

<h1>BRIEFING</h1>	TO:	Health and Wellbeing Board
	DATE:	10 th June 2026
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	TITLE:	Rotherham Suicide Prevention Action Plan, 2025-2028

Background

- 1.1 Suicide is complex and rarely attributable to a single cause. For every suicide, many more people attempt to take their own life, often resulting in long-term physical and emotional consequences for individuals and their families.
- 1.2 In September 2023, the Government published a five-year cross sector strategy on suicide prevention for England. There were no targets within the strategy but Rotherham’s Suicide Prevention Plan 2025-2028, which was agreed by all Partners of the Rotherham Health and Wellbeing Board in June 2025 (HWB) is aligned to the national strategy. Local and national data and evidence-based practice informs and 2025-2028 Action Plan for Rotherham.
- 1.3 Leadership for suicide prevention remains with Public Health. However, preventing deaths to suicide and supporting all those affected by suicide, requires a partnership approach. Partners of the Health and Wellbeing Board are committed to delivering Rotherham’s Suicide Prevention and Self Harm Action Plan, 2023-2028, alongside communities and most importantly people with living experience.

Key Issues

- 2.1 In recent years Rotherham has seen a reduction in the rate per 100,000. However, every death has a significant impact on family, friends, services, and the wider community, which is why it remains a priority area for local Partners and Health and Wellbeing Board
- 2.2 Suicide rates in Rotherham are statistically similar to the average for England. The data from the period 2022-2024, shows the rate per 100,000 as:
 - o All Person deaths- Rotherham 13.3 compared to 10.9 for England
 - o Male deaths- Rotherham 19.0 compared to 16.8 for England
 - o Female deaths- Rotherham 7.8 compared to 5.5 for England
- 2.3 Progress with the local actions within the 2025-2028 Action Plan is overseen by partners on the Rotherham Suicide Prevention and Self Harm Group.
- 2.4 The Rotherham Suicide Prevention Operational Group looks at real time cases resulting in actions to address themes, priority groups, ensuring that support is offered to all those bereaved and affected. Information from this process informs future actions. Both groups have membership from all Health and Wellbeing Board Partners.

2.5	The Rotherham Suicide Prevention and Self Harm Group and the Rotherham Suicide Prevention Operational Group are best placed to oversee the of the actions within the current plan.
2.6	Progress to date from the action plan for suicide prevention Includes:
2.7	<p>Aim 1 Making Suicide Prevention Everyone’s Responsibility</p> <ul style="list-style-type: none"> ➤ The delivery of bespoke training for staff across the Partnership, examples include Community organisations in South of Rotherham, Faith Leaders and RMBC staff teams- Revenues and Benefits, Regeneration and Environment Manager Forum ➤ A suicide prevention workshop was held as part of Safeguarding Awareness Week in November 2025 ➤ Staff from Rotherham delivered training on autism and suicide prevention as guest speakers at the North East, Yorkshire and Humber Police Negotiator Conference in February 2026. ➤ Papyrus has been commissioned to deliver their SPEAK course (Suicide Prevention Explore, Ask, Keep-Safe). This training is available to schools and colleges in the first instance and courses started mid-April. The training will allow attending schools to access the Papyrus School resource, Sinking Feeling, to deliver suicide prevention as part of the new Relationships Sex and Health Education (RSHE) where suicide prevention is included. In the Autumn Papyrus sessions will be promoted to other Partners with a strong focus on the Voluntary and Community Sector (VCS). ➤ Launch of Be the One Autism and Suicide Prevention Campaign on 10th September 2025. This campaign launched with involvement from Speak Up, RDASH and what was formally known as Rotherham Adult Neurodiversity Support Service. RMBC Communications Leads lead on this delivery and refresh of the Be the One website, with leadership from the Public Health Lead for Suicide Prevention. To date there have been 2,879 visits since new website launched on 10 September. For Facebook performance (10 September to present) there have been 24,114 views (+475%); interactions 1,060 (+4,287.5%). Following the launch, the campaign received media coverage including the Rotherham Advertiser, BBC Radio Sheffield, and Greatest Hits Radio.
2.8	<p>Aim 2 To support to those bereaved, affected and exposed to suicide</p> <ul style="list-style-type: none"> ➤ The Sudden and Traumatic Bereavement Pathway for children and young people has been updated and is available on Tri X ➤ Walk with Us Resource produced with children and young people bereaved by suicide has been sent out again to all schools and colleges in Rotherham, along with a new Easy Read Version ➤ Seventy-two staff from across Rotherham Partner organisations attended a workshop in May 2026 about talking to children who have been bereaved which promoted Amparo support and Walk with Us ➤ Amparo is South Yorkshire’s commissioned service to support all those bereaved and or affected by suicide. It offers support to children, young people and adults living and or working in South Yorkshire. Amparo have delivered training sessions for Partners across Rotherham, including a session for RMBC Children and Young People’s Service. They have also attended community events and hosted their drop-in session for bereaved people, called Cup of Calm at Rotherham Hospice.

<p>2.9</p>	<p>Aim 3 Reducing suicides amongst high-risk groups by reaching people where they live and work</p> <ul style="list-style-type: none"> ➤ Testing of the Rotherham Contagion Plan with Partner organisations in April 2026, facilitated by a Department of Health and Social Care (DHSC) colleague. ➤ Community Response plan meetings in geographical areas where we have seen a higher number of suicides: - training for local practitioners, distribution of mental health newsletter ➤ Rotherham Samaritans Wellbeing Pathway Activity which provides listening calls to people who have accessed Crisis Mental Health support. ➤ Be the One Autism and Suicide Prevention Work ➤ Domestic Abuse and Suicide Prevention training for Partners, looking at the recommendations from domestic homicide cases ➤ Piloting support for people who have been bereaved by suicide through the Vista project. ➤ Partnership working to support people experiencing Chronic pain.
<p>2.10</p>	<p>Aim 4 Using data to inform delivery of suicide prevention in Rotherham</p> <ul style="list-style-type: none"> ➤ Sharing intelligence with South Yorkshire Police (SYP), British Transport police (BTP) and National Highways to look at actions which might need to be taken ➤ Suicide Operational Group- using the real time data to inform practice at a Place level ➤ A South Yorkshire Coroners Audit has commenced with support from Coroners and Sheffield University.
<p>2.11</p>	<p>Some actions with the local plan are addressed at a South Yorkshire wide level by working with partners represented at the ICB Suicide Prevention Group. This group agreed a plan of action for 2025/2026:</p> <ul style="list-style-type: none"> ➤ Consider the impact of deaths at high-risk locations (including railways and motorways) ➤ Consider inclusion groups including people who are neurodiverse, LGBTQ+ communities and Older adults ➤ Maintain and develop the existing RTS workstream to monitor and response to suspected suicides in real time. ➤ Maintain and further develop the existing Bereavement Support offer across SY with a particular focus on developing a peer support model for children and young people. ➤ Complete a South Yorkshire coroner’s audit and any recommendations. ➤ Annual suicide memorial service.
<p>2.12</p>	<p>Local areas no longer receive national funding for suicide prevention. The funding to support the delivery of the 2025-2028 Rotherham Suicide Prevention Action Plan is limited, with funding from the SY ICB for the web-based system for recording suicides QES, the Amparo contract and the memorial event only. This funding has ensured support until the end of March 2027.</p>
<p>Key Actions and Relevant Timelines</p>	
<p>3.1</p>	<p>The Rotherham Suicide Prevention and Self Harm Group will continue to oversee the implementation of the Action plan through the quarterly meetings. (Quarterly meetings with one face to face meeting each year).</p>
<p>3.2</p>	<p>The Rotherham Suicide Prevention Operational Group will look at emerging trends, themes and groups needing further support. (Operational Group meetings held every six weeks).</p>

<p>3.3</p>	<p>Actions identified in the 2025-2028 are now progressing. For example:</p> <ul style="list-style-type: none"> ➤ Continued promotion of the Zero Suicide alliance Training- General and Autism courses (ongoing) ➤ Learning from the Vista project will be shared with partner organisations with discussions to look at options going forwards (June/July 2026) ➤ Partnership working on a Self-Harm Policy for children and young people (ICB, TRFT, RDASH and RMBC) (May/June 2026) ➤ Papyrus training will be promoted to the VCS in September, a report on the take up and feedback from schools and colleges will be produced (August 2026) ➤ Continue to work with Sheffield University and SY Public Health Leads on the Coroners Audit (ongoing) ➤ Ongoing with national organisations like National Highways and British Transport Police to areas issues at specific locations (ongoing)
<p>3.4</p>	<p>Rotherham Public Health Lead for Suicide Prevention is collaborating with other South Yorkshire colleagues to secure funding for suicide prevention activity beyond March 2027. This includes the Real Time Surveillance post on which all areas rely on for accurate and timely data. This SY Police post is funded until March 2027 (ongoing).</p>
<p>3.5</p>	<p>The Rotherham Public Health (PH) Suicide Prevention Lead will continue to work with Partners of the SY ICB Suicide Prevention Group to progress actions across South Yorkshire. The group is working on a Plan on the Page for 2026/2027 (June/July 2026).</p>
<p>3.6</p>	<p>The Rotherham Public Health (PH) Suicide Prevention Lead will work the Y&H OHID Community of Interest Group to look at female deaths to suicide, drawing in national expertise. This piece of work will look at lived experience from women. Findings from this will inform the Rotherham action plan (ongoing).</p>
<p>3.7</p>	<p>The Office of National Statistics Suicide Prevention data should be available September 2026, which along with the Real Time South Yorkshire data, will help monitor changes and inform new areas to action (September/October 2026).</p>

Implications for Health Inequalities

<p>4.1</p>	<p>The Rotherham Suicide Prevention Group has members who attend with living experience, and this has informed the development of the 2025-2028 Suicide Prevention and Self Harm Action plan.</p>
<p>4.2</p>	<p>The latest campaign on Autism and suicide prevention worked with people with living experience. The Be the One website was refreshed with input from Autistic Adults.</p>
<p>4.3</p>	<p>The data from real time cases, along with the Coroners audit will capture information relating to groups with protected characteristics which will lead to discussions about actions to prevent deaths to suicide.</p>

Recommendations

<p>5.1</p>	<p>The Board to note progress made to date by Partners to deliver actions within the Rotherham Suicide Prevention Action Plan, 2025-2028.</p>
<p>5.2</p>	<p>The Board to note the Partnership work across South Yorkshire which will also support delivery at Place.</p>

5.3

The Board to continue to receive regular updates on progress against priority areas identified in the action plan. Emerging concerns will be escalated when necessary, including concerns regarding funding pressures.