



impact report
2021-2022

suicide is not your only option

Speak
up!

REACH
OUT

YOU
ARE NOT
ALONE!



Sea of Hands
of Support
turn the tide on suicide

call Samaritans
116 123

for advice & support visit www.startinspiringminds.org.uk @ReachOutSTES
www.shiningalightonsuicide.org.uk

**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

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'START Inspiring Minds' multi award winning campaign 'Reach Out; Start to End Suicide', is dedicated to the prevention of suicide. Our campaign is based on the foundation and belief that suicide is preventable and everyone has a role to play in preventing suicide. We are aiming for a community that makes it the norm and acceptable, to feel free to discuss their feelings and told that they matter.

Through raising public awareness, educating communities, and equipping people with the confidence to have conversations to support those at risk of suicide, we know we can save lives being lost to suicide, and contribute to the Salford's 'Zero Suicides' ambition.

'Reach Out; Start to End Suicide' has maximised its impact through its innovative delivery in the past of:

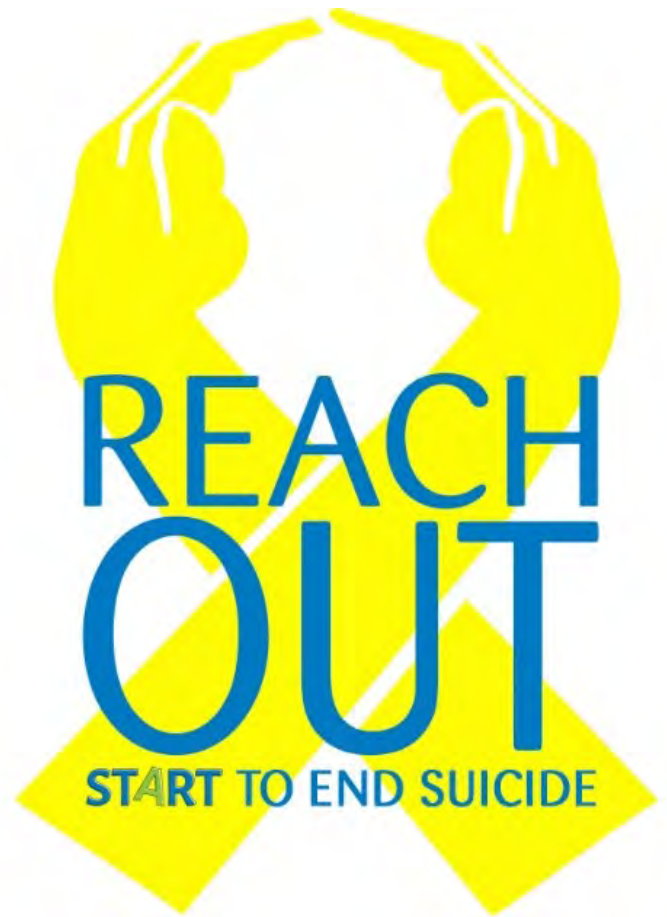
'Sea of Hands of Support', which has amassed nearly 2,500 pledges of support for those experiencing suicidal thoughts and ideation, and 4,000+ conversations have been had that smash the stigma associated with suicide.

'Builders Lunch' with workers in the construction industry being characterised as the hardest to reach and at highest risk profession to suicide, we served pizza and chatted about their mental health and suicide. We engaged with 271 construction workers with 97% of construction workers engaged reported an increase of their awareness of suicide prevention.

'Turn Yellow for Suicide Prevention Month' 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.

'Care Workers Tea' saw 850 logo emblazoned cakes with thank you cards that carried suicide prevention messages and a thank you delivered to our front line Health & Social Care workers and Nurses at Salford Royal Hospital at the height of the pandemic.

This report details the activities that have shown our dedication and commitment to saving lives being lost to suicide from April 2021 through to March 2022. These activities were delivered through the backdrop of the Covid-19 Pandemic throughout this period.



For more information please contact:

dennisb@startinspiringminds.org.uk or 0161 351 6000

Please follow us on Twitter & Facebook: @ReachOutSTES

We would like to thank our funders:



Salford City Council



Department
of Health &
Social Care

CRH Charitable Trust



Surviving Suicide

Through Creative Arts

'Reach Out; Start to End Suicide' has been bringing together suicide attempt survivors, those experiencing or have experienced suicidal thoughts and/or ideation in a peer to peer creative arts support group that is running at 'START'.

The 'Surviving Suicide Peer to Peer Support Creative Arts Group' is led by a professional artist and a Mental Health Support Worker. The sessions are built around basic skill sets that are built upon each week, seeing participants conceptualise, design, plan and create their own works, with all materials being supplied free. Participants learn creative art skills including various mediums and art forms. The group is designed and delivered through an ongoing organic consultative process that actively seeks the involvement of all participants. The sessions allow plenty of opportunities for the development of peer to peer support allowing for connection, community, recovery, inclusion and creative expression. This group is to complement the support given by participants mental health teams.

A participant when talking about their recovery from suicide attempts said *"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 help or support".

"I didn't know how ill I was until I started recovering, I got into a friend's car and the radio came on I could hear the words of the song, it blew me away. The white noise of my internal dialogue was getting quieter, I was getting better, but 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 only just surviving it."


"Art was literally a life saver, it gave me access to therapeutic creative arts and mental health support that I so desperately needed."

"That's why I attend 'Surviving Suicide'. We can share our experiences and use art as recovery tool to help us to cope, and ultimately survive our suicidality."

"It's not just surviving suicide it's all that comes with it. I became homeless, moved onto benefits from a well-paid job. I have lost over a quarter of a million pounds from lost pay due to my illness. The realisation that I'll never own my own home is heart-breaking. I lost everything and am working so hard to keep myself well and trying to have a good quality of life. I've learnt so much on my recovery journey. Having people that have been through similar struggles and sharing our tips and supporting each other is incredibly powerful".

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 **3.1** prior to attending this increased to **7.7** after their attendance, showing an **149% increase in the mental health and wellbeing** of the participants after attending these therapeutic creative arts workshops. **100% of participants reported 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 Peer to Peer Creative Arts Support Group' is being funded over three years by **CRH Charitable Trust**.



"START" a leading mental health charity in Salford, through its multi award winning 'Reach Out; Start to end suicide' is re-launching it's incredibly successful 'Surviving Suicide' with an attempt survivors peer to peer support art group.

The group is especially for those that are recovering from suicide attempts, experiencing or have experienced suicidal thoughts and/or ideation.

The creative art group will be led by a professional artist with extensive experience within mental health intervention delivery. The sessions are built around basic skill sets that will be built upon each week, seeing you conceptualise, design, plan and create your own works. We supply all the art materials.

You will learn creative art skills including various mediums and art forms. The group will be designed and delivered through an ongoing organic consultative process that will actively seek the involvement of all participants.

These sessions allow plenty of opportunities for the development of peer to peer support for connection, community, recovery, inclusion and creative expression.

This group is to complement the support given by your mental health team.

When: Fridays 10.30am-12.30pm
Where: START, Brunswick House, 62 Broad Street, Salford M6 5BZ

For more information or registration please email: dennisb@startinspiringminds.org.uk

#PauseTheCity

World Suicide Prevention Day Vigil & Procession of Remembrance

'Reach Out Start to End Suicide' took to the streets for our annual Vigil & Procession of Remembrance on World Suicide Prevention Day. It saw members of the public uniting to '#PauseTheCity' from 'START', before the Vigil & Procession of Remembrance commenced remembering those we have lost to suicide and in support of those left behind.

Losing a loved one to suicide is one of life's most painful experiences. The feelings of loss, sadness, and loneliness experienced after any death of a loved one are often magnified in suicide survivors by feelings of guilt, confusion, rejection, shame, anger, and the effects of stigma and trauma. Furthermore, survivors of suicide loss are at higher risk of developing major depression, post-traumatic stress disorder, and suicidal behaviours, as well as a prolonged form of grief called complicated grief. There is the substantial stigma, which can keep those bereaved by a suicide away from much needed support and healing resources. Those left behind often require unique supportive measures and targeted treatment to cope with their loss.

To this end we delivered our annual World Suicide Prevention Day Vigil & Procession of Remembrance. It challenges this stigma head on. With **136 yellow flags**, each representing a life lost to suicide in Salford over the last five years were unfurled along the procession route from 'START' to 'Salford Museum & Art Gallery'. Once at 'Salford Museum & Art Gallery' a vigil of speakers and performances honoured the lives of those lost to suicide and supporting the grief of those that survive within this community display of unity. It also sent a direct message to those that are suffering with their grief alone and isolated that there is help available and most importantly they are not alone.

Rebecca Jackson, a textile artist who produced 'The Speak Their Name Greater Manchester Suicide Memorial Quilt', made by families and friends bereaved by suicide, lost her daughter to suicide in 2014 said *"There is no point telling people to reach out if there is nowhere for them to reach out to – we are all responsible for helping to create those spaces. If we build strong communities, we help build stronger individuals and in doing so go some way to stopping people reach crisis point. Suicide prevention is everyone's business."*

Rebecca Long-Bailey, MP for Salford & Eccles Said *"Each year The Vigil of Remembrance on World Suicide*



Jess Kemp



Alex James Brierley



Alana Bianca





Paul Dennett, Salford City Mayor



Emma Goswell, Broadcaster



Rachel Jackson, 6 Degrees



Mike Palmer, 3 Dads Walking



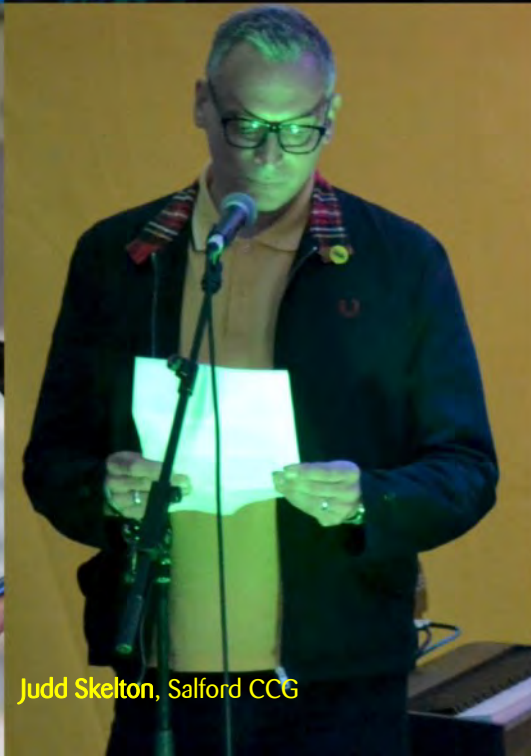
Rebecca Long Bailey, MP for Salford & Eccles



Rebecca Jackson, 'Speak Their Name'



Verity Brown, Poet



Judd Skelton, Salford CCG



Alison Page, Salford CVS

Prevention Day is held to commemorate and mourn those we have lost to suicide. This year's service is held against the backdrop of the covid-19 pandemic we are living through; a pandemic which has had a devastating impact on many lives. So many people are grieving for lost loved ones, are struggling in the aftermath of unexpected redundancies, or with the toll of isolating alone while struggling with severe mental health difficulties. In such difficult circumstances, some have tragically lost their battle, and taken their own lives.

There is support out there and people who can help. We must do all we can to let those who are struggling know, especially those isolating, that they are not alone. That there is always hope and help here, no matter the circumstances. Disseminating this message, that there is always assistance there, is why the work of the 'Reach Out: Start to End Suicide' project is more important than ever."

Salford City Mayor Paul Dennett said: *"It's vital that we recognise how important occasions such as World Suicide Prevention Day are for raising awareness, reducing stigma and starting conversations within society about suicide. This is more important than ever due to the impact the global pandemic has had on people – many who have gone through long periods of fear and isolation. The more comfortable we all become with speaking about suicide, the more able we are to reach out to those who are in need of support and recognise when we, ourselves, are in need of support. Being able to talk to someone can be the initial step to reaching out for help as well as being the source of long-term recovery and healing. Each and every suicide is devastating, and we must continue to do all we can to prevent instances of suicide throughout society."*

The Vigil & Procession of Remembrance featured performances from the singers and songwriters Jess Kemp, Bianca Alana, and Alex James Brierley. Also taking part are Rebecca Jackson from the 'Speak Their Name' Memorial Quilt Project, Rebecca Long-Bailey, MP for Salford & Eccles, Paul Dennett, Mayor of Salford, Poet, Verity Brown, with Emma Goswell from Gaydio hosting the event along with a roll of remembrance being read by Alison Page, Salford CVS and Judd Skelton, Salford CCG and a minute's silence was observed for all the lives lost to suicide.

Jess Kemp, singer and songwriter who performed at the Vigil said *"It's a huge honour to be asked to*

perform as part of the Vigil of Remembrance. World Suicide Prevention Day is a very special event in the calendar and one that is close to many of our hearts so if I can use my music to create a platform for this message to be spread, then I will do all I can to help."

UK Alternative Pop-Rock artist Alex James Brierley said *"I think that the vigil is a fantastic cause of awareness and an opportunity to prove how vital it is for people to talk about serious mental health challenges openly and transparently which is the key to the prevention of suicide. I believe that the more regularly we connect with each other as communities around these issues, the less likely suicide will happen"*.

Bianca Alana is an English singer and songwriter born in Salford said *"The Vigil is a beautiful event that brings so much love, support and awareness to everyone in attendance. As someone that struggles with mental health daily, I am grateful for music to help me through dark times. I hope those attending the vigil can find comfort and healing through the music and poetry, just as I have"*.

The 'Reach Out; Start to End Suicide' Vigil & Procession of Remembrance is funded by Salford CCG and supported by Salford City Council.



Thank you to all our volunteers

With volunteers like
you, we have a chance
to make this world a
better place.
Thank you for all your
hard work. It makes
all the difference.

The Shopping Bags

That Are Saving Lives

'Reach Out; Start to End Suicide's' 'Bags for Life' sees reusable shopping bags with suicide prevention messaging being distributed through to social housing tenants across Salford.

In 2020 we delivered 'Bags for Life', which saw reusable suicide prevention messaged shopping bags distributed through foodbanks across Salford. We distributed these 'Bags for Life' through housing associations in Salford, ensuring access to tenants who are at a high risk of suicide.

The demands on our communities, especially those living in social housing, with 46% of them being at risk of poverty (Moody's, 2020) were on the rise even before the pandemic. With static wages and surging tax, food and energy bills causing a cost of living crisis across the country. The Institute of Fiscal Studies has claimed benefits need to be twice as much as planned in 2022 in order to support the poorest in society through the crisis.

The 'Bags for Life' are delivering life 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. One side of the bag is directed towards those that are experiencing suicidal thoughts, letting them know that help and support is available. The other side is towards those that are worried about a loved one, and how they can ask if they are having thoughts of suicide. These walking billboards are sending messages out to the mother on the bus worried about her teen daughter who is ever increasingly isolating herself or the construction worker in his van worrying about where this month's rent is coming from. The bags are letting them know they can and should reach out for support if they need it or if they notice the need in their loved ones.

These 'Bags for Life' are providing suicide prevention advocates within the community, the recipients will use these bags again and again, and they will become a walking suicide prevention message boards within their communities. They will carry them to the grocery store, 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 will promote conversations within their own homes and

their communities, normalising conversations about suicide. The recipients learn that help is available and they can ask for help at any time.

Salford City Mayor and Greater Manchester Deputy Mayor, Paul Dennett praised the initiative and said: *"The last couple of years have been tough and have tested everyone's mental health. It's vital that we continue to raise awareness that it's okay not to be okay and are not afraid to talk about mental health and suicide. Every life lost to suicide is a tragedy for all of us."*

Dennis Baldwin, 'Reach Out Start to End Suicide' Project Manager said *"As all of us, especially those of us living in social housing, need to prepare for the onslaught of inflation and the massive hikes in energy prices. Many of us will already be on the brink of living in poverty, which has a monumental impact on our mental health. We need to be vigilant now more than ever, of our own mental health and the mental health of our loved ones. These bags out in our communities are promoting that suicide isn't the only option."*

The 'Bags for Life' are inspiring much needed conversations about suicide, diminishing the stigma that stops us from reaching out for ourselves when we need it and when we notice the need in others. You can ask for help and support if you do need it, if you are worried about a loved one, you can ask if they are thinking about suicide and need support. You are never alone. Speak up, reach out, help is just a phone call away.

1000 'Bags for Life' along with our suicide prevention messaged resources were distributed through: **For Housing Association, Places for People, Leaving Care Services, and Manchester City Mission.** 'Reach Out; Start to End Suicide's' 'Bags for Life' is funded by Salford CCG.



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Huge thanks to our delivery partners, the incredible:

BAKE
HOUSE ³²

1116 Chester Road, Stretford , M32 0HA, 0161 258 6151

Hospital Workers Lunch

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 major roles. This is why nurses and doctors are at a high risk of 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.

With NHS & social care workers being characterised as a high risk profession of suicide, especially within the context of the pandemic, with the support of Salford CCG, we took pizza from our delivery partners 'Bakehouse 32', and lived experience engagement workers to them, in their workplaces. We served pizza and chatted about their mental health and suicide prevention, while distributing suicide prevention messaged 'Thank You' cards (folded business card sized) to over **380 staff** at **Salford Royal Hospital NHS Trust** and to their teams in the community. It was greatly received with **100% of staff reporting an increased awareness of suicide prevention.**

It inspired, educated and empowered them to meaningfully connect with those around them, improved attitudes, increased dialogue on suicide, improved resilience, saving lives and ending stigma.



Hospital Workers

Breakfast, Lunch & Tea

With Doctors & Nurses from within the NHS being characterised as a high risk group at risk of suicide 'Reach Out; Start to End Suicide', with the **Department of Health & Social Care Funding**, took the suicide prevention intervention to them, in their workplaces, with incredibly high levels of engagement at each site across Greater Manchester.

The 'Hospital Workers Breakfast, Lunch & Tea' was an excellent engagement tool on site as we gave away free pastries and pizza, from our delivery partners' 'Bakehouse 32', conveying a non-threatening soft method that was comfortable for the NHS Hospital Workers to approach without fear of judgement. 'Hospital Workers Breakfast Lunch & Tea' took in four Hospitals: **Tameside and Glossop IC NHS FT; Stepping Hill Hospital; Birch Hill Hospital, and Rochdale Care Organisation** from across Greater Manchester.

In excess of **1,730 hospital workers** were engaged through the project with over **3,450 suicide prevention messaged resources** being distributed, including suicide prevention messaged 'Thank You' cards, posters and card tents.

Each of the hospitals workers were receptive to the initiative, and would freely and openly talk about mental health once engaged with our outreach worker. 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 hospital workers. This openness was exceptionally engaging for the workers who would freely take the suicide prevention literature and begin to speak openly about mental health and suicide as a result. Discussions would regularly cover maintaining support for themselves and others, how to start conversations with those that they are worried about and who and where they can get

support from.

When engaging with the workers with regards to what impacts on their mental health they cited workloads with one NHS worker commenting 'it's a good day, we have a full team'; rostering with many teams only having the legal minimum requirement of staff on the wards, not allowing for illness of staff; bed shortages; cost of living crisis, with the elimination of free parking for staff being taken away all have an impact on staff mental health.

Other conversations covered juvenile suicidality with a mother supporting her 12-year-old daughter who wants to kill herself; not being able to refer direct to psychological services from within the hospital, having to refer back to GP; waiting lists from primary care were using A&E as a quicker route through to psychological services.

One hospital withdrew participation at the last minute as they had 'some push back from senior colleagues in the Trust'. This could be nervousness from the trust to engage with suicide prevention as they have lost staff to suicide in recent years. This may highlight a system wide issue that may need addressing.

Melanie Greaves, Head of Patient Safety & Clinical Effectiveness Pennine Care, said " *Thank you so much for visiting Pennine. This event has gone down very well and thank you for everything that you do*" and Colin Smith, HR Manager, Tameside & Glossop ICFT said " *Very friendly team, approachable and welcoming with a great deal of knowledge, information and advice*"

100% of participants reported an **increased awareness of suicide prevention**, an amazing result with this group being a hard to reach and high risk group to suicide.





www.startinspiringminds.org.uk
@ReachOutSTES

Thank you for being you
and for all that you do.
If you ever find yourself
struggling speak up. reach out.
you are not alone!