Salford Health and Wellbeing Board

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<th>Item no.</th>
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**Title of report**  
Salford Suicide Prevention Strategy

**Date**  
July 8th 2016

**Contact Officer**  
Judd Skelton, Head of Integrated Commissioning, Salford City Council / Salford Clinical Commissioning Group

### 1. Executive Summary

<table>
<thead>
<tr>
<th>Why is this report being brought to the Board? - Relevance of this report to the priorities of the Joint Health and Wellbeing Strategy, the Joint Strategic Needs Assessment or integrated working</th>
<th>This report outlines the plans in place to develop a Suicide Prevention Strategy for Salford and for key partner organisations to agree and sign up to an initial Salford Suicide Prevention Pledge</th>
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<tbody>
<tr>
<td>Health and Wellbeing Board’s duties or responsibilities in this area</td>
<td>Mental Health, Mental Wellbeing and Suicide Prevention</td>
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<td>Key questions for the Health and Wellbeing Board to address - what action is needed from the Board and its members?</td>
<td>To approve the wording in the Salford Suicide Prevention Pledge</td>
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<td>What requirement is there for internal or external communication around this issue?</td>
<td>The Salford CCG Communications Team will be leading external communications, liaising with communications colleague in partner organisations.</td>
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### 2. Introduction

#### 2.1 Background context

The Salford Suicide Prevention Partnership is working to develop a Suicide Prevention Strategy for Salford which is to focus on awareness raising and the achievement of increasingly effective and coordinated preventative work in Salford.

The Partnership has a core membership which includes Salford City Council, NHS Salford Clinical Commissioning Group, Greater Manchester Police, Greater Manchester West Mental Health NHS Foundation Trust, Forrest Bank Prison, Salford Royal NHS Foundation Trust and Six Degrees.

Our aspiration for Salford is that suicide should always be considered as an avoidable occurrence, and that we will work with key partners to ensure that appropriate and accessible support is available at a time of personal crisis so that people do not consider suicide as the only solution to the difficulties that they face.
Suicide has been identified as a key priority in the Salford Locality Plan and the Mental Health agenda for Greater Manchester Devolution. Salford is well positioned to develop an ambitious and collaborative strategy, building on the excellent partnership work that has been developed locally with regards responding to people presenting in mental health crisis. Key areas that will be focussed on within the strategy will include:

- The identification of high risk groups (for example, men in the 35 to 59 age range; Suicide is the biggest killer of men under 50)
- To support existing initiatives and, where necessary, commission activities that promote positive mental health and wellness activities
- To support existing services and, where necessary, commission accessible intervention services
- Ensuring that appropriate support is accessible for those who have been affected by bereavement as a result of a suicide

Commissioners have developed an on-line questionnaire which stakeholders have completed and following this have arranged for sub-group meetings to be held in July with a view to informing the strategy. The groups are:

a) Children and Young People  
b) Secondary Mental Health services  
c) Community (including Primary Care)

These focus groups will give an opportunity to present the aggregated findings from the responses to the on-line questionnaire and establish a collective view from participants of ‘where we are now’ and ‘where we need to be' in terms of Suicide prevention in Salford. The sub groups will then develop a number of innovative and achievable ideas that can translate into actions within the strategy.

### 3. Key issues for the Board to consider

The Salford 10 km run is on Sunday September 4th and Cllr Stone has arranged a ‘challenge’ with Salford City College, Salford CCG and other partners to get as many people running this race as possible. It was felt that this would present a unique opportunity to promote the work and plans all partners are engaged in in Salford around suicide prevention. Salford CCG are exploring the possibility of getting T-Shirts designed for all partners who are running this race with a clear message (e.g. the number 22 on the back alluding to the number of people who took their own life in 2015 and the strapline #22toomany). World Suicide Prevention day is 6 days later so this gives an ideal platform to be able to start communicating our messages around suicide prevention.

Unfortunately, the strategy itself will not be completed by then. However, the Suicide Prevention Partnership thought that instead we could use this week to communicate a pledge, or concordat, from all of the key partners in Salford to let the public know about our plans and how this is a big priority for the city.

The Salford Suicide Prevention Partnership has agreed the following form of words which could be published with the signatures of Chief Officers of the partner organisations underneath. This has been approved by the Chief Accountable Officer
and the new Chair of NHS Salford CCG and also approved by the GMW Senior Management Team. The pledge is also being taken to the Lead Member for Adult Services, Health & Wellbeing on July 13th.

“In 2015, 22 people took their own life in Salford.

22 people who felt that they had no other choice.

22 people denied a future.

22 sets of family, friends and colleagues who are left behind, bereaved.

22 preventable deaths.

22 too many.

All public sector partners in Salford are pledging our commitment to work together to address the devastating impact that suicide has on families and communities and ensure that suicide should always be considered an avoidable occurrence. We pledge to ensure that appropriate and accessible support is available at a time of personal crisis so that people do not consider suicide as the only solution to the difficulties that they face.

We have established a Suicide Prevention Partnership to develop a strategy which will identify key actions to identify how we will work together. This strategy will identify key high risk groups and contain pledges to support existing and new prevention and intervention initiatives that promote positive mental health and wellbeing.

We have established excellent and unique partnerships across the public sector in Salford where we are working together to achieve common goals, evidenced by the positive Care Quality Commission inspection of our arrangements regarding how we respond to people presenting in mental health crisis in 2015. Developing a strategy will build on these strong partnerships and clarify this collective vision and purpose and mean that we hold ourselves accountable to the people of Salford to ensure that we are doing everything we can to prevent suicide in our city.

#22toomany”

4. Recommendations for action

The Members of the Health and Wellbeing Board are asked to:

1) Consider and approve the wording for the Salford Suicide Prevention Pledge in section 3;

and

2) Approve permission for relevant partner organisations to be contacted to be a signatory to the pledge.
5. Contextual information

BACKGROUND DOCUMENTS:

- Mental Wellbeing Needs Assessment (2010)
- Salford Locality Plan (2016)
- Greater Manchester Mental Health Strategy (in development)

THIS REPORT CONTENT HAS ALSO BEEN CONSIDERED BY: Salford Suicide Prevention Partnership

EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS: Not completed to date but the Suicide Prevention Partnership will seek to ensure that the subsequent strategy understands, recognises and take account of high risk groups

ASSESSMENT OF RISK: Medium – The risk of not having a Suicide Prevention Strategy for Salford is that the City will not have a coordinated response across it’s partner organisations regarding how they are going to work collectively on this issue

LEGAL IMPLICATIONS: N/A

FINANCIAL IMPLICATIONS: N/A

PROCUREMENT IMPLICATIONS: N/A

HR IMPLICATIONS: N/A