

North Tyneside Suicide Prevention – Annual Action Plan: 2021-22

The following Action Plan has been updated based on the findings and recommendations of the Suicide Prevention Needs Assessment (2021)

In presenting data on suicide three year rolling averages are used to compensate for annual fluctuations due to small numbers. The latest national data from 2017-19 show that North Tyneside's suicide rate per 100,000 general population has remained the same as the 2016-18 rate at 12.6 suicides per 100,000. This is in contrast to the national rate that has increased significantly since 2017. The North Tyneside suicide rate is not currently statistically significantly different to the national rate. For more detail see [PHE Suicide Prevention Profile for North Tyneside](#) and the 2021 North Tyneside Suicide Health Needs Assessment.

Suicide prevention is not the sole responsibility of any one sector of society, or of the health services alone. Suicide is often the end point of a complex history of risk factors and distressing events; the prevention of suicide must address this complexity.

The following local action plan follows [Public Health England Guidance](#), published in September 2020. The guidance from PHE states that local areas should aim to tackle all seven areas of the national strategy in the long term.

1. Reduce the risk of suicide in key high-risk groups
2. Tailor approaches to improve mental health in specific groups
3. Reduce access to the means of suicide
4. Provide better information and support to those bereaved or affected by suicide
5. Support the media in delivering sensitive approaches to suicide and suicidal behaviour
6. Support research, data collection and monitoring
7. Reduce rates of self-harm as a key indicator of suicide risk

Recommended priorities for short term action over the next year within our longer term co-ordinated whole system approach are set out in the table below.

Suicide prevention supporting actions log

The purpose of this log is to identify the most appropriate place for the broad range of suicide prevention activities to sit without having an unwieldy suicide prevention plan, engaging the right range of partners, embedding public mental health, and avoiding duplication. It aims to provide a log of activity so that overall suicide prevention progress can be monitored through the inputs of a range of partners.

- This log has been developed using PHE's [Local suicide prevention planning: a practice resource](#), and tailored to the needs of the borough of North Tyneside using the findings of the 2021 Suicide Health Needs Assessment.

1. Reduce the risk of suicide in key high-risk groups			
	Target areas	North Tyneside Local Actions	Lead
1a	<p>Increase overall suicide prevention awareness and build community resilience, recognising that suicide prevention is most effective when it is combined with wider work addressing population health, the social determinants of health, and their link with health and wellbeing.</p> <p><i>Relationship or family problems, being single, living alone, or being unemployed are key considerations for suicide in North Tyneside, highlighting the importance of wider health and wellbeing work and support.</i></p>	<p>Ensure key messages, campaigns, and communication about suicide prevention reach the community and key at-risk groups throughout the year e.g., use the borough's social media channels and other communication channels to promote World Suicide Prevention day and other relevant campaign days.</p> <p>Promote the range of support across North Tyneside that promote community connectedness e.g., work of Launchpad, VODA Good neighbours project, Social Prescribing, Age UK,</p> <p>Link in with strategic work being done to minimise health and socio-economic inequalities in North Tyneside, both existing and those generated/worsened by the COVID-19 pandemic. Ensure the new Joint Health and Wellbeing Strategy for North Tyneside maximises suicide prevention activity where appropriate.</p>	<p>NTC, CCG Public Health Team, and Communications Team</p> <p>NTC, VCS</p> <p>NTC</p>
1b	<p>Reduce risk in men, especially middle-aged men aged 41-50 and develop treatment and support settings that are</p>	<p>Ensure that all mental health awareness campaigns reach at-risk groups and particularly men through a range of channels including:</p>	<p>Public Health Team with Active North Tyneside and regional ICP Suicide Prevention Group</p>

	<p>acceptable to men and they are therefore prepared to use.</p> <p><i>23% of suicides in North Tyneside from 2012-2015 were in men aged 41-50 years old and men currently represent 74% of suicides in North Tyneside, highlighting the importance of targeting this group.</i></p>	<ul style="list-style-type: none"> • Active North Tyneside: Sports Coaches trained as Mental Health First Aiders • Regional work targeting men through football – ‘Be a Game Changer’ campaign. This aims to engage men about their emotional health, promoting healthy conversations, and early health seeking behaviours • Work with local grass roots football clubs to extend reach to communities • Ensure employers continue to promote the mental health of male employees through the Better Health at Work award <p>Promote local grass root activity through Newcastle United Foundation 12th man programme – primary focus is on weight management but also covers mental health such as stress, anger, overcoming barriers, behaviours, emotions</p> <p>Promote the wide range of money advice and debt support available across North Tyneside. Raise awareness of the Money and Pensions Service (MaPS) flagship campaign, Talk Money Week w/c 8 Nov</p>	<p>Better Health at Work Programme NTC, Public Health Team, Better Health at Work Programme</p> <p>Public Health Team with NU Foundation</p> <p>NTC, CAB, VCS</p>
1c	<p>Promote and protect the mental health of vulnerable groups and deliver suicide prevention training for those working in the community who come into contact with key vulnerable groups in the context of suicide as highlighted in the needs assessment.</p>	<p>Ensure key messages, campaigns, and communication about suicide prevention reach those working with vulnerable groups throughout the year e.g., World Suicide Prevention day.</p> <p>Deliver second year of roll out of suicide prevention training programme locally which is funded by the ICP. The courses offered include:</p> <ul style="list-style-type: none"> • Bereavement • Support After Suicide • Emotional Resilience 	<p>All partners</p> <p>Public Health Team and Tyneside and Northumberland Mind</p>

		<ul style="list-style-type: none"> • Self-harm awareness • Self-harm response • Suicide awareness • Support on Suicide • Mental health for managers <p>ICP Training Hub – Suicide Prevention Training will be available to NT organisations at different levels.</p>	ICP – Training Hub
1d	Promote and protect the mental health of people with a mental illness and those who misuse drugs and alcohol.	<p>Ensure the safety of acute mental health care, with safer wards and safer hospital discharge, adequate bed numbers and no out of area admissions. All trust policies ensure there are safer wards and safer hospital discharge.</p> <p>Promote and engage with ongoing work by the voluntary sector to protect the mental health of those with a mental illness in the community such as:</p> <ul style="list-style-type: none"> • NT LIFE (Recovery College) • Launchpad <p>Deliver training to NTRP to ensure drug and alcohol services are aware of suicide risk in clients.</p> <p>Review drug related deaths process.</p>	<p>NTW, NHCFT</p> <p>VCS</p> <p>NTRP, Public Health Team</p> <p>Public Health Team</p>
2. Reduce access to the means of suicide			
2a	Tackle high frequency locations in North Tyneside and monitor for new/emerging methods of suicide.	North Tyneside does not have high frequency locations for completed suicides as in some other regional areas. However, local police have identified areas along our coastline where they get regular call outs for distressed people. Samaritan's signage/ with support numbers to be displayed at these spots by Dec 2021.	Public Health Team and Police

		Monitor RTSS for emerging new methods of suicide/patterns.	Public Health Team
3. Provide better information and support to those bereaved or affected by suicide			
3a.	<p>Ensure postvention support is offered and available to those recently bereaved and affected by suicide.</p> <p><i>Bereavement was highlighted a consideration in the suicide audit carried out by the Public Health Team</i></p>	<p>Promote the use of the NHS, PHE, and NSPA Help is at hand resource through the Coroner's Office and the Police.</p> <p>Promote 'If U Care Share' which is available to North Tyneside Residents bereaved by suicide for postvention support.</p> <p>Raise awareness of work of the Bereavement and loss group; which aims to build resilience across the VCS and increase capacity and confidence in talking about and addressing issues that result from loss and / or bereavement.</p> <p>Promote bereavement support through Living Well in North Tyneside.</p> <p>Continue to work locally with the North ICP Suicide Prevention Coordinator to deliver postvention support.</p>	<p>All partners</p> <p>Public Health Team</p> <p>NTC, VCS</p> <p>North ICP Suicide Prevention Coordinator</p> <p>NTC, VCS</p> <p>NTC</p>
4. Support the media in delivering sensitive approaches to suicide and suicidal behaviour			
4a	<p>Ensure sensitive coverage of suicides in the local media, recognising that there is a link between media reporting of suicide and imitative behaviours.</p>	<p>Ensure local media are aware of, and encourage them to follow, the Samaritans' guidance on responsible media reporting.</p> <p>Provide local media with access to the suicide prevention lead so they can speak to them before publishing any story.</p>	<p>Communications team with Public Health Team</p> <p>Public Health Team</p>

5. Support research, data collection and monitoring			
5a	Monitor and analyse real time suicide surveillance data.	<p>Regularly monitor local data and trends and work with the regional analyst and suicide coordinator to identify clusters, changing trends, or areas where action could be taken to prevent suicides in a timely manner.</p> <ul style="list-style-type: none"> This will be enabled by the new, interactive RTSS PowerBI dashboard currently being developed by the North ICP. 	Public Health Team linking with regional suicide data analyst and suicide coordinator.
5b	Analyse local data, comparing these with national and regional routine data where available, and disseminate to relevant stakeholders to facilitate wider system understanding.	<p>Refresh the North Tyneside Suicide Health Needs Assessment every three years.</p> <p>Disseminate the findings of the 2021 Suicide Health Needs Assessment to relevant stakeholders across the system as part wider of raising awareness of the importance of suicide prevention – book as an agenda item for discussion at relevant meetings across the North Tyneside Partnership.</p>	<p>Public Health Team</p> <p>Public Health Team</p>
6. Reduce rates of self-harm as a key indicator of suicide risk			
6a	Continue to monitor self-harm rates in North Tyneside and work to prevent self-harm.	<p>Monitor rates of self-harm</p> <p>Work to develop evidence-based intervention to reduce hospital admissions for self-harm that is informed by the most common locally recorded causes of admission e.g., self-poisoning</p> <p>Implement evidence-based public mental health approaches, including proportionate targeted messages and support for those at greatest risk of self-harm.</p>	Regional and local Public Health and VCS

The following resources have been used in the development of this action plan:

Department of Health (2012) 'Preventing Suicide in England: A cross-government outcomes strategy to save lives'. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/430720/Preventing-Suicide-.pdf (Accessed: 22 July 2021).

HM Government (2021) 'Preventing suicide in England: Fifth progress report of the cross-government outcomes strategy to save lives'. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/973935/fifth-suicide-prevention-strategy-progress-report.pdf (Accessed: 26 July 2021).

PHE (2020) 'Local suicide prevention planning: A practice resource'. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/939479/PHE_LA_Guidance_25_Nov.pdf (Accessed: 26 July 2021).