



IMPACT
REPORT
2019-20

Always someone
here to listen,
and understand.
Never ever alone
♡

Flags of Remembrance Installation at Salford Civic Centre,
World Mental Health Day, 10th October, 2019.

126 flags , each representing a life lost to suicide in Salford over the last five
years, flying in remembrance and in support of those surviving.





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 by 'START Inspiring Minds' 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 to deliver incredibly innovative interventions that are capturing attention, proactively engaging with the Salford community and beyond, whilst providing support and hope to those directly affected by suicide.

'Reach Out; Start to End Suicide', now a multi award winning campaign, brings together the Salford community and beyond as they build resilience, caring, and save lives. It is a people's movement that is delivering outstanding outcomes and results. This impact report documents the activities undertaken April 2019 - March 2020.

AWARDS



Heart of Salford
2018



Salford **CVS**

INNOVATIVE
PROJECT OF THE
YEAR
WINNER
2018



Spirit of Salford
COMMUNITY
Awards 2019

BEST
COMMUNITY
SAFETY PROJECT
WINNER
2019



GROUNDWORK
CHANGING PLACES
CHANGING LIVES

BEST COMMUNITY
GROUP
CONTRIBUTION TO
HEALTH &
WELLBEING
WINNER
2019



**MENTAL HEALTH
AND
WELLBEING
AWARDS
FINALIST**
TBA September 2020
2020



“It has been brilliant all the visitors have commented on the artworks and we have even been talking about how we can help people who might be feeling like they may hurt themselves”.

Member of Reception Team
Eccles Gateway,



SURVIVING suicide

voices of suicide and attempt SURVIVORS

'Surviving Suicide; voices of suicide and attempt survivors', in a first in the country 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 communicate 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

These artworks were exhibited at an exhibition which was launched 10th October, 2018, World Mental Health Day at Salford Museum and Art Gallery.

The exhibition, in another national first, tours Salford as an educational and engagement tool that is accessible to all Salford residents. The artworks inspire conversations that challenge stigma and enable people to reach out to support others and for themselves when they need it.

The exhibition has visited Pendleton Gateway, Eccles Gateway, Swinton Gateway, Swinton Civic Centre and is currently at Walkden Gateway from there it will finish up at the Broughton Hub.

Eccles Gateway



Swinton Civic Centre
Funded By Salford CCG

builders lunch

With workers in the **construction industry** being characterised as the **hardest to reach** and at **highest risk profession to suicide**, we took the intervention to them, in their workplaces. Through serving pizza and chatting about their mental health and suicide, we gained incredibly high levels of engagement at each site.

'Builders Lunch' took in four building sites across Salford including sites being managed by Domis, The Strategic Group and Bridgestone Construction. **271 construction workers** were engaged through the project with 472 pizza slices being eaten.

One of the construction companies that were included had lost two of their workers to suicide over the last 3 months and were very keen in utilising our intervention to keep their workers safe.

The smallest site hosted just **6 workers** with the largest hosting **over 200**. The quality of the engagement at those four sites was excellent with a total of **84%** of the total work forces engaging with 'Builders Lunch'.

Each sites workers were receptive to the initiative, and freely and openly talked about mental health once engaged with our outreach workers. It was invaluable that our outreach worker was able to draw on their own lived experience as an attempt survivor and freely discuss these experiences with the construction workers. This openness was exceptionally engaging for the workers who would freely take the Suicide

Prevention literature and began to speak openly about mental health and suicide as a result. When engaging with the builders with regards to what impacts on their mental health they cited the fragility of the supply chain that can see them not being paid, whether through company closures or payment disturbances. These supply chains leave those at the bottom tiers extremely vulnerable.

One worker commented that *"one of the teams of 10 weren't paid last week and it was one of their daughters first communion that weekend"*. These issues snowball whereby they can't pay rent, mortgages, bills and can rapidly become stressed without any control of their financial circumstances. Injury and age were also mentioned as a factor in poor mental health as many are self-employed and any time ill and unable to work hits their financial security hard.

Research from the University of Oxford has revealed that the more often people eat with others, the more likely they are to feel happy and satisfied with their lives. Using data from a national survey by The Big Lunch, the researchers looked at the link between social eating and an individual's happiness, the number of friends they have, their connection to their community, and overall satisfaction with life. The results suggest that communal eating increases social bonding and feelings of wellbeing, and enhances one's sense of contentedness and embedding within the community. This was demonstrated at each of the sites with a marked improvement in the demeanours as they arrived at 'Builders Lunch' compared to when they were leaving. **97%** of construction workers engaged reported an increase of their **awareness of suicide prevention**.

The launch was covered by **Granada Reports** reaching over **320,000 viewers** across the region.





“Starting conversations with construction workers about mental health and suicide is so important. I’m pleased that the CCG is giving money to START to run this great project and hopefully this will make an important contribution towards our ongoing work around suicide prevention.”

Dr Tom Tasker, Chair of Salford CCG

Funded by Salford CCG



Our Vigil & Procession of Remembrance of all the lives that have been lost to suicide took place on World Suicide Prevention Day. Tuesday, 10th September saw close to 150 members of the public uniting at Start, before the Vigil & Procession of Remembrance commenced remembering those we have lost to suicide and in support of those left behind.

126 yellow flags, each representing a life lost to suicide in Salford over the last five years were unfurled along the procession route to Salford Museum & Art Gallery. Once at the Museum & Art Gallery a vigil of speakers and performances respectfully honoured the lives of those lost to suicide and validated the grief of those that survive within this community display of unity and support.

Maria Roberts of Salford lost her father to suicide in 2012 said *“Losing my Dad to suicide has been one of the most traumatic events of my life. Not knowing where to turn and with little support it has been a very confusing and devastating time for me and my family. Those of us bereaved by suicide often feel an immense sense of misplaced guilt and shame, which is exasperated by the stigma associated with this type of loss. It is encouraging to see Salford holding this vigil to openly remember our loved ones and to work against the stigma and shame of suicide.”*

“At last year’s vigil I carried a flag to remember my Dad; it was a touching and moving experience for me as it was the first opportunity I had to publicly remember my Dad and have my loss acknowledged” Maria added.



Andy Burnham,
Greater Manchester Mayor



“If each and everyone of us on World Suicide Prevention Day take action, it will send a loud clear message that we are here to support any of our friends, family and loved ones who are in need and save lives being lost to suicide”.

Dennis Baldwin,
Reach Out; Start to End Suicide



Councillor Jane Hamilton,
Salford City Council



Jadrel Rodreguess, Poet



Maria Roberts &
Granada Reports



Janet Taylor, SOBS Bolton



James Holt, Musician



When a person dies, others offer empathy and compassion, but when its by suicide, there is stigma around that death, the loved ones of those lost to suicide are often treated differently, and become isolated. Sadly, they themselves become at higher risk of suicide. This Vigil & Procession of Remembrance is about breaking though, putting a halt to this cycle of suicide that survivors face.

The Vigil & Procession of Remembrance remembers those that we have lost and demonstrates to those that have lost loved ones to suicide that the community is here for them with this mass demonstration of support . It also demonstrates the scale of lives being lost to suicide in Salford. It contributes towards smashing the stigma that is associated with suicide in all its forms, and contributing to a community that enables people to discuss suicide and enable people to disclose when they are experiencing suicidal thoughts and ideas.

Maria Roberts spoke at The Vigil & Procession of Remembrance which also featured performances from Hacienda Classical Principle Vocalist, Yvonne Shelton, and Musician, James Holt along with poets JB Barrington and Jadrel Rodreguess. Also taking part were Nav Kapur, Head of Research at the Centre for Suicide Prevention at the University of Manchester, Andy Burnham, Greater Manchester Mayor; Jon Rouse, Chief Executive of Greater Manchester Health & Social Care; Paul Dennett, Mayor of Salford; Councillor Jane Hamilton, Head of Mental Health, Salford City Council; Janet Taylor, SOBS Bolton and hosted by Jill Bowyer, Salford City Radio.

ITVs **Granada Reports** televised a live cross including interviews just prior to the procession taking place to over **320,000 viewers** across the region.



Dennis Baldwin & Granada Reports



Yvonne Shelton, Hacienda Classical

"It is important that we reach out to help anyone that needs support, the families and friends left behind are suffering with this type of loss and the consequences it brings. Let's give them a moment and a platform to celebrate the memories of their loved ones lost to suicide."

Yvonne Shelton,
Hacienda Classical



“What I think is powerful about this event was that everyone passing the garden or having lunch in the sunshine spoke about suicide. They shared their stories and supported one another. This was amazing stuff today.”

Charlotte Layton
Associate Director of Workforce,
Salford Royal Hospital



Sea of Hands of Support

turn the tide on suicide

'Sea of Hands of Support', has amassed nearly 2,500 pledges of support for those experiencing suicidal thoughts and ideation, and 4,000+ conversations have been had that smash the stigma associated with suicide. This work is contributing to a community that enables people to discuss suicide and disclose when they are experiencing suicidal thoughts.

We are gathering pledges of support on yellow cut-out hands that are planted to make up 'Sea of Hands of Support', a participatory art installation, that presents a mass display of support for anyone who is suicidal. This highly impactful engagement tool inspires conversations that enable people to identify warning signs of suicide and empower them to start a conversation that can save a life.

96% of those who engaged with 'Sea of Hands of Support' reported increased awareness of suicide prevention. A community member remarked "*I was overwhelmed by 'Sea of Hands of Support', reflecting on the lives lost to suicide in Salford. Beautiful tribute and such encouraging words for those suffering, you are not alone*".

We draw on the community to provide social support and self-help for themselves and each other which is creating a health and wellbeing supportive environment in Salford.

Through one to one conversations with our community members we make sure they are talking about suicide and driving change in attitudes and providing support within their communities. We are inspiring, educating and empowering Salford's community to meaningfully connect with people around them, raise awareness, improve community attitudes and increase public dialogue on suicide, while improving the community's resilience, saving lives and challenging stigma.

The campaign mobilises the community and empowers family and friends to act as 'eyes and ears' to ensure their loved ones can get support before reaching crisis





Eccles Gateway



Board of Directors, Salford Royal Hospital



Living Well Salford



Salford Royal Hospital

point. This includes recognising the signs that someone may be thinking of suicide, how to talk about it openly and honestly and what to do if someone says they are not coping and need support. By giving Salfordians the support they need to help prevent suicide, and in turn, reduce suicide rates.

This project is vital with the community being the largest untapped resource in the fight against suicide, given that **70% of all suicides** had not been in contact with mental health services. This project brings together the community by having them at the heart of this project as they engage meaningfully, building resilience and caring within Salford for many years to come.

Our conversations included a woman who's nephew was trans, and she wanted to know how to support him as she knew how hard life was and she could be there for him. We engaged a couple that saw one living with PTSD with his wife as a carer, we ensured both had access to support they needed and encouraged them to communicate openly and honestly. We spoke with a man who had been admitted to A&E on the Monday, when he had tried to take his own life, Tuesday he was an inpatient and Wednesday when he met us he was waiting for an outpatient appointment. He had been discharged to his home where he lived with his wife and two children, he could not stand being at home with his wife, he was in desperate need of support, as was his wife, we provided him with conversation and support until his appointment.

As our volunteers, many of whom have lived experience of suicide tour events around Salford they are educating the community about what the warning signs of suicide are, what they can do as individuals to support someone who is contemplating suicide, places they can get support and how to start a conversation with someone they are worried about which could save their life.

'The Sea of Hands of Support' is also a powerful visual message to people at risk of suicide that they can seek support from their families, friend's, colleagues and support organisations.

“This is so incredibly powerful. You are just drawn to it without knowing what it is about, then all of sudden you find yourself engaging with what is written on the hands, how much love and support that it represents. You just can’t help but talk about suicide and how to support each other. This needs to be seen across the whole of the country, well done to you all, and thank you”.

Community Member

To/ Paul + Adam
there was
another way ♡
It was 'OK to not
be OK'
There is another
way
XXXXX



Trafford Council Town Hall



Wigan Council Town Hall

Turn Yellow

world suicide prevention month

'Turn Yellow for Suicide Prevention Month' saw the distribution and display of our resources in our 'Turn Yellow Packs' including posters, card tents, desk flags and flags across the country. Our resources inspired education and empowerment of the community to meaningfully connect with people around them; raised awareness; improved community attitudes and public dialogue on suicide; raised community resilience; saved lives and challenged stigma.

We received funding from Awards for All England to continue the project with the scope being broadened across Greater Manchester. This year we saw 1,239 of our suicide prevention resources being displayed across 277 locations. Our logo emblazoned flags were flown at Salford City Council, Trafford Council & Wigan Council town halls on World Suicide Prevention Day. Salford Civic Centre was floodlit yellow to mark the day.

Our resources were displayed in the North West Ambulance Service Greater Manchester Stations, Greater Manchester Mental Health services, Salford Royal Hospital, Salford Probation Services, Bolton University, St Mary Magdalene's Church, Achieve Salford, Salford Public Health, Salford Clinical Commissioning Group, Greater Manchester Combined Authority, Salford CVS and Greater Manchester Health & Social Care to name a few.

We will again be looking to source further funding to continue to build on the success of 'Turn Yellow for Suicide Prevention' as it has gained incredible support and the resources continue to be displayed throughout the year promoting people to reach out to those that they notice are in need and when they themselves need support.

Overleaf you will find the two A4 posters and the back page is one side of the A5 desk tents that were part of the 'Turn Yellow Pack'



ASIST in Blackburn



Patient Safety Research Group,
GMMH/Manchester University



Achieve Salford

2019 Sail Melbourne International



are you worried about a friend
or family member?

ASK
"are you okay?"

LISTEN-
without
judgement

ENCOURAGE
GETTING
SUPPORT

CHECK IN
Keep in contact
to see how
they are

start a conversation that
can save a life today



suicide is not your only option

Speak
up!

REACH
OUT

You
ARE NOT
ALONE!

call Samaritans
116 123



THANK YOU



Salford

Clinical Commissioning Group

Salford City Council



COMMUNITY
FUND

Salford Royal



NHS Foundation Trust

OUR VOLUNTEERS

Huge thanks goes to all our dedicated volunteers for all their tireless work and support in helping deliver 'Reach Out; Start to End Suicide'. We couldn't do it with out you.



INFORMATION

For more information about 'Reach Out; Start to End Suicide' contact:

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start a conversation
that can save a life today

if you feel
alone, frustrated
or unsure of where
to turn. Reach out
to someone, anyone.
friends, family,
GP, nurses



Sea of Hands
of SUPPORT

turn the tide on suicide

www.startinspiringminds.org.uk

@reachoutstes