



SUICIDE PREVENTION AND SELF-HARM ACTION PLAN

2016/18

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Suicide is not inevitable. It is often the end point of a complex history of risk factors and distressing events; the prevention of suicide has to address this complexity.

In 2012 the Government produced “Preventing suicide in England A cross-government outcomes strategy to save lives”:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216928/Preventing-Suicide-in-England-A-cross-government-outcomes-strategy-to-save-lives.pdf

The strategy outlined six areas for action:

1. Reduce the risk of suicide in key high risk groups
2. Tailor approaches to improve mental health in specific groups
3. Reduce access to means of suicide
4. Provide better information and support to those bereaved or affected by suicide
5. Support the media in delivering sensitive approaches to suicide and suicidal behaviour
6. Support research, data collection and monitoring.

This action plan outlines the actions agencies across Rotherham are taking to prevent suicides.

Rotherham takes suicide prevention seriously and the Director of Public Health Chairs the Suicide Prevention Group who are tasked to implement this plan. The Health and Wellbeing Board will receive a minimum of annual updates against the plan.

Suicide Prevention and Self-Harm Action Plan 2016/18

KEY AREAS FOR ACTION	ACTION	ACTIONED BY WHOM	TIMESCALE	OUTCOMES	RAG STATUS
<p>1. Increase local level of understanding of suicide and establish reporting mechanisms to strategic partners:</p> <ul style="list-style-type: none"> - Health & Well-Being Board - Elected members - Clinical Commissioning Group - Safe Guarding Adults Board - Safeguarding Children Board - Rotherham Health Protection Committee 	<p>Rotherham Suicide Prevention and Self Harm Group chaired by Consultant in Public Health to meet bi monthly</p>	<p>Public Health Specialist (Mental Health)</p> <p>Chair of Rotherham Suicide Prevention and Self Harm Group</p>	<p>Terms of Reference reviewed annually</p> <p>Update reports produced</p> <p>Membership reviewed annually</p>	<p>Terms of reference agreed including reporting mechanisms agreed and reviewed annually. Rotherham Suicide Prevention and Self Harm Group's membership reflects the partnership approach to suicide prevention.</p>	<p>Terms of approved May 2017</p>
	<p>Local Suicide Prevention and Self Harm Group reports to the Rotherham Health Protection Committee.</p> <p>Annual reporting to the Health and Well Being Board.</p> <p>Annually review membership of the Rotherham Suicide Prevention and Self Harm Group, ensuring voluntary sector membership.</p>				

Suicide Prevention and Self-Harm Action Plan 2016/18

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2. Reduce risk in high risk groups (non-specific)	Suicide Audit Group to alert frontline workers to emerging risk factors, for example in briefing articles for GPs.	Suicide Audit Group and Public Health Specialist Partners of the SP & SH Group to ensure risk factors are disseminated and cascaded within their respective organisations	Suicide Audit Group meets bimonthly and reports trends to SP & SH Group.	Frontline workers are alerted to risk factors, identifying people who may be at risk and providing appropriate support	Top Tips for GPs has been updated. Partners of Suicide Prevention and Self Harm Group have been alerted at meetings to risk factors. As part of the PLT event in September there will be workshop on suicide prevention for GPs.
2. Reduce risk in high risk groups (non-specific)	Update the GP Top Tips on suicide prevention	RCCG CAMHS Commissioner Public Health Specialist	November 2016	GPs make appropriate referrals	Updated and agreed and available on CCG website.
2. Reduce risk in high risk groups (non-specific)	Explore options to promote Samaritans Drop -in sessions	Rotherham Samaritans working with Public Health Specialist and Comms Leads in Statutory partner organisations	From September 2016	Drop-in sessions promoted via partner communications	Awaiting new leaflet from Rotherham Samaritans.
2. Reduce risk in high risk groups- Children and young people	Rotherham Suicide and Self-harm Community Response Plan(2015) for children and young people to be revised to include the following : <ul style="list-style-type: none"> • Circles of vulnerability • Out of hours 	Public Health Specialist (Mental Health)	Plan to be revised by Jan 2017 Partner organisations to be notified of the revised plan.	Revised Rotherham Suicide and Self-Harm Community Response Plan to be loaded on the Rotherham Local Safeguarding Children Board Manual Contents	Flowchart has been revised. The full plan needs to be updated. Responsibility for activating the plan and coordinating the meetings will move to Early Help. Meeting

Suicide Prevention and Self-Harm Action Plan 2016/18

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	support and information <ul style="list-style-type: none"> • Management of severe self-harm behaviour • Critical response plan for schools. • Emerging national guidance 			(Tri-x procedures)	planned with Senior Managers All schools were sent the refreshed Critical Incident Prompt Sheet in May 2017.
	Rotherham Suicide and Self-harm Community Response Plan to be actioned within 24-48 hours of any event	Led by LSCB/Public Health Supported by all agencies involved in Rapid Appraisal Process	In the event of a suspected death by suicide of a young person or an adult within the school community	Rapid Response process will ensure this happens. Rotherham is continuing the Real Time suicide Surveillance work. Rotherham Suicide Audit Group reviews all suicides.	See earlier comment
	Ensure every school and college is aware of the Critical Incident prompt sheet	Educational Psychology Public Health Specialist (Mental Health)	October 2106	Schools and colleges using the recommended best practice	All schools were sent refreshed Critical Incident Prompt Sheet in May 2017
2. Reduce risk in high risk groups- Children and young people	To review the My Mind Matters website. To continue to promote the My Mind Matters website	CAMHS Commissioners RMBC and RCCG to lead	Review of website to be completed by December 2016		Website was reviewed with input from the Youth Cabinet. Ongoing meetings with the website design team required.
	Support schools and	Public Health Specialist	Top Tips and Directory	Schools and	Top Tips for

Suicide Prevention and Self-Harm Action Plan 2016/18

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	<p>colleges in identifying mental health problems in pupils through collaborative working between education and health professionals:</p> <ul style="list-style-type: none"> - Promotion of the CAMHS Top Tips – Guidance on the referral of children and young people with emotional wellbeing issues into universal, targeted and RDaSH CAMHS services - Directory of Services – Information on services that provide emotional wellbeing support. 	<p>(Mental Health) working with CAMHS commissioners from Rotherham CCG, RMBC and CAMHS providers.</p>	<p>of Services to be reviewed December 2017</p>	<p>colleges using CAMHS Top Tips and Directory of Services.</p>	<p>Universal workers has been updated. Next update due in Jan 2018</p> <p>GP Top Tips has also been reviewed.</p> <p>There is a directory of services available for practitioners produced by RCCG.</p>
	<p>Review of the Rotherham Self-Harm Practice Guidance (2015)</p>	<p>Public Health Specialist (Mental Health)</p>	<p>Annual Review due by April 2017</p>	<p>Safe, timely and effective response to children and young people who harm themselves or are at risk of harming themselves.</p>	<p>Work to review these guidelines will commence in June 2017 with input from the SP&SH Group.</p>
<p>2. Reduce risk in high risk groups- Children and young people</p>	<p>Development of a local awareness campaign to target young people (15-21)</p> <p>Campaigns to look at non health</p>	<p>RMBC Comms working with Public Health Specialist, Rotherham Suicide Prevention and Self Harm Group (SP &SH Group), Rotherham Youth Cabinet</p>	<p>Schedule plan to be shared by Comms at the August 2016 SP & SH meeting. Consultation with young people to begin in September 2016.</p>		<p>The Z card resource has now been printed. Distribution will commence after a launch event. PH working with local schools to plan the</p>

Suicide Prevention and Self-Harm Action Plan 2016/18

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	<p>organisations and sites which could promote these messages</p> <p>Campaigns will include social media marketing techniques relevant to young people</p>		<p>Drafts of the materials to be ready by December 2016</p> <p>Launch of the campaign January 2017</p>		<p>launch of this campaign.</p>
<p>2. Reduce risk in high risk groups: Men in particular middle aged men</p>	<p>Promotion of local awareness campaign targeting males particularly middle aged men</p> <p>Campaigns will include social media marketing techniques. Sources will include Public Health Channel, Qmatic Screens, social networking, PH website and non-health sites to promote messages.</p> <p>Campaigns to look at non health organisations and sites which could promote these messages throughout the year.</p>	<p>RMBC Comms working with Public Health Specialist and Rotherham Suicide Prevention and Self Harm Group (SP&SH Group),</p>	<p>Campaign launched July 2016</p> <p>12 month marketing plan to be brought to the SP & SH Group meeting in August 2016 which will show how campaign will promoted throughout the year.</p> <p>Further promotion organised for September 2016 (World Suicide Prevention Day)</p>	<p>Campaign materials displayed through key venues in Rotherham.</p> <p>Partners all aware of the campaign</p> <p>Men and families and friends able to recall seeing campaign materials</p> <p>Increase in number of people accessing help.</p>	<p>Campaign was launched July 2016 and has been promoted a various opportunities since:</p> <p>Home Matters magazine Dec 2016 Adverts in local papers Dec 2016 and early 2017. Promoted to local workplaces.</p> <p>Further opportunities to promote the campaign were explored at the May SP&SH meeting.</p>

Suicide Prevention and Self-Harm Action Plan 2016/18

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<p>2. Reduce risk in high risk groups : People experiencing domestic abuse</p>	<p>Continue to promote awareness of this group amongst GPs – Annual update of GP Guidance / Referral pathway for people experiencing domestic abuse.</p> <p>Ongoing promotion of this resource and annual review</p>	<p>RCCG Safeguarding Lead</p>	<p>Ongoing promotion of the flowchart and annual review July 2017</p>	<p>GPs better equipped to identify and support patients experiencing domestic abuse.</p>	<p style="text-align: center;">RCCG has a flowchart for GPs:</p> <p style="text-align: center;"><i>Process for responding to domestic abuse in GP Practices</i></p>
<p>2. Reduce risk in high risk groups: women</p>	<p>Rotherham Suicide Audit Group to identify trends of increased suicide in women and report findings to SP & SH Group.</p> <p>SP & SH Group to agree on actions to address this</p>	<p>Rotherham Suicide Audit Group</p> <p>SP & SH Group</p>	<p>Report to SP & SH Group in October/November 2016</p>		<p style="text-align: center;">Suicide Audit Group monitoring trends reporting to SP&SH Group.</p>
<p>2. Reduce risk in high risk groups: Rotherham residents affected by the changes to welfare reform</p>	<p>Continue roll out of training for frontline customer services using the CARE about suicide resource</p>	<p>PH Specialist (Mental Health), HR (RMBC working with Team Managers within RMBC to deliver training sessions for frontline customer service staff within RMBC</p>	<p>200 Plus staff trained to date. Ongoing training provided.</p>	<p>Staff feeling better equipped to support people who may be in distress and/or expressing thoughts of suicide</p>	<p style="text-align: center;">RMBC Revs & Benefits staff attended training along with Housing Officers.</p> <p style="text-align: center;">Additional mental health training has been provided for housing staff including Mental</p>

Suicide Prevention and Self-Harm Action Plan 2016/18

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					Health First Aid.
2. Reduce risk in high risk groups: witnesses of suicide	Publication of leaflet for people witnessing suicide. Vulnerable Persons Unit (VPU) to distribute leaflet to witnesses.	RMBC Comms, Public Health Specialist working with SP & SH Group. VPU	Leaflet produced January 2017 Leaflet launched and used by frontline services inc VPU from October January 2017	People who witness suicides receiving timely and supportive information.	A4 paper version distributed by SYP Officers. C&YP Sudden and Traumatic Bereavement pathway is being used by services.
2. Reduce risk in high risk groups: Carers	Training for carers going into the home about the risk that carers experience	RCCG Commissioning Lead for Mental Health Public Health Specialist Crossroads	To be discussed at the Dementia Carers Resilience steering group. September 2016	Workers supporting carers able to spot the signs someone may be vulnerable to suicide.	Training delivered by Public Health Specialist to Crossroads and Rotherham Alzheimer's Society staff in May 2017.
3. Tailor approaches to improve mental health in specific groups	Promotion of whole school pilot programme	Public Health Specialist RMBC CAMHS Commissioner 6 Rotherham schools	Action plans developed. Work commencing September 2016- July 2017 Learning shared within School Learning community from September 2017 onwards	6 Rotherham schools embedding mental health and emotional well-being within their whole school community	6 Rotherham Schools Participating in whole school scheme. Implementation of their action plans commenced in September 2016. One to one meetings held with each school once a term to check

Suicide Prevention and Self-Harm Action Plan 2016/18

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					progress. Next meetings being held in June 2017 with the steering group meeting of all schools in July 2017.
	Training to schools on staff wellbeing and resilience / improving own coping mechanisms.	Educational Psychology (RMBC)	Programme of delivery 2017/18	Children, young people and adults with improved emotional resilience.	Courses have been offered and delivery to schools
	Promotion of the Workplace well-being Charter to local employers	Public Health (RMBC)	No. of companies signed up to the scheme	Workplaces which support the mental health and emotional well-being of employees.	Update in June 2017- 50 workplaces engaged with the Charter.
4. Reduce access to means	<p>Suicide Audit Group bimonthly meetings to identify any hotspots using reports from the police and mental health services. Minutes and actions are recorded. Actions are initiated.</p> <p>Actions incorporated in Suicide Prevention and Self-Harm Action Plan</p>	<p>Attendees include: PH, RCCG, SYP & RDaSH. Meetings chaired by PH</p> <p>PH Specialist to work with other agencies as and when required (Local Coroner's Office, Highways Agency, Samaritans, colleagues within RMBC, local media)</p>	Hotspot work initiated as and when areas are identified. Actions recorded and reported to the wider Suicide Prevention and Self-Harm Group.	<p>Action taken at hotspots which could include:</p> <ul style="list-style-type: none"> -installation of physical barriers and or moving ligature points -encouraging help seeking behaviours -increasing the likelihood of a third 	RFB and NK (SYP-VPU) met with SYPTTE in January 2017. Actions from this meeting being implemented which includes training for staff and distribution of CARE about suicide cards to staff. 2 staff attended the suicide prevention training, 'SafeTalk' in March 2017.

Suicide Prevention and Self-Harm Action Plan 2016/18

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				party intervention through surveillance and staff training -responsible media reporting	RDaSH Crisis Service has offered to run some training for staff.
	Local partners to share actions and learning to reduce suicide particularly after a serious incident (SI) with Suicide Audit Group and the Rotherham Suicide Prevention and Self-Harm Group.	Provider Services for example: RDaSH, SYP TRFT	SIs discussed at each Suicide Audit meeting	Suicide prevention practice is shared across organisations	Public Health Specialist is copied into all SI reports
4. Reduce access to means	Training frontline staff to identify access to means, e.g. carers going into the home, Housing staff	Public Health Specialist SP & SH Group members Crossroads RMBC Housing	Housing staff given suicide prevention training 2015/16. Training to rolled out to carers organisations from October 2016	Staff vigilant to access to means and appropriate action taken	Ongoing action-information is shared at suicide prevention training
4. Reduce access to means	Investigate potential work with Trading Standards re sales of Paracetamol	Public Health Specialist Trading Standards	December 2016	Retailers adhering to legal requirement of Paracetamol sales.	No action taken this year but remaining vigilant to suicide methods where Trading Standards should be involved.
4. Reduce access to means	Reminders to general public re safe storage of medication incl prescribed and over the counter, using Public Health Channel, Qmatic	Public Health Specialist Comms Leads (RCCG, RMBC) Local Pharmaceutical Committee	January 2017	Safe storage of medication both prescribed and over the counter within the home.	No further action this year.

Suicide Prevention and Self-Harm Action Plan 2016/18

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	screens and internal communications.				
4. Reduce access to means	Explore opportunities to work with Planning Department re access to means at new builds	Public Health Specialist working with RMBC Planning	January 2017		No further action to report.
4. Reduce access to means	Training frontline staff to identify access to means, e.g. carers going into the home, Housing staff	Public Health Specialist SP & SH Group members Crossroads RMBC Housing	Housing staff given suicide prevention training 2015/16. Training to be rolled out to carers organisations from October 2016		Training for Crossroads and Alzheimer's Society staff in May 2017.
5. Better information and support to those bereaved by suicide	Bereaved families to receive a visit from VPU within 48 hours of notification of death. Families to receive Help is at Hand and other local contact details	SYP VPU	Ongoing	Improved post bereavement support for adults	<p>Families visited within 48-72 hours of the suspected suicide by Officers from the Vulnerable Persons Unit (SYP). Each family offered the Help is at Hand resource.</p> <p>Samaritans launched their bereavement support project in Jan 2017. Families asked if they would like to be referred to the bereavement support provided by Rotherham Samaritans. SPY VPU make the referral. Review of</p>

Suicide Prevention and Self-Harm Action Plan 2016/18

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					the scheme took place in May 2017.
	Every GP Practice in Rotherham to have copy (copies) of the Help is at Hand resource	Public Health Specialist RCCG- incl RCCG Comms Lead	Resource to be promoted at PLT in September 2016.	Supportive information available for people who are bereaved.	All GP Practices issued with this guidance in September 2016
	Using a variety of Comms channels to promote messages of support to those bereaved by suicide	RMBC Comms to lead working with Comms Leads from TRFT, RDaSH, SYP, RCCG Input from Public Health Specialist	Comms Lead to be vigilant to when this may be required. Particular action to be taken on dates like World Suicide Prevention Day (10 th September 2016)	Supportive information available for people who are bereaved.	During 2016 and early 2017 promotion of suicide prevention messages via Twitter, Qmatic screens, PH Channel, RMBC Staff briefing and local newspapers

Suicide Prevention and Self-Harm Action Plan 2016/18

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	<p>To continue to promote the LSCB Bereavement pathway for children and young people bereaved as a result of suicide or sudden death.</p> <p>6 month review of pathway</p>	<p>Public Health Specialist working with Rotherham LSCB and the Rotherham Suicide Prevention and Self Harm Group</p>	<p>First launched in January 2015 Reviewed in May and updated version sent out in July 2016</p> <p>January 2017</p>	<p>Children and young people received timely and appropriate support when bereaved by suicide or sudden death.</p>	<p>Pathway reviewed in May 2016.</p>
	<p>Rotherham Samaritans to offer 2 booked phone calls with individuals and families who have been bereaved by suicide.</p> <p>Offer will be made to families via VPU when visiting bereaved families.</p> <p>Support to be reviewed after 6 months</p>	<p>Rotherham Samaritans Rotherham VPU</p>	<p>Starting September 2016</p> <p>Review Feb/March 2017</p>	<p>Bereaved families offered support from an independent source.</p>	<p>Bereavement support launched January 2017. Rotherham Samaritans are collating numbers.</p>
<p>6. Support media in delivering sensitive approaches to suicide and suicidal behaviour</p>	<p>Develop a marketing plan which indicates how the men's and young people's campaigns are to be promoted throughout the year</p>	<p>RMBC Communications & Media Manager working with Communication leads from RDaSH, TRFT, SYP and RCCG.</p>	<p>12 month marketing plan to be brought to the SP & SH Group meeting in August 2016 which will show how both campaigns will be promoted throughout the year.</p>	<p>Campaign materials displayed through key venues in Rotherham.</p> <p>Partners all aware of the campaign</p> <p>Men, young people,</p>	<p>See earlier comments on campaigns.</p> <p>Local media has promoted helpful contact details for the general public when writing about suicide.</p>

Suicide Prevention and Self-Harm Action Plan 2016/18

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			Further promotion organised for men's campaign in September 2016 (World Suicide Prevention Day)	families and friends able to recall seeing campaign materials Increase in number of people accessing help.	
	Continue to promote the Rotherham CARE about suicide resource. CARE about suicide resource to be on every statutory partners' website	RMBC Communications & Media Manager working with Communication leads from RDaSH, TRFT, SYP and RCCG. Support given from Public Health Specialist (Mental Health)	CARE resource to be on all statutory partners' websites by October 2016	Increase in confidence of universal workers and the general public to ask about suicide and take appropriate action	CARE resource distributed to partner organisations and at suicide prevention training, SafeTalk March 2017.
7. Data collection and monitoring	Continuation of Real Time Suicide Surveillance. South Yorkshire Police to share real time data around recorded incidents of attempt suicide, to inform and enable the group to identify trends, at risk groups, locations, to better inform and deliver services in preventing future suicide episodes in Rotherham. Data is reviewed at the Rotherham Suicide	RMBC Public Health SYP VPU RCCG Suicide Audit Group Suicide Audit Group working with partners like Area Assemblies, Early Help, GP Practices.	Ongoing with Suicide Audit Group meeting bimonthly Targeted work either with geographical communities or communities of interest.	General themes and trends reported back to Suicide Prevention and Self Harm group and actions to reduce risk reflected in action plan. Real time public health interventions for suicide prevention. Identifying at risk groups will inform commissioning cycle.	No SY wide real time surveillance. Rotherham continues with its early alert approach. Rotherham VPU goes through all police records and alerts partners; RDaSH and Housing alerted to suspected suicides.

Suicide Prevention and Self-Harm Action Plan 2016/18

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	<p>Audit meetings.</p> <p>Findings may lead to work with geographical communities and communities of interest</p>				
	<p>Suicide audit group bimonthly meetings to identify any hotspots using reports from the police and mental health services. Minutes and actions are recorded. Actions are initiated.</p> <p>RDaSH to share SIs with the Suicide Audit Group to enable public health prevention actions to be identified. (Serious Incident Reports).</p> <p>Suicide Audit group agrees actions.</p> <p>Actions are reviewed at next meeting.</p> <p>Generic actions are reported back to the wider Suicide Prevention and Self Harm Group.</p>	<p>Attendees include: PH, RCCG, SYP & RDaSH. Meetings chaired by PH</p> <p>PH Specialist to work with other agencies as and when required (Local Coroner's Office, Highways Agency, Samaritans, colleagues within RMBC, local media)</p>	<p>Suicide audit group to meet every bimonthly and review each death by suicide and agree follow-up actions.</p>	<p>General themes and trends reported back to Suicide Prevention group and actions to reduce risk reflected in action plan. Real time public health interventions for suicide prevention.</p> <p>Identifying at risk groups will inform commissioning cycle.</p>	<p>Suicide Audit Group meets bimonthly. Action points are taken and updated at next meeting</p>

Suicide Prevention and Self-Harm Action Plan 2016/18

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	Develop closer working relationships with the Coroners Officer to assist with real time surveillance and with any learning post inquest	Rotherham Coroner's Office Public Health SYP VPU	October 2016	Suicide prevention measures put in place.	
8. Workforce Development	Provision of 4 Adult MHFA Training during 2016/17	RCCG, RMBC PH and RDaSH	Commencing April 2016- March 2017	Improved awareness of mental health, reduced stigma and awareness of local services	3 courses; July 2016, January 2017 and February 2017 for frontline staff An additional MHFA ran in WV Area Assembly in March 2017.
	Provision of 4 Youth MHFA Training during 2016/17	PH RMBC and L&D Leads	Commencing April 2015	Improved awareness of mental health, reduced stigma and awareness of local services	2 courses August 2016 & October 2016 for frontline staff. An additional Youth MHFA course ran in WV Area Assembly in March 2017.
	To roll out further ASIST courses and other suicide prevention and self-harm courses to frontline workers	PH RMBC and L&D Leads	ASIST courses commence September 2016	Improved response to people in emotional distress	4 SafeTalk courses ran in March 2017 100 frontline staff trained to enable them to identify those at risk, ask about suicide and signpost to appropriate help.

Suicide Prevention and Self-Harm Action Plan 2016/18

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					WV Area Assembly funded suicide prevention work in the Maltby, Hellaby and Wickersley wards which included ASIST and Safe Talk. SafeTalk ran in December 2016 and ASIST in March 2017.
	To explore opportunities for other training for non-health workforce e.g Faith Leaders, Town Pastors, Carers and befrienders	Public Health Specialist SP & SH Group members L & D (RMBC)	January 2017	Improved awareness of mental health, reduced stigma and awareness of local services	See above comment In addition Public Health Specialist ran training session run for SY Town pastors in July 2016
	Delivery of a GP Projected Learning Time Event on mental health crisis	RCCG	2015/16	Increase awareness of the Mental Health Crisis Care Pathway	PLT presentation in September 2016

Action Plan updated at Suicide Prevention and Self Harm Meeting in May 2017.

Suicide Prevention and Self-Harm Action Plan 2016/18

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Glossary

ASIST Applied Suicide Intervention Skills Training

DPH Director of Public Health

MHFA Mental Health First Aid training

PH Public Health

PHE Public Health England

PHS Public Health Specialist

VPU Vulnerable Persons Unit

SYP South Yorkshire Police

RCCG Rotherham Clinical Commissioning Group

RDaSH Rotherham, Doncaster and South Humber NHS Foundation Health Trust

TRFT The Rotherham Foundation Hospital Trust