

Suicide Prevention

National & Local Context

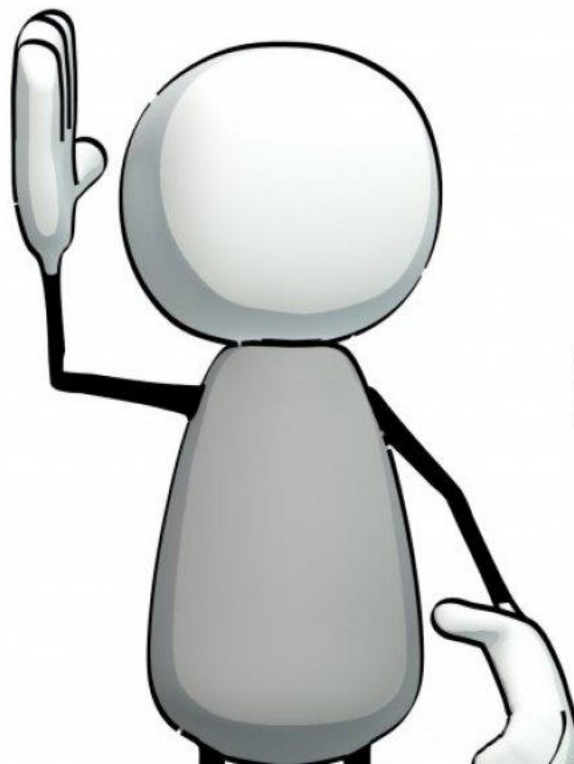
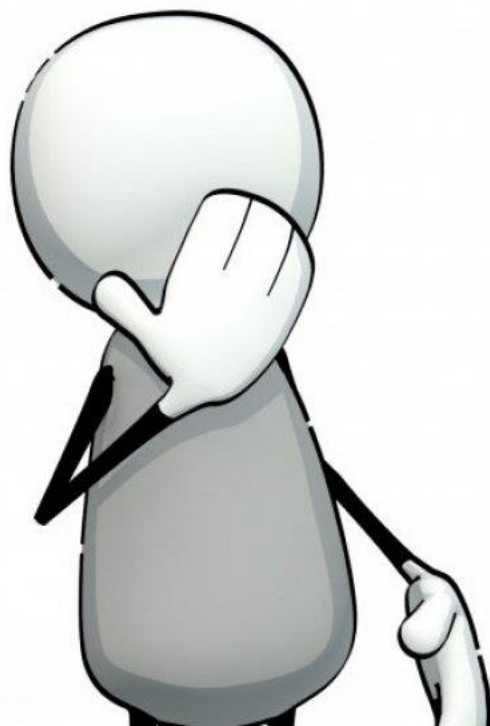
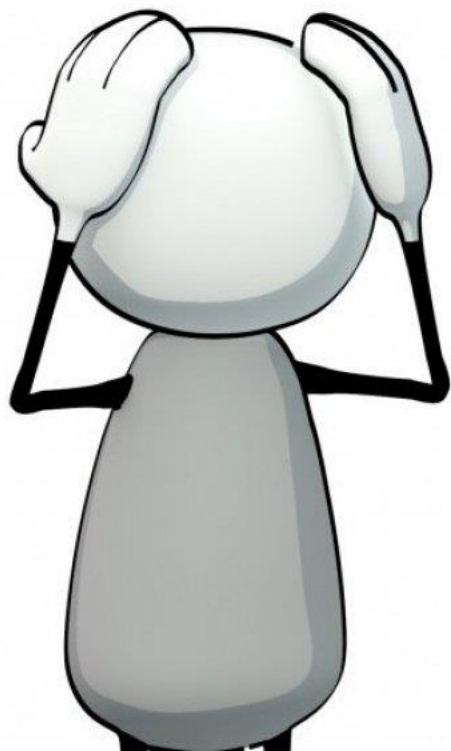
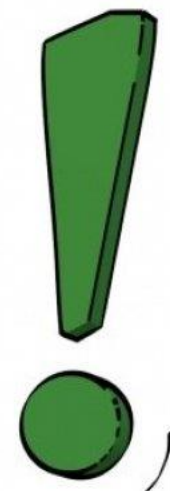
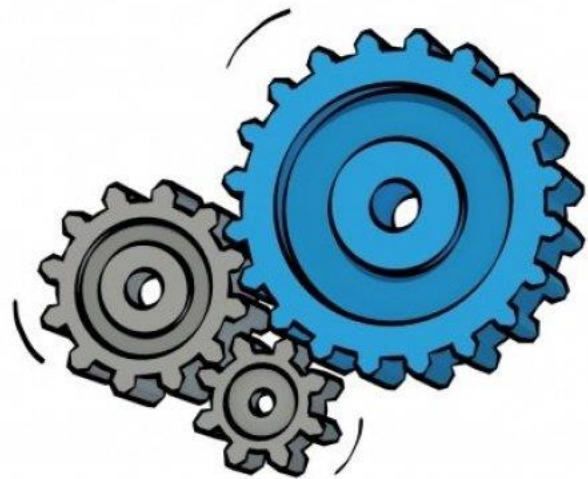


Darrell Gale FFPH

Director of Public Health East Sussex

Chair SE ADPH Public Mental Health and Wellbeing Network





Walking back through the local to the national

- Thinking back from the intervention that stopped a person's suicide ...
- Through the people and interventions that could have prevented ...
- To the pressures and expectations that created the crisis

Who is responsible for.....?

- Idea came from Dr Peter West-Oram at BSMS; Bio-ethics expert
- From a meeting to discuss ethics of intervention at a coastal location
- Thinking about why we do what we do, and how we do it
- Thinking about who can intervene, how, and where

Welfare First

- This is not an actual person's story, it is a fictional account
- It is based on available information and generalises from real stories
- The issues discussed here are very live for us in East Sussex
- We remain totally committed to preventing suicides, although all of the tools; evidence base; and resources are not yet ours
- Please look after yourselves





Cliff Edge









CHAPLAIN

V21N7J

VITARA

HYBRID

Proudly Supported By
OURNE MOTORING CENTRE

Proudly
EASTBOURNE

CHAPLAIN

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H.M. COASTGUARD
RESCUE EQUIPMENT CLEAR

MARINE &
COASTGUARD
AGENCY

FLARES/PYROTEC
It is a criminal offence
to dump flares/ pyrotec
To arrange SAFE disposal phone 01323 811111





ICE CREAM

COOL INSIDE

ICE CREAM



WALL'S



WALL'S





Eastbourne Station



SHOE REPAIRS
KEY CUTTING
JUST INSIDE STATION

SHOE REPAIRS
KEY CUTTING

DIGITAL

POST OFFICE

EASTBOURNE TAXI

EASTBOURNE TAXI 65

720-720

Tickets and Information



POSITION CLOSED



Hey, Ifb

Show unread posts since last visit.

Show new replies to your posts.

March 11, 2015, 04:55:04 PM




News: ATTENTION! The forum is still being built and populated with basic data. Users are encouraged to sign up and post.

[Home](#) [Help](#) [Search](#) [Profile](#) [My Messages](#) [Members](#) [Logout](#)

Sanctioned Suicide




About The Suicide Forum

[Unread Posts](#)

Board	Posts	
 News & Updates Administrative news and updates are posted here.	14 Posts 1 Topics	Last post by Celeron In Re: Welcome New Members on January 25, 2015, 12:04:53 AM
 Rules & Guidelines - Read Before You Post Here you can find our mandatory rules as well as a section of frequently asked questions.	2 Posts 2 Topics	Last post by Apollo In Member Titles FAQ on October 22, 2014, 02:40:34 AM
 Administrative Contact For suggestions, complaints, grievances, and anything else that you need to report or relay directly to the administrators of this site.	2 Posts 2 Topics	Last post by Apollo In Admin Contact & Discussi... on October 22, 2014, 06:26:25 PM

Sanctioned Suicide

[Unread Posts](#)

Board	Posts	
 Suicidal Thoughts Post here about any suicidal thoughts you may be having & seek help or support.	14 Posts 7 Topics	Last post by Laundry In Legit BTC mixers on February 18, 2015, 06:21:31 PM
 Suicide Attempts If you have survived a suicide attempt, tell the community about it here.	4 Posts 3 Topics	Last post by Celeron In Re: Acetaminophen Overdo... on January 25, 2015, 12:23:33 AM
 Suicide Discussion	20 Posts	Last post by lazyfucker

About 157,000,000 results (0.45 seconds)

<https://www.papyrus-uk.org> ⋮

[Papyrus UK Suicide Prevention | Prevention of Young Suicide](https://www.papyrus-uk.org)

PAPYRUS UK is a charity for the prevention of young suicide (under 35) in the UK | Call PAPYRUS HOPELINEUK on 0800 068 4141 Now.

[Places to turn for help](#) · [SpotTheSigns](#) · [Contact Us](#) · [About Us](#)

<https://www.samaritans.org> > [how-we-can-help](#) > [myths...](#) ⋮

[Myths about suicide - Samaritans](https://www.samaritans.org)

Myth: If a person is serious about killing themselves then there's nothing you can do. Fact: Often, feeling actively suicidal is temporary, even if someone has ...

<https://en.wikipedia.org> > [wiki](#) > [List_of_suicide_sites](#) ⋮

[List of suicide sites - Wikipedia](https://en.wikipedia.org)

The following is a list of current and historic sites frequently chosen to attempt suicide, usually by jumping. Some of the sites listed have installed ...

<https://www.hsph.harvard.edu> > ... > [Means Matter Basics](#) ⋮

[Lethality of Suicide Method | Means Matter](https://www.hsph.harvard.edu)

The table illustrates the significantly higher likelihood of death in a suicide attempt using a firearm versus other methods. The "Percent Fatal" column...

<https://uk.style.yahoo.com> > [forests-bridges-cliffs-10-to...](#) ⋮

[Forests, bridges, and cliffs - here are 10 top suicide spots ...](https://uk.style.yahoo.com)

27 Jan 2018 — Also called the Sea of Trees, the Picturesque Japan, is infamous for being haunted by angry spirits who ...



Hansard





nightline

we are here to listen

call us: **024 7652**

024 7657

im us: **warwick.ni**

email us: **nightlin**

visit us: our buil

New Rootes and

the launderette

open from 9pm to 9am, every night of term

we provide free condoms (la

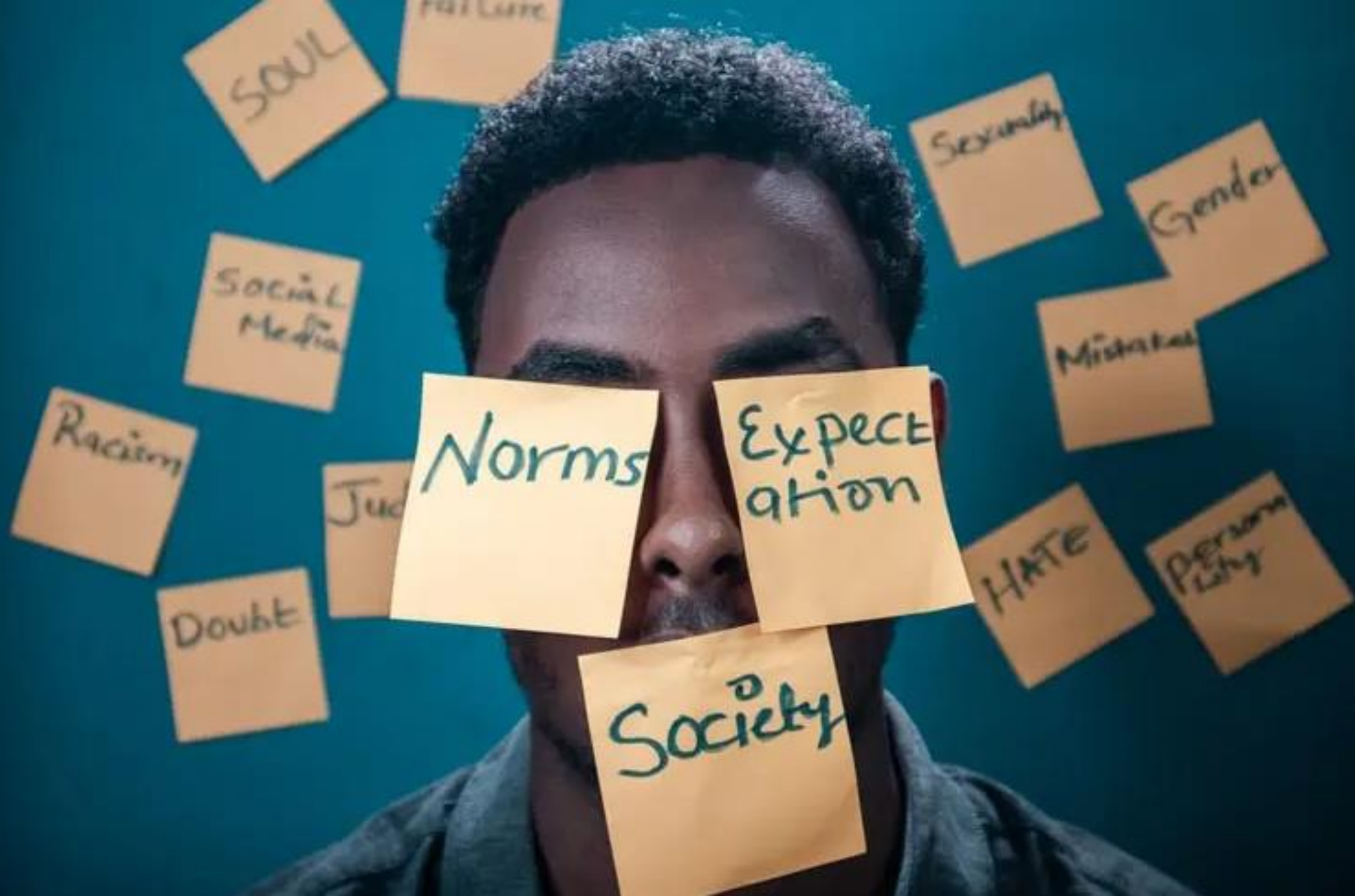
lube, sanitary towels, ear pl

tests, and attack alarms at o









SOUL

Soul Care

Sexuality

Gender

Social Media

Mistake

Racism

Jud

Norms

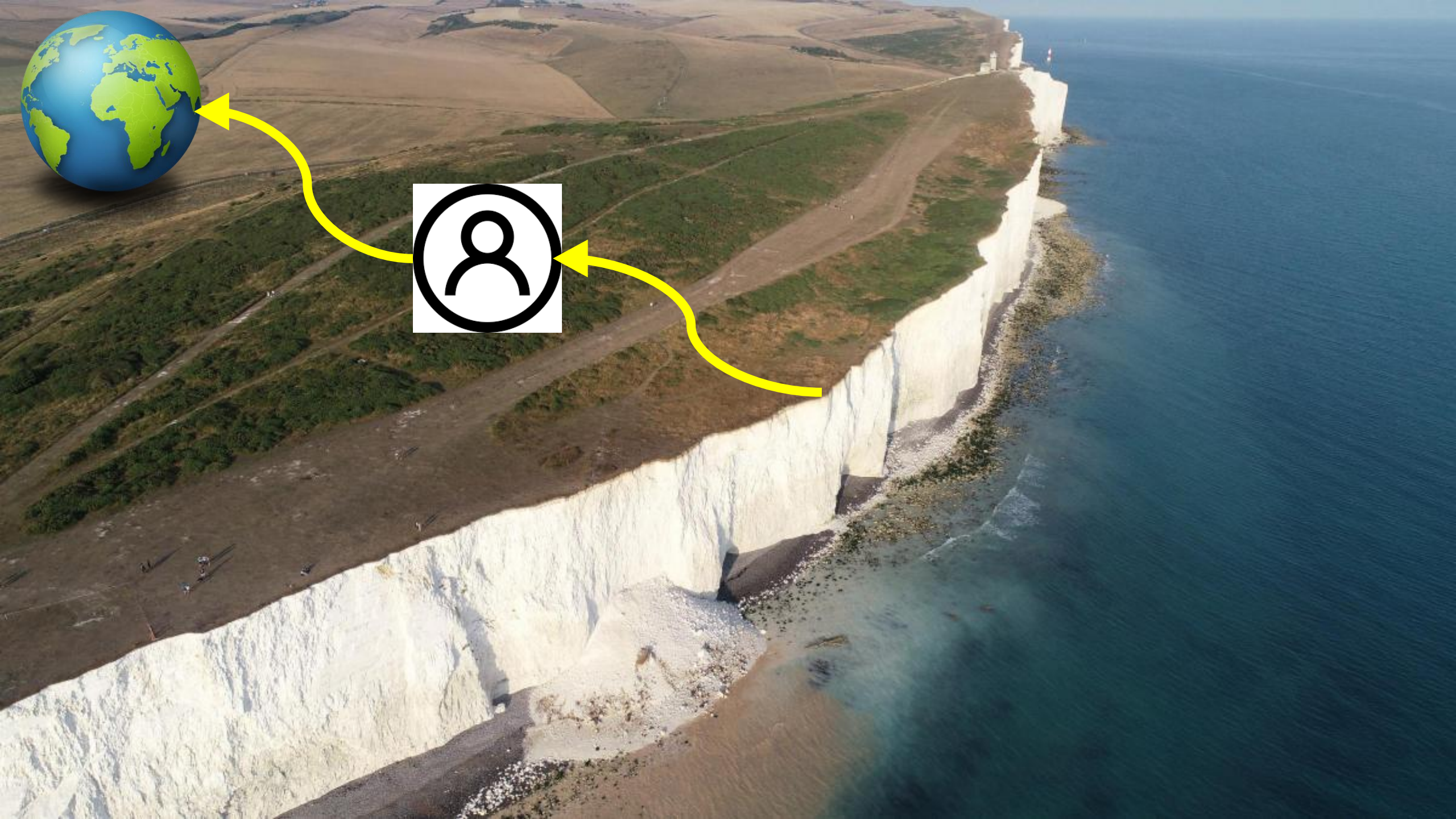
Expectation

Doubt

HATE

Person Why

Society



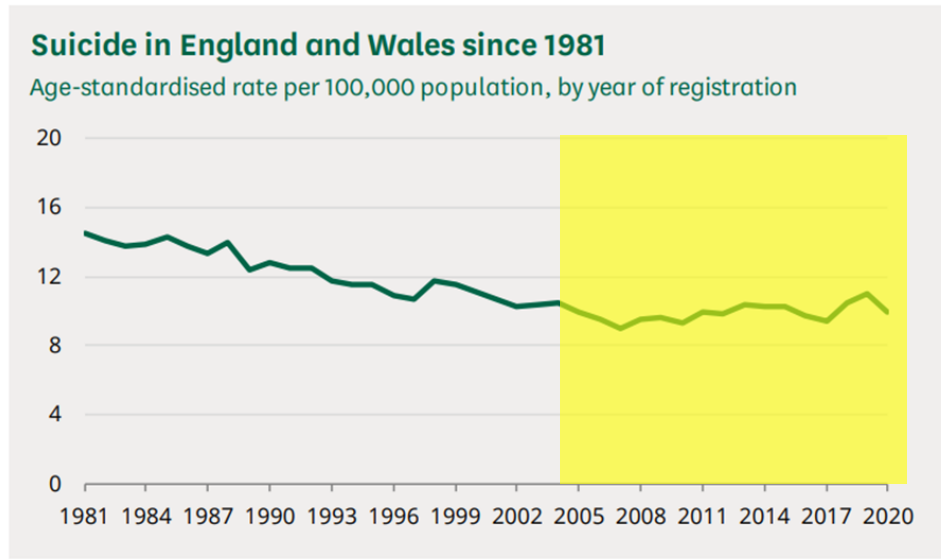
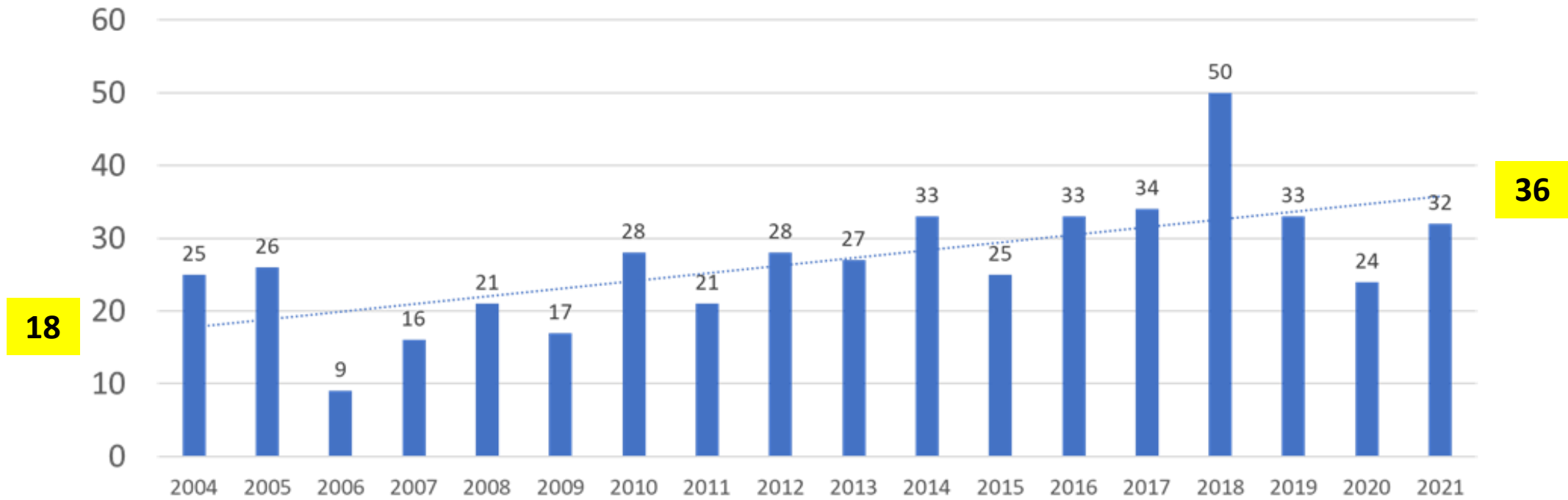
So, Who is responsible for what?

Why are we doing what we're doing, how
we're doing it?

East Sussex Local Focus

- Coastal county in SE England
- Population c 560,000
- Significant deprivation in coastal towns – especially Hastings Borough
- Average deaths by suicide 57 per year (170 3-year rolling average)
- Suicide rate 12.7 (England 10.4) per 100,000
- Home to highest chalk cliffs in UK
- Only 19 miles of dual carriageway road in whole county
- 1 hr 40 average train time to London; 52 miles as crow flies; 71 by road

Suicides at one Coastal cliff location 2004 - 2021

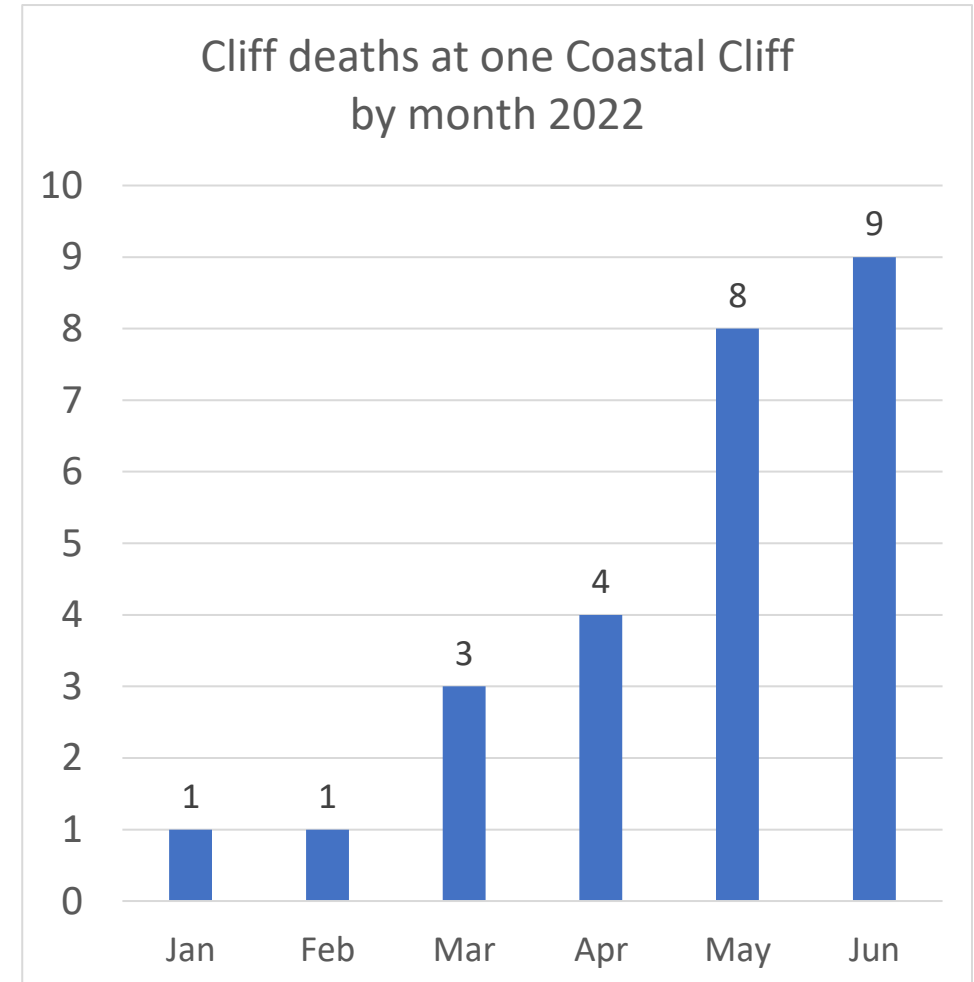


Cliff Deaths 2022

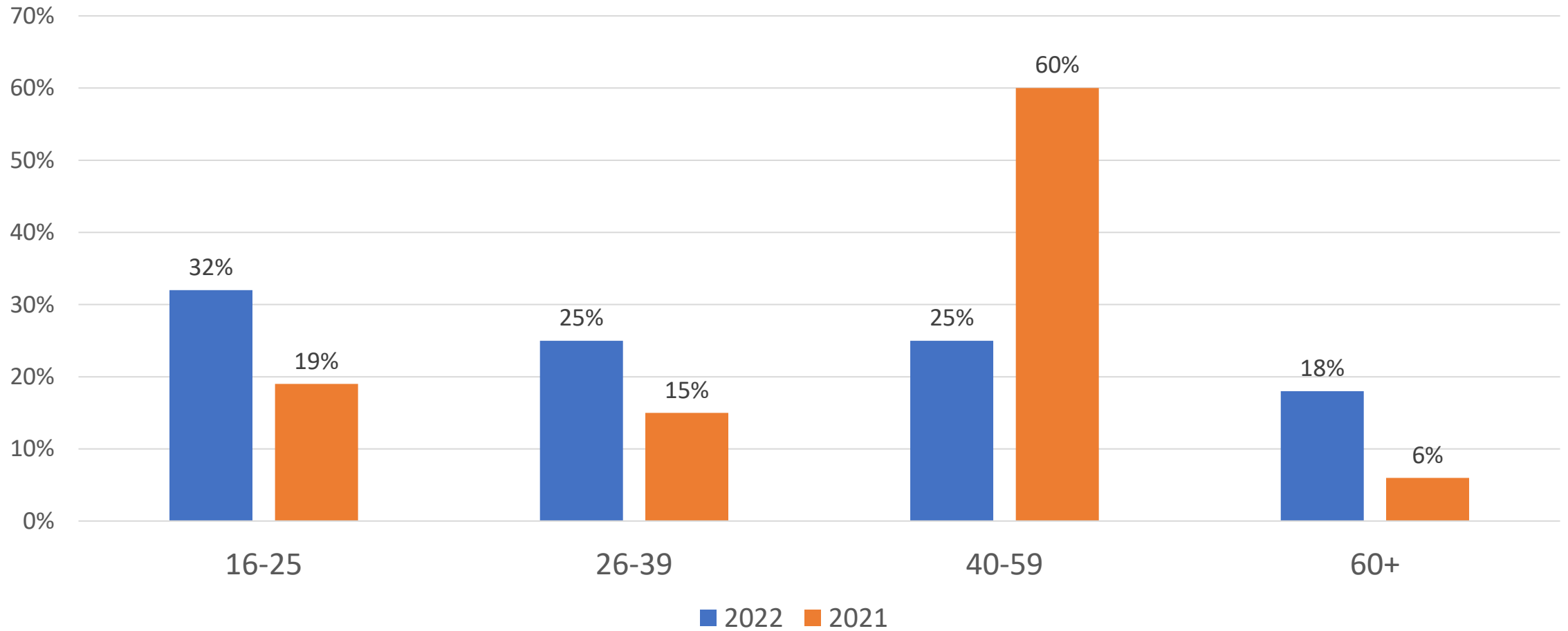
- **28 lives lost to 30th June**
- **26 lives lost at most frequent cliffs**
- 1 cliffs 12 miles west; 1 cliffs 20 miles east
- **17 at frequent cliffs 1st May to 1st June**
 - 8 out of 17 aged 20-25

Impact on public:

- **6 bodies found beach by MoP (23%)**
 - Jan, Mar, May, 3 in June, incl a visitor from Birmingham
- **7 witnessed jump/fall (27%)**
 - Feb group of walkers, Apr MoP, Apr Police/chaplain, May taxi driver/walker, 3 in June (incl. group of tourists)



Proportion of cliff deaths by age group for 2021 & 2022*
* to 30th June 2022



Suicide Prevention Plan for Coastal Cliffs

Reduce access to the site & means of suicide

- Reduce quick access to cliff**
 - Urgent parking layby closures
 - Urgent installation of training rope fence – boundary marker, psychological deterrent
 - Long term research/agree interventions to reduce access e.g. barriers/nets/road closure

Increase opportunity capacity for human intervention

- Surveillance solutions (deterrents)**
 - Security patrols?
 - Potential for temporary CCTV (Sussex Police)?
 - More patrols? Security Guards? Other?

- Public Awareness, confidence & skills to intervene**
 - Media – raise awareness of increased deterrents, & support available - signpost to ZSA see it, say it, signpost training ?
 - Other?

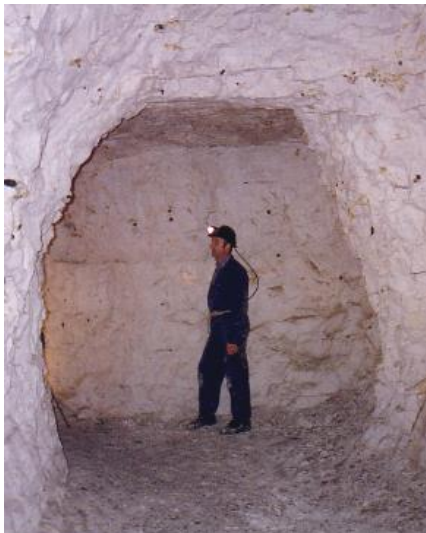
Increase opportunities for help seeking by suicidal individuals

- Improve signage to support**
 - Review signage to support – update to include Samaritans, SHOUT (texting) & Chaplaincy (Samaritans & PH?)
 - Urgent posters back of toilet doors (Borough Council?)
 - Other?

Change the Public Image of the Site

- Media – a new approach?**
 - Raise awareness of increased deterrents/support/
 - Consider article on great work of services, but also impact on them (challenge myth no one is affected by the loss) – potential group shot hundreds of services together?
 - Ramp up positive comms about the area as a busy area – high footfalls etc
 - Other?

Re-Imagining the Heritage Coast – Looking at the same thing differently

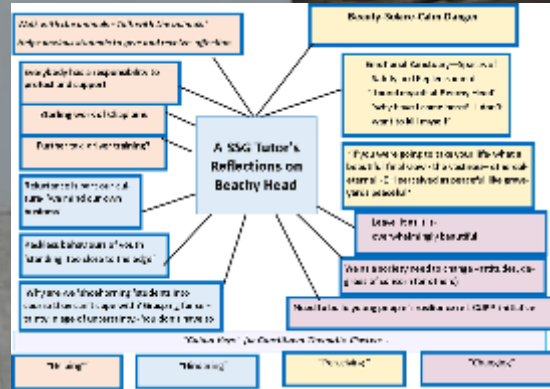


Design Research

People right on the edge

Methods

- Interviewed a member of staff at the Eastbourne Tourism Information Centre who has worked there for 29 years.
- “Interviewed” Jonny Benjamin MBE – Mental health campaigner and author – View from the Bridge.
- Interviewed EBC Council Leader Cllr Tutt.
- Followed contacts and networks.....



- EBC is a Landowner SDNP is the LPA
- Commercial and Tourism opportunities
- Minor works → Major impacts
- Physical Barriers will be overcome
- Natural England Concerns over urbanisation of the countryside
- Don't upset Tenant Farmers
- Split between day and night?
- Is the freephone number advertised?
- Status of ANPR Cameras?

How can we balance 'safety' with the 'enjoyment' and 'environmental impact'?

Professionals
IPSO's guidance
(Independent Press Standards Organisations)

Non-professionals
General Public
Smart Phones
Social Media

Risk of copycat behaviour

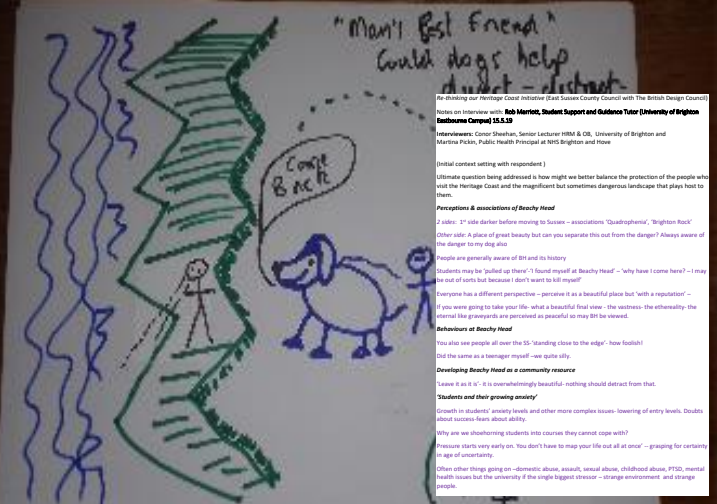
Use of the footage/photos for training, awareness...

Public Awareness
Who is doing what? (Police, HMCG, Fire Rescue...)

5 Shades of Grey(-ish) – PR



By Mia and Ais



Culture & Folklore Insights



Beautiful & Peaceful

Lethality (certainty of death)

Accessible

Remote

Protects others (friends/family)

**Risk of publicity increasing
attraction**

**Good news survivor stories of
hope & recovery not shared**

Culture & Folklore Opportunities

Change perceptions of site via:

- New media online portal
- Media & engagement strategy
 - positive filming & media policies
 - Commission specialist re-branding agency
 - focus on 'Downlands' not its name
 - influence search engine results
 - consider artist in residence
 - engage tour operators & language schools in telling a new story



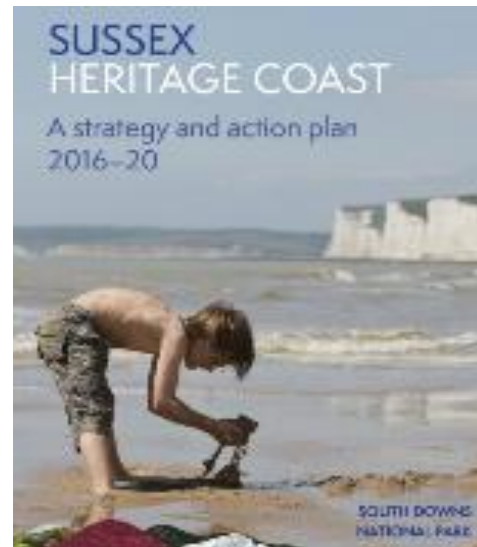


Ensure fit for purpose as world class destination

Commission:

- site infrastructure review
- design / technology solutions as appropriate

Land and Place



People & Services Opportunities



1. Improve wellbeing support for responders

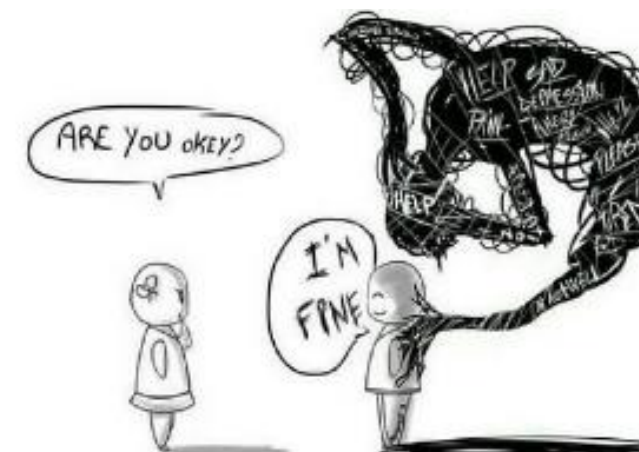


2. Raise awareness, skills & confidence of public
Say hello campaign

3. Suicide prevention training for all

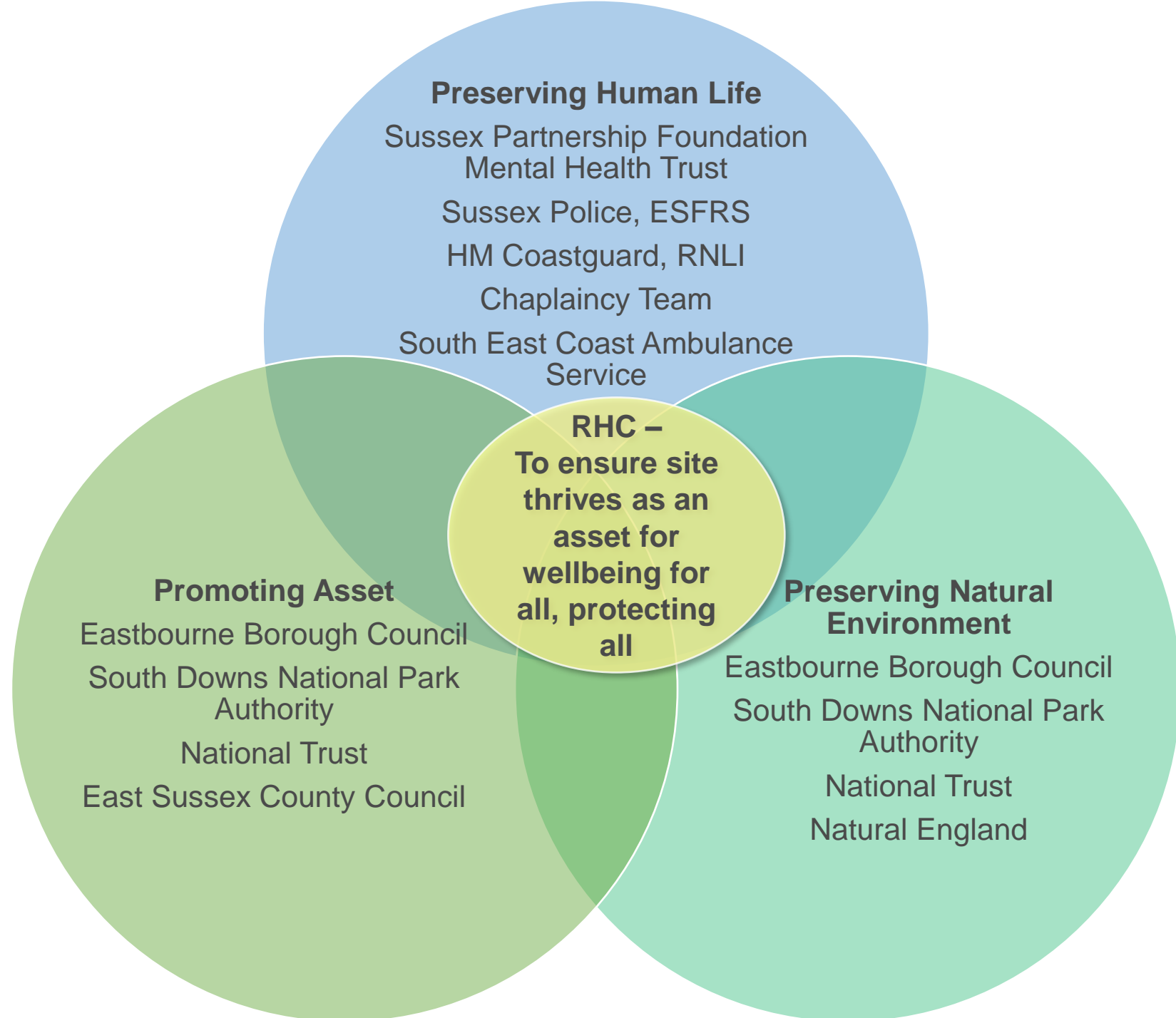


3.



Stakeholders

Post- programme











Research Commissioned

- University of Exeter 2015 Report
- Data analysis of Chaplaincy service written records
- Estimated costs of responding to incidents 2018 & 19
- Tackling harmful online information – digital research
- Factors promoting and deterring the decision to attempt suicide at coastal locations
- Suicide Prevention & Intervention Pathways
- With Samaritans HQ “Changing Perceptions” Project worker
- Behaviours preceding a suicide
- Safer Public Space Network
- Technology Pilot under consideration

There comes a point where we need to stop just pulling people out of the river. Some of us need to go upstream and find out why they are falling in. (Desmond Tutu)



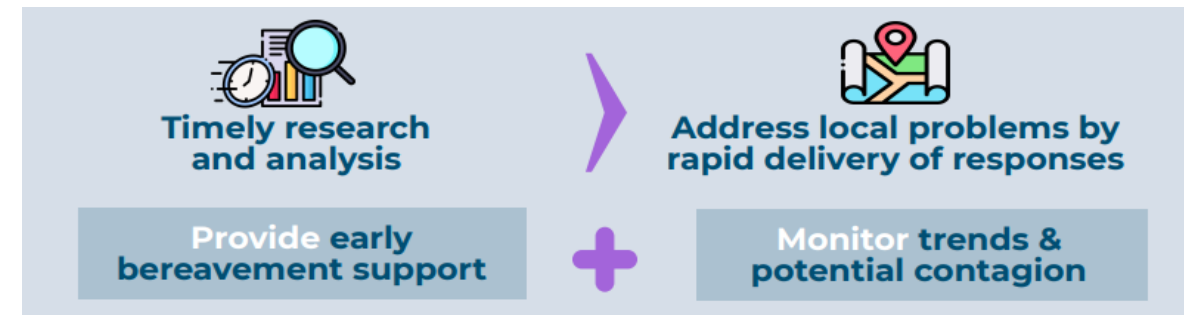
National Focus

- 10 year Mental Health Plan out for consultation
- Refresh to Suicide Prevention Strategy imminent
- Local funds delivered additional initiatives over past three years
- Learning from these

Real Time Surveillance

- Healthcare Quality Improvement Partnership (HQIP) data - 10 NHS regions, Population: 13 million, Jan 2020 – Oct 2021.
- [Suicide in England in the COVID-19 pandemic: Early observational data from real time surveillance - ScienceDirect](#)
- National near to real time suspected suicide surveillance (nRTSSS) - elements of the surveillance system should be operational in early 2023
 - will support early detection of changes in suicide rates and patterns of risk to inform suicide prevention action and support local systems. This will be achieved through harnessing the strengths of national coverage, enhanced by detailed intelligence from local systems

Primary Purpose	Secondary Purpose
Observe numbers and rates of suspected suicide across different groups of interest (e.g., age, gender, ethnicity, victims of domestic abuse), using epidemiologically robust analysis	Provide current evidence on patterns of suicide that may alleviate unfounded concerns (e.g., the impact of the pandemic on suicide rates)
Identify clusters of suicides (that cross geographical Integrated Care System boundaries) to initiate a timely response with relevant partners	Support local areas in "sense-checking" findings from local nRTSSS systems against the national data
Identify new and emerging methods/location types for suicide	Explore whether a national nRTSSS system could be used to support the evaluation of suicide prevention interventions
Offer prompt feedback to local areas and stakeholders, so they are equipped with the most up-to-date information and support them to deliver safe and effective messaging that does not cause harm	Stimulate academic research using real-time data
Identify new and emerging risk factors for suicide	Identify areas where training is required to improve data quality on suspected suicides (e.g., nationality, ethnicity)
Observe (much more rapidly) the potential influence of situational, environmental, and sociocultural factors on numbers and rates of suicides, e.g., changes in benefits systems, impact of pandemics, mass migration	



Bereavement Support

- All ICS receiving transformation funding to develop and improve 'post-vention'/bereavement support offer
- Supporting 'those affected' – witnesses, colleagues, those who find the body, blue light responders
- Post-death review and learning



Thrive LDN, Support after Suicide Partnership, Sussex ICS.



PHE, National Suicide Prevention Alliance and Support After Suicide Partnership,

Suicide Prevention Strategy 2022

Likely priority areas

- Online harms
- Economic stresses
- Data
- LGBTQ+
- Covid impact
- Gambling
- Domestic violence
- Ethnicity
- Pre-Covid trends in CYP

Priorities for 2022- a recap

- Developing a long-term Mental Health Strategy and potentially a Suicide Prevention Strategy
- Supporting recovery from COVID-19
- Enhancing engagement with the sector- including those with lived experience
- Continuing to improve data and intelligence on suicide and self-harm
- Reducing access to harmful material online through the Online Safety Bill
- Developing a new offence for incitement of self-harm
- Putting in place interventions to tackle emerging methods of suicide
- Implementation of suicide bereavement support services in every local area

Department of Health & Social Care

Gareth Owen's presentation at the NSPA conference 27/01/22.

There's lots more information in Gareth's presentation on the NSPA website here <https://nspa.org.uk/wp-content/uploads/2022/02/How-DHSC-and-OHID-are-driving-suicide-prevention-in-the-recovery-phase.pdf>

What's Missing?

- Public Places including High frequency locations!
- Calls for further research / evidence
- What are your local concerns?

Thank You

Darrell Gale

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Chair SE ADPH Public Mental Health and Wellbeing Network

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