

Rotherham Suicide Prevention Action Plan, 2025-2028

Ruth Fletcher-Brown,
Public Health Specialist

Suicide rates for Rotherham, 2021-2023

- → The latest suicide data shows that Rotherham has seen a small increase in suicides from 12.4 in 2020-2022 per 100 000 to 12.6 in 2021-2023, however the rate is statistically similar to the average for England at 10.7 per 100,000.
- → Rotherham mirrors the national picture with males still accounting for most of the deaths to suicide in Rotherham. The rate has slightly increased in the period 2021-2023 to 17.3 per 100,000 compared to 16.5 in 2020-22. However, it is still statistically similar to the national average for England at 16.4 per 100,000.
- → Female deaths in Rotherham, whilst still lower than males became significantly worse than the national average for England from 2017-2019. The rate in 2021-2023 is now 8.1 per 100,000 and statistically similar to England at 5.4 per 100,000.

Progress from the previous action plan

These are some of the achievements from the previous action plan:

- SPOT and Speak suicide prevention courses delivered by Papyrus Jan- March 2024, 223 people trained.
- Internal courses run on suicide prevention for teams within Partner organisations: SYP, VCS, RMBC (Revenues and Benefits and Adult Care staff).
- Taxi Drivers encouraged to complete the Zero Suicide Alliance Taxi Driver Training (ZSA)
- Domestic Homicide and Suicide Prevention Learning events held for Partner organisations.
- Suicide Prevention training for primary care in person in 2024 and online in previous years.
- Safeguarding Awareness Week (SAW)- suicide prevention workshops held every year since 2020.
- ZSA promoted to the public in libraries across Rotherham.
- Amparo support for children, young people and adults across South Yorkshire who have been bereaved/affected/exposed to suicide.
- 4 Survivors of Bereavement by Suicide (SOBS) Groups operating across SY.
- From 2021 there have been 4 Memorial Events for families & friends in South Yorkshire who have been bereaved by suicide.

2025-2028 Suicide Prevention Action Plan

- In December 2024, a Symposium was held with Partners of the Suicide Prevention and Self Harm group, Operational and Strategic Groups, with input from Andy Bell, CEO of Centre for Mental Health.
- The Action Plan was developed based on discussions at the symposium, local data, evidence-based practice.
- The action plan is aligned to the 2023-2028 National Suicide Prevention Strategy.
- Action Plan drafted and shared with Partners from end of January to April 2025.

2025-2028 Suicide Prevention Action Plan

- Aim 1. Making Suicide Prevention Everyone's Responsibility.
- Aim 2. To support to those bereaved, affected and exposed to suicide.
- Aim 3. Reducing suicides amongst high-risk groups by reaching people where they live and work.
- Aim 4. Using data to inform delivery of suicide prevention in Rotherham.

The Rotherham Suicide Prevention Action Plan should be read in context with other supporting plans which will address the wider determinants.

Suicide Prevention Actions

Actions identified in the 2025-2028 are already progressing. For example:

- Launch of the Vista Project, a pilot project to support people who have attempted suicide due to a life event (April 2025).
- Domestic abuse and suicide prevention training May and September 2025.
- Older Adults suicide prevention training for Adult Care, Voluntary and Community Sector (VCS), Care Homes and Domiciliary Care (June 2025).
- Working with Speakup and Rotherham Autism Support Service to look at the Be the One Campaign. New film and resources will be promoted in September 2025.
- Training from SAYiT on LGBTQ+ communities and suicide prevention (starting May-October 2025).
- Distribution to schools, colleges, VCS and CYPS of the easy read, Walk with Us Guide (May 2025).

Next steps

- Implementation of the action plan will be overseen by the Suicide Prevention and Self Harm Group, Partners of the HWB are represented on this group.
- Some actions will take place at a South Yorkshire level, subject to funding.
- The Board will receive updates on progress and any emerging concerns.