with lived experience
- staff working across services
- researchers
- leaders and managers who make policy
- organisations and local groups
- universities and colleges.

### ✓ We listened to people

People with lived experience have taken part in workshops, sharing their stories of suicide and self-harm to help develop research proposals and frameworks.

### ✓ We started joining different sources of information

A researcher has been appointed to help link different sources of suicide data. This should help us build a clearer picture of what is happening and how best to intervene.



## >> Still being worked on:

We're working to:

- collect better information about suicide and self-harm
- understand more about how to prevent suicide and help people who self-harm in different groups and communities
- improve how self-harm is identified and recorded
- join information and advice together
- agree what research we need to focus on next
- collect better information about things like ethnicity, gender identity, language and learning disability
- build on the outcomes framework and develop a monitoring and evaluation framework.



# Goal 2: Preventing suicide and supporting people who self-harm

## In this first year:

### ✓ We improved training

Resources have been developed to help Welsh Government staff understand suicide risk and have better conversations.

We have also looked at what training external-facing Welsh Government staff already receive and where more is needed.

Two pilot sessions about suicide awareness and supportive conversations have taken place for Welsh Government staff.

### ✓ We developed plans for places where there is a higher risk of suicide

This is to help services respond at places and sites where there have been concerns about suicide and self-harm.

### ✓ We worked to make media reporting safer

We have been working with Samaritans to encourage safer reporting of suicide and self-harm in the media.

### ✓ We worked to make suicide prevention part of local services

We are working with organisations so suicide prevention and self-harm are included in the way local services plan and work together.

### ✓ We are working across the UK to respond to new suicide risks

Wales is working with other UK organisations to understand new ways people may be at risk of suicide and how people can be protected.

### ✓ We focused on suicide among men

Suicide among men continues to be a serious concern.

We held a National Summit to look at:

- how men can get support earlier
- how support could reach more people

We also held an expert session for people working on government policies to help them understand the risks affecting men and think about what more can be done.

## » Still being worked on:

We're working to:

- continue to improve suicide awareness training and resources for Welsh Government staff
- continue to improve safer media reporting
- build suicide prevention into local and regional plans
- work with other governments across the UK to help stop people being able to access things which they can use to end their own lives
- reduce harmful online content and negative impacts of social media.



# Goal 3: Empowering people

## In this first year:

- ✓ **We started to map suicide and self-harm information and resources across Wales.**

This will help show what is available and where there may be gaps.

- ✓ **We developed new self-harm awareness training**

People helped us develop a new bilingual training course called the Basic Awareness Module for Self-harm which helps people better understand self-harm and how to help people who self-harm.

- ✓ **We are improving suicide awareness training**

Work is happening to update the existing suicide awareness training module. This includes making it easier to use and adding interactive parts.

- ✓ **We worked to improve public understanding of suicide and self-harm**

We worked with different groups and received advice on how to do this.

We also have a new communications and engagement plan for Welsh Government staff.

## » Still being worked on:

We're working to:

- make suicide and self-harm information and resources easier to find and use
- publish and promote new training
- improve people's listening and compassion skills
- develop safety planning and support materials
- look at how a national campaign could help reduce stigma
- raise awareness of suicide and self-harm in residential homes and other social settings.



# Goal 4: Supporting people

## In this first year:

### ✓ We are improving support in mental health services for people who self-harm or have thoughts of suicide

New guidance and standards have been developed to help keep people safe when they are receiving in-patient mental health care or leaving hospital.

Work is also ongoing to help people create their own plans for staying safe.

**i In-patient** — someone who stays in hospital while they get care.

### ✓ We looked at how crisis support could work better

Health services, councils, police and people with lived experience have worked together to design a better way of providing crisis support across Wales.

### ✓ We are improving access to support

Work is happening to make sure people at risk of suicide and self-harm can access psychological therapies and other support.

**i Psychological therapies** — treatments that help people with their thoughts, feelings and mental health.

### ✓ We've produced guidance that says what 'good' should look like

A new Self-harm Quality Statement has been published.

### ✓ We improved training

Training and online resources are helping more frontline staff understand suicide and self-harm.

**i Frontline workers** — people who work directly with the public and provide support or services.

### ✓ We're improving support in primary care

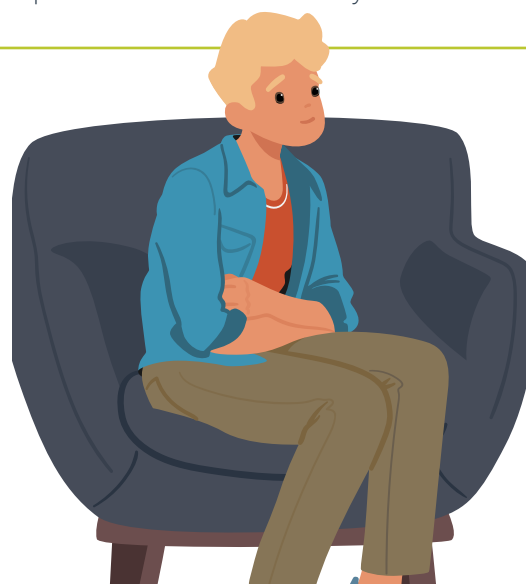
A group has been set up to develop practical resources for people working in primary care.

**i Primary care** — health services people usually go to first for help, such as GPs, pharmacies and community health services.

## » Still being worked on:

We're working to:

- finish the pathway for supporting people who self-harm
- improve support for people after a suicide attempt
- develop the primary care toolkit
- map the suicide and self-harm support available across Wales
- improve crisis support
- continue to improve and promote training
- understand what support staff may need when their work involves suicide and self-harm.





# Goal 5: Equipping people

## In this first year:

### ✓ We got information about where people go for help when they have other needs

We gathered information from services supporting people experiencing problems with substance misuse and people affected by abuse and violence.

This is helping us understand what support is already available and where there may be gaps.

### ✓ We're improving training for key services

Suicide and self-harm awareness training was updated.

### ✓ We improved support and guidance for services supporting children and young people

Suicide and self-harm have been added more clearly to guidance for children's mental health services and safeguarding guidance.

Work is continuing with universities, colleges, CAMHS (Child and Adolescent Mental Health Services) school services, Pupil Referral Units and homelessness services.

### ✓ We worked to help people respond to harmful online content

Teams are working together to understand harmful online content and make it easier for people to report it.

### ✓ We made it easier for organisations to work together

Regional partnerships are a big part of this. They bring organisations in the same area together to plan and provide support.

## >> Still being worked on:

We're working to:

- understand where people at higher risk go for support
- find better ways to reach and support men who may be at risk
- improve training for key services who work with people at high risk of suicide and self-harm
- improve support for people with both mental health difficulties and substance misuse
- improve guidance for services supporting children and young people
- support education staff who may be affected by their work
- begin to consider how we support others who work with people at high risk of suicide and self-harm.





# . Goal 6: Responding

## In this first year:

### ✓ We improved support after a suicide

We looked at the support available for people whose lives have been affected by suicide through the National Advisory and Liaison Service.

We then made some changes to improve the service and make sure it continues to give people the help and support they need.

**i National Advisory and Liaison Service** — a Welsh service that supports people affected by suicide.

### ✓ We created clearer information for people affected by suicide

A short bilingual ‘What Happens Next?’ information and support booklet has been developed. It explains what may happen after a suicide and where people can find support.

### ✓ We developed plans to help services respond together

Draft national guidance has been developed to help services respond quickly and work together after a suicide.

There is also draft guidance for situations where several suicides may be connected.

### ✓ We worked to protect important online information

New UK rules can require online services to keep information that may be important when a child’s death is being investigated.

### ✓ We improved training

New accredited training has also been developed to help staff respond to people affected by suicide, with more than 50 trainers across Wales.



## » Still being worked on:

We’re working to:

- continue to review how well support for people affected by suicide is working
- print and share the ‘What Happens Next?’ booklet
- finish the national guidance for responding quickly after a suicide
- finish the guidance for situations where several suicides may be connected
- continue working with UK organisations on how online information is kept and used that may be important to an investigation by a coroner into the death of a child.

# ➡ What will we do next

We'll continue to work on all actions set out in the 3-year delivery plan, especially those where there have been delays.



## Thanks

You can read more here:

[Suicide Prevention and Self-harm Delivery Plan: annual update 2026 | GOV.WALES](#)