



REACH OUT

START TO END SUICIDE

2018-19



“The greatness of a community is most accurately measured by the compassionate actions of its members.”

Coretta Scott King



*This Page- START Wellbeing Centre Salford.
Cover - Vigil of Remembrance flag procession representing the 109 live lost to suicide in Salford over the last 5 years,
World Mental Health Day, Salford Museum & Art Gallery.*

Reach Out; Start to End Suicide

Evidence tells us that stigmatising attitudes result in people being less likely to get help or give help. If we don't speak up about persistent stigma, we are at risk of perpetuating a society where we remain reluctant to reach out for help for ourselves or to support others.

This is why 'Reach Out; Start to End Suicide' was setup in early 2018, it is dedicated to the prevention of suicide. It is based on the foundation and belief that **suicide is preventable** and **everyone has a role to play in preventing suicide**. **START** is utilising its foundation within **therapeutic creative arts** it has developed some incredibly innovative interventions that are capturing attention, proactively engaging with the Salford community, whilst providing support and hope to those directly affected by suicide.

Multi-award winning 'Reach Out; Start to End Suicide' has effected meaningful change with its multi-faceted community focused suicide prevention intervention. Every facet of the intervention is innovative in its own right, and collectively reaches out to the Salford community in a scale that hasn't been seen before.

'Reach Out; Start to End Suicide' is about bringing together the people of Salford as they build resilience, caring, and saving lives. It is a people's movement that is delivering outstanding results.

'Reach Out; Start to End Suicide' has been Salford's first orchestrated suicide prevention programme of activities that has delivered with outstanding results through:



We would like to thank our funders: Salford Clinical Commissioning Group, Big Lottery, City West Housing Association and The Booths Charities.

The Intervention Need

We ran a consultation exercise with **7 attempt survivors** and **6 people that have lost family or friends to suicide** in Salford, all of them said that there needs to be **more education** within the community about what the warning signs of suicide are, how to support people who are suicidal, and how to start a conversation with someone who they suspect is feeling suicidal. A suicide attempt survivor said *“I was desperate, I couldn’t reach out and speak to anyone, I thought that I would be a burden, it would have made a huge difference if someone, anyone noticed that I was hurting and desperate, but I couldn’t”*. A suicide survivor who lost their mother to suicide said *“If only I knew what the warning signs were and how to talk to her, what to say, it would have saved her. I could have saved her, now I live with the guilt everyday”*. She went on *“We need to be taught how to spot warning signs, it would make such a big difference knowing what to look out for and how to help them”*.

When consulting by a questionnaire with 22 members of the Salford community, **86%** would not be able to identify warning signs of suicide, and **77%** not being able to identify who they could contact to get support for someone that was feeling suicidal apart from the emergency services. **91%** said that they didn't have the knowledge of how to ask or support someone if they were feeling suicidal.

National suicide statistics illustrate that the need for this intervention is real and much needed with:

- Unreported suicides range from 5% to 25% more suicides than those reported, with suicide behaviours being 100 times greater than the number of suicides (Forward for Life, 2016).
- Males accounted for three-quarters of suicides registered in 2017 (4,382 deaths), which has been the case since the mid-1990s. (ONS,2018)
- One person in fifteen had made a suicide attempt at some point in their life. (McManus S et al, 2016)
- Up to 16% of survivors try again within a year with 2% of repeat attempts being fatal. (Cornaggia, C, 2013)
- Over a third of men (35%) waited more than 2 years or have never disclosed a mental health problem to a friend or family member, compared to a quarter of women (25%) (YouGov, 2016).
- Men have measurably lower access to the social support of friends, relatives and community (MHF, 2016).
- One reason that men are more likely to complete suicide is because they are less likely than women to ask for help or talk about depressive or suicidal feelings. (MHF, 2016)
- For deaths registered in 2017 in the UK, by sex, males aged 45 to 49 years had the highest rate at 24.8 per 100,000 males, while females aged 50 to 54 years had the highest rate at 6.8 per 100,000 females. (ONS, 2018)

The need is further evidenced by international research which shows:

- People with a diagnosed mental health condition are shown to be at a higher risk of attempting and completing suicide, with more than 90% of suicides and suicide attempts having been found to be associated with a psychiatric disorder. The highest rates of suicide were associated with depressive disorders. (Hawton, K., 2003)
- Studies comparing people bereaved by suicide with non-bereaved controls support an increased probability of suicide following any bereavement. (Qin P et al,2003)
- It is estimated that suicide bereavement affects up to 9% of adolescents (Swanson SA, 2013) and 7% of adults (Crosby AE, 1994) annually.
- Losing a parent to suicide makes children more likely to die by suicide themselves and increases their risk of developing a range of major psychiatric disorders. (Wilcox C., 2010)

- Rates of depression are more than doubled among parents of children who committed suicide in the 2 years after the death, they also had a 40% increase in anxiety disorders and a 60% increase in any mental health disorder. Moreover, there was an 18% increase in marital breakup in just those 2 years. (Bolton J., 2010).

Local/Regional data and evidence further reiterates the need for this intervention with:

- 4,045 people died from suicide from 2002 to 2016 (21.5 per year) in Greater Manchester (ONS, 2018), with 1,240 of these deaths being over the last 5 years.
- Suicide is the biggest killer of men under 49, and it remains the leading cause of death in Greater Manchester for people aged 15 to 29. (GMCA,2017)
- Just over three out of four suicides (76%) are by men and suicide is the biggest cause of death for men under 35 (ONS, 2016), this contributes to the 3.2% gap in male life expectancy between Salford and the England average.

Alignment with Policy Priorities

As members of the **Salford Suicide Prevention Partnership Board** our activities are aligned with suicide prevention identification as a key priority within all suicide prevention strategies from national through to regional and local levels with all these interventions contributing to the 'Zero-Suicide' ambition.

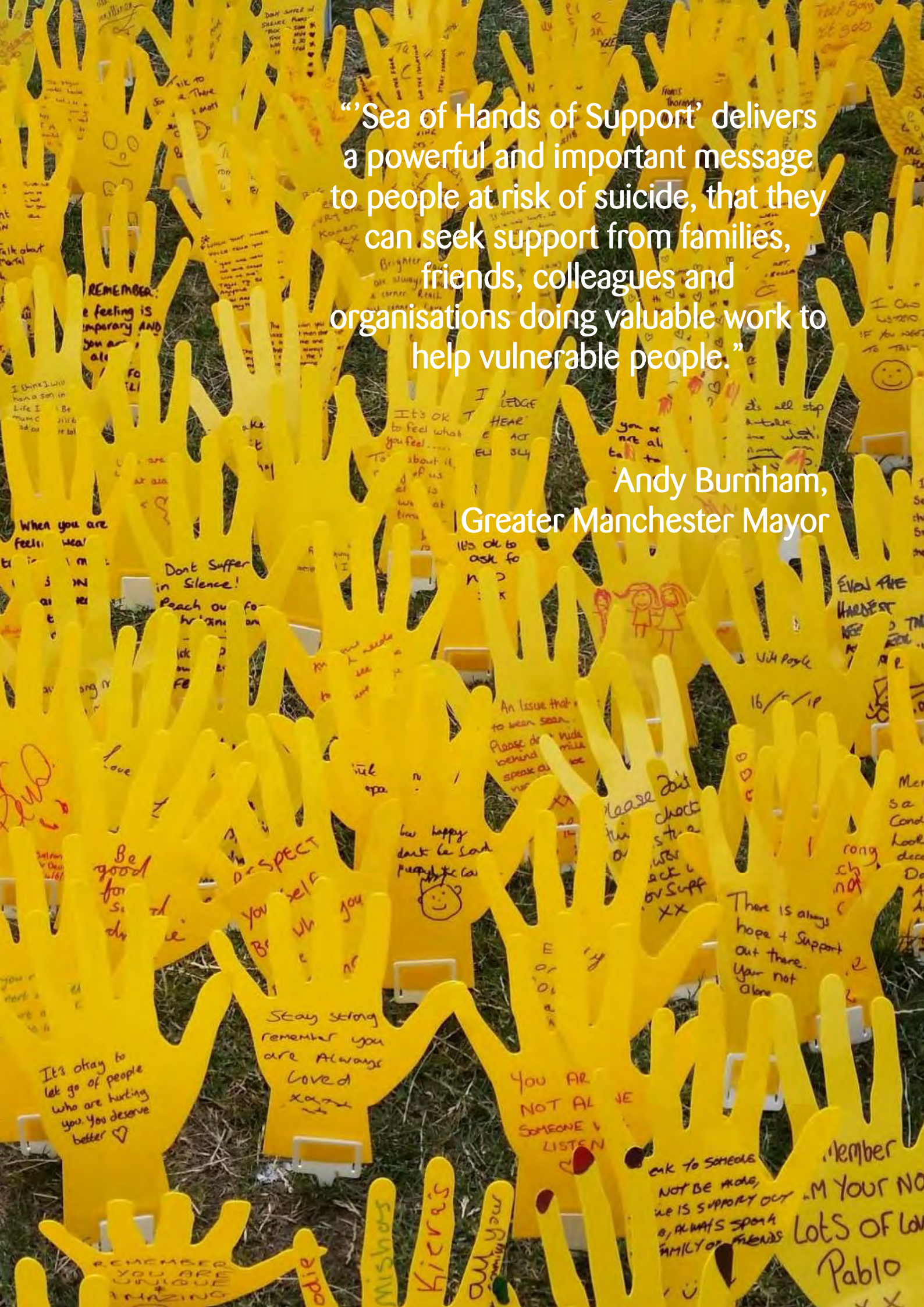
The project, has been designed to support the '**Suicide Prevention Strategy for Salford, 2017-2022**' specific objectives of 'Develop an awareness of suicide prevention and increase capacity of individuals and organisations to respond proactively with individuals in distress and individuals who are perceived to be high risk of suicide, and 'Provide effective support to individuals who have been affected by a suicide bereavement'. It also supports the sub objectives of challenging stigma associated with suicide and also with mental illness; raising suicide awareness beyond health and social care professionals to raise awareness of suicide prevention amongst the wider community; and providing access to advice and support services. We sit on the Salford Suicide Prevention Partnership Board. These priorities are universal across all Greater Manchester local authority's and national suicide prevention strategies.

It is also benefiting those identified as high risk within the 'Greater Manchester Suicide Prevention Strategy, 2017-2022' (2017). The groups that are at highest risk and gain to benefit from the project include; men, construction and contract workers, people who self-harm, suicide survivors, attempt survivors, people who misuse alcohol and drugs, people in the care of mental health services, along with students and LGBT people.

The project is an overarching community education and engagement programme that benefits all members of the community, as we all have a role to play in suicide prevention.

A big thank you to all our volunteers. Our work would not be possible without the work of our dedicated volunteers.





“Sea of Hands of Support’ delivers a powerful and important message to people at risk of suicide, that they can seek support from families, friends, colleagues and organisations doing valuable work to help vulnerable people.”

Andy Burnham,
Greater Manchester Mayor

It's okay to let go of people who are hurting you. You deserve better ♡

Be good for yourself

Stay strong remember you are Always Loved

YOU ARE NOT ALONE SOMEONE WILL LISTEN

There is always hope + support out there. You not alone

Thank to someone NOT BE ASKED WE IS SUPPORT OUT ALWAYS SPONSA FAMILY OR FRIENDS

Remember M YOUR NO Lots of love Pablo

When you are feeling weak

Don't Suffer in Silence!

It's ok to feel what you feel

I LEAD HEAR

you are all call to

It's ok to ask for help

An issue that to been seen Please don't hide behind speak up

be happy don't be sad

Please don't shoot this over the fence

RESPECT

Smiley face drawing

REMEMBER YOU ARE UNIQUE & AMAZING

Misses

Kiera's

our new family

EVERYONE ARE HARDEST

Men sa Cond Look deca Do A

rong ch not

member

M YOUR NO

Lots of love

Pablo



*Pink Picnic,
Peel Park*



*ACHIEVE Drug & Alcohol
Services, Salford*



*The University
of Salford*



*Maxine
Peake*



*START Wellbeing Centre,
Salford*



Greater Manchester Mental Health.



Mad Pride, Swinton



*Salford City Council Chamber,
Mental Health Day 2018,
a minute silence was observed in
memory of all lives lost to suicide.*



Surviving Suicide; voices of suicide & attempt survivors

'Surviving Suicide; voices of suicide & attempt survivors' was a national first that brought together suicide and attempt survivors within a therapeutic setting that allowed healing and support for all. The suicide and attempt survivors created art works that communicated their stories and experiences of suicide and the impact that it has had on their life with the support of bereavement and mental health support workers.

START with the support of **Six Degrees Social Enterprise** bereavement workers, delivered 12, two-hour therapeutic creative arts sessions for suicide and attempt survivors at **START** from the 21st June – 4th October, 2018. The suicide and attempt survivors created art works that communicated their lived experiences of suicide and the impact that it has had on their life whilst garnering peer to peer support from each other.

Communicating these lived experiences through creative arts help change the culture surrounding suicide and to preserve and promote life through compassion and understanding. Through the empowering and supporting those with lived experience within this project we enabled participants to share their insights and stories with a view to preventing lives being lost to suicide.

Participants reported a
111% increase
in their mental health and
wellbeing.

Using various mediums, participants created art works as a suicide or an attempt survivor to provide insight to how they felt, dealt with and recovered while surviving suicide. It amplified their voices of their lived experiences of suicide, whilst providing hope to anyone affected by suicide. It provided insight into what it is to feel suicidal and the loss of a loved one to suicide and created a proactive dialogue on suicide to break the stigma that surrounds it. The goal of the art works and

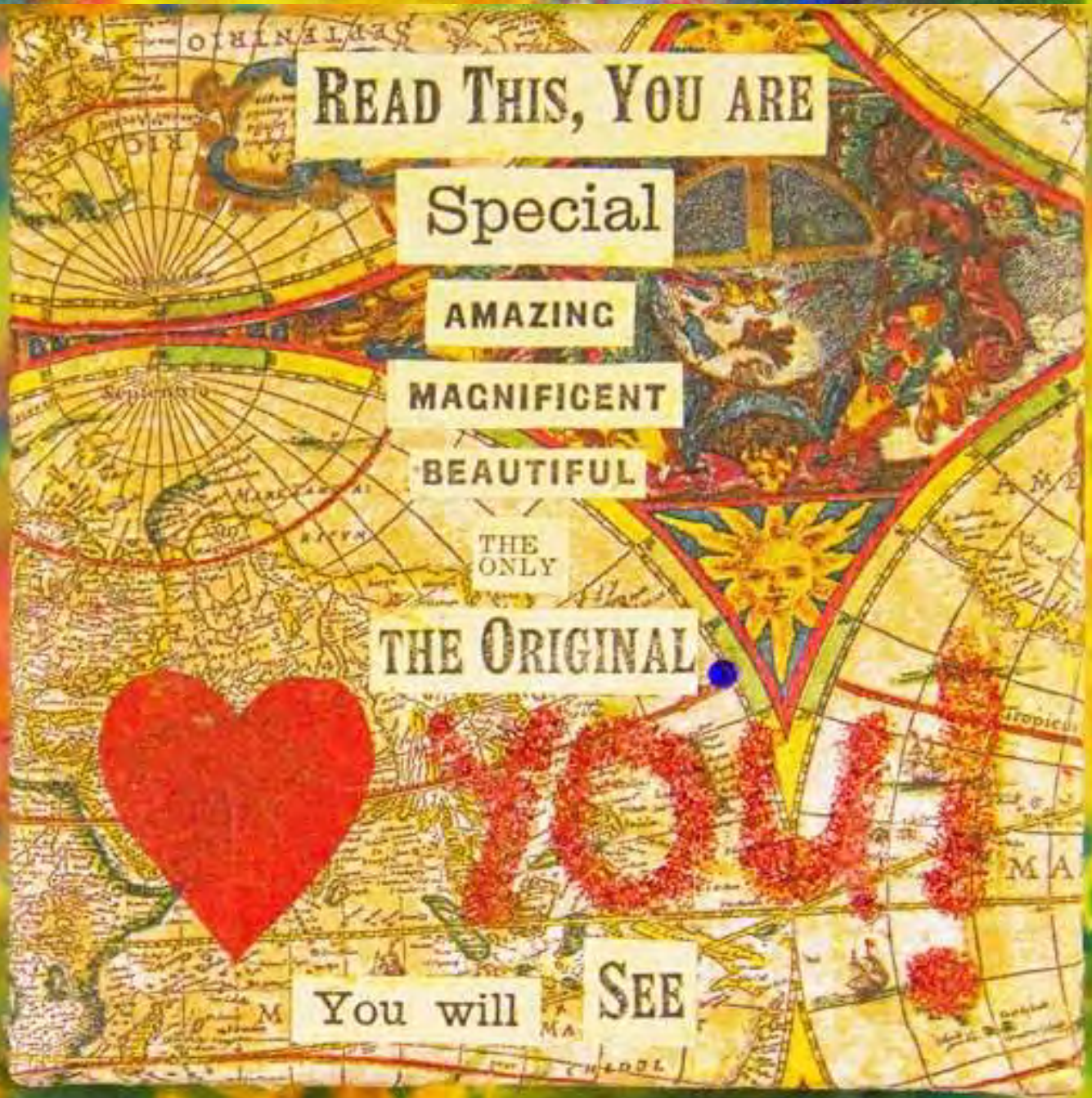
exhibition is to depict the emotions of those who have lost loved ones to suicide and attempt survivors.

18 people participated in 'Surviving Suicide; Voices of suicide & attempt survivors' therapeutic arts sessions at **START**. **16** were attempt survivors with **4** being suicide survivors having lost loved ones to suicide.

Participants were asked to rate their mental health and wellbeing on a scale of 1 – 10, 1 being very poor, 10 being excellent. The average score was **3** prior to attending this increased to **6.3** after their attendance, showing an **111% increase** in the mental health and wellbeing of the participants after attending these therapeutic creative arts workshops. **100% of participants** reported through **WEMWBS** increases in confidence and self-esteem; social activity/less isolated and more connected to their community. These results directly reduce the incidences of suicidal ideation and increased crisis awareness and support.

'Surviving Suicide; Voices of Suicide & Attempt Survivors' Participant Artworks





“The fact that we were all together and we could talk about our experiences and provide support to each other and hopefully get the message out through our art works which has helped me when I start to think about hurting myself.”

Female Attempt Survivor Participant

'Surviving Suicide; voices of suicide & attempt survivors' culminated with an exhibition of these art works at Salford Museum and Art Gallery for **'World Mental Health Awareness Day'**, 10th October, 2018.

The exhibition is now on tour of Salford in the NHS Gateways, sporting clubs and public spaces as educational and engagement tools, accessible to all Salford residents. The works are providing insight into what it is to feel suicidal and dealing with the grief of losing someone to suicide for those without experience &/or knowledge to gain empathy, understanding and awareness of suicide prevention.



'Surviving Suicide; Voices of Suicide & Attempt Survivors' Exhibition Opening, World Mental Health Day, Salford Museum & Art Gallery.



Outdoor art installation of 109 flags representing the 109 lives lost to suicide in Salford over the last 5 years, World Mental Health Day, Salford Museum & Art Gallery.

“Thank-you for the yellow flags outside of Salford Museum today remembering the 109 lives lost to suicide in Salford. It is the anniversary of my cousins passing by suicide (he was 22) and to see the flags flying from the bus today was extremely moving. Thank-you for all the work you do in Salford.”

Female Suicide Survivor



Vigil of Remembrance

Losing a loved one to suicide is different than losing a loved one as the result of a disease or a tragic accident. With suicide the person has actually chosen death.

When a person dies, societally, others generally offer empathy and compassion, but when a person dies by suicide, there is stigma around that death and people often treat the loved ones of the person who died by suicide differently. Loved ones can be very afraid to talk about the suicide for fear of judgment and condemnation – being blamed for the suicide of their family member or friend. Because of this, one effect of suicide on family and friends can be extreme isolation.


Our **'Vigil of Remembrance'** was the first of its kind within Greater Manchester, seeing over 250 people coming together, as it harnessed the community in support of those that have lost loved ones to suicide. The vigil delivered support and destigmatised the grieving of a loved one lost to suicide and enabled reflection on the person rather than the act of suicide itself. It was also a platform for education on suicide prevention and the roles that everyone can play in ending suicide while instilling hope.

The **'Vigil of Remembrance'** demonstrated to those that have lost loved ones to suicide that the community is there to support them with this mass demonstration of support. It contributed towards smashing the stigma that is associated with suicide in all its forms, and contributed to a community that enables people to discuss suicide and enables people to disclose when they are experiencing suicidal thoughts and ideas.

It was important to us that the **'Vigil of Remembrance'** involved survivors of suicide as active participants with them forming the prevailing procession of 109 flags, each flag representing the loss of a life to suicide in Salford over the last 5 years. The physical demonstration of the scale of lives being lost to suicide was powerful. This marked the opening of the remembrance vigil.

Vigil of Remembrance, Procession of 109 flags representing the lives lost to suicide in Salford over the last 5 years, World Suicide Prevention Day, Lowry Plaza Salford Quays.





“I lost my father to suicide last year,
the vigil gave me the strength to talk
about him, which I hadn’t done until
this event, thank you so much for
what you have done for me.”

Male Attendee,
Vigil of Remembrance

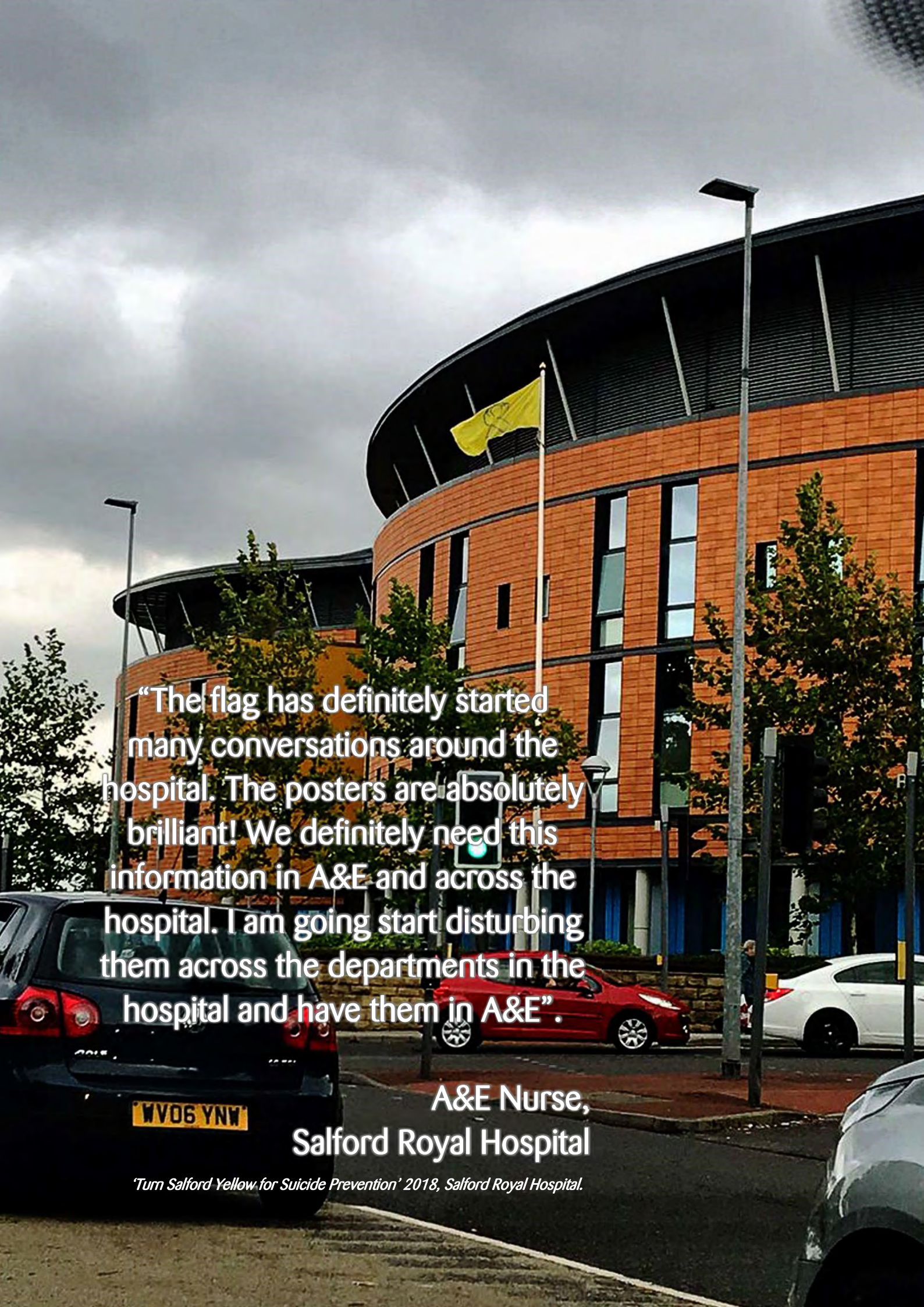
The 'Vigil of Remembrance' included:

- **Vikie Shanks** - Paul Shanks was 51 when he took his own life in 2007 leaving behind his wife Vikie and their seven kids - six of whom are autistic. 'Kingdom of Us' is a documentary on Netflix that follows the family's struggle in the wake of Paul's death over the next three years as they tried to come to terms with their loss.
- **JB Barrington** - is a Salford award-winning performance poet renowned for his searing and satirical poetry and snarling delivery of strong sentiments and sharp rhymes. He's is funny, endearing, nostalgic and a spoken word maestro who provides one of the most powerful performances on the UK scene.
- **Marvin Chesseman** - who lives with bipolar disorder, over the last five years Marvin's work has featured on BBC Radio 1, 2 and 4 and he appeared on the BBC television poetry series "Whine Gums." He has published a limerick collection entitled "Making Prawn Sandwiches for Roy Keane" and a new book "A Bran Flake in the Butter" was sold in shops like Primark.
- **Blaney** - Ed Blaney has had an interesting and varied life in music as the bands founder who's long been associated with The Fall, as well as being the man behind Salford Music Festival. Blaney are a local Salford band that performed acoustically at the vigil.
- **Daniel Brockelbank** -Actor from Coronation street which dealt with a suicide storyline in 2018 with the actor's role being within the story line. He read the remembrance roll.
- **Prof Louis Appleby** - Chair National Suicide Prevention Strategy Advisory Group.
- **Andy Burnham** - Greater Manchester Mayor.
- **Paul Dennett** - Salford City Mayor.

The event has garnered incredible support from both the Salford and Greater Manchester Mayors committing to the continuation of the vigil as annual event along with Jon Rouse, Chief Executive, Greater Manchester Health & Social Care commenting *'It was a poignant and well-run event that I would love to see become a GM-wide annual event.'*

The 'Vigil of Remembrance' was held on the 10th September, 'World Suicide Prevention Day', 2018 and will continue each year to be the focal point for Greater Manchester's 'World Suicide Prevention Month' activities.





“The flag has definitely started many conversations around the hospital. The posters are absolutely brilliant! We definitely need this information in A&E and across the hospital. I am going start disturbing them across the departments in the hospital and have them in A&E”.

A&E Nurse,
Salford Royal Hospital

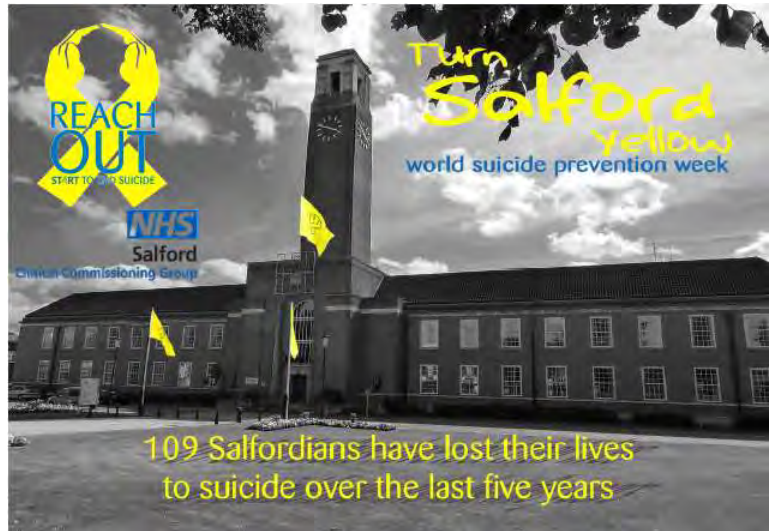
‘Turn Salford Yellow for Suicide Prevention’ 2018, Salford Royal Hospital.

Turn Salford Yellow for Suicide Awareness Week

'Turn Salford Yellow for Suicide Awareness Week' saw Salford emblazoned yellow in support of 'World Suicide Prevention Month' through flags being flown and posters being displayed across Salford.

We had yellow flags and desk flags with the 'Reach Out; Start to End Suicide' ribbon entwined hands flying across Salford. Families and friends of those lost to suicide were given the opportunity to write a personal dedication written down the seam of the flags.

The two A4 posters, one on identifying and supporting someone at risk of suicide and another targeted directly to those experiencing suicidal thoughts.



580 posters were displayed in NHS waiting rooms and service provider receptions across Salford.

The posters and flags inspired, educated and empowered Salford's communities to meaningfully connect with people around them, raise awareness, improve community attitudes and increase public dialogue on suicide, while improving community resilience, saving lives and challenging stigma.

Posters, desk tents, flags & desk flags across Salford, 'Turn Salford Yellow for Suicide Prevention Week'



2019-20

Greater Manchester Rollout

Given the outstanding results and the response to **'Reach Out; Start to End Suicide'** in Salford, we are currently pursuing commissioning of the project across Greater Manchester within all 10 of its localities. We have disseminated a Greater Manchester Delivery Proposal through to key stakeholders within Greater Manchester's Combined Authority along with Greater Manchester Health & Social Care and the Greater Manchester Suicide Prevention Executive.

Builders Lunch

'Builders Lunch' will have us taking a pizza van around to building sites across Salford at lunch times giving out free healthy choice pizza slices and discussing suicide prevention with the site workers.

We will utilise the free healthy choice pizza as an engagement tool where we will go direct to the workplaces of this hardest to reach at risk group, with suicide being the largest killer of men aged 49 and under, and men aged 15-29 years of age, and especially within the construction and contracting industry. This engagement will educate and empower these hard to reach men in Salford to meaningfully connect with people around them; learn to identify the warning signs of suicide; be able to start a conversation with a loved one that is in distress and contemplating suicide and hopefully save their life. It will also promote to those men at risk of suicide and mental ill health that support services are available to them when they are in need of them.

Living Memorial Garden

The **'Living Memorial Garden'** will be dedicated to those who have died by suicide and acknowledging the loss and grief experienced by loved ones in the community. The **'Living Memorial Garden'** will be planted with foliage selected and planted by the families and friends of those lost to suicide.

The garden is intended as a place of comfort, meditation and healing for those who have lost a loved one through suicide, though anyone can take in the beauty, comfort, healing and reflection offered by the garden.

The purpose of this garden is to provide solace and peace to those who have experienced the loss of a loved one to suicide or to those experiencing any type of loss but it is our hope that the community will embrace and enjoy this wonderful space.

The work will be undertaken by **'Groundwork'**, a Salford based landscape gardening business, being supported by volunteers. We will provide therapeutic horticultural sessions as part of the construction and planting of the garden, whereby providing support for suicide survivors who are a high-risk group for suicide and mental illness.

We will hold artist lead sessions, both onsite at START and at Salford Civic Centre, where suicide survivors will be invited to produce a personalised terracotta memorial plaque for their loved one that has been lost to suicide. These memorial plaques will be laid in permanent memorium within the garden. This garden will be a legacy, place of remembrance and reflection for many years to come for those that have been left behind.

Learning

In terms of learning it would be the main stream media and its reluctance to support the campaign. We have had limited pick up of our media releases. The evidence points us to the belief that there is a conscious decision not to run stories with regards to suicide prevention, but for sensationalising and dehumanising those that have lost their lives to suicide, as was the case for the death by suicide of Salford University Student, Archie Day.

To combat this stigmatising of suicide, we have tapped into the formal and informal networks in existence within Salford and across Greater Manchester to publicise the campaign.

The stigma also crosses over to venues that implied that the vigil isn't what they really wanted to happen at their venues. We will look to avenues of recourse to combat stigma and seek understanding and compassion, if we don't speak up about this persistent stigma, we are at risk of perpetuating a society where we remain reluctant to reach out for help for ourselves or to support others.



Return on Investment

323 people died from suicide in Salford from 2002 to 2016 with **109 dying in the last 5 years** (ONS, 2016) which contributes to the **3.2% gap in male life expectancy** between Salford and the England average.

The economic cost of each death by suicide for those of working age is estimated to be £1.67 million at 2009 prices (John, Glendenning & Price, 2017). This covers the direct costs of care, indirect costs relating to loss of productivity and earnings, and the intangible costs associated with pain, grief and suffering. It is estimated that at least ten people are ultimately affected by every suicide.

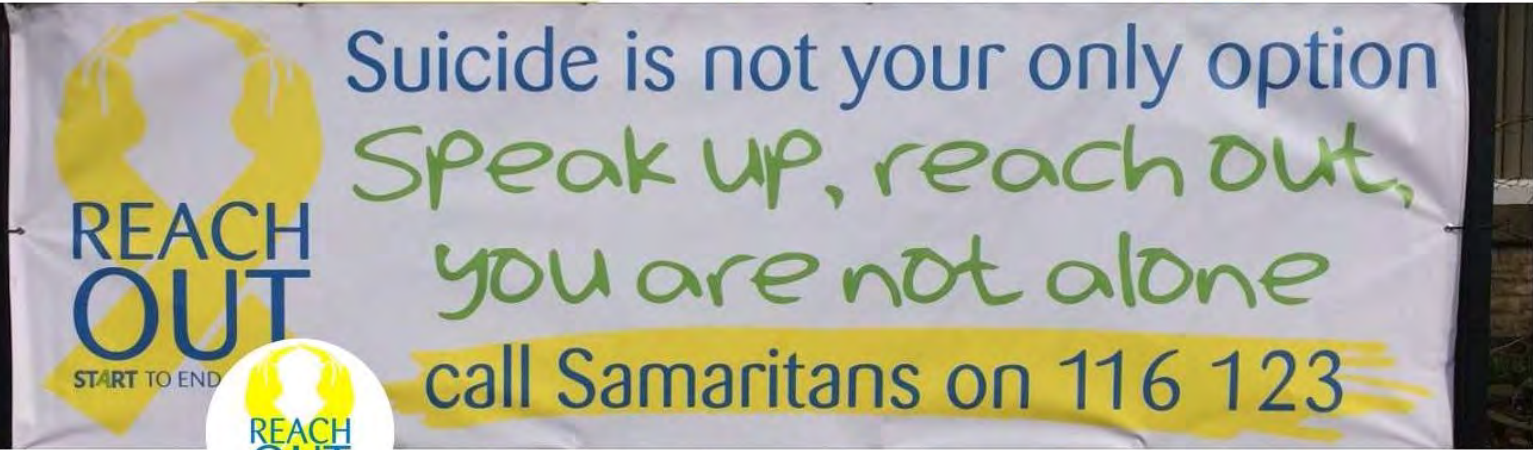
If we assume that 85% of the 109 suicides (=93) that occurred in Salford from 2011-2016 are of working age, this means a potential average cost to Salford of about £31m per annum. If **'Reach Out; Start to End Suicide'** were to achieve only a modest **1% reduction** rate in the number of suicides, there would be a saving of almost **£300,000 per annum**, with **£1.5 million** across the next 5 years.

The **social return on investment** across the next 5 years of the **'Reach Out; Start to End Suicide'** intervention would be **£60.21: £1**.

Contact

For more information please contact:

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REACH OUT
 START TO END SUICIDE



Tweets 1,309 Following 926 Followers 443 Likes 342 Lists 0 Moments 0

Edit profile

Reach Out; Start to End Suicide
 @reachoutstes

startinspringminds.org.uk/our-projects/...
 Joined November 2017
 707 Photos and videos

Reach Out; Start to End Suicide @reachoutstes · Mar 17
 Start a conversation that could save a life today. Reach Out; Start to End Suicide #suicideprevention #reachoutstes



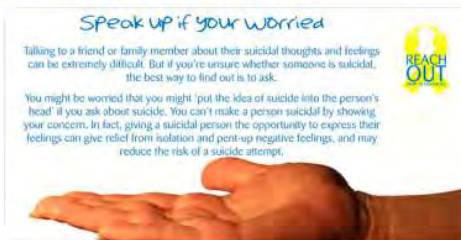
Reach Out; Start to End Suicide @reachoutstes · Jan 31
 How to respond to the warning signs, it could save a life. REACH OUT; Start to End Suicide #suicideprevention #reachoutstes



Reach Out; Start to End Suicide @reachoutstes · Jan 2
 "6,188 suicides were registered in the UK and 451 in the Republic of Ireland. REACH OUT; Start to End Suicide #suicideprevention #reachoutstes"



Reach Out; Start to End Suicide @reachoutstes · Mar 17
 Speak up if your worried, it could save a life. REACH OUT; Start to End Suicide #suicideprevention #reachoutstes



Reach Out; Start to End Suicide @reachoutstes · 23 Dec 2016
 Make it known to your loved ones that you are them for them, the holidays season can make people lonely and isolated #suicideprevention



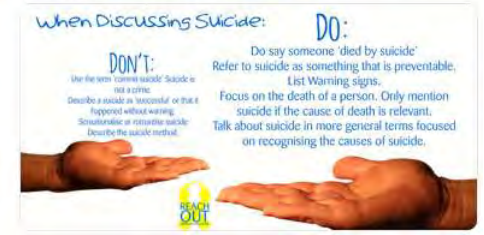
Reach Out; Start to End Suicide @reachoutstes · Jan 16
 In England and the UK, female suicide rates are at their highest in a decade. REACH OUT; Start to End Suicide #suicideprevention #reachoutstes



Reach Out; Start to End Suicide @reachoutstes · Mar 2
 The highest suicide rate in the UK was for men aged 40-44. REACH OUT; Start to End Suicide #suicideprevention #reachoutstes



Reach Out; Start to End Suicide @reachoutstes · Feb 11
 Start a conversation that could save a life today. Do's & Don'ts. Reach Out; Start to End Suicide #suicideprevention #reachoutstes



Reach Out; Start to End Suicide @reachoutstes · Jan 1
 "@reachoutstes delivers a powerful & important message to people at risk of suicide, that they can seek support from families, friends, colleagues & organisations doing valuable work to help vulnerable people. @lilyaroraGM #suicideprevention #reachoutstes"



Reach Out; Start to End Suicide @reachoutstes · Feb 11
 Behaviours to look out for as warning signs, it could save a life. REACH OUT; Start to End Suicide #suicideprevention #reachoutstes



Reach Out; Start to End Suicide @reachoutstes · Mar 14
 If you know someone who is involved with the #regentroad dispute reach out and support them through this incredibly difficult time. If you need to talk or support call @samaritans 116 123 #SuicidePrevention #contractors #Construction @MENnewsdesk @sunsonstweets @SalfordCCG @GM_HSC



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