

Rotherham Suicide Prevention Action Plan, 2025-2028

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Suicide rates for Rotherham, 2022-2024

- → The latest suicide data shows that Rotherham has seen a small increase in suicides from 12.6 in 2021-2023 per 100 000 to 13.3 in 2022-2024, however the rate is statistically similar to the average for England at 10.9 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 2022-2024 to 19.0 per 100,000 compared to 17.2 in 2021-23. However, it is still statistically similar to the national average for England at 16.8 per 100,000.
- → Female deaths in Rotherham, the rate in 2022-2024 is 7.8 per 100,000 which has slightly dropped from 8.1 in 2021-2023. It is statistically similar to England at 5.5 per 100,000.

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.

Aim 1 Making Suicide Prevention Everyone's Responsibility



PAPYRUS

Bespoke training for staff across the Partnership examples include:

- Community organisations in South of Rotherham
- Safeguarding Awareness Week 2025
- North East, Yorkshire and Humber Police Negotiator Conference
- RMBC staff teams- Revs and Benefits, R&E Manager Forum

SPEAK – Suicide Prevention
Explore, Ask, Keep-Safe.

14 x SPEAK sessions (8 x Online and 6 x Face to Face).

Training commenced mid April and in the spring/summer months will be targeted at schools/colleges. Schools and Colleges will then be able to access the 'Sinking Feeling' Toolkit

Aim 1 Making Suicide Prevention Everyone's Responsibility

The autism suicide prevention campaign launched on 10 September 2025.

- Campaign video views (YouTube and social media): 6,480
- Website visits: 2,879 visits since new website launched on 10 September
- Facebook performance (10 September to end of April): Views 24,114 (+475%); interactions 1,060 (+4,287.5%)
- Promotion at Rotherham United Home Match in February 2026

Following the launch, the campaign received media coverage including the Rotherham Advertiser, BBC Radio Sheffield, and Greatest Hits Radio.



Aim 2 To support to those bereaved, affected and exposed to suicide

- Sudden and Traumatic Bereavement Pathway updated and available on Tri X
- Walk with Us Resource- Original and New Easy Read Version delivered to all schools and colleges in Rotherham
- 72 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



Aim 2 To support to those bereaved, affected and exposed to suicide

- Supporting children, young people and adults living and or working in South Yorkshire with practical and emotional support
- Regular Zoom training sessions for Practitioners and during awareness weeks.
- Amparo have attended community events and promoted the service at CYPS Staff event
- Support provided to community and staff groups who have been affected by suicide
- Cup of Calm drop in sessions



AMPARO
support following suicide

Aim 3. Reducing suicides amongst high-risk groups by reaching people where they live and work

- Testing of the Rotherham Contagion Plan- April 2026 facilitated by 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
- Be the One Autism and Suicide Prevention Work
- Domestic Abuse and Suicide Prevention training
- Chronic pain work including chronic pain pathway (Rotherham PARTS NHS)

Aim 3. Reducing suicides amongst high-risk groups by reaching people where they live and work

- Vista Project- attempted suicide prevention pilot implemented in response to real time data which showed a previous attempt as one of three top themes for those who had died by suicide.
- Vista commenced April 2025 and runs to mid July 2026
- Support for people who have attempted suicide or had suicidal ideation where it is a life event. Chronic illness, bereavement/loss, feelings of worthlessness and rejection and social isolation were the most common reasons for individuals accessing the service
- The project uses Recovery Star to monitor progress so each programme is an individualised programme. At Quarter 3, all patients demonstrated improvement in at least three areas of the Recovery Star. The tool covers ten domains, and while not all are applicable to every individual, patients showed progress in an average of 5.3 out of 10 areas.
- Although the data is small, since the project started in April 2025, it appears there has been a reduction in those accessing home treatment team, and a reduction in the number of acute contacts (individual and overall)

Aim 4 Using data to inform delivery of suicide prevention in Rotherham

- Frequently used locations- Work with SYP, BTP and National Highways
- Suicide Operational Group- using the real time data to inform practice at a Place level
- South Yorkshire Coroners Audit with support from Coroners and Sheffield University

Additional Support



- Kooth
- Qwell
- EYUP- SHOUT
- Rotherham Samaritans
- RotherHive
- Andy's Man Club
- ASK
- MATT
- RAW
- Men Actually Talking
- Crisis Line

South Yorkshire Wide Activity

- Memorial Event
- Real Time Surveillance
- Training- older adults and LGBTQI+ communities
- Coroners Audit
- Amparo
- Walk with Us
- Neurodiverse Groups and Suicide prevention toolkit
- 4 Survivors of Bereavement by Suicide Groups in Rotherham



Next steps

- Implementation of the action plan is 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.
- We are developing a SY Suicide Prevention Plan on a Page 2026/27