

## Suicide Prevention Programme – Monthly Clinic 5

15<sup>th</sup> January 2020, 10:00 – 12:00

Item	Summary	Resource
Introductions	<p><b>Suicide Prevention Programme Team Attendees</b>                      NCCMH: Helen Smith, Kaycee Meads, Matt Milarski, Saiqa Akhtar, Tom Ayers                      NCISH: Nic Richards</p> <p><b>Wave 2 sites</b></p> <ul style="list-style-type: none"> <li>• Hampshire and Isle of Wight (H&amp;IoW)</li> <li>• Staffordshire and Stoke on Trent (S&amp;SoT)</li> <li>• Cheshire and Merseyside (C&amp;M)</li> <li>• Suffolk and North East Essex (S&amp;NEE)</li> </ul> <p><b>Wave 1 sites</b></p> <ul style="list-style-type: none"> <li>• Cornwall and Isles of Scilly</li> <li>• Kent and Medway (K&amp;M)</li> <li>• Norfolk and Waveney (N&amp;W)</li> <li>• Bristol</li> </ul> <p><b>Trailblazer sites</b></p> <ul style="list-style-type: none"> <li>• South West London (SWL)</li> <li>• Devon</li> <li>• Somerset</li> </ul> <p><b>Other Organisations</b></p> <ul style="list-style-type: none"> <li>• Milton Keynes Council</li> <li>• Tower Hamlets</li> </ul>	

<p>Real-time surveillance and information governance</p>	<p><b>Norfolk and Waveney STP (N&amp;W)</b> N&amp;W launched a real-time surveillance (RTS) database in July 2019. They are getting data from the coroner, reviewing and discussing the data regularly, and have a data steering group. They raised four questions around RTS:</p> <ol style="list-style-type: none"> <li>1. N&amp;W can share RTS data with the police but not with other organisations/services (e.g. A&amp;E and acute trusts). The Information Governance (IG) lead wants to know the legal basis for the council needing the information. Has anyone cracked the legal basis for sharing data?</li> <li>2. Coroners are not the data controllers for the deceased. Who are the data controllers?</li> <li>3. If anyone has opted out of data sharing when they were alive, does this still apply when they're deceased? Who checks this?</li> <li>4. What level of detail are your council asking for?</li> </ol> <p><b>Question 1: Legal basis for data sharing</b></p> <ul style="list-style-type: none"> <li>• In Cornwall, the police used the legal basis for sharing data.</li> <li>• Cheshire and Merseyside (C&amp;M) have a <a href="#">memorandum of understanding</a> for public health (PH), information analysts and coroners.</li> <li>• Lancashire and South Cumbria (L&amp;SC) have overcome this and have an <b>information sharing agreement</b>.</li> <li>• <a href="#">Thrive London</a> have developed and implemented a multi-agency information sharing hub across London and have produced a data sharing agreement. If you have any questions about how they developed and achieved their data sharing agreement, please email <a href="mailto:Suicide.Prevention@rcpsych.ac.uk">Suicide.Prevention@rcpsych.ac.uk</a>.</li> <li>• It was mentioned that the legal basis would be a similar prevention of harm.</li> <li>• It was suggested that the ability to share data can depend on how risk adverse the IG lead is. N&amp;W suggested it would be helpful for their IG lead to speak to another IG lead or legal person for RTS in another area. The NCCMH asked if anyone has a helpful IG lead that can discuss information sharing around RTS – <b>if you have a helpful IG lead, please email <a href="mailto:Suicide.Prevention@rcpsych.ac.uk">Suicide.Prevention@rcpsych.ac.uk</a></b>.</li> <li>• It was mentioned that it would be good to have national guidance and a national IG role that can look at the data controller and a common understanding of data sharing. The NCCMH will raise this with NHS England.</li> </ul>	<p><a href="#">Cheshire and Merseyside Memorandum of Understanding Oct 18</a> (PDF)</p> <p><a href="#">Lancashire and South Cumbria - Information Sharing Statement</a> (PDF)</p> <p><a href="#">Lancashire and South Cumbria - Real time suicide and drug related death surveillance Information Sharing Agreement (ISA)</a> (PDF)</p>
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	<p><b>Question 3: Opt-out criteria</b></p> <ul style="list-style-type: none"> <li>• It was mentioned that once someone is deceased, the information doesn't have same protection when someone is alive.</li> <li>• The IG specialist in N&amp;W disagrees – information can't be disclosed unless it's as part of an inquest and only some information will be publicly available.</li> <li>• It was mentioned that outside of the data analyst, identifiable data wouldn't be shared.</li> </ul>	<p><a href="#">Lancashire and South Cumbria - Information sharing around incidents or online content</a> (PDF)</p> <p><a href="#">Thrive London - Suicide Prevention</a> (website)</p>
<p>Suicide Prevention campaigns and straplines</p>	<p><b>Cheshire and Merseyside STP</b></p> <p>C&amp;M mentioned that there are a range of campaigns and messaging in their area and across the country that is aimed at preventing suicide in middle aged men – the <b><i>Time to Change</i></b> and <b><i>In Your Corner</i></b> campaigns have been very successful but what works in changing suicide. They asked if there is evidence of what campaigns and straplines work.</p> <ul style="list-style-type: none"> <li>• It was mentioned that the Mental Health forum has a good platform but it doesn't address campaigns.</li> <li>• An evaluation of PHE's <b><i>Every Mind Matters</i></b> campaign is being conducted.</li> <li>• NICE conducted a <b><i>review of suicide prevention campaigns</i></b> in 2018. The qualitative study in the review looked at a campaign in Scotland that targeted at suicide in middle aged men.</li> <li>• There is research in Australia looking into the potential use of <b><i>social media for suicide prevention campaigns</i></b>.</li> <li>• Bristol are working with smaller community groups and trying to understand the communities rather than running straplines. They have the <b><i>HOPE project</i></b> to reach men who don't use services.</li> <li>• The <b><i>Release the Pressure</i></b> campaign in K&amp;M received a grant from NHSE. They haven't done an evaluation but look at demographic data from the helpline – there's often an increase in male callers after a spike in the campaign. K&amp;M mentioned that they don't talk about MH in the campaign but use terms such as 'stress'.</li> <li>• Somerset are talking to men in bereavement support services.</li> </ul>	<p><a href="#">Time to Change</a> (website)</p> <p><a href="#">Effect of the Time to Change anti-stigma campaign</a> (PDF)</p> <p><a href="#">In Your Corner</a> (website)</p> <p><a href="#">Every Mind Matters</a> (website)</p> <p><a href="#">Preventing suicide in community and custodial settings – NICE evidence review</a> (PDF)</p> <p><a href="#">Suicide Prevention Media Campaigns: A Systematic Literature Review</a> (PDF)</p>

- K&M are conducting research with men who attempted suicide and what helped them reach out.
- **Samaritans** have done a survey looking at middle aged men and support around them.
- In Essex, a lady who is a community Facebook group admin with a large social media network is pushing out Zero Suicide Alliance training.
- Milton Keynes and Bedfordshire have been running the **Heads Up Programme** for over a year as part of their suicide prevention work and are currently undertaking a local evaluation. The campaign targets middle aged men (aged 30 to 59 years) and aims to prompt men to recognise if they are feeling low and take action.

Nic (NCISH) mentioned that research is limited and encouraged people to evaluate their own campaigns to increase research in this area.

Nic mentioned that campaigns are doing well at getting men to talk about how they're feeling and that we need to make sure that there's a helpline or somewhere they can talk. Bristol agreed that it's about what support is there for people to use once the awareness is raised.

It was asked what the definition (age range) of middle aged men is. Nic confirmed that it's men between 40 to 54 years. She mentioned they are working on a project on suicide and middle aged men. Tom (NCCMH) asked if we should be targeting people in the years leading up to middle age in campaigns. Nic agreed and mentioned that men within a 5 year range either side of the middle age bracket also have high rates of suicide.

**Update:** *Louis and Nav (NCISH) agreed that the focus of campaigns should be on awareness of what can help in terms of available support not simply just awareness raising on its own. Louis highlighted if you look at cancer campaigns, that is what they do.*

[Social media and suicide prevention: a systematic review](#) (PDF)

[HOPE project](#) (website)

[Release the Pressure](#) (PDF)

[Samaritans survey on suicide and middle aged men](#) (press release)

[Heads Up Programme – Milton Keynes and Bedfordshire](#) (PDF)

AOB	<p><b>Interventions for people discharged from hospital</b></p> <p>It was asked if anyone is involved in interventions for people discharged from hospitals but still at risk.</p> <p>Norfolk and Suffolk NHS FT (NSFT) have a 48 hour discharge. People are most likely to take their lives 72 hours after discharge. NSFT are planning to implement the creation of safety plans with patients and carers and a follow up within 24 hours of discharge.</p>	
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## Resources

Resource	Link	Topic
Cheshire and Merseyside Memorandum of Understanding Oct 18	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/cheshire-and-merseyside-memorandum-of-understanding-oct-18.docx">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/cheshire-and-merseyside-memorandum-of-understanding-oct-18.docx</a>	Data sharing
Lancashire and South Cumbria – Information Sharing Statement	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/lancashire-and-south-cumbria---information-sharing-statement.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/lancashire-and-south-cumbria---information-sharing-statement.pdf</a>	Data sharing
Lancashire and South Cumbria - Real time suicide and drug related death surveillance Information Sharing Agreement (ISA)	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/lancashire-and-south-cumbria---real-time-suicide-and-drug-related-death-surveillance-isa.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/lancashire-and-south-cumbria---real-time-suicide-and-drug-related-death-surveillance-isa.pdf</a>	Data sharing
Lancashire and South Cumbria - Information sharing around incidents or online content	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/lancashire-and-south-cumbria---information-sharing-around-incidents-or-online-content.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/lancashire-and-south-cumbria---information-sharing-around-incidents-or-online-content.pdf</a>	Data sharing
Thrive London – Suicide Prevention	<a href="https://www.thriveldn.co.uk/core-activities/suicide-prevention/">https://www.thriveldn.co.uk/core-activities/suicide-prevention/</a>	Data sharing
Time to Change	<a href="https://www.time-to-change.org.uk/">https://www.time-to-change.org.uk/</a>	Suicide prevention campaign

Effect of the Time to Change anti-stigma campaign on trends in mental-illness-related public stigma among the English population in 2003–13: an analysis of survey data	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/anti-stigma-it's-time-to-change-campaign_2014.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/anti-stigma-it's-time-to-change-campaign_2014.pdf</a>	Suicide prevention campaign
In Your Corner	<a href="https://www.time-to-change.org.uk/category/blog/in-your-corner">https://www.time-to-change.org.uk/category/blog/in-your-corner</a>	Suicide prevention campaign
Every Mind Matters	<a href="https://www.nhs.uk/oneyou/every-mind-matters">https://www.nhs.uk/oneyou/every-mind-matters</a>	Suicide prevention campaign
Preventing suicide in community and custodial settings - NICE Evidence review 8 for suicide awareness campaigns - 2018	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/nice_evidence-review-suicide-awareness-campaigns_2018.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/nice_evidence-review-suicide-awareness-campaigns_2018.pdf</a>	Suicide prevention campaign
Suicide Prevention Media Campaigns: A Systematic Literature Review – Pirkis et.al	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/pirkis_suicide-prevention-media-campaigns-a-systematic-literature-review_2019.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/pirkis_suicide-prevention-media-campaigns-a-systematic-literature-review_2019.pdf</a>	Suicide prevention and social media
Social media and suicide prevention: a systematic review – Robinson et.al	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/robinson_systematic-review-of-social-media-and-suicide-prevention_2016.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/robinson_systematic-review-of-social-media-and-suicide-prevention_2016.pdf</a>	Suicide prevention and social media
HOPE project - Bristol	<a href="https://www.second-step.co.uk/our-services/recovery-mental-health/hope-project/">https://www.second-step.co.uk/our-services/recovery-mental-health/hope-project/</a>	Suicide prevention campaign
Release the Pressure - Kent and Medway	<a href="https://www.kent.gov.uk/_data/assets/pdf_file/0008/58535/Release-the-Pressure-suicide-prevention-campaign.pdf">https://www.kent.gov.uk/_data/assets/pdf_file/0008/58535/Release-the-Pressure-suicide-prevention-campaign.pdf</a>	Suicide prevention campaign
Samaritans survey on suicide and middle aged men	<a href="https://www.samaritans.org/news/better-support-needed-less-well-middle-aged-men-curb-high-suicide-rate/">https://www.samaritans.org/news/better-support-needed-less-well-middle-aged-men-curb-high-suicide-rate/</a>	Suicide prevention research
Heads Up Programme – Milton Keynes and Bedfordshire	<a href="https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/heads-up---brief.pdf">https://www.rcpsych.ac.uk/docs/default-source/improving-care/nccmh/suicide-prevention/monthly-clinic/heads-up---brief.pdf</a>	Suicide prevention campaign