

MEDWAY HEALTH AND WELLBEING BOARD

3 JULY 2018

SUICIDE PREVENTION UPDATE

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Summary

This report updates Members of the Medway Health and Wellbeing Board on new funding of £667,978 that has been secured for suicide prevention work across the Kent and Medway Sustainability and Transformation Partnership (STP) area in 2018/19.

Sustainability and Transformation Partnerships (STPs) bring together a range of stakeholders including the NHS and local government.

There is a national target to reduce the number of suicides in England by 10% by 2020/21. To support local initiatives to reduce suicides, the Department of Health has made additional funding available to local STPs. Kent and Medway STP are one of eight areas nationally to receive funding.

Public Health coordinates the Kent and Medway Suicide Prevention Steering Group that supports the work of the Kent and Medway STP. Following a bidding process, this group secured £667k for suicide prevention work across Kent and Medway in 2018/19.

This paper provides an overview of how the additional funding provided to the Kent and Medway STP will be used. These projects were agreed by the multi-agency suicide prevention steering group that supports the NHS in Kent and Medway. The proposed interventions are based on the best evidence available to inform suicide prevention.

Members will receive future updates on progress, specifically the outcomes of the various projects.

Board Members are asked to note the new funding and planned STP work programme for suicide prevention.

1. Budget and Policy Framework

- 1.1 In Medway, the Public Health team provide strategic leadership for suicide prevention. Public Health also take the lead for the Council in specific forums

such as the Kent and Medway Suicide Prevention Steering Group. In addition, Public Health ensure Medway issues are raised and managed via the Kent and Medway Suicide Prevention Strategy.

- 1.2 Many partners have a role in suicide prevention. The Suicide Prevention Steering Group comprises a range of stakeholders including: Clinical Commissioning Groups, mental health service providers, transport providers, universities and the voluntary sector.
- 1.3 The new suicide prevention funding (secured for Kent and Medway) is being held, administered and evaluated by the Kent and Medway STP.
- 1.4 The outcomes set out within this report align with the strategic objectives identified within Medway Council's Adult Social Care Strategy: "Getting Better Together" and Medway Council's Council Plan priority "Supporting Medway's people to realise their potential."

2. Background and statistics

- 2.1 Every suicide is a tragic event which has a devastating impact on the friends and family of the victim, and the community as a whole.
- 2.2 Suicide rates for males and females in Medway are shown in Table 1 below. There is a rate of 11.1 suicides per 100,000 population in Medway. This is similar (not significantly different) to the England rate of 9.9 (per 100,000 population). Both nationally and in Medway, rates of suicide among men are much higher than among women.

Table 1: Suicide rates in Medway compared with national, regional and Kent rates

Indicator	Period	England	South East Region	Kent	Medway
Suicide: age-standardised rate per 100,000 population (3 year average (Persons))	2014-16	9.9	9.8	11.6	11.1
Suicide: age-standardised rate per 100,000 population (3 year average (Male))	2014-16	15.3	15.1	18.4	18.0
Suicide: age-standardised rate per 100,000 population (3 year average (Female))	2014-16	4.8	4.8	5.3	4.4

Data shows suicide rate 2014-16. Source: Public Health England, Fingertips, accessed May 2018: <http://fingertips.phe.org.uk/profile-group/mental-health/profile/suicide/data#page/0>

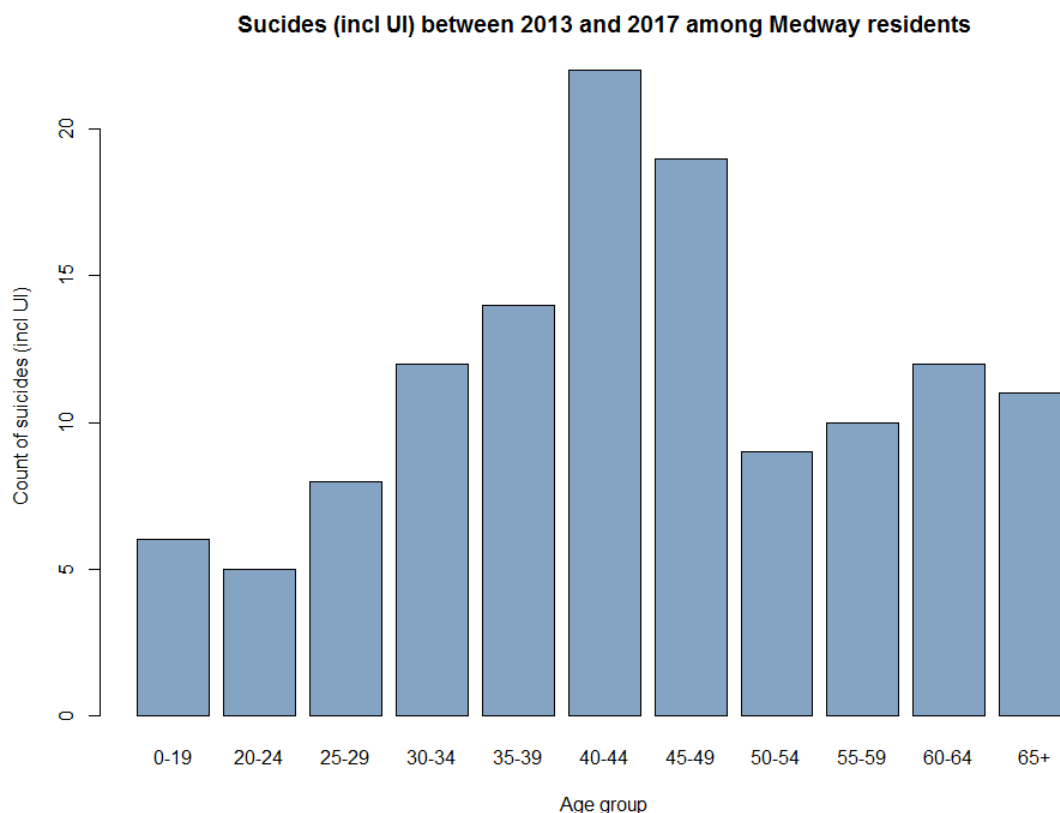
2.3 In Medway, there were fewer suicides and deaths by undetermined intent (classified as suicides in statistics) registered by coroners in 2017 than in 2016. Due to the small numbers of suicides, it is not yet possible to say whether this reduction is part of a longer term reducing trend.

Table 2: Number of deaths from suicide and events of undetermined intent, 2010-2017 registrations, aged 15+ Kent and Medway residents, by gender

Area resident	Gender	2010	2011	2012	2013	2014	2015	2016	2017	Total
Kent	Male	73	85	97	119	130	116	104	85	809
	Female	27	34	26	31	35	36	36	38	263
	Total	100	119	123	150	165	152	140	123	1072
Medway	Male	10	9	15	24	22	16	25	15	136
	Female	4	5	5	7	8	6	2	3	40
	Total	14	14	20	31	30	22	27	18	176
Kent and Medway	Male	83	94	112	143	152	132	129	100	945
	Female	31	39	31	38	43	42	38	41	303
	Total	114	133	143	181	195	174	167	141	1248

Source: primary Care Mortality database, KPHO (JB): Medway Public Health

2.4 Between 2013 and 2017, the highest number of suicides in Medway were among persons aged 30 to 49.



Source - Medway Public Health Jan 2018

2.5 The National Confidential Inquiry into Suicide and Safety in Mental Health Services (the University of Manchester, 2017) found that in the year before someone dies by suicide:

- around a third of people have contact with secondary mental health services (specialist mental health services for those with severe mental health problems);
- an additional third have contact with their GP / primary care only; and
- around a third have no contact with the NHS.

3. Existing suicide prevention work in Medway in 2017/18

3.1 The new funding and STP suicide prevention work, will build on existing local suicide prevention work. Examples of work delivered by Medway Public Health team in 2017/18 includes:

a) Mental Wellbeing Training

Public Health deliver a programme of evidence based mental wellbeing training in Medway. The aim of this training is to build local capacity so that more people are able to identify and support people with mental health issues. Specific activities include:

- Mental health first aid training delivered to workplaces, schools and other local partners. For example, eight adult mental health first aid courses were delivered/are booked for later in 2018, meaning over 100 people from Medway businesses and partner organisations will have developed knowledge and skills around mental health. This training helps people identify, talk to and help someone who may be experiencing a mental health issue and signpost to services.
- A range of staff across the Council, partner organisations and “A Better Medway Champions”, have been trained to use Connect 5. This training is based on cognitive behavioural therapy techniques. It enables people to use specific techniques to support individuals who need mental wellbeing advice.

b) Men in Sheds

Medway Men in Sheds is commissioned by Public Health and delivered by the Sunlight Trust in Gillingham. Key aims include improving mental wellbeing and reducing social isolation through sharing of interests and skills. The Shed has a particular focus on those who are unemployed or retired.

c) Promoting the Release the Pressure campaign and freephone support line

The Release the Pressure campaign is a social media campaign targeted at those at risk of suicide, particularly men. The campaign encourages people in crisis (feeling low, stressed, finding it difficult to cope or feel they have nowhere else to turn) to access 24/7 phone and web support available across Medway (and Kent).

4. 2018 / 19 STP local use of additional suicide prevention funding

- 4.1 Guidance from NHS England, requires approximately 20% (around £120,000) of the new funding to go to the Kent and Medway NHS and Social Care Partnership Trust (KMPT). KMPT provide secondary mental health services in Kent and Medway the funding they will receive is specifically to help develop and implement their Zero-Suicide Action Plan. This element has been requested by the Secretary of State.
- 4.2 The majority of the funding will be used for community-based prevention and early intervention programmes. These are detailed in Table 3.

Table 3: Proposed allocation of additional STP mental health resources 2018/19

Category	Rationale	Detailed proposals
Communications	Given that approximately two thirds of people who die by suicide are not known to secondary mental health services, social marketing campaigns are an effective way of raising awareness of available support and encouraging people at risk to seek help.	<p>Extend and further target Release the Pressure social marketing campaign.</p> <p>Promote the 24/7 freephone support line.</p> <p>Commission a mobile app that allows people to build their own safety plan and easily access support when needed.</p>
Training	NICE (National Institute of Clinical Excellence) guidance recommends that health professionals as well as members of the public are trained to recognise suicide warning signs and to learn how to respond when risk is identified.	<p>A range of training will be provided (including 3 hour, 2 day, online) at a range of venues across Medway and Kent.</p> <p>Bespoke training for primary care teams will be delivered to GPs and practice staff in their own practices and through Protected Learning Time sessions.</p> <p>At least 1000 people will receive training over in 2018/19.</p>
Workplace interventions	Workplaces offer a huge opportunity to identify people at risk and highlighting the support mechanisms that are available.	Existing workplace health teams across Kent and Medway will be upskilled to deliver additional suicide awareness and prevention messages. Industries such as construction, transport and agriculture will be targeted given their increased risk of suicide.

Innovation fund	<p>Given that nationally there is a lack of evidence about exactly what works within community settings, this fund will allow for innovative ideas to be tested. It is anticipated that effective projects will provide case studies and models of practice for other areas to follow.</p>	<p>This innovation fund will provide small grants to local groups to implement new (or extend existing) projects.</p> <p>It will be open to charities, schools, community groups, parish and district councils, and other organisations.</p>
Suicide Safer Universities	<p>University communities have been identified as a high-risk group within the Kent and Medway Suicide Prevention Strategy.</p> <p>The three Kent and Medway Universities and one Further Education College (with a combined population of over 50,000 students and more than 6,000 staff) have come together as part of a Suicide Safer Universities project.</p>	<p>This funding will support the Suicide Safer University projects with a focus on men and help-seeking; social marketing campaigns to be developed and rolled out; work on support following a suicide as well as supporting additional training.</p>
Bereavement Support	<p>Improving support for families bereaved by suicide has been identified as a priority in the Kent and Medway Suicide Prevention Strategy.</p>	<p>This funding will allow for current provision to be mapped and measured against national guidance. Recommendations will be developed to ensure high quality, equitable, bereavement support is provided.</p>
Research	<p>Current data sets can provide good quantitative and demographic evidence regarding people who die by suicide. However, they don't provide the detail about why they died. By uncovering more regarding the motivations of people who die, future interventions can be designed more effectively.</p>	<p>This research will include a systematic audit of coroner confirmed suicide cases in Kent and Medway and uncover the motivations of people who die by suicide.</p> <p>A range of other research methods will also be used to understand the lives and behaviour of individuals in the months before their death in order to uncover opportunities for intervention.</p>

- 4.3 Each of the elements described in Table 3, will be subject to individually designed evaluation methods. There is also a national evaluation of programme outcomes being undertaken by central government.
- 4.4 The Kent and Medway multi-agency Suicide Prevention Steering Group will oversee and assist with the implementation of the work. Where possible, long term sustainability will be built in to service delivery.

5. Risk management

- 5.1 Overall risk management of this project will be undertaken by the Kent and Medway STP. Local governance arrangements will be put in place to minimise the impact on project delivery within Medway.

6. Consultation

- 6.1 This programme is being overseen by the Kent and Medway Suicide Prevention Steering Group. This group comprises representatives from a range of agencies and charities. A wider stakeholder engagement event has been scheduled for 24 July 2018.

7. Financial implications

- 7.1 There are no direct financial implications for Medway Council arising from this report. During 2018/19 this programme of work is being supported by external funding from NHS England.

8. Legal implications

- 8.1 There are no direct legal implications for Medway Council arising from this report.

9. Recommendation

- 9.1 The Health and Wellbeing Board is asked to note the update on arrangements to utilise the new funding to prevent and reduce suicides in Kent and Medway.

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Appendices

None

Background papers

None