



SUICIDE RISK AWARENESS

Campaign Briefing Sheet, September 2019

#WSPD19

CAMPAIGN SUMMARY

To remember World Suicide Prevention Day on Tuesday 10th September, the Health Promotion resources team are running a health awareness campaign on suicide risk awareness.

In England, nearly 100 people a week died by suicide in 2015. Suicide is the biggest killer of people under the age of 35 and the biggest killer of men under the age of 50.ⁱ

Suicide can be a taboo topic. Often, people who are feeling suicidal don't want to worry or burden anyone with how they feel and so they don't discuss it. But, by asking someone directly about suicide, you give them permission to tell you how they feel. People who have felt suicidal will often say what a huge relief it was to be able to talk about what they were experiencing. Once someone starts talking they've got a better chance of discovering options that aren't suicide.ⁱⁱ

Bradford Council and the local CCGs and NHS trusts have adopted a zero suicide approach. This approach, led by the Zero Suicide Alliance, believes that no deaths by suicide that should be regarded as either acceptable or inevitable. Zero Suicide Alliance have FREE suicide prevention training which could help you to save a life and become better prepared to help someone with suicidal thoughts. The training is suitable for all adults, lasts about 15-20 minutes, and can be accessed via their website at <https://zerosuicidealliance.com/>ⁱⁱⁱ

Key Messages

- Suicide is the biggest cause of death for people under 35 and men under 50.
- Talking about suicide openly is important to break the stigma around it. Direct conversations about suicide break the stigma around it and give people permission to discuss how they feel.

- Bradford has a zero suicide approach and believes that no deaths by suicide are inevitable.
- FREE online training for suicide prevention is available with Zero Suicide Alliance.

LOCAL SUPPORT

Local support is available in for following services:

<p style="text-align: center;">First Response</p> <p>24-hour support line for all people in mental health crisis in Bradford and Airedale. 01274 221181. No referral required. Suitable for urgent help.</p> <p style="text-align: center;">https://www.bdct.nhs.uk/services/first-response/</p> <p style="text-align: center;">24/7 Helpline 01274 221181</p>	<p style="text-align: center;">Haven Crisis Support at The Cellar Trust</p> <p>Bradford's crisis support service, a calm and friendly alternative for A&E for people in mental distress 365 days a year. Access is via referral from First Response, suitable for people over 16. Suitable for urgent help.</p> <p style="text-align: center;">https://www.thecellartrust.org/what-we-do/crisis-support/</p>
<p style="text-align: center;">Andy's Man Club</p> <p>A safe, non-judgemental, confidential place for men to talk. There are Andy's Man Club meetings at Bradford's Millside Centre every Monday (Except bank holidays) at 7PM</p> <p style="text-align: center;">http://andysmanclub.co.uk/where-we-meet/</p>	<p style="text-align: center;">Mind in Bradford</p> <p>Local branch of Mind, the mental health charity. MIB offer local support and wellbeing workshops from their centre on Manor Row, Bradford. No referral required.</p> <p style="text-align: center;">http://www.mindinbradford.org.uk/</p>
<p style="text-align: center;">999 or A&E in Life Threatening Situations</p> <p>Please call 999 or go straight to A&E if someone has seriously harmed themselves, for example, by taking a drug overdose. Local A&E services are available at Airedale General Hospital and at Bradford Royal Infirmary.</p>	<p style="text-align: center;">Peer Talk</p> <p>Peer support meetings for people who live with depression and their families. There are weekly Peer Talk meetings in Bradford and Skipton, for more details please see their website</p> <p style="text-align: center;">http://www.peertalk.org.uk/index.php/support-groups</p>

CAMPAIGN RESOURCES

This campaign pack contains a mix of leaflets and posters to create an eye-catching display on this topic. An example display for this pack back be seen on the library's twitter page at [@BDCFTLibrary](#).

There are additional campaign resources available via the following methods:

1. **Downloading from the campaign webpage.**

A selection of leaflets and posters PDFs, videos and social media graphics, are available to download or view from our campaign webpage. Go to <https://www.bdct.nhs.uk/working-for-us/library-health-promotion-resources/health-awareness-campaigns/suicide-risk-awareness/>.

2. Ordering additional printed leaflets and posters

Our health promotion leaflets and posters service provides a free and convenient place to order high quality, up-to-date health information from a range of reputable organisations. You can order leaflets from us by going to <https://www.surveymonkey.co.uk/r/BDCFTleaflets>.

The library also has a range of borrowable health promotion resources which can be used to support campaign messages. You can browse our available resources in the library, or view our resource highlights at <https://www.bdct.nhs.uk/working-for-us/library-health-promotion-resources/health-promotion/>.

FURTHER INFORMATION

To find further information about suicide risk awareness and support we recommend looking at the following organisations and websites:

<p style="text-align: center;">Samaritans</p> <p>National UK Charity dedicated to reducing feelings of isolation and disconnection that can lead to suicide</p> <p style="text-align: center;">https://www.samaritans.org/ 24/7 Helpline at 116 123</p>	<p style="text-align: center;">Papyrus</p> <p>National UK charity for the prevention of suicide in men and women under 35</p> <p style="text-align: center;">https://papyrus-uk.org/ Hopeline for support 08000684141</p>
<p style="text-align: center;">Mind</p> <p>Charity providing support and advice to people experiencing mental health problems. Mind also campaign to raise awareness and promote understanding.</p> <p style="text-align: center;">https://www.mind.org.uk/</p>	<p style="text-align: center;">Campaign Against Living Miserably (CALM)</p> <p>UK charity leading a movement against male suicide.</p> <p style="text-align: center;">https://www.thecalmzone.net/</p>
<p style="text-align: center;">World Suicide Prevention Day</p> <p>International awareness day for suicide prevention.</p> <p style="text-align: center;">https://www.iasp.info/wspd2019/</p>	<p style="text-align: center;">Zero-Suicide Alliance</p> <p>Collaboration of organisations for suicide prevention in the UK and beyond.</p> <p style="text-align: center;">https://www.zerosuicidealliance.com</p>

For further information about this campaign or about any other library queries, please contact us:

Library and Health Promotion Resources

Lynfield Mount Hospital

Heights Lane

Bradford BD9 6DP

01274 223900

Library.lynfield@bdct.nhs.uk

Any feedback on this campaign would be very gratefully received! Please contact the library with your comments or go to <https://www.surveymonkey.com/r/CampaignsFeedback>.

REFERENCES

The health promotion resources team is committed to using high-quality health information to inform our campaign briefings. We have taken the text in the information in the campaign summary from the sources below:

ⁱ West Yorkshire and Harrogate Health and Care Partnership. (2017). Suicide prevention: Five year strategy 2017-2022. Retrieved from

https://www.wyhpartnership.co.uk/application/files/7015/1125/6462/0192_West_Yorkshire_STP_PRINT.PDF

ⁱⁱ Samaritans. (2019). Myths about suicide. Retrieved August 2, 2019, from <https://www.samaritans.org/how-we-can-help/support-and-information/worried-about-someone-else/myths-about-suicide/>

ⁱⁱⁱ Zero Suicide Alliance. (2019). FAQs. Retrieved August 2, 2019, from <https://www.zerosuicidealliance.com/faqs/>