

Impact Report 2020/21



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You ARE N
Sam
116

are you worried about a friend or family member?

ENCOURAGE GETTING SUPPORT

Check in. Keep in contact to see how they are.

start a conversation that can save a life today

LISTEN without judgement

ASK "are you okay?"

REACH OUT

REACH OUT
START TO END SUICIDE

www.startinspiringminds.org.uk
@reachoutstes

Join Our Social Media @ReachOutSTES

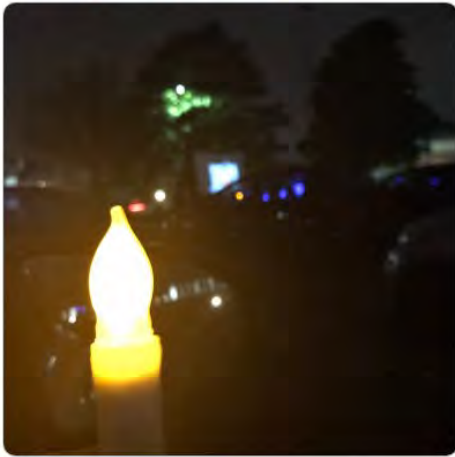
Reach Out : Start to End Suicide
4,243 Tweets

Reach Out : Start to End Suicide
@reachoutstes

[Edit profile](#)



Covid 19 couldn't stop the people of Salford safely coming together to remember those we have lost to suicide with poetry, music and by speaking their names. Thanks to @reachoutstes for the incredibly moving vigil #WSPD20 @SalfordCouncil @SalfordCCG @STARTinspiminds @SalfordCVS



9:41 PM · Sep 10, 2020 · Twitter for iPhone



Arrived at the Civic Centre...

#SalfordCVS are proud to support @reachoutstes helping to commemorate lives lost to suicide during a vigil of remembrance being streamed across the world on #WorldSuicidePreventionDay

Well done to Dennis, Bernie & all at @STARTinspiminds



SalfordMayor @salford_mayor · Sep 10, 2020
The City of Salford's live stream of @reachoutstes Vigil of Remembrance is just about to take place for #WorldSuicidePreventionDay. You can take the meeting here: buff.ly/3ibj1n1

Reach Out : Start to End Suicide @reachoutstes · Mar 4
Put your hands up in support of our key workers, our furling staff, our workers from home, our artists, our stay at homers, our neighbours, our friends, our family. Join #SealoffandsofSupport by crafting your own hand of support here...post your pic & tag @reachoutstes

Salford City Council and 3 others

jim @Cammell45winton · Sep 10, 2020
Very moving vigil organised by @reachoutstes to remember those lost to suicide and support their loved ones.

SalfordMayor @salford_mayor · Sep 10, 2020
The Civic Centre is lit yellow this evening for World Suicide Prevention Day. On this day, we recognize the role we can all play in #SuicidePrevention

Today & every other day, I want you to know that the world is full of people who love you. Who see you. Who care about you...



LWinSalford @LWinSalford · Feb 12, 2020
Grounded discussions yesterday in Living Well. Made me think about how the most simple questions/ conversations can be the most powerful! Start to End Suicide @reachoutstes @TNLComFund @Innovation_Unit

Reach Out : Start to End Suicide @reachoutstes · Mar 4
Start a conversation that could save a life today. Reach Out: Start to End Suicide #suicideprevention #reachoutstes

START @STARTinspiminds · Dec 12, 2020
Thankyou @salfordcvcs So proud of our @reachoutstes programme supported by @SalfordCCG #SuicideAwareness #suicideprevention #shininglight

Salford CVS @SalfordCVS · Dec 10, 2020
@STARTinspiminds Bags for Life are reusable shopping bags with suicide prevention messaging. They are being used to provide food parcels through foodbanks across Salford to help to normalise conversations about suicide and to promote how to get help: salfordcvcs.co.uk/literally-%E2%80%A2

Dead Honest Podcast @deadhonesttalk · Jan 28
What an inspiring presentation from Dennis @reachoutstes about the importance of us talking about suicide. @NSPA_UK

National Suicide Prevention Alliance @NSPA_UK · Jan 28
Our first #NSPAConf speaker is NSPA Lived Experience Influencer, Dennis Baldwin. He'll be talking about his experience as a survivor of suicide attempts & his work with @ReachOutSTES. Find out more on our Lived Experience Network here: bit.ly/LivedExpConf

SalfordMayor @salford_mayor · Jul 31, 2020
Fantastic initiative in the City of Salford, thank you @reachoutstes #SpiritOfSalford @SalfordRoyalNHS @SalfordCVS

Reach Out : Start to End Suicide @reachoutstes · Jul 31, 2020
Today is our Care Workers Tea @SalfordRoyalNHS, we have sent nearly a thousand cupcakes as a thank you for all the wonderful work they are doing and also to let them know they are not alone and support is there for them!
[Show this thread](#)

For further information on 'Reach Out; Start To End Suicide' please contact:
Dennis Baldwin, Project Manager
dennisb@startinspiringminds.org.uk



'START Inspiring Minds' campaign 'Reach Out; Start to End Suicide' is focused on strengthening community action and overcoming health inequalities through having the community at the heart of this project. They are actively contributing to the planning and implementation of the project and reviewing the effectiveness of the projects activities and the development of their personal skills.

'Reach Out; Start to End Suicide' encourages health behaviour change among the general population of Salford. It is disseminating behaviourally focused messages with the intent of influencing the decision making processes of individuals in Salford. We are

decreasing stigma, raising suicide knowledge and increasing the public's confidence to help people who may be struggling. The scale and reach of the project is critical in reaching at-risk individuals who have not engaged with the health care system.

Through all of our activities we engage members of high risk communities within Salford including; men, people who self-harm, suicide/attempt survivors, people who misuse alcohol/drugs, people in the care of mental health services, students, LGBT people and those in high risk professions such as nurses and doctors.

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. By giving Salfordians the support they need to help prevent suicide, they will in turn, reduce suicide rates by saving lives.

Given the impact of the COVID 19 Pandemic 'Reach Out; Start to End Suicide' redeveloped its interventions for the safety of our community, our staff and our volunteers during the 2020-2021 financial year. With the social distancing guidelines and the need for flexibility within the framework to progress and regress in response to the 'R' number, 'Reach Out; Start to End Suicide' made the adaptations which are detailed within this report and have been designed to respond to social distancing guidance at that given time and provided flexibility in delivery in response to changing government guidelines.

We would like to thank our funders:



Salford

Clinical Commissioning Group

Salford City Council

and our supporters:

Salford Royal

NHS Foundation Trust

Pennine Care

NHS Foundation Trust



The Mental Health and Wellbeing Awards

The Lifestyle Award 2020

www.mentalhealthandwellbeingawards.com

start a conversation
can save a life
www.startinspiringminds.org.uk

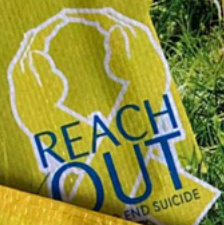
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@reachoustes

option

suicide is not your only option

Speak
up!

REACH
OUT

YOU
ARE NOT
ALONE!



call Samaritans
116 123

Sea of Hands
of Support
turn the tide on suicide

www.startinspiringminds.org.uk
@reachoustes



Sea of Hands
of Support
turn the tide on suicide

REACH
OUT

YOU
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Literally a 'Bag For Life'

'Reach Out; Start to End Suicide' delivered 'Bags for Life' which has seen 1,000 reusable shopping bags with suicide prevention messaging being used to provide food parcels through foodbanks across Salford.

Mental health surveys during lockdown, fairly consistently show anxiety high within the community. Weekly ONS reports reported loneliness a factor most strongly linked to high anxiety, with the UCL Covid-19 Social Study finding higher rates in people with a mental health diagnosis or on lower income. Suicide could become a more pressing concern as the pandemic spreads and has longer-term effects on the general population, the economy, and vulnerable groups.

In response 'START', through its multi-award winning 'Reach Out; Start to End Suicide' campaign had suicide prevention messaged 'Bags for Life' being distributed holding food parcels through foodbanks across Salford ensuring access to high risk and hard to reach people. The recipients are learning that help is available and they can ask for help at any time. These 'Bags for Life' also provide suicide prevention advocates within the community, the recipients will use these bags again and again, and they will become a walking suicide prevention message board within the community. They are carrying them to the supermarket, to work, and in the process, dozens, if not hundreds of people will see them, noticing the suicide prevention messages on the reusable bags. They are promoting conversations within their own homes and their communities, normalising conversations about suicide while promoting how to get help for themselves when they need it and how to ask if they notice others in need.

Dennis Baldwin, 'Reach Out Start to End Suicide' Project Manager said *"the demand on foodbanks within our city was on the rise even before the pandemic. Our 'Bags for Life', are quite literally that, they are delivering live saving messages through to people who find themselves or their loved ones in incredibly difficult and challenging situations which have a massive impact on their mental health. We are letting them know you can and should reach out for support if you need it or notice the need in your loved ones."*

Councillor Jim Cammell, Executive Support for Social Care and Mental Health, said: *"People who need the support of food banks can be under a lot of financial and emotional pressure and the pandemic has made it an even tougher year for everyone. I think this is a*

marvellous idea and a simple but effective way of letting people know there is always help and support even in the darkest times.

As we go into winter I'd ask two things of Salford residents: One to support foodbanks if they can. Most supermarkets have collection points and even a few extra items will be welcomed. And two to please reach out for help with their mental health if they, or family or friends need it. Start has useful links on their website or people can contact the Spirit of Salford helpline or their GP. We all need to pull together and support each other this winter."

Rebecca Long-Bailey, MP for Salford and Eccles said *"The coronavirus pandemic has had a devastating effect on people's lives. From the isolation of lockdown to the loss of employment, many people are struggling with their mental health and some have sadly taken their own lives.*

It's therefore welcome to see the ongoing support from START's 'Reach Out; Start to End Suicide' campaign. These reusable shopping bags for foodbanks will be a vital avenue in getting details of where support can be found to many of those in Salford who are struggling the most. At this most difficult time please do reach out for support. It's okay not to be okay."

Ross Pithers, Salford Loves & Fishes said *"These bags have helped bring the issue to peoples' thinking and we must keep on tackling the stigma together. The project is very well done and is so, so important. As the campaign urges us to do - always 'Reach Out'."*

Our 'Bags for Life' have been distributed through the following foodbanks:

Salford Loaves & Fishes

Irlam & Cadishead Foodbanks

Manchester City Mission

Emmaus

Mustard Tree

Drive In Support:

Remembering Those That We Have Lost to Suicide In a Pandemic

'Reach Out Start to End Suicide' erected a pop up drive in silent cinema to mark World Suicide Prevention Day, Thursday 10th September, at Swinton Civic Centre. 'The Vigil of Remembrance' provided support to those who have lost loved ones to suicide. The cinema was created with social distancing in mind and there were measures in place for a no-contact experience.

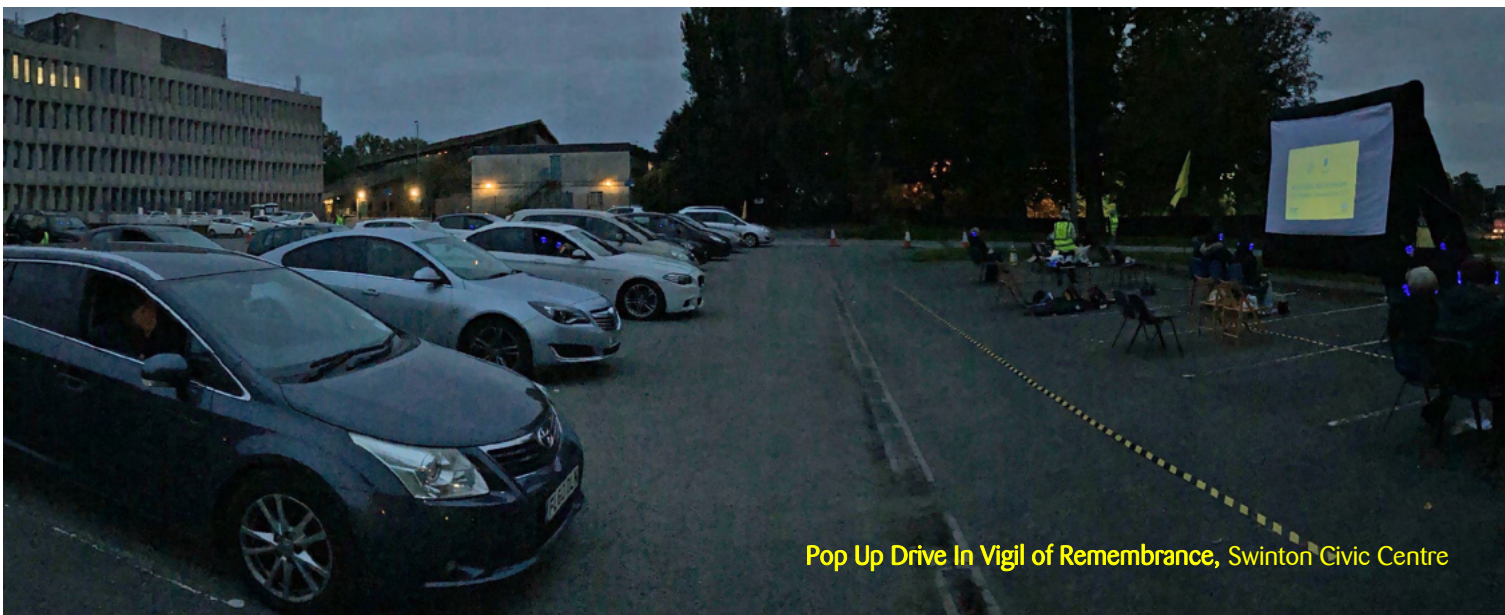
An online YouGov survey, commissioned by the UK's leading funeral provider Co-op Funeralcare, shows that in the weeks following the start of the UK's lockdown on 23rd March, 47% of bereaved adults in Manchester have been denied their final farewell. The grief process is always difficult. But a loss through suicide is like no other, and grieving can be especially complex and traumatic. People coping with this kind of loss often need more support than others, but may get less.

Death by suicide, even more than other types of bereavement, makes many people uncomfortable and unsure how to react. There is still a stigma attached to suicide, rooted in centuries of history and this generates

misplaced associations of weakness, blame, shame or even sin or crime. This stigma can prevent people from seeking help when they need it and others from offering support when they want to.

With talk amongst people constantly about infections, hospitals, death, it pushes against all the triggers for the grief to come flooding back. Every time the radio is on, the tv on, look at social media – it's there. It's a constant trigger for those who have lost someone to suicide. We are giving people respite from the pandemic and an opportunity to come as close together as is possible to remember their loved ones and know that they are not alone in their grief.

Government guidance had stated that '*suicide prevention at a time of pandemic should see communities providing support to those that are living alone and those bereaved by suicide*'. Through bringing together our community in a socially distanced public display of support we ensured the feelings of isolation and loneliness were diminished and that access was provided to information that guided



Pop Up Drive In Vigil of Remembrance, Swinton Civic Centre



Andy Burnham ,
Greater Manchester Mayor



Rebecca Long Bailey ,
Member of Parliament for Salford and Eccles



Ben Atzars, Creator 'STEVE' Documentary



Just Jack



Pop Up Drive In Vigil of Remembrance, Swinton Civic Centre

participants to extra support that reduced suicide being an option for anyone. During the pandemic, limiting the physical access to funerals has had a massive impact on those not able to attend. Anecdotal experiences denote that streaming of the funeral exacerbates the grief and increases the feelings of isolation and helplessness.

There was increased demand for this year's vigil with it selling out as a response to the pandemic. The vigil provided many with the first physical space to pay their respects to loved ones recently lost to suicide. The Vigil of Remembrance has a massive positive bearing on those navigating their own personal journeys of grief.

One attendee said *'I've just got back from the vigil and wanted to tell you straight away how great it was, really brilliant, you have done so well, just a triumph. Seriously good, moving, inspiring, lovely, really glad I came.'*

With another saying *Thank you @reachoutstes for all their vital work and for organising such a wonderful online tribute. I was so moved when I attended the procession and vigil last year I am glad #worldsuicidepreventionday2020 has been commemorated so well in GM'*

While a third commented *'It was such a beautiful evening wasn't it? I don't think I'll ever forget the sight of all those*

cars - blue lights from the headphones & the flicker of all those candles amazing'

A pop up drive in Cinema was erected with the vigil being projected onto a large screen, with wireless headsets being distributed. The wireless headsets were cleaned with antibacterial disinfectant and sealed in bags for distribution. People remained in their vehicles the entire time.

The vigil was pre-recorded ensuring compliance to government social distancing measures for the performers and speakers. It was also livestreamed being seen by nearly 500 people. The Vigil of Remembrance saw speakers, poets and musicians with a roll of remembrance being read, with a minute's silence being observed.

The Vigil of Remembrance had performances and appearances by Alex James Brierley, Alison Moyet, Andy Burnham, Ben Akers, Bianca Alana, Freya Beer, HalG, Jardel Rodrigues, Jess Kemp, Just Jack, Michael Roberts, Paul Dennett and Rebecca Long Bailey.

With a remembrance roll being read by statutory and third sector services from across Salford, which included: Councillor Jim Cammell, Salford City Council; Raj Jain, NHS Norther Care Alliance; Pete Turkington, Salford Royal Foundation Trust; Simone Walker, North West Ambulance Service; Judd Skeleton, Salford CCG; Jardel Rodrigues; Alison Page & Simon Robinson, Salford Council of Voluntary Services; Bernadette Conlon & Dennis Baldwin, START Inspiring Minds.



Jess Kemp



Freya Beer



JB Barrington



Bianca Alana



Paul Dennett,
Salford City Mayor



Alison Moyet



Dennis Baldwin,
Reach Out ;Start to End Suicide



HAIG



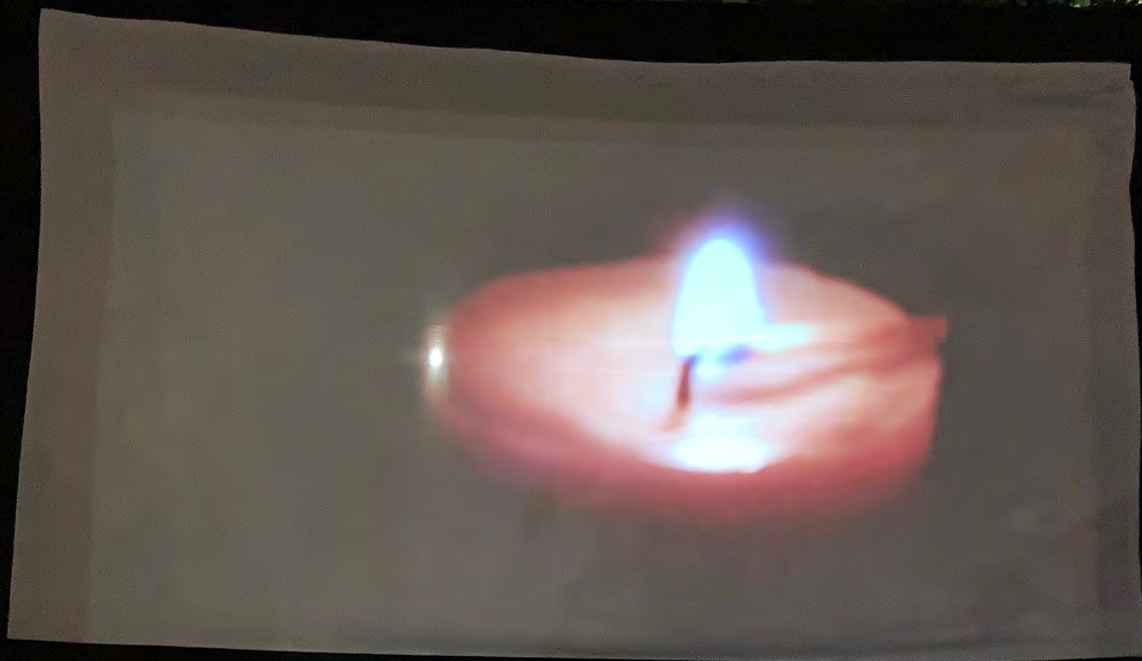
Jardel Rodrigues



Michael Roberts



Alex James



*We light these candles as symbols of our love
as we stand together in remembrance...*

Our 'Roll of Remembrance' was read by:





View Our 2020 World Suicide Prevention Day Vigil of Remembrance
at: [Vigil Of Remembrance - YouTube](#)

To have your loved ones name added to our Roll of Remembrance to be read at our 2021 Vigil and
to join or Procession of Remembrance email dennisb@startinspiringminds.org.uk

Help save lives being
lost to suicide



volunteer

with our community engagement team
starting conversations to save lives
email dennisb@startinspiringminds.org.uk
for your application pack

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



Care Workers Tea Cupcakes & Thank You Cards

Care Workers Tea

Caring for Our Frontline Care Workers During a Pandemic

'Reach Out; Start To End Suicide' delivered 850 cupcakes emblazoned with their logo along with suicide prevention messaged 'Thank You' cards to our frontline Hero's during the height of the pandemic.

Front-line Healthcare Workers often suffer from anxiety, depression, burnout, insomnia, stress-related disorders and suicide. This is mediated to a large extent by the biopsychological vulnerabilities of the individuals and socioenvironmental factors such as the risk of exposure to infection, job-related stress, perceived stigma and psychological impact of the isolation/quarantine and interpersonal distancing also play the major roles. This is why nurses and doctors are at high risk to dying by suicide, in just six years between 2011 and 2017, at least 307 NHS nurses took their own lives.

Despite the huge magnitude of mental health problems among the front-line Healthcare Workers, their psychological health is often overlooked. Front-line healthcare workers play a crucial role in providing care to Covid-19 infected patients. Working in such an unprecedented situation, usually beyond their capacities, and with a risk of contracting the infection themselves, poses Healthcare Workers at an even higher risk of mental health problems and suicide in the future.

Given the social distancing guidance 'Reach Out; Start to End Suicide' undertook 'Care Workers Tea' that saw 850 'Reach Out; Start to End Suicide' branded cupcakes with suicide prevention messaged 'Thank You' cards distributed through to Social Care workers

and Nurses via their offices/bases where they could have brew and where appropriate have a socially distanced chat together. The cards and cakes inspired conversations around suicide and mental health, reinforcing that there is support available to them if they need it and to ask if they notice the need in others.



Victoria Savin, Health & Social Care Screening Officer & Jackie Nicholls, Health & Social Care Screening Officer Supervisor, SRNT



National
Suicide Prevention
Alliance

7th Annual Conference

'The National Suicide Prevention Alliance', which 'Reach Out; Start to End Suicide' is a member of, held its 7th annual conference, 'Suicide prevention in a changing world', took place online on Thursday 28th January 2021. As part of the conference **Dennis Baldwin** who is the 'Reach Out; Start to End Suicide' Project Manager at 'Start', and is a **NSPA Lived Experience Influencer**, gave a plenary presentation to the **365 delegates** in attendance.

Dennis has over 16 years' project management and delivery experience within the third sector, within both primary and secondary health service settings. He is now leading the multiple award winning 'Reach Out; Start to End Suicide' campaign which commemorates those lost through suicide, builds resilience within our community, ends stigma and save lives being lost to suicide. Dennis is a survivor of multiple suicide attempts and lives with anxiety and depression. Below are excerpts from his presentation

"I'm Dennis Baldwin, I live in Salford, as you can tell by the accent. I am a Multiple Suicide Attempt Survivor.

This is a photograph that I took, it is called 'Safe Place', (top row, middle picture on page adjacent). I became agoraphobic after my second suicide attempt, my insulin takes a prominent place on the coffee table, along with my anti anxiety/depression medication.

My mental illness kept me incapacitated from seeing the big picture, only focusing only small snippets that I would fixate on, usually out of context. My recovery companion is my Westie, Alfie Stewart, you see him twice in the pic, I owe him so much he gets me through my days. It is a picture that I use as a reminder of the progress that I have made with my continued recovery, it hangs beside my front door.

I couldn't live in the moment, I was catastrophising about the future, destroying myself about the past.

I had a constant internal dialogue/conflict – my emotive self vs rational self.

I was just tired, worn out exhausted, with this illness that turned me against myself. That is when I tried to take my own life the first time. It wasn't until after the second attempt that I started to get any type of support. I didn't know how ill I was until I started recovering, I got into a friends car and the radio came on I could hear the words of the song, it blew me away. The white noise of

internal dialogue was getting quieter, I was getting better.

I didn't know where I ended and the illness began. I had to learn how to communicate again. Learn what emotions were, what they are and how to deal with them.

I now can live with my mental illness, but still have times where I am just surviving it.

START Inspiring Minds, a therapeutic creative arts & horticulture mental health charity in Salford was literally a life saver, it gave me access to therapeutic creative arts and mental health support.

Through photography I learnt to engage with the world again through the lens of a camera. Seeing the beauty in the mundane and reconnecting with the world that I had lost.

I then moved onto volunteering there and then gaining employment. That's when they asked me to organise their 25th anniversary celebrations in 2018. Its when the idea for 'Reach Out; Start to End suicide' was born, a legacy campaign, giving back to the community.

My lived experiences was and still is at the heart of this campaign.

When we as people need help and support, we're reluctant to reach out through fear of judgement, We also don't like and are actually in fear of reaching out to other people to give them support – which again, is stigma in its own right.

We need to be proactive about it – if you notice in someone you know fairly well that their behaviour or their way of looking at things has changed and you don't think this is necessarily a positive thing, then that's the point when we should be starting conversations. This opens a gate for people and helps them to take those first steps in getting the help that they need.

The better we get at talking about suicide, the better it's going to be for people in general. So please join us and reach out and start to end suicide.

Thank you."

WHAT HAPPENED DENNIS



Stills From Dennis Baldwin's NSPA Conference Presentation