

# **CAMBRIDGESHIRE AND PETERBOROUGH SUICIDE PREVENTION STRATEGY 2017-2020**

## **EXECUTIVE SUMMARY**

Suicide is a major public health issue as it marks the ultimate loss of hope, meaning and purpose to life and has a wide ranging impact on families, communities and society. Suicide is the leading cause of death for young adults. However, the National Suicide Prevention Strategy – Preventing Suicide in England, states that suicides are not inevitable and many can be prevented, thus supporting a call for action to reduce suicide and the impact of suicide both at the national and local level.

The joint Peterborough and Cambridgeshire Suicide Prevention Strategy 2017-2020, is a refresh of the 2014-2017 strategy and includes updates on national and local suicide statistics, initiatives, evidence and forward planning to prevent suicide across the local area. The strategy builds on and supports the National Suicide Prevention Strategy – ‘Preventing suicide in England’, Dept. of Health 2012.

The key purpose of the strategy is to ensure that there is coordinated and integrated multi-agency agreement on the delivery of suicide prevention services that is tailored appropriately to local need, and is driven by the involvement and feedback from service users. The six priority areas for suicide prevention with recommendations for actions are set out in the Suicide Prevention Action Plan. This is a working document that is regularly updated and overseen by the Joint Cambridgeshire and Peterborough Suicide Prevention Implementation Group – comprising a partnership of multiple organisations involved in mental health commissioning and care. Both the strategy and action plan cover suicide prevention for children and adults.

Several other strategies that have areas of responsibility for improving mental wellbeing and suicide prevention are cross-referenced in the Suicide Prevention Strategy. These include the Emotional Wellbeing Strategy, which outlines initiatives to enhance mental wellbeing and safeguard children and young people against mental health problems, the Crisis Care Concordat and Mental Health Delivery Board, which oversees delivery of Mental Health Crisis response initiatives and the CPFT Zero suicide strategy.

A main thread throughout the strategy is an ambition towards ZERO Suicide, as agreed through the multi-partner suicide prevention implementation board in 2017. A goal of zero deaths by suicide should be the aim for people receiving care within health-care systems. The ambition relies on top-level input to increase awareness, develop a learning culture and drive up the quality of care, but can only be achieved if a system-wide approach is taken, with engagement of the broader community.

Some key points of progress seen since the launch of the 2014 - 2017 Suicide

## Prevention

### Strategy include:

- The suicide rate in Peterborough has decreased since 2010-2012 when the rate was significantly above both the England and East of England rates and is now similar to the England average. The suicide rate in Cambridgeshire has remained similar to or slightly below the England average for the last five time periods.
- Development and roll-out of the local suicide prevention campaign, 'STOP Suicide' across Peterborough and Cambridgeshire, including a local suicide prevention website, pledge, training in suicide prevention and campaigns to increase awareness of mental health issues and how to access support.
- Implementation of a 111(2) mental health crisis telephone triage and First Response Service (FRS) that includes two 'sanctuaries' - in Peterborough and Cambridge, as places to feel safe and supported during mental health crisis.
- The construction of safety barriers on Peterborough car parks to prevent suicide
- Community based youth 'face to face' counselling services. An online counselling service for young people, 'Kooth' was commissioned in September 2016.

### Key new multi-agency initiatives to enhance suicide prevention from 2017 include:

- Relaunch of the STOP suicide marketing and media campaign (from May 2018) with the support of additional private sector funding. STOP suicide is the local voice of the Zero suicide ambition. This will include a promotional film and widespread publicity - on buses and through social media with the simple message 'I'd ask' - to prompt people to have conversations about suicide when they are concerned for someone.
- The development of a multi-partnership 24 hour Mental health crisis response for children and young people
- GP training in suicide prevention - with a focus on the patient/GP interaction, risk identification, compassion and empathy, safety plans and follow-through care.
- Real-time suicide surveillance and enhanced suicide data monitoring. This allows information to be assessed for any potential factors that could require action - for example clusters or new methods of suicide.
- A reactive bereavement support service for people who have been bereaved as a result of suicide.
- CPFT commitment to a zero suicide strategy and action plan, that includes the following:
  - Care planning to ensure that carers, families and significant others are always involved
  - Ensuring that every patient has a comprehensive flexible risk management strategy
  - A pathway for the care of patients with drug and alcohol problems that explicitly manages their risk of suicide

- Ensure that learning from suicide results in sustained improvement
- The development of an adult version of the 'Keep Your Head' website with information on how to access services, self-help resources and information for professionals on mental health issues and illness.

In order to be effective in reducing suicide, and to drive the zero suicide ambition, a joined-up approach must be achieved that engages a wide range of public, private and voluntary sector partners across the county. A focus on establishing a culture where suicide prevention is central to core business, operational delivery and organisational principles is needed. This requires top-level support to achieve a cultural shift in addressing the stigma associated with mental illness and suicide that would support early prevention.