

Westminster Health & Wellbeing Board

RBKC Health & Wellbeing Board

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Title:	Suicide Safer Communities – Commitment/Event
Report of:	Director of Public Health
Policy Context:	Mental Health
Wards Involved:	All
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1. Executive Summary

- 1.1. This report provides an update to the Health and Wellbeing Board (HWB) on Suicide Prevention and seeks members support of a Suicide Safer Communities Initiative. A market stall will be available during the Board meeting to allow members to families themselves with the initiative and raise any queries or suggestions for its development.
- 1.2. The launch of a Suicide Safer Communities was a key recommendation of the Professor Louis Appleby's report on suicides in North Kensington which concluded that whilst suicide rates had not increased following the Grenfell Tower tragedy, there was a community concern that required response. The COVID-19 pandemic and the cost-of-living crisis have prompted similar concerns nationally and locally and the development of a Suicide Safer Communities initiative across both boroughs has been agreed as a priority action within the 2022/23 suicide prevention action plan developed by the Suicide Prevention Partnership Board.

1.3. Suicide Safer Community

Suicide Safer Community is a model developed in Canada by [Living Works](#). This model is a ground up approach to changing public attitudes about suicide through identifying a critical need for suicide prevention skills in workplaces and communities.

This model has been used in some areas through campaigns like [Stop Suicide Pledge](#) in Cambridgeshire and in the Mid and North Powys region called [The Suicide Prevention Pledge](#). Both pledges were developed in collaboration between statutory services, MIND, and other voluntary sector partners to build a suicide safer community.

Campaigns in these areas have promoted a community commitment through raising awareness of suicide, providing training, breaking down stigma associated with speaking out, and providing help and support of those who have suicide ideation.

2. **Key Matters for the Board**

2.1 Sign up to the Suicide Safer Communities Commitment.

Public Health presents this paper to the **Health and Wellbeing Board** to secure members commitment to a Suicide Safer Communities initiative and their support in promoting suicide prevention.

Suicide prevention training has been available local frontline and community-based staff through Every Life Matters, a Cumbrian voluntary sector organisation which is a national example of best practice. Community engagement has been undertaken to target seldom heard and high-risk groups, to ensure that the training offer meets their needs and to identify any required developments as we look for local providers to take this on in the future.

In 2023/2024 a larger suicide prevention training offer will be procured locally to support the Suicide Safer Communities initiative by building capacity within frontline services and community organisations. In addition, a digital platform for suicide prevention will be developed where statutory and voluntary sector partners, businesses and residents will be able to access suicide prevention resources and training opportunities and where they will be able to add their support. By summer 2023 a promotional event will be held to share all components of the Suicide Safer Communities commitment (training and web platform) with a wider range of stakeholders and partners including local community and business leaders.

3. **Overview**

3.1 The 2022/2023 Suicide Prevention Action Plan includes the aims to:

1. To develop ***Safer Suicide Communities commitment***.
2. To provide a ***suicide prevention and awareness training offer*** to the RBKC and WCC local communities, voluntary sector, variety of settings and front-line services.

The Health and Wellbeing Board is being asked to endorse this initiative and promote suicide prevention resources and training opportunities as these are expanded in coming months.

3.2 Objectives

- Securing senior leadership commitment to the Suicide Safer Communities initiative within RBKC and WCC through the Health and Wellbeing Board.
- To deliver a targeted suicide prevention training programme that meets the needs of RBKC and WCC’s diverse communities.
- Up-skill communities and service providers to identify individuals at risk of suicide and respond appropriately – relevant measures will include increasing the number of people trained in suicide alertness and the impact/risk of self-harm; and the proportion of trained individuals who have improved knowledge, skills and confidence in identifying individuals at risk.
- Deliver an event to celebrate and promote the Safer Suicide Communities commitment amongst community and business leaders and residents.
- To explore, through community engagement and co-production the development of a web platform which signposts people to relevant training, services and resources.
- The commitment, training and promotional event will be supported by a dedicated communications and engagement plan.

3.3 Suicide Safer Communities Offer

Anyone can be at risk of suicide, with some groups at higher risk than others. Through this commitment and training, we are looking to provide enhanced support for our most vulnerable service users and residents in RBKC and WCC.

The following table summarises the components of the initiative:

What	Who	How
<i>Commitment</i>	Voluntary and Statutory Sectors, Organisational and Individuals	Aims to: <ul style="list-style-type: none"> • Secure political and senior leads support across voluntary and statutory sectors, including emergency services and community leader support • Development of a web platform to explain the commitment to Suicide Safer Communities, be a source of resources/information and allow others to add their support.

Training	Voluntary and Statutory Sectors. Priority for those who work with high-risk groups.	The training aims to support voluntary and statutory sector professionals, and business and community members to increase levels of knowledge, skills and confidence to address suicide ideation and self-harm; reduce stigma and foster positive attitudes to seeking help and improving participants' understanding of mental health and resilience.
Event	Voluntary Sector, Statutory Sector, Community Leaders and Senior Partners.	The event aims to bring partners and stakeholders together to secure wider awareness and support amongst local community and business leaders and residents.

4. Legal Implications

- 4.1 These services fall within 'Social and Other Specific Services' in Schedule 3 of The Public Contracts Regulations 2015 ("the PCR"). The value of the contract is below the relevant threshold (£663,540) for Schedule 3 services; therefore, procurement of the Service is not subject to the full requirements for the call of a competition in accordance with Section 7 of Chapter 3 of the PCR. The procurement will instead follow the Council's own non-statutory, internal Procurement Code ("the Code") in its Constitution requires all contracts that exceed £100,000 but below the thresholds under the PCR to be competed with a minimum of 3 suppliers invited to quote. This requirement will be satisfied by carrying out an open tender process.

5. Financial Implications

- 5.1 The Suicide Safer Communities project will include procurement of a training offer, development of the web-based platform and a promotional event once these resources are available.
- 5.2 £150,000 has been allocated from the public health grant to fund the programme across RBKC and WCC for a period of five years (£30k x 5).

6. Risks and Mitigation

Risk	Mitigation
<ul style="list-style-type: none"> The promotional event has a low take up of the commitment from voluntary sector organisations, senior and community leaders. 	<ul style="list-style-type: none"> Sufficient planning of the event ahead of time. Secured sign off by the Health and Wellbeing Board ahead of time. Ensuring the commitment supports the needs of their communities and is accessible. Invitation of wider statutory, voluntary and faith sector as well as business leaders.

<ul style="list-style-type: none"> • Web based platform not meeting the needs of the communities. 	<ul style="list-style-type: none"> • Work with communities, voluntary sector organisations and engagement teams to co-produce and develop the web platform. • Work with local mental health provider and RBKC and WCC digital teams to develop this platform.
<ul style="list-style-type: none"> • Failing to identify a local training provider to engage with communities. 	<ul style="list-style-type: none"> • Engage with local mental health voluntary sector partners with experience of training. • Ensuring through the commissioning and procurement process that the providers are meeting specifications and have experience in delivering the outcomes of the training and commitment. • Monthly progress meetings and reviews of delivery to meet outcomes.
<ul style="list-style-type: none"> • Campaign not reaching those in need. 	<ul style="list-style-type: none"> • Ensuring that the community engagement sessions are being delivered to those who a • re seldom heard and using Community Engagement teams and forums to contribute to the engagement sessions.
<ul style="list-style-type: none"> • Training offers not meeting the needs of the communities they are targeting. 	<ul style="list-style-type: none"> • Using the community engagement sessions to review and amend training to be delivered to specific cohorts to meet their needs. • Meeting specific cohort leads in advance of training to speak about training delivery needs and special requirements. Then review training delivery to meet their needs. • Using the Kirk Patrick Model to review training.
<ul style="list-style-type: none"> • Lack of take up of training and awareness of the commitment from voluntary, statutory, communities and frontline services. 	<ul style="list-style-type: none"> • Advertise a training offer on different media platforms to help with promotion of the training and the Suicide Safer Communities commitment information/resources. • Develop a communications and engagement strategy to ensure that all statutory and voluntary sector services have access to the training and the Suicide Safer Communities commitment information/resources.

7. Carbon Impact

7.1 The Suicide Safer Communities Commitment will aim to proactively support the climate action plan by using online delivery and local providers where possible.

If you have any queries about this Report or wish to inspect any of the background papers please contact:

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