



Impact Report 2022-23



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WORLD SUICIDE PREVENTION DAY
#pausethecity
in remembrance

remembering the lives
lost to suicide in Salford

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STAY
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5 YEARS OF



3,000

bags for life distributed



11,500+

resources distributed



6,980+

conversations preventing suicide



2,000+

pledges making up our sea of hands of support



500+

flags carried in remembrance



850

thank yous to our front line workers during the pandemic

2023 marks 30 years since START was founded. Back in 2018, as part of our 25th anniversary 'Reach Out; Start to End Suicide' was launched. This year marks our 5th anniversary, and we are proud of all our achievements to date and look forward to working with our communities to continue the ambition of no one having suicide as their only option.

'Reach Out; Start to End Suicide', is a multi award winning campaign, 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 aim for a community that makes it's the norm and acceptable to feel free to discuss their feelings and told that they matter. Through raising public awareness, education and equipping people with the confidence to have conversations, to support those at risk of suicide, we know we can save lives being lost and contribute to reducing suicides.

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.



For more information please contact:

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Vfollow us on Twitter. Facebook & Instagram @**ReachOutSTES**

WORLD SUICIDE PREVENTION DAY



10-09-22

#PauseTheCity

vigil & procession



Vigil & Procession Of Remembrance

Singer, song writer & performer, Rowetta performed at our rescheduled 'World Suicide Prevention Day Vigil & Procession of Remembrance', which took place Saturday, 8th October. It saw members of the public uniting at START's Wellbeing Centre, where a procession of 126 yellow flags, each representing a life lost to suicide in Salford over the last five years unfurled along the procession route to Salford Museum & Art Gallery. Once at the Museum & Art Gallery a vigil of speakers and performances honoured the lives of those lost to suicide and support those with the grief of those who survive within this community display of unity and support.

The 'Vigil & Procession of Remembrance' featured Singer Song Writer & Performer, Rowetta, Coronation Streets Pat Lally, Mike Palmer, 3 Dads Walking, Gordon Kermode, Salford & Manchester Samaritans, Rebecca Long Bailey, MP for Salford & Eccles, Judd Skelton, Salford Integrated Care Partnership along with Paul Dennett, Mayor of Salford, who hosted post vigil refreshments in Salford Museum & Art Gallery.

There is still a stigma attached to suicide, rooted in centuries of history which 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. It can colour our perceptions, our thoughts and our actions – and we may not always be aware of it. That is why it is so important that we challenge this stigma wherever it may be. Its about educating ourselves to understand what it is to grieve a loved ones' death to suicide, how you can support them with the grief. This will enable you to then challenge the stigma when you come across it yourself, making it easier for people to reach out for the support they need and for you to be able to reach out when you notice the needs in others.



Rowetta, Singer, Song Writer & Performer

Rowetta said *"It is so completely tragic when we lose one of our loved ones, and I have lost far too many to suicide. We need to be able to talk to each other freely about our feelings and emotions. I'm lucky that I have my singing, both song writing and performing, to be able to express and communicate through. So many of us don't. I think that it is that we are scared of the judgement that we may receive. Its that stigma that stops us from reaching out for ourselves when we are need of the support"*.

"Its so very sad that we as a society can't support each other, put off talking about ourselves when we are struggling. Not allowing these conversations to take place in effect are condemning our friends, family and colleagues to struggle in silence. This is why I am performing at this Vigil, its to honour the lives we have lost, remembering them beyond the statistics. It's also about supporting those that are grieving alone, isolated, suffering in silence their loved one who has taken their own life. They are so

hidden in our communities. They are forgotten about. We need to throw our arms open to them and give them the support they need”.

“Supporting each other, smashing the stigma and loving each other especially those that are grieving a loved one lost to suicide. Please, just reach out to each other whether you are struggling yourself or notice someone you love going through a rough time”.

Paul Dennett, the Mayor of Salford, said: *“The cost of living crisis is real. We’re seeing rising prices but wages are stagnating. As a consequence people are inevitably being pushed further and further into poverty. Tackling that crisis, but also campaigning to put pressure on the government to take the cost of living crisis seriously is really important“.*



“We know this crisis is exacerbating mental health issues, forcing people to choose between heating and eating... So, yes, we are in the middle of cost of living crisis but my plea is for us to all to work together to look after one another.”

Before the pandemic started, nearly one third of Salford’s population was living in on the most deprived LSOA (Lower Super Output Area) in England. 9% of working Salford residents said they had lost their job or been made redundant as of November 2020.

Salford also has the second highest rate of children living with three major risk factors (domestic abuse, substance misuse and severe mental health problems) in Greater Manchester – equating to roughly 4 children in every class of 30. This childhood trauma can have a major impact on young adults who must navigate conditions like depression, anxiety and eating disorders on top of stress caused by financial instability.

Beverly Hockenhull lost her grandson, Daniel, two years ago to suicide. She said: *“There’s no support there. Even tonight they mentioned support but the waiting lists are horrendous. And it’s going to be a hell of lot worse because of the cost of living. He was only 28 when he passed. Even though Daniel suffered from mental health issues for the last 10 years of his life, every November here just seemed to be an issue. When I step onto that road carrying my flag representing*



Pat Lally, Coronation Street, Rebecca Long Bailey, MP for Salford & Eccles & Paul Dennett, Mayor of Salford

Daniel, as part of the procession. I feel ten foot tall”

Rebecca Long Bailey, MP for Salford and Eccles also spoke at the vigil. She said: *“Mental health has been in crisis across Salford for year’s now. It’s not giving the same parity of esteem as physical health, meaning people can’t access the care they need, particularly that immediate support”.*

“There’s not enough investment going into schools to help young people in early intervention. We’ve got amazing services and amazing volunteers but they’re working every hour god sends and they don’t have enough funding from government and they really needs to change.”

Dennis Baldwin, ‘Reach Out; Start to End Suicide’ said *“ We can all make changes that will save lives being lost to suicide. If each and everyone one of us make a public stance, like joining our vigil and procession of remembrance, it sends a loud clear message that we are here to support any of our friends, family and loved ones who are in need. We can start to change how people who are in need and having thoughts of killing themselves feel about asking for support. Making it more accepted and encouraged it will save lives being lost to suicide”.*

“Treat everyone, including those that have lost loved ones to suicide with dignity and respect, they are valued in our community and are definitely worth reaching out to. That is why it is so important to have our Vigil & Procession of Remembrance each year. It improves the visibility of our community sending the message to those that are suffering alone, in isolation that they are not alone in their grief and they can reach out for support from many of the services that available to them. They are worth it.” Dennis continued: *“We always set out, with the flags, to have participants rather than casual observers, so that they actually become part of the event. We had 126 flags this year because that’s how many lives we’ve lost over the last 5 years to suicide. It’s about the symbolism, its about people carrying that flag for a loved one they’ve lost.”*



Rowetta, Singer, Song Writer & Performer



Domestic Violence

Bags For Life

Domestic abuse is still too often seen as an issue of violence alone. Yet many women in refuges say that the emotional abuse, resulting trauma and mental health implications stays with them for far longer. A 2018 study by the University of Warwick, focusing on more than 3,500 women supported by domestic abuse charity Refuge, uncovered that almost a quarter (24%) of women supported by the charity had felt suicidal at one time or another. A staggering 83% reported feelings of hopelessness and despair, key symptoms of suicidal ideation.

The research also found that nearly a fifth (18%) of participants had actively planned to take their own lives, while data from charity SafeLives indicated a similar number (17%) had planned or attempted suicide.

Perhaps most troubling is data from Professor Sylvia Walby, whose research estimates that approximately one in eight of all female suicides and suicide attempts in the UK are due to domestic violence and abuse. This equates to 200 women taking their own lives and 10,000 attempting to do so due to domestic abuse every year in the UK. That's nearly 30 women attempting to complete suicide every single day. The GMCA has also highlighted domestic abuse as a priority for 2022/23.

Building on the success of the 'Bags for Life' in 2020 and 2021, which has seen 2,000 reusable shopping bags distributed through foodbanks and housing providers across Salford. 100% of organisations partaking





in the project reported the awareness of suicide prevention was raised as a result of this activity and were very satisfied with the campaign. We had over 1000 suicide prevention messaged 'Bags for Life', suicide prevention messaged 'thank you' cards, posters and card tents distributed through to 'Safe in Salford' partner's that includes TLC, Pankhurst Trust TDAS and Salford Foundation. Salford CVS's Development Team were taking the bags and resources out when visiting relevant organisations across the sector in Salford.

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 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 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.

Working with Salford's domestic violence support services we distributed the 'Bags for Life' with suicide prevention messaging through the welcome packs along with one of our suicide prevention messaged 'thank you' cards. This process will see recruitment of support providers to the project and enable the provision of a suicide prevention advice and guidance to them. We provided expert advice and support to the professionals working in the sector on a wide range of issues contributing to them being able to support their service users and colleagues.

We have signposted the providers and their staff through to the free 20-minute suicide prevention training hosted on the 'Shining A Light on Suicide' website.

Surviving Suicide

Peer Support Art Group

'Reach Out; Start to End Suicide' this year through a National Lottery grant enabled the relaunch of 'Surviving Suicide: attempt survivors peer support art group'.

The sessions are aimed at those recovering from suicide attempts, and experiencing or having experienced suicidal thoughts and/or ideation.



Our Peer Support Creative Arts Sessions for Suicide Attempt Survivors sees people with lived experience of mental distress/trauma play the lead role in developing our approach. It enables these vulnerable, high-risk people access to peer-to-peer support. During the workshops, participants gain practical transferrable skills along with personal fulfilment. This project builds self-confidence; creates a "can-do" approach; increases self-resilience; fuels creativity/creative thinking; increases problem-solving ability in everyday life and improves self-esteem contributing to the reduction of suicidal thoughts/ideation; and the development of coping/crisis strategies.

These sessions are led by a professional artist with extensive experience in mental health. The sessions focus on basic creative arts skill sets that are built upon each week, seeing participants conceptualise, plan and create their own works. They learn creative art skills, various mediums and art forms. Peer-to-peer support for connection, community, recovery, inclusion, and creative expression is an important aspect of these sessions. The project has a dedicated project manager, who is the 'Reach Out; Start to End Suicide' Project Manager, across the 12-month delivery of the project. The service takes self-referrals and referrals from primary and secondary care.



Participants are reporting improved mental health & wellbeing; better confidence & self-esteem; being more socially active & less isolated; added connectedness with community and feeling more independent; feeling less suicidal, with added coping & crisis strategies.

Week-by-week members are getting the chance to create their own art work and build on basic creative skills through their own designs, plans and conceptualisation with support from their peers and a mental health support worker. All of the art supplies are provided by START and each session is led by a professional artist who is experienced in mental health intervention delivery.

Participants are using various mediums and art forms to communicate and heal themselves from their experiences of suicide through an “ongoing organic consultative” process and therapeutic environment. As part of the sessions, participants are encouraged to engage in peer-to-peer support for connection, which will encourage the involvement of all participants in the process.

Five years ago, ‘Reach Out; Start to End Suicide’ operated the group with great success. 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 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 *“A confidence that I can talk about my suicide attempts, the feeling that I was alone has gone as well”*.

Economic Crisis

Assertive Outreach

The Institute for Fiscal Studies (IFS) has stated that the economic downturn resulting from the COVID-19 pandemic “will have significant consequences for people’s health outcomes in the short and longer term.” There is no health without mental health and the negative effects of economic recessions on people’s mental health are already well-evidenced. Siting Janke, et al. (2020) in stating that if the economic downturn were similar to that after the 2008 financial crisis, then the number of people of working age suffering from poor mental health would rise by half a million. Research in England on the 2008-10 recession showed that each 10% increase in the number of unemployed men was significantly associated with a 1.4% (0.5% to 2.3%) increase in male suicides. We know that the mental health impacts of job loss and economic or employment uncertainty, compounded by financial worries about housing, heating and food, can be serious. They can also contribute to feelings of hopelessness. This may be what lies behind the high rate of suicidal thoughts and feelings among unemployed people. We didn’t see a rise in suicide rates within the COVID-19 pandemic but we do know that suicide is potentially preventable, if we take action to mitigate those effects early rather than waiting for the number of suicides to rise.

New research published by the Office for National Statistics is merely the latest addition to what has been understood by anyone with a sufficient interest in matters of life and death for centuries. The ONS figures show that avoidable deaths account for four in 10 male deaths in England’s poorest communities: in the least deprived, that figure is less than half, at 17.8%. For women, the figures are lower, but the gap barely less acute: 26.7% and 11.9% respectively. Covid, meanwhile, was almost four times more likely to kill in England’s most deprived areas, according to the ONS, a finding that accords with previous research.

April 2022 is when the costs of some of life’s most basic elements – from gas and electricity to social housing rents – shot up, way beyond a 3.1% increase in benefits. As the cost of food continues to rise, energy bills are set to go up again in the autumn. Continuing cuts to local services, accelerated by inflation, mean that the last-ditch help so many people need – children’s social care, advice on housing and debt, and so much more – is in a more perilous state than ever.

In response we delivered, through our commissioned work by the Integrated Care Partnership for Greater Manchester the hugely successful ‘Builders Lunch’, ‘Hospital Workers Lunch’ and ‘Hospital Workers Breakfast, Lunch & Tea’. ‘With NHS Doctors and Nurses being characterised as high risk professions to suicide, we served pizza and chatted about their mental health and suicide. We engaged with over 2,100 hospital workers with 100% of those participating reporting an increase of their awareness of suicide prevention.

Through our commission by the ‘Integrated Care Partnership for Salford’, we took the Bakehouse 32 team of pizza magicians to Salford Foodbanks, Emmaus and Salford Loaves & Fishes giving out free healthy choice pizza slices and discussing suicide prevention with over 120 foodbank users. We also distributed our suicide prevention messaged resources. We utilised the free healthy choice pizza as an engagement tool where we went direct to the access points of this hard to reach at risk group of service users. This engagement educated and empowered people who are economically disadvantaged 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 support services available to them when they are in need of them.

Project Manager Dennis Baldwin, said: *“What we’re hoping for is a change in people, so to do away with the stigma towards suicide and people, talking about suicide, and being able to open up when you’re experiencing those thoughts. Sadly, there is a lot of stigma, it all hangs around those conversations and it makes it more difficult for people to reach out when they are in need. Because of the cost of living crisis, Salford will see a lot of people struggle with their mental health. Salford is one of the most deprived areas in the UK which is why centres such as Salford Loaves and Fishes feels it’s more important than ever to offer mental health support.*”

Salford Loaves and Fishes Chief Executive, Jenny Smith, said: *“The problem is with the current cost of living crisis it’s coming at people from all angles, with the rising food, fuel, gas and electrics, rent you name it it’s literally there’s no sort of area that they’re not being affected. At the moment we have at least 120 people a day coming into our centre for support, and with days like this we’re bringing in something a little bit different. Whilst talking about a really important subject. It’s really important to bring that to our community.”*

Mr Baldwin said: *“Regardless of what time of year it is, or what year it is, there’s always a risk of suicide for people and I think it’s just making sure that people have that support, we just see more and more stress being put on people and in terms of, whether to heat or eat.”*



Drumming Up Co.

Samba Drumming Group

Loneliness and social isolation among individuals are major public health concerns. Research has consistently shown that loneliness and social isolation have profound negative effects on health, mental health, and mortality, particularly for older adults. In fact, the mortality risk of loneliness is comparable to smoking 15 cigarettes per day, lonely people are 50% more likely to die prematurely (Holt-Lunstad, 2015)

Through The Salford Clinical Commission Group Suicide Prevention Fund we are using drumming to bring together those who are isolated and introduce therapeutic benefits of drumming in a group dynamic to promote social connectedness in participants.

Part drum circle, part jam session: 'Drumming Up Co.' will be a friendly, no experience necessary, drum only, hang out that explores and re-creates the music from global drumming traditions such as those found in Africa, Cuba, Brazil, Japan and the Caribbean. It's the chance for participants regardless of age, gender and experience or skill level to play some drums, make new friends and have fun. The goal of 'Drumming Up Co.' is to provide the community with an easily accessible resource for the development of creative expression and personal growth through drumming and increase social connectedness. This goal is

achieved by providing a comprehensive learning facility with highly qualified instructor in an environment that embraces technology, while respecting the traditions of our past. We will also build into the programme performances at community events across Salford, including leading the 'Reach Out; Start to End Suicide', 'World Suicide Prevention Day Procession of Remembrance.

These sessions allow plenty of opportunities for the development of social relationships, connection, community, recovery, inclusion and creative expression. The maximum number of participants will be 20.

Studies by HealtRhythms have also shown that 40 minutes of ongoing activity with drums or percussion are enough to induce the following beneficial effects:





- Increased production of endorphins, dopamine, norepinephrine, responsible for the feeling of well-being and pleasure.
- Reduction of anxiety, stress and mood disorders.
- Activation of the imagination, synchronization of the activity of the two cerebral hemispheres (logical and analog), facilitation of cognitive-emotional integration.
- Improvement of concentration and learning ability.

Furthermore, in using drums and percussion with anxious, hypervigilant, depressed, low self-esteem, learning and attention deficit people, scientific research has demonstrated the possibility of achieving these objectives:

We know from our own experience that peer support can help people to take huge strides forward in their recovery. People who have experienced mental health issues &/or trauma can offer privileged insight and understanding, and draw on their own experiences to help others. The support they give can be an extremely effective complement to support given by mental health professionals, or a lifeline to those for whom traditional mental health support has not worked &/or have fallen between the gaps of mental health service provision.

Our 'Drumming Up Co'. has been funded for 12 months through Salford CCGs Suicide Prevention Grants. Our group has 22 participants with 11 being male and 11 being female. We asked our participants to rate their mental health and wellbeing on a scale of 1 – 10, 1 being very poor, 10 being excellent. The average score was 4.3 prior to attending this increased to 8.3 after their attendance, showing an 92% increase in the mental health and wellbeing of the participants after attending these therapeutic creative arts workshops. When asked to rate how much they agree or disagree with the given statements 100% of participants reported increases in confidence and self-esteem; social *activity/less isolated and more connected to their community. One participant said 'a good group of people, fun drumming too, I need activities as I am alone and not working, this group is perfect I feel like I am connected to my community. I was really lonely now I have friends from the group' with another stating 'I have discovered a love for drumming especially these sessions which is samba, we have an excellent patient teacher. Would love to carry on'.*



EVERYDAY
MENTAL HEALTH

HERO

COMING
SOON