

# B&NES Suicide Prevention Strategy (2019-2023)

The Bath and North East Somerset strategy ran from 2019 to 2023 and ensured a number of actions were taken through a harm reduction approach, to reduce the number of suicides in B&NES and residents to feel better supported with their mental health and in crisis. In practice, these actions ensure that good practice is imbedded into services and public health approaches. We will learn from the achievements and challenges that have presented themselves during the implementation of this strategy and we will continue to build upon good practice with all partners/stakeholders under the new national strategy and upcoming BSW strategy.

Below is the action plan that was delivered inline with the strategy and vision that potentially every suicide is preventable. Through this action plan, partners across B&NES have been committed to:

- Reducing suicide and self-harm
- Ensuring no resident will think that suicide is their only option
- Tackling the stigma associated with suicide and developing community conversations about suicide
- Building community resilience
- Supporting those who are affected by suicide

1. Keep up to date with current guidance and research, local trends, and intelligence								
Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024
1.1 Collect available intelligence and real time data to inform local need.	B&NES Council - Public Health		Annual reports published and actions identified.	Suicide reports completed and Business as usual for end of every year.	Y	Y	Y	Y
1.2 Review and update Council's Strategic Evidence Base facts and figures webpage - Suicide and Mortality of Undetermined Intent.	B&NES Council - Public Health		Council's Strategic Evidence Base website updated with most recent data.	Updated routinely for B&NES.		Y	Y	Y
1.3 Work in partnership with Bristol, North Somerset and South Gloucestershire Councils to commission a Real Time Surveillance function from the Avon Coroner's Office.	B&NES Council - Public Health		Notification and surveillance data on suspected deaths from suicide shared with B&NES Council in a timely manner. Participation in Avon-wide meetings to review trends arising from surveillance.	Achieved and now in place.		Y	Y	Y

1.4	Hold quarterly meetings with stakeholders to review recent deaths from suicide and implement learning.	B&NES Council - Public Health	All partners as appropriate	Quarterly meetings held and data fed into action plan.	Due to limited capacity, this is now feeding in to a wider process across B&NES Swindon and Wiltshire.				N
1.5	Establish and implement a mechanism for sharing information, research and local action with stakeholders through a quarterly newsletter.	B&NES Council - Public Health	All partners as appropriate	Reach and engagement with quarterly newsletter including number of visits to webpage.	Completed with a launch during 2021-2022 and still in place.		Y	Y	Y
1.6	Hold an annual event to share good practice from partners, hear from people with lived experience etc.	B&NES Council - Public Health	All partners as appropriate	Number of attendees at annual event. Breadth of stakeholder attendance. Number of attendees that valued the event. Comparison to feedback from 2020 annual event.	Completed. Events held in: October 2021 October 2022 October 2023 – feedback collated and shared. Next one – November 2024	Y	Y	Y	Y
1.7	Work in partnership with police and other stakeholders to audit B&NES suicide higher risk locations.	RTS Post/ Public Health/ Coroner		Fewer deaths in higher risk locations. Ensure partners are kept informed of higher risk locations. Proactive leadership in responding to suicides.	Completed and now part of ongoing surveillance work.	Y	Y	Y	Y

2. Integrate suicide prevention into a broader framework for promoting population mental health and wellbeing									
Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024	
2.1	Promote annual campaigns to raise awareness of mental health issues, to reduce the stigma and aid people navigate the support system available.	B&NES Council - Public Health and 3SG		Social media analytics. Increase awareness and understanding of population wellbeing. Promotion of annual campaigns such as Every Mind Matters, Mental Health Awareness Week, World Mental Health Day, Suicide Prevention Day and Time to Change.	Ongoing	Y	Y	Y	Y

2.2	Identify suicide prevention measures when reviewing Council's policies and strategies such as planning applications and transport.	B&NES Council Directorates		Identification of opportunities to raise awareness of suicide prevention. Close working with colleagues to ensure suicide prevention content reflects key messages.	Completed Compassionate leave policy		Y	Y	Y
2.3	Mapping existing training provision for organisations and communities on suicide prevention and mental health (including but not limited to self-harm) and produce evidence-based recommendations.	B&NES Council - Public Health		Creation of a shared dashboard to support workplaces and communities to access suicide prevention training. Launch and distribution of dashboard to wider partners. Engagement with dashboard. Training available for all staff supporting individuals with mental health issues	Mapping of training need and provision completed. In addition to mental health training provided by local organisations, such as Bath Mind and Samaritans, some <a href="#">additional suicide prevention training</a> was funded by BSW ICB funding and is available locally. Piece of work at BSW for training offer pending funding. Thrive at work mental health training uptake very poor, funding will be discontinued as a result.		Y	Y	Y
2.4	Ensure B&NES partners are aware of financial wellbeing as a risk factor for suicide and facilitate appropriate linkages between partners.	B&NES Council - Public Health	Social prescribing Citizens advice Council tax team Job Centre Plus Economic Development Team	<input type="checkbox"/> Use and distribution of local and national resources. Newsletter.	Completed and suicide newsletter focus		Y	Y	Y
2.5.2	Children & Young People - Provide a range of resources that support the delivery of a whole school or setting approach to mental health & wellbeing through the Public Health in Schools & Early Years Programmes including links to partners and early help services. To include COVID-19 recovery support through Wellbeing Education Return programme in schools	B&NES Council - Public Health	School Improvement Education Psychology Service EYFS	Public Health in Schools and Early Years Programmes used extensively by settings as source of best practice guidance.	Completed (noted in July 2021 notes)		Y	Y	Y- Clare Laker

2.6	Continue to implement recommendations for workplace settings as set out by the Thrive at Work West of England Initiative.	Workplace settings Economic development team	Thrive at West of England Partnership Economic Development Team	Number of B&NES employers that have accessed the initiative.	Ongoing.	Y	Y	Y	Y
2.7	All employers in B&NEs encouraged to access the Thrive at Work West of England <a href="#">Growth Hub</a> which includes accessing mental health and suicide bereavement resources, signing up to the Mental Health at Work Commitment pledge and participating in the Zero Suicide Alliance – eLearning.	Workplace settings Economic development team	Thrive at West of England Partnership	Number of employers that access the hub.	Completed.		Y	Y	Y
2.8	Strengthening suicide prevention within the Community Mental Health Framework				Suicide Prevention will be aligned with the delivery plan for the forthcoming BSW Mental health Strategy.		Y	Y	Y
2.9	Raise awareness of advice available on issues including debt, benefits, employment, housing, family & relationships, discrimination, immigration, and consumer rights with a focus on financial advice for those with financial issues due to COVID-19 in all population including minority groups.	Citizens Advice		Awareness in the B&NES population including minority groups of the advice they can seek.	Ongoing	Y	Y	Y	Y
2.10	Individuals at point of/in crisis to be referred to Breathing Space – the in-person service open seven evenings per week and/or the evening phone support.	Bath Mind Breathing Space		Increase awareness in BaNES population and in statutory and third sector organisations of Breathing Space services.	Ongoing	Y	Y	Y	Y
2.11	Increase promotion and referrals to wellbeing social prescription services as part of early intervention.	Third Sector providers		Review and enhance the directory of services  Promotion via on-line and hard copies	Ongoing	Y	Y	Y	TBC
2.12	Referral to non-clinical talking therapies and counselling services	Bath Mind Focus Counselling		Increase promotion/awareness	Ongoing	Y	Y	Y	Y

2.13	Promote and improve the visibility and accessibility of our Mental Health & Wellbeing service & Wellbeing College to the public, health professionals & other professionals who can benefit from these services.	HCRG		Awareness in the B&NES population. Promoting and offering robust services that are flexible, adaptable and responsive to people's needs as we have done during the COVID-19 pandemic.	Ongoing	Y	Y	Y	TBC
2.14	Promotion and awareness raising through tailored training packages for organisations, businesses, volunteers	Bath Mind St Mungo's			Ongoing	Y	Y	Y	TBC

3. Tailor approaches to improve mental health in specific groups / reduce risk of suicide in key high-risk groups									
	Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024
3.1.1 3.1.2 3.1.3	Explore working collaboratively to integrate suicide prevention into: Gambling Criminal justice system Veterans	B&NES Council - Public Health	Other organisations as required	Ensure good links between public health and all key partners, and that key actions have been taken.	Ongoing Work has started but more work could be done to progress this action further Veterans complete		Y	Y	Ongoing
3.2.1	Conduct a quality audit on the support offer available for those experiencing self – harm.	Bath Mind Expert by experience	Other organisations as required						
3.2.2	Continue to work with organisations who support those with a history of self-harm	B&NES Council - Public Health Oxford Health (CAMHS) AWP RUH ED School nursing	Other organisations as required	the care pathways and responsive to people who self – harm. Use and distribution of local and national resources.	Ongoing	Y	Y	Y	Y
3.3	<b>Perinatal</b> Provide perinatal support services and resources for pregnant and post-natal mothers and their partners to support anxiety, trauma and isolation including home visits, support care package for those at risk of harm or suicide.	Bluebell AWP	Health visiting teams, midwives, GPs and specialist perinatal mental health teams/champions	Support promoted to all expectant and new parents and encouragement to ask for help early. Any parents at risk of harm or suicide flagged and joined up care provided by health visiting teams, midwives, GPs and specialist perinatal mental health teams.	Ongoing	Y	?	?	TBC
3.4	<b>Children and young people</b> Develop a CAMHS protocol that will strengthen joint working with CAMHS and Project 28.	Project 28 CAMHS			Complete		Y	In place	Y
3.5.1	<b>Male</b> Increase awareness of Boys in Mind resources by working with schools and other organisations to promote positive mental health, challenge stigma and prevent suicide with a focus on boys and young men.	Boys in Mind		Resources promoted to all B&NES schools.	complete. Business as usual into 2022/2023 We need to run all of the 2022 campaigns . Due to be completed by March 2023		Y	Y	Y

3.5.2	<p><b>Male</b> Target mental health and suicide prevention messaging through social media and physical venues that are used and attractive to middle aged men.</p>				TBC- key contact has since left the council		?	?	?
3.7.1	<p><b>Adults with complex needs</b> Ensure assessments for homelessness and drug and alcohol services and step down from hospital (intensive outreach) include questions on suicide ideation and suicide safety plans are in place.</p>	<p>Council HCRG DHI Julian House Bath Mind Options For Living</p>			Completed		Y	Y	Y
3.7.2	<p><b>Adults with complex needs</b> Explore dual diagnosis provision to meet the needs of the population with substance misuse and mental health issues and develop a plan of action with the Mental Health Collaborative group.</p>	<p>HCRG Public Health</p>			Completed		In progress	Pilot in place MIND worker placed at DHI	Pilot in place MIND worker placed at DHI
3.8	<p><b>Care staff most directly affected by COVID-19</b> Work with the BSW CCG and local health and care providers to share good practice in supporting staff wellbeing and ensuring targeted support available to those with highest needs.</p>	<p>Public Health BSW CCG</p>		Staff in local health and care organisations aware of sources of universal wellbeing support. Staff know how to access additional specialist support	Completed	Y	Y	Y	Y

4. Reduce access to means of suicide									
	Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024
4.1	Audit suicide high risker locations in B&NES.	RTS Post/ Public Health/ Coroner		Reduction in the number of higher risk locations through proactive response to audit. Fewer deaths in higher risk locations areas.	No higher risk locations identified			Y	Y
4.2	Reduce risk of suicide on the railway.	British Transport Police	Network Rail Samaritans	Ensure all railway staff and police are trained in suicide prevention. Ensure local higher risk locations are reviewed and any actions to reduce risk are implemented.	Ongoing	Y	Y	Y	Y
4.3	Reduce risk of suicide on the road network through Samaritans 24-hour crisis signage, suicide intervention training for staff and construction workers in the South West.	Highways England	Samaritans	Samaritans 24-hour crisis signage installed on high risk structures across the South West region. Suicide prevention intervention training offered to all staff and construction workers in the South West.	Ongoing	Y	Y	Y	Y

5. Support those bereaved by suicide									
	Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024
5.1	Co-produce a B&NES postvention pathway and tools for those that have been affected by suicide.	B&NES Council - Public Health	Bath SOBS Partners, police and communications. Beside	Postintervention support is in the place across organisations and communities in B&NES. Ensure materials available in a variety of accessible formats. BESIDE	Complete		Y	Y	Y
5.1.1	<b>Children &amp; Young People</b> Review and update Coping with Suicide A summary of support for educational settings 2018	Children & Young People's Emotional Health & Wellbeing Strategy Group		Resources promoted to all B&NES schools and young people settings	Complete				Y



5.1.2	Children & Young People Produce a guide (including review of relevant resources) for use by schools and early years settings to support them when a child is bereaved including by suicide.	B&NES Council - Public Health		Resources promoted to all B&NES schools and young people settings	Complete	Y	Y	Y	Y
5.2	Promote existing suicide bereavement support currently available within B&NES (Bath Survivors of Suicide (SOBS), Cruse) and continue to support virtually during COVID-19 pandemic	Bath Survivors of Bereavement by Suicide (SOBS)		Ensure those who are bereaved by suicide/concerned about someone who is have access to support and know who to contact	Complete	Y	Y	Y Beside referrals since RTSS in place	Y Beside referrals since RTSS in place
5.3	Explore the use of available support materials (for example Help is at Hand) by the police and emergency teams / departments and make recommendations for action		Police	Appropriate and accessible support material is being used by the police when responding to a suicide	Ongoing	Y	?	?	?
5.4	Integrate suicide prevention into the existing B&NES Council compassionate leave policy.	B&NES Council-HR	Public Health	Policy has been updated.	Complete		Y	Y	Y

6. Support the media in delivering sensible and sensitive approaches to suicide and suicidal behaviour									
	Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024
6.1	To continue to promote responsive and sensitive reporting on all media platforms of suicide and suicidal behaviour, using the Samaritans Guidance for Reporting Suicide.	Communications	Public Health	Media campaign delivered. Evidence of sensitive reporting of suicides in the media by staff who use media guidelines. Auditing content on suicides in B&NES.	Ongoing	Y	Y	Y Samaritans guidelines shared with the press via comms department in the council	Y
6.2	Work with local and regional media outlets to ensure sources of support and signposting information is provided when reporting suicide and suicidal behaviour.	Communications		Appropriate resources shared. Sensitive reporting locally and use of Samaritans Guidance for Reporting.	Ongoing	Y	Y	Y	Y

7. Reduce rates of self-harm as a key indicator of suicide risk								
Action	Lead organisation	Contributing partners	Measures of success	Update / progress	2020-2021	2021-2022	2022-2023	2023-2024
7.1 Support colleagues working with children and young people and vulnerable adults to understand issues relating to self-harm through the delivery of training.	CYP and Adults Workforce Development Strategy Group		Number of colleagues receiving training.	Ongoing Update requested	Y	?	?	
7.2 Upskill frontline staff on how to best to support those who self-harm with an emphasis on those in higher-risk communities.	Public Health AWP Oxford Health			To be taken forward as part of implementation of the BSW Suicide Prevention Strategy				