

Suicide prevention



Better Together

Suicide Prevention in Kent

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Suicide Prevention Group



Objectives for today



- Suicide prevention structures in Kent
- Latest stats
- Release the Pressure
- Next twelve months

Better together – but looking to do better? KCC co-ordinate the Suicide Prevention Steering Group which includes...



**Kent
Police**



**NHS
England**

Kent Coroners



**Kent and Medway
NHS and Social Care Partnership Trust**



The Steering Group produces the multi-agency suicide prevention strategy and action plan which follows the national priorities:

1. Reduce the risk of suicide in key high-risk groups
2. Tailor approaches to improve mental health and wellbeing in Kent
3. Reduce access to the means of suicide
4. Provide better information and support to those bereaved by suicide
5. Support the media in delivering sensitive approaches to suicide
6. Support research, data collection and monitoring

2017/18 Suicide Prevention review



750 people trained in Suicide Awareness and Prevention with



82% increase in calls from men to the Release the Pressure 24hr helpline. Nearly 2000 calls a month in total






Poverty - New research shows that the suicide rate in the most deprived decile in Kent is more than double the suicide rate in the least deprived decile






New Children and Young People Suicide Prevention Action Plan & launch of “suicide safer universities”

Suicide Safer Universities

Unfortunately latest stats show we are above national rates

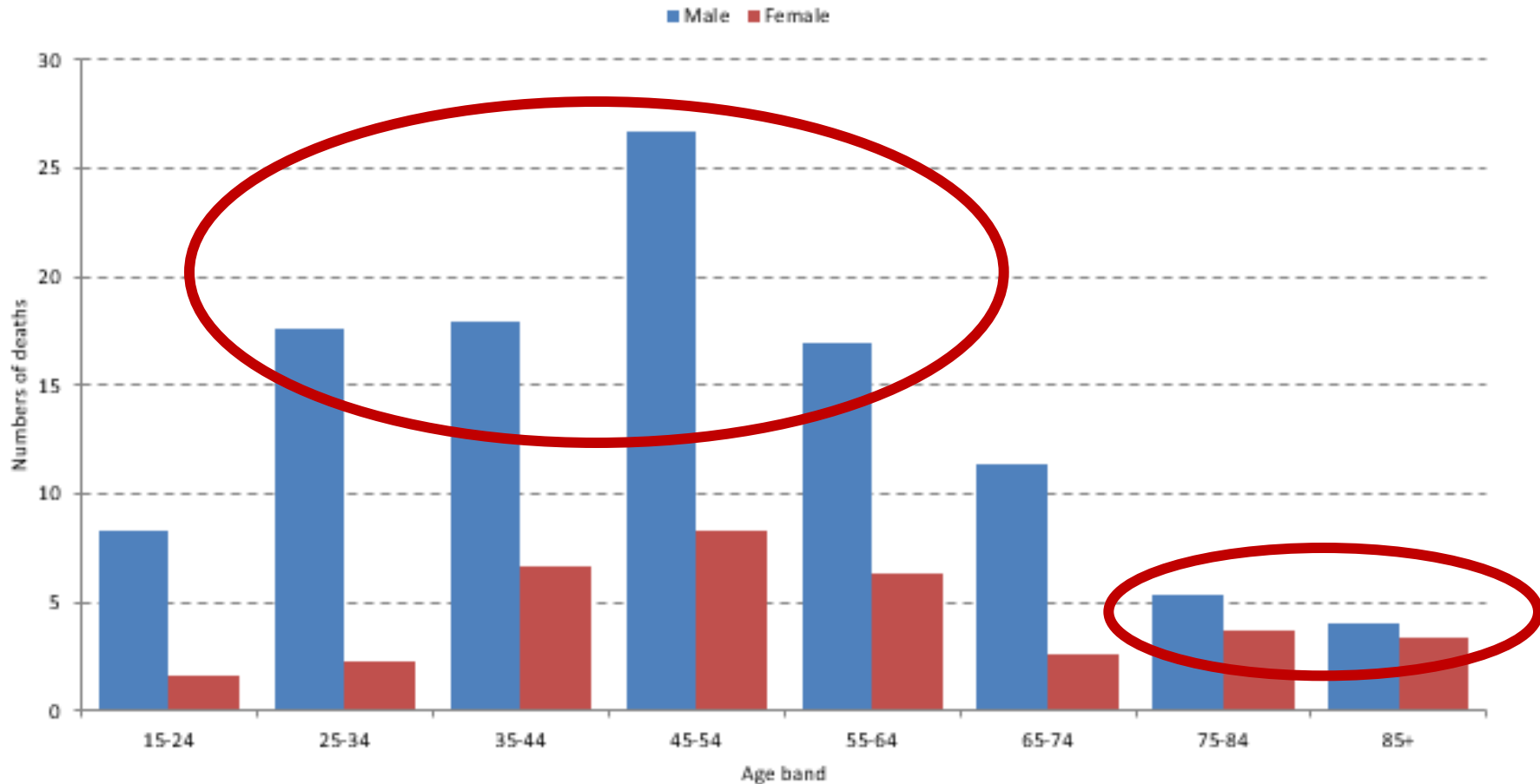
Indicator	Period	England	South East region	Kent	Medway
Suicide: age-standardised rate per 100,000 population (3 year average) (Persons) 	2014 - 16	9.9	9.8	11.6	11.1
Suicide: age-standardised rate per 100,000 population (3 year average) (Male) 	2014 - 16	15.3	15.1	18.4	18.0
Suicide: age-standardised rate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

particularly for men

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Middle aged men are most at risk (but note the gender gap closes at 75+)

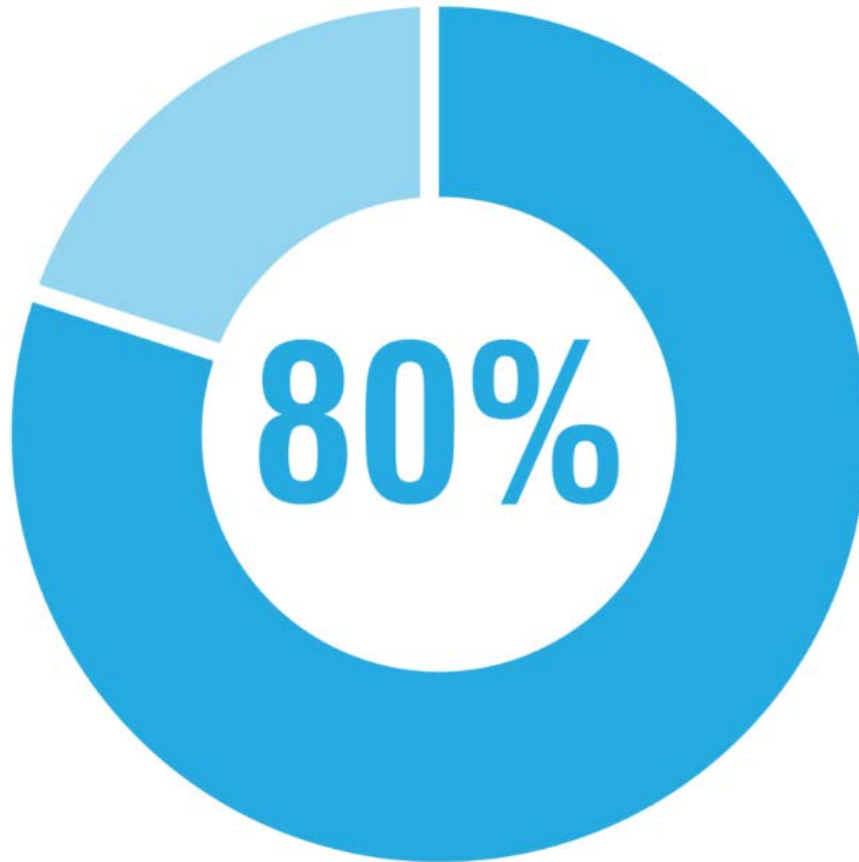
Average annual numbers of deaths from suicide and events of undetermined cause, 2014/15 - 2016/17, Kent residents by age band and gender



Source: PCMD, ONS, KPHO (JB)

Source - KMPHO

What else do we know?



**Approximately
80% of people
who died by
suicide were NOT
known to
secondary mental
health services**

We spoke to men to try and understand what is going on

Many in this audience feel hemmed in by the pressures of modern life

Men bottle these emotions up and need to have outlets provided to them

Most men feel isolated and do not have an opportunity to release



My wife thinks I sleep soundly every night. She doesn't know, no one knows, that I'm lucky if I get 2 hours a night with all the worry.

We're all men; we think we're supposed to go out and earn money. You don't get a bunch of welders talking about their feelings.

Our response?

- A social marketing campaign designed to:
 - Increase awareness of a 24/7 support-line (provided by Mental Health Matters)
 - Increase men's willingness to call the helpline
- The campaign highlights real life events, rather than mental illness as the potential trigger

Feeling the pressure?
Don't suffer in silence.



"I was in a really dark place. Talking helped me realise things would get better."

Bill, 40, from Kent*

☎ 0800 107 0160
📍 releasethepressure.uk

Support is free and confidential, provided by an independent charity and funded by Kent County Council.
*Quotes are genuine, but names have been changed to protect confidentiality.



divorce
KNACKERED money
worried
LONELY BURNT OUT
STRESSED
TRAPPED regret NEGLECTED
GUILT ANGRY
shame
controlled fear INSECURE
BEREAVEMENT

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Unleaded

T4media - 0207 233 9771

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Diesel

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And in video format...

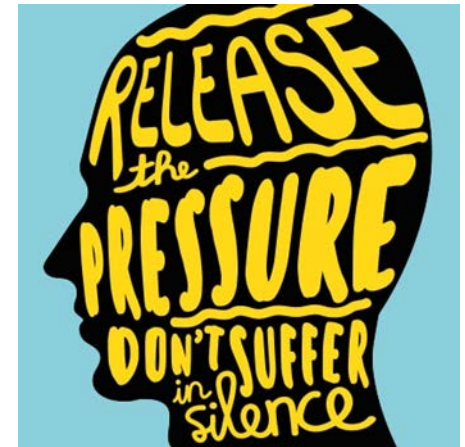


https://youtu.be/nnWjPIAK_Sg

Campaign impact

Following the campaign, calls to the support-line have increased by:

- 52% overall (nearly 2000 callers a month)
- 82% increase from men (nearly 600 male callers a month)





mental health matters

Testimony from callers

Your service has kept me alive, I would have killed myself otherwise if it wasn't for you people on the phone

If I didn't have you to bitch and moan at I would probably have gone insane



You helped me so much yesterday thank you, you really helped me to clarify things

I can actually wait for the psychologist referral because I can talk to you everyday



Your organisation is my lifeline, if it wasn't for you I wouldn't be here

I'm so glad I called, I had no idea it would leave me feeling so positive just by talking to you

Next year...



Funding decision “mid-March”...

**Kent and Medway STP
Suicide prevention transformation
funding proposal 2018/19**

Proposal includes:

- Training
- Support for high risk groups
 - Research
- MH Pathway improvements
 - Public campaigns
 - Innovation fund

