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**To: Coventry Health and Wellbeing Board**

**Date: 9<sup>th</sup> April 2018**

**From: Jane Fowles, Consultant Public Health**

**Title: The Year for Suicide Safer Coventry – One year update report from the Suicide Prevention Strategy**

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## **1 Purpose**

To inform and update the Health and Wellbeing Board members on:

- 1.1 the progress of the Suicide Prevention Strategy signed into action at the Health and Wellbeing board meeting of November 2016.
- 1.2 the proposed year two implementation actions for the Coventry suicide prevention multi agency steering group
- 1.3 the progress and proposals for NHS England funding for suicide prevention in the Coventry and Warwickshire STP footprint.

## **2 Recommendations**

The Board is asked to:

- Note the progress update for the Suicide Prevention Strategy endorsed in November 2016 and continue to support ongoing delivery of the Suicide Prevention Strategy.
- Consider and endorse the proposed priority actions for year two of the strategy.
- Note and support the proposals outlined for the NHSE bid funding for suicide prevention among middle aged med in Coventry and Warwickshire.

## **3 Information/Background**

In November 2016, this Board signed into being a Suicide Prevention Strategy for 2016 - 2019 titled: Not one more//One is enough. The strategy was designed to harmonise with the aims and approaches of the West Midlands Combined Authority WMCA mental health commission and with the strategic aims of our neighbouring authority Warwickshire. Coventry adopted a ZERO SUICIDE goal based on the understanding - backed by local Coronial audit data - that suicide is preventable in the overwhelming number of cases. Coventry adopted a hybrid approach based on:

- **Department of Health 2012** guidance, itself backed by the Parliamentary Health Select committee. (See appendix 1)
- **The Canadian Suicide Safer community** model of gatekeeper/ sentinels who can identify people at risk and intervene. (See appendix 1)

- A locally appropriate approach rooted in **Marmot** which seeks to prevent suicide by mitigating upstream risk factors.

#### 4 **Coventry Suicide Prevention Strategy Progress Update and Year 2 Priorities**

It has been a busy year. The key highlights for year one strategic priorities are as follows:

- Establishing an active multi agency steering group
- Hosting two workshops to share best practice, local data and local excellence with 80 attendees making 35 written commitments
- Supporting an emergency services and suicide prevention event at a Wasps Home match for World Suicide prevention day with It Takes Balls to Talk, local 999 crews and Warwickshire County Council.
- Facilitating the training of 50 champions and volunteers in level one suicide prevention

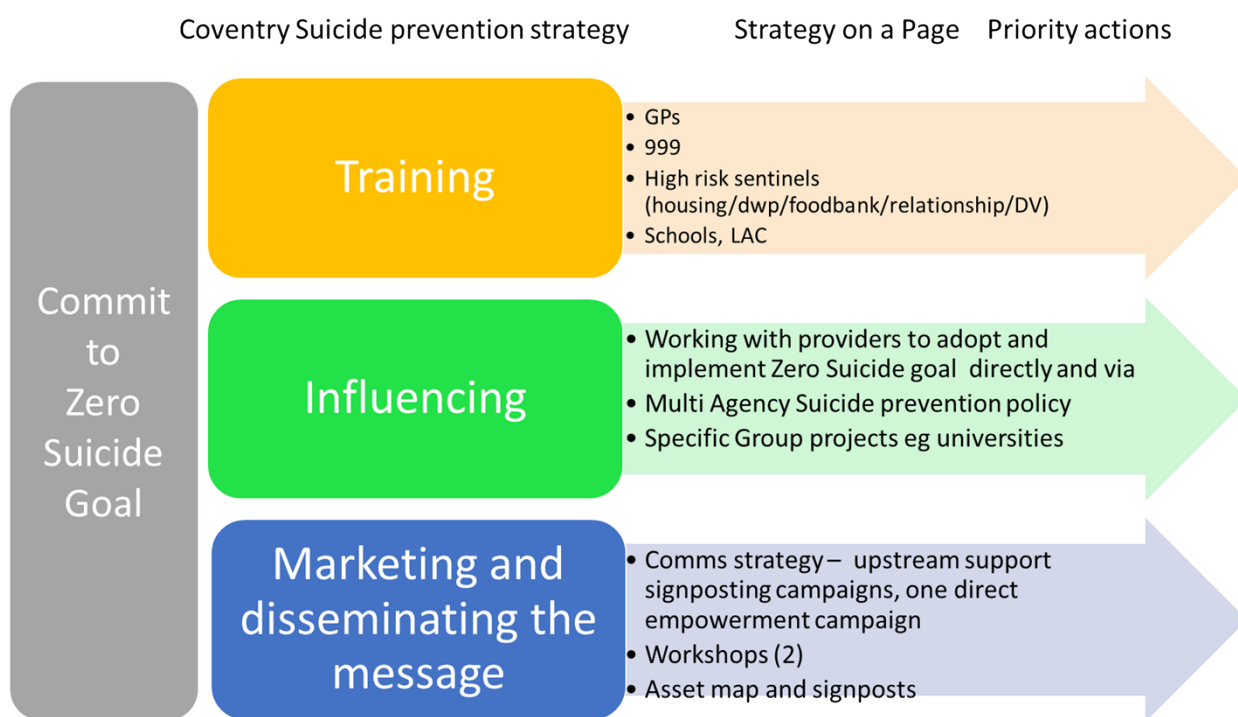
Coventry set up a multi-agency steering group. This group operates through priority work stream Task and Finish groups. There are currently six task and finish groups covering the year 2 priorities of:

- **Training** – A group which evaluates and delivers training. Training which happens via a free online tool, CW Mind and It Takes Balls to Talk both of whom train frontline gatekeeper/sentinel agencies like housing, the police and volunteers.
- **Higher Education** - Coventry has two universities and two colleges. It is a young city and there are a disproportionate number of suicides among students, especially overseas students. Both universities are committed to mental health first aid training of students, are represented on the steering group and working together to increase suicide prevention champions on campus.
- **Children and Young people** - a new group which links with schools, primary mental health teams, Coventry and Warwickshire Mind, Public Health Acting Early, family hubs and CAMHS transformation initiatives to increase awareness of suicide risk factors especially self-harm, neurodevelopmental and common mental health condition among staff, public and professionals. It seeks to increase signposting and awareness of these conditions and to develop destigmatising and supportive cultures and programmes.
- **Acute Health provider liaison**- Local experts from CWPT and Samaritans engage with and support acute NHS staff to train and support around managing suicide and self-harm risk and upskilling frontline staff.
- **Communications**- The strategy was initiated via two workshops in April and May 2017- these shared local best practice, facilitated networking, sharing local experience, services and awareness. In addition we launched a poster campaign signposting to upstream debt and financial support (see appendix 2). A Help Hub online signposting tool is in development and links have been made with coroners aids to signpost those bereaved by suicide to support services.
- **Data and Evaluation** – The public health team and insight team produced an audit of 3 years of coroner's records and 10 years of ONS death data to inform year 1 and 2 priorities for strategy implementation. Evaluation strategies have been drafted, initially focussing on routine data (the 3 year rolling average crude rate per 100,000 population) and repetition of the Coroners audit.

Data tells us that the suicide picture in Coventry is similar to the national picture. Three quarters of deaths are among men, the median age is 51. Alcohol intake is a contributory factor in the majority of deaths. Depression is formally or informally diagnosed in around two thirds of deaths. Relationship breakdown (9 in 20) and financial worries (1 in 4) are the most common precipitating factors. Nationally the risk of dying by suicide increases for those earning below the 7<sup>th</sup> decile of income (around £700 per week) it is particularly high for those with median household incomes £430-630 p.c.m. and those in the poorest decile. Jobs associated with suicide are those providing access to weapons, alcohol or drugs (farmer, veterinarian, healthcare and hospitality) and those which are irregular or casual. Bullying is a clear precipitating factor.

Coventry City Council completed the annual audit of action and implementation plans for the parliamentary select committee via Public Health England in December 2017. Coventry City Council joined the National Suicide Prevention Alliance and will combine with Warwickshire and local suicide prevention agencies to support themes on World Suicide Prevention Day 2018 (Sept 10<sup>th</sup>).

### STRATEGY IMPLEMENTATION ON A PAGE



All Linked with/mirrored by Warwickshire

### 5 Update on NHSE bid

Suicide is now the biggest killer of men aged 15-55, higher than road traffic accidents. It is also the biggest killer of women aged 15-35. Suicide, like road traffic accidents is preventable.

Coventry and Warwickshire NHS Trust and local CCGs were contacted by NHSE to bid for funding to reduce suicide among middle aged men and to improve suicide prevention service quality in the Coventry and Warwickshire STP footprint. The footprint is an outlier

for suicide especially in the age group 35-65. Most of the excess deaths occurred in Warwickshire – in Nuneaton and Bedworth district and Warwick district. The bid was submitted at the end of February and is currently being updated in the light of feedback and questions from Public Health England and NHSE. Public Health Coventry have worked and continue to work with Public Health Warwickshire, Coventry and Rugby CCG, South Warwickshire CCG, local suicide prevention steering groups, experts by experience and local experts to successfully complete the bid and manage the programme execution if it is successful.

The bid proposals seek to:

- Increase the activity and strength of It Takes Balls to Talk. It Takes Balls to Talk are a community interest group which trains volunteers to engage men at sporting events in meaningful conversations about mental health and suicide. In addition they carry out training in suicide awareness and level one prevention among male culture occupations. Initially set up with two small grants from Public Health Coventry and Warwickshire they are the core of stigma reduction, public awareness and training for Coventry and Warwickshire prevention strategies.
- Additional training is proposed to increase the depth of skill on frontline for gatekeeper and sentinel roles especially in primary care and secondary care.
- Support for community initiatives for middle aged men /intergenerational male initiatives like Men's sheds through micro grants, supporting organisations with delivery and evaluation. The community elements link with the Mental Health and emotional wellbeing STP community resilience work stream and its links to upscaling prevention in the Proactive & Preventative work stream of the STP, specifically working with the Public Health insights team and partners on novel work to develop community assets.

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Enquiries should be directed to the above person

## **Appendices**

### **Appendix 1 - Our Strategic Frameworks**

Toward a Zero Suicide Goal in Coventry strategy aims:-

1. Raise the level of understanding and awareness across Coventry of suicidal ideation, behaviours, acts and the impact of suicidal acts across our communities.
2. Highlight key areas of service development and demonstrate ways forward to assist services in supporting Coventry to be 'Suicide Safer'.
3. To set out a clear action plan to mobilise all sectors to reduce suicidal behaviour across the city.

Department of Health<sup>1</sup> seven priorities to harmonise with Warwickshire County Council by:

1. Reducing the risk of suicide in key high risk groups.
2. Tailoring approaches to improve mental health in specific groups.
3. Reducing access to the means of suicide.
4. Reducing the impact of suicide.
5. Supporting the media in delivering sensitive approaches to suicide and suicidal behaviour.
6. Improving data and evidence.
7. Working together.

The strategy further embraced the concept of Suicide Safer Communities with ten action areas<sup>2</sup>

1	Leadership and steering	6	Suicide Intervention
2	Community Needs Assessment and Action Plan	7	Clinical and Support Services
3	Mental Health and Wellness Promotion	8	Suicide Bereavement
4	Suicide Prevention Awareness	9	Evaluation and Dissemination
5	Training	10	Capacity Building and Sustainability

Marmot - reduce inequalities by acting early on prevention, with a good start in life and good work and opportunity,

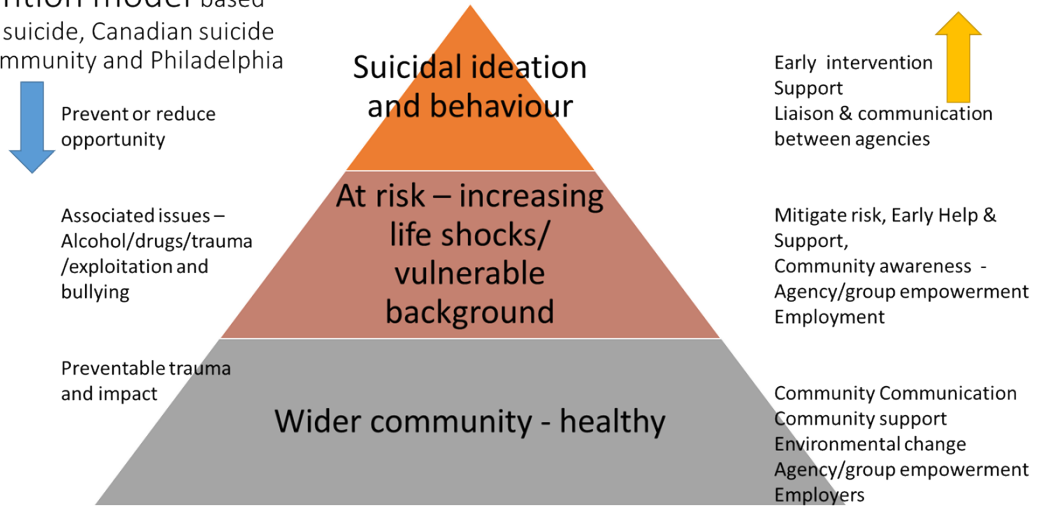
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<sup>1</sup>[http://webarchive.nationalarchives.gov.uk/20130104225636/http://www.dh.gov.uk/prod\\_consum\\_dh/groups/dh\\_digitalassets/@dh/@en/documents/digitalasset/dh\\_4019548.pdf](http://webarchive.nationalarchives.gov.uk/20130104225636/http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_4019548.pdf)

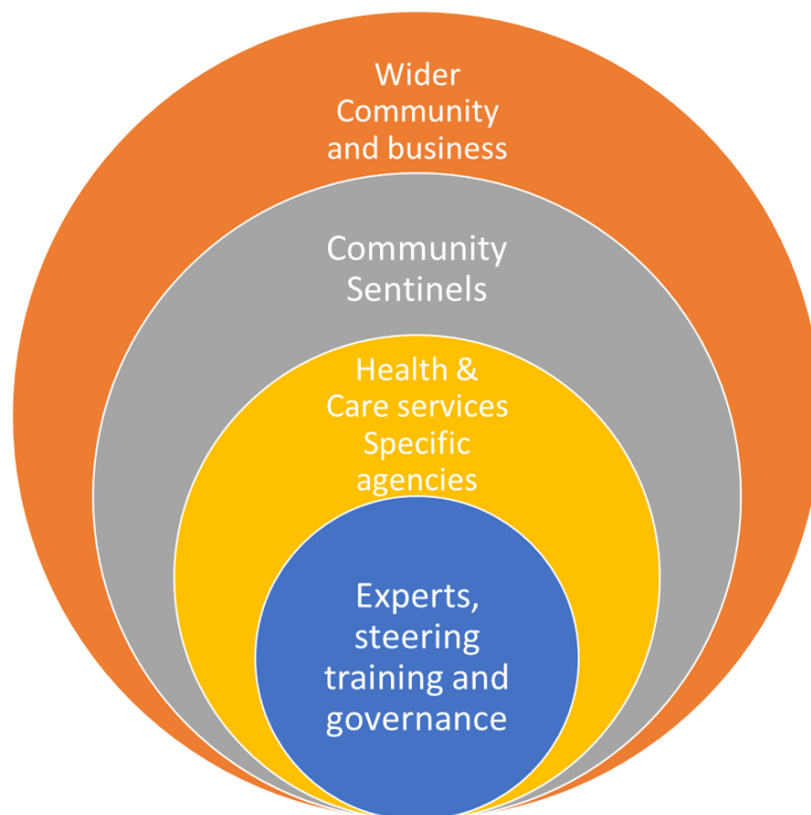
<sup>2</sup> <https://www.livingworks.net/community/suicide-safer-communities/>

## Diagram of the Coventry Marmot influenced model

The Coventry Suicide prevention model based on Zero suicide, Canadian suicide safer community and Philadelphia



## CIRCLES OF SAFETY



**Appendix 2:**

**Poster and leaflet campaign – disseminated in City Lights magazine , Libraries and via partners.**

**You don't have to be the SUPERHERO all the time**

Take off the mask.  
Be your own superhero.  
Asking for help is a sign of strength.

If money worries are on your mind, it's stressful. It's never too soon, or too late, to get help or advice about money.

For help and advice, visit: [www.coventry.gov.uk/hero](http://www.coventry.gov.uk/hero)

**SUPPORT IS OUT THERE, LOCALLY AND NATIONALLY:**

**DEBTLINE**  
Tel: 0800 731 7973

**BENEFITS AWARE**  
Benefits aware provide advice and information about benefits and money  
[www.benefitsaware.centralenglandic.org.uk](http://www.benefitsaware.centralenglandic.org.uk)

**CITIZENS' ADVICE BUREAU**  
Tel: 024 7822 3284 (enquiries only)  
[www.coventrycab.org.uk](http://www.coventrycab.org.uk)

**COVENTRY INDEPENDENT ADVICE CENTRE**  
Tel: 024 7852 1100  
Opening phone hours:  
Mon, Tue, Thu and Fri: 9.30am to 12.30pm and 1.30pm to 4.30pm  
Wed: 9.30am to 12.30pm  
Email: [info@covadvice.org.uk](mailto:info@covadvice.org.uk)

**COVENTRY LAW CENTRE**  
Tel: 024 7822 3053  
Email: [enquiries@covlaw.org.uk](mailto:enquiries@covlaw.org.uk)  
[covlaw.org.uk](http://covlaw.org.uk)  
Oakwood House, St Patricks Road Entrance, Coventry, CV1 2HL

**GAMBLERS ANONYMOUS**  
[www.gamblersanonymous.org.uk](http://www.gamblersanonymous.org.uk)

**ALCOHOLICS ANONYMOUS**  
[www.alcoholics-anonymous.org.uk](http://www.alcoholics-anonymous.org.uk)

**COVENTRY AND WARWICKSHIRE MIND**  
Tel: 024 7622 4417  
[www.cwmind.org.uk/get-help](http://www.cwmind.org.uk/get-help)

**SANE**  
Helpline: 0300 304 7000 (local rate)  
4.30pm to 10.30pm daily  
[www.sane.org.uk](http://www.sane.org.uk)

**RELATE COVENTRY AND WARWICKSHIRE**  
Tel: 024 7622 5883  
[www.relatecoventry.org](http://www.relatecoventry.org)

**NEED HELP WITH STRESS NOW?**

**SAMARITANS**  
Tel: 116 123 (free to call, confidential and anonymous)  
Email: [jo@samaritans.org](mailto:jo@samaritans.org)

**MENTAL HEALTH MATTERS**  
Tel: 0800 616171 from a landline  
0300 330 5487 from a mobile phone  
Text: 07786 202242  
[www.cwmind.org.uk/get-help](http://www.cwmind.org.uk/get-help)

Front page printed with one of 4 images reflecting the demographic diversity of Coventry.

**Workshops - summary**

80 attendees, average rating of events “Good”, 35 written commitments to action made.