



south ayrshire
health & social care
partnership

South Ayrshire Suicide Prevention

Date: June 2021



1. The National Context and approach to reducing Suicide

In the past decade Scotland has made real progress in addressing areas to prevent suicides. Between 2002-2006 and 2013-2017 the rate of suicide in Scotland fell by 20%. A further target is to reduce the rate of suicide by 20% by 2022. There was a total of 46 deaths from suicide in Ayrshire and Arran in 2017. In 2018 there was a notable spike in incidence of suicide in East Ayrshire than in previous years.

Since 2002 there has been various initiatives such as the Choose Life programme as well as the See Me programme, the Breathing Space telephone and web service, Scottish Recovery Network and The Scottish Government's Suicide Prevention strategy.

The Scottish Government now wish to see strategies refreshed and given more of a local perspective while continuing to recognise the ongoing challenge of tackling suicide rates.

The Scottish Government **has** developed a 'Every Life Matters' **strategy** in 2018 with a vision where suicide is preventable; where help and supports are available to everyone contemplating suicide and to those who have lost a loved one to suicide. Suicide prevention is everyone's business. Inherent within Every Life Matters is Scotland's Suicide Prevention Action Plan; outlining 10 actions, which extends beyond health and social care.

The Scottish Government recognises the need for further collective action to prevent deaths by suicide. A refreshed approach sees a Scotland where everyone is "United to Prevent Suicide" as the key message to be incorporated into all activity and messaging going forward.

The Scottish Government have prioritised the following actions within **Every Life Matters Strategy**:

- Action 2 - mental health and suicide prevention training.
- Action 3 - public awareness campaigns.
- Action 5 - models of crisis support.
- Action 6 - innovations in digital technology.
- Action 9 - data, evidence, monitoring and evaluation.

It is recognised that suicide may become more of a concern as a result of the pandemic and therefore it is imperative that interventions are delivered, and awareness raised that will make a difference to communities.

2. The Ayrshire and Arran approach to reducing Suicide

Locally within Ayrshire and Arran there has been significant work undertaken in this area in terms of developing potential responses to key parts of Every Life Matters strategy and from the National Suicide Prevention Leadership Group's (NSPLG) 2019 report.

There is a rich body of knowledge and experience locally, developed during the lifespan of choose life. This has been central to suicide prevention work in Ayrshire and Arran and has nurtured the development of the BRITE model of suicide training.

Pan Ayrshire Choose life Suicide Prevention group – a long standing Strategic suicide prevention group which has recently been re-launched and is chaired by Thelma Bowers, Head of Mental Health. This group has developed a programme of work has been reviewed with key links reinforced to the National Suicide prevention leadership group.

The group have been considering the following proposals:

- There is a proposal to create an Ayrshire wide Suicide prevention Training Team which would allow a more cohesive approach in delivering training across Ayrshire, taking into consideration the local communities requirements for training. It would also maximise use of resource both trainers as well as administration cover.
- The development of two training posts to work on a pan Ayrshire basis to deliver mental health and suicide prevention training in conjunction with Choose Life Managers as well as Nursing staff from CRT.
- To identify all trainers within the 3rd Sector and HSCP's to ensure that resources are delivered effectively and develop all elements of a comprehensive local suicide prevention awareness raising and training strategy.
- These new posts will be central to maintaining existing skills and knowledge base and to retaining the valuable trainer resource currently retained within services as well as promoting a cohesive program of delivery across the three Ayrshires.
- Training principles for all trainers - Training is based on a set of key principles - Suicide is preventable, everyone can help prevent, non-judgemental, zero-suicide, suicide is not a mental illness etc.
- Provide advice, support and information for wider communities, workplaces and education places affected by or exposed to suicide in collaboration with partners.
- To determine what training should be delivered that would provide communities with education and awareness about suicide warning signs and resources.
- Consideration should be given to the training needs of family members in supporting people with suicidal presentation.

Pan Ayrshire MH Adverse Event Review Group

This well-established weekly Governance group reviews adverse events and SAER's which includes the completed suicide of those known to services, enabling learning and service improvements implemented where appropriate, including recognition of good practice. This group is chaired by the Associate Medical Director, with Ayrshire wide attendance including Head of Mental health, MH Senior managers, professional nurse lead, AHP professional lead, Pharmacy lead.

Mental Health Strategy Implementation Groups

These groups have been established in each HSCP to oversee the implementation and monitoring of plans in relation to the Ayrshire Conversation priorities identified in 2018. This work is focused on prevention and early intervention approaches including those related to suicide prevention aligned to the National Mental Health strategy.

Suicide Prevention Training Group

This agenda was remitted initially to the Choose Life steering group in 2019, in response to a Board request for completion of a training programme for NHS staff as one of the key actions in the national action plan '*Every Life Matters*'.

3. South Ayrshire Suicide Prevention Actions

South Ayrshire Activity – 31/05/2021:

Suicide prevention remains a primary area of activity and concern in South Ayrshire and continues with the new United to Prevent Suicide campaign launched on 10th September 2020.

Recent Information shows that suicides are now rising, after a long period of downward trends. Therefore, Health & Social Care Partnerships, suicide prevention groups and leads and South Ayrshire Council are continuing to work together to tackle this.

South Ayrshire suicide prevention leads, and co-ordinators are working along with the Pan Ayrshire Strategic Group, subgroups and national groups/leads to target those at risk of suicide, maximise resources & reach, and to have a coordinated approach to preventing suicide.

- Contact re-established with Ayrshire colleges - regarding support, awareness raising, training for college staff and students. Support/information provided to Ayr campus contact re suspected completed suicide. Also contacted The Samaritans Step By Step Service to support staff & students.
- On-going awareness raising, e.g. release of suicide prevention information via NHS and SAC comms, social media, contact lists, etc. Including the United to Prevent Suicide campaign, Clear Your Head campaign, new talking saves lives film, Animated Learning Resources – Promoting Children and Young People’s Mental Health and preventing Self Harm and Suicide. Also, this has included widespread distribution of a specific lockdown message & information.
- On-going promotion of partner organisations that help those who are in crisis, who are suicidal or have other mental distress. E.g., Touched by Suicide Scotland, Beautiful Inside & Out, The Samaritans, Breathing Space, Penumbra
- Annual SPW campaign – Includes release of suicide prevention information as above. Before the current pandemic this included information stalls at hospitals and other venues, hard copy resources delivered or sent to partners, such as, Prison, GP practices, information on NHS & School LCD screens. Involvement with local college events such as Fresher’s Fayre and Mental Health Awareness Week, including for example, awareness sessions, information stalls. **Meeting arranged for June with CAMHS Pan Ayrshire to discuss collaborative working for SPW21.**
- Annual Festive campaign – message in December NHS payslips, newsletters, social media etc. & similar for SAC. Also, via NHS Ayrshire and Arran mental health app & Information on the Move App.
- Renew links with ADP – find out how we can work together.
- Development and delivery of remote/online suicide prevention training workshops. This includes online guidance, safety guidance and evaluation feedback. This training piloted initially to MH Physios.
- Training requests & related information are being collated pan Ayrshire to inform a future coordinated uniform response.
- Ongoing attendance at appropriate meetings, such as:
 - Pan Ayrshire Choose Life Strategic Meeting
 - Training Subgroup
 - National NHS Health Scotland suicide prevention leads meetings
 - New suicide notifications meeting
 - Bereavement pilot overview meeting
 - Mental Health Strategy Implementation Group?
- To produce new brochure and web-based information for the public. To be added to NHS Ayrshire and Arran app(s), SAC website, GP practice website.
- Suicide prevention section being added to HSCP website.

- Pan Ayrshire action plan & training plan reviewed. To continue contribution/action regarding these plans, including all 10 actions of pan Ayrshire plan that mirrors Every Life Matters national action plan.
- Training now opened up and includes; various disciplines, organisations and third sector.
- To continue with ongoing work/links with community groups.

Raising awareness of suicide prevention and giving the public information is a vital part of the South Ayrshire Suicide Prevention work. We have widely available resources that provide information on how to help, for example, advice on starting conversations about suicide and listening effectively. Suicide Prevention in South Ayrshire will strengthen its efforts to reduce suicide rates locally by working in partnership with individuals and local communities, including education and young people. We will continue to provide training and self-harm educational awareness-raising sessions to various organisations and community groups.

Continue to;

- Raise awareness that suicide is preventable.
- Improve education about suicide.
- Spread information about suicide awareness.
- Decrease stigma regarding suicide.
- Provide information on various supports available.
- Improve education & raise awareness re self-harm

Roll out of online NES Mental Health Improvement and Suicide Prevention Training following successful pilot in December 2020.

NSPLG Action 4 - Support for People Bereaved by Suicide - A specialist bereavement pilot project in Ayrshire and Arran (and the Highlands) which aims to help families thrown into the trauma of loss due to suicide.

The aim is to guide them through the harrowing legal complications surrounding suicide as well as practical problems.

There will also be emotional support aimed at breaking the harrowing cycle which puts those bereaved due to suicide at 12% greater risk of taking their own lives.

Scotland new Suicide Prevention Action Plan 'Every Life Matters' launched on 9 August 2018:
www.gov.scot/Publications/2018/08/8874

On World Suicide Prevention Day, 10 September 2020, the National Suicide Prevention Leadership Group launched a new identity for suicide prevention in Scotland: United to Prevent Suicide. This signalled the start of a campaign to make Scotland the most supportive country in the world on suicide prevention, and to create a social movement of people confident to ask for help and to give it. <https://unitedtopreventsuicide.org.uk/>

Recommendation

It is evident that there is a significant amount of energy and work in Ayrshire and South Ayrshire in particular around the Suicide prevention agenda.

The purpose of this paper is to seek to establish a Suicide Prevention Oversight Group in South Ayrshire(SA-SPOG). The purpose of the group would be to coordinate South Ayrshire's collaborative response to Suicide prevention through training, the use of data, through media and communication and through response to local and national research and campaigns.

Please refer to the Terms of Reference in Appendix 1 for further details on the scope, governance, membership and frequency of SA-SPOG meetings.

Mark Inglis

Appendix 1

Title of Group	South Ayrshire Suicide Prevention Oversight Group (SA-SPOG)
Reporting Arrangements	<p>The group shall formally report to the South Ayrshire Community Planning Communities and Population Health Strategic Delivery Partnership.</p> <p>It will also provide update reports to the Public Protection structures and to the IJB and the Councils Leadership Team as and when required.</p> <p>Because of the nature of the planning of the work, there will also be informal reporting and co-operation with the Ayrshire-wide Suicide Prevention Group.</p>
National Strategic basis	<ul style="list-style-type: none"> • National Health and Well-being Outcomes • National and mental health outcomes • National Suicide Prevention actions and outcomes
Local Strategic basis	<ul style="list-style-type: none"> • South Ayrshire HSCP Strategic Plan (Wellbeing pledge) • South Ayrshire Wellbeing Strategic Group (Children and young people) • South Ayrshire and Ayrshire-wide Suicide Prevention planning
Key Strategic Linkages	<ul style="list-style-type: none"> • IJB Strategic Plan 2018-2021 • SAHSCP Adult Community Mental Health Strategy 2017-2022 and planning • South Ayrshire Wellbeing Strategic Group (Children and young people) • Other South Ayrshire CPP SDPs including Children's Service Planning, Community Safety, Wallacetown and also the Alcohol and Drugs Partnership
Remit of Group	<ul style="list-style-type: none"> • Develop South Ayrshire specific action plan for suicide prevention • To monitor and implement and report progress on the contribution that Suicide Prevention will have on Mental Health Improvement plans • To have access to and analyse local (Ayrshire and South Ayrshire) Suicide statistical data to support action planning • To be assured of a well coordinated and well communicated training calendar, which is supported by Pan Ayrshire approaches, but responds to local need. • To ensure clear consistent coordinated public messages in regards to suicide and suicide prevention and supports available • To influence related local strategies, implementation, operational and locality planning to support social isolation outcomes • Link to and support wider Ayrshire-wide suicide prevention activities including training • To link to wider population mental health improvement groups and programmes • Liaise with mental health 'service' related planning

	<ul style="list-style-type: none"> • Link with Integrated Children's Service planning • Liaise with linked CPP work streams • To advise on the use of any Scottish Government funding linked to suicide prevention • To report on progress through structures outlined above
Standing Agenda Items	Previous minutes and matters arising. A standing agenda will be the progress of sections set out in the Implementation Plan.
Agenda Items	Group members will be able to add agenda items ahead of upcoming meetings.
Frequency of Meetings	Quarterly
Record of Proceedings	A formal minute will be completed and signed off by the chair. It will then be sent to group in advance of upcoming meeting
Chair and Vice Chair	Chair – Head of Service (Children's and Community Justice) Vice-Chair - ??
Core Membership	<p>Suggested invitees...</p> <ul style="list-style-type: none"> • SA Health Improvement Team • Third sector link – both VASA and specialist mental health • Community Planning Co-ordinator • HSCP Partnership Facilitator • HSCP Mental Health Team • ADP rep • Third sector Mental Health Providers rep • Farmers Chaplain? • Police Scotland • Principle Ed Psych and chair of SA Mental Health strategy group • Lead officer for ASP • Lead Officer CP <p>In attendance:</p> <ul style="list-style-type: none"> • Local Choose Life/Suicide Prevention Officers
Quorum	Chair or Vice Chair A minimum of half the above core members in attendance.
Administrative Support	PA to the head of Service Children's Health Care and Justice
Confirmation of attendance	