

Edge Hill
University



Champs
Public Health
Collaborative



NO MORE
SUICIDE

**Community Suicide Prevention for
Middle-Aged Men in Cheshire and Merseyside**

World Suicide Prevention Day Webinar, Friday 10 September 2021
#HopeThroughAction

Outline of Today's Session

Share learning from NHSEI-funded suicide prevention projects delivered between February 2020 and June 2021 for middle-aged men (40-60-years-old) living in Cheshire and Merseyside

Purpose of funding and projects: to prevent suicide among middle-aged men and improve their mental health and overall wellbeing

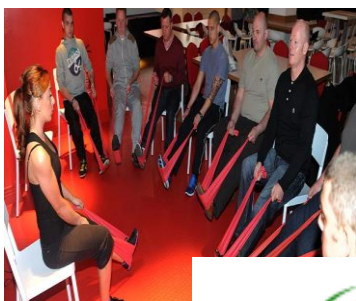
Eight of the nine local authority areas in the region (Cheshire East, Cheshire West and Chester, Halton, Liverpool, St Helens, Sefton, Warrington, Wirral)

**NO MORE
SUICIDE**

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27 Suicide Prevention Programmes for Men in C&M



Types of Projects Delivered

Significant COVID-19 Impacts

Open or targeted populations (e.g. veterans) or conditions (e.g. mental illness)

One-off events or weekly sessions (online, in-person)

Various activities (e.g. sport, art, culture, MHFA, workshops, counselling)



Process of Evidence Generation

Nov – Dec 2020

- Stakeholder engagement workshops 1 (N=6)

Jan – Mar 2021

- Stakeholder engagement workshop 2 (N=6)

Apr 2021

- Expert by experience workshops (N=2)

May 2021

- Stakeholder engagement workshops (N=3)

June 2021

- End of project workshop and review of documentary evidence submitted



Key Learning 1: Programme Design and Engagement Methods

1. Design and Engagement

2. Delivery Methods

3. Learning from COVID-19

4. Network Benefits



- (1) Lived experience
- (2) Everyday language
- (3) Non-clinical environments
- (4) Peer support from men
- (5) Targeting partners, families and friends
- (6) Enabling activity selection

“Lived experience of our rugby league player presenters plays a massive part in the engagement in the programme. Men reported they feel more comfortable in a non-clinical environment and also speaking to someone who is talking in 'normal' non-clinical language and breaking down some of the clinical terms.”

“Targeting women may also be a good engagement route for men, as for some of them it was a spouse or family member who 'pestered' them to attend at first, but now they are so glad they did.”

“Music, football, where men will already feel really passionate about who they are, very confident about their identity or their role in either their job or their interest, we aim to put our campaign in that sphere, rather than to ask men to move a long way into a mental health campaign.”



Key Learning 2: Programme Delivery Methods

1. Design and
Engagement

2. Delivery
Methods

3. Learning
from COVID-
19

4. Network
Benefits



- (1) Digital poverty, limited digital literacy and access to technology
- (2) Men living in supported accommodation and/or were in recovery from substance misuse particularly impacted
- (3) Transportation challenges
- (4) Trust, disclosure online, online burnout
- (5) Online MHFA benefitted more and diverse groups of men

“If you are starting from scratch it is very, very hard to engage people virtually from a starting point”.

“they [men] insist that face to face [delivery] is the best way for them to maintain good mental health ... there were struggles to keep the group meeting consistent with the pandemic but with this funding we’ve been able to do so better than we thought we could”

“It’s (virtual programme delivery) so much better value for money...the pandemic has been helpful in some respects because it’s given people some time and focused people’s attention on mental health.”



Key Learning 3: Learning from COVID-19

1. Design and
Engagement

2. Delivery
Methods

3. Learning
from COVID-
19

4. Network
Benefits



- (1) Supporting personal wellbeing and development of staff and volunteers
- (2) Additional (often unfunded) COVID protocols increased workload
- (3) Social media helped interaction, reduce isolation and loneliness
- (4) Hybrid ways of future working can be beneficial in right circumstances
- (5) Benefits of support from Police

“Throughout lockdown periods the police have been vital as they have been one of the only services that has been able to go to something which has caused us real concern and provide a welfare check which we hope they continue with in the future.”

“The biggest thing we have learnt, and we will be keeping in place, is investing staff and volunteer training, support and weekly team meetings because we are all going through it too.”

“People forget that our staff were going through COVID-19 as well and this was important for us to acknowledge as some are quite burnt out. Many had to perform additional cleaning duties and complete additional jobs to ensure we could continue delivering services.”



Key Learning 4: Benefits of establishing a regional network of stakeholders focused on suicide prevention

1. Design and Engagement

2. Delivery Methods

3. Learning from COVID-19

4. Network Benefits



- (1) Share best practice and reflect on participant recruitment
- (2) Share insight on effective programme delivery and resources to prevent suicide
- (3) Integration of sectors (e.g. sport and health)
- (4) Identify emerging priorities and challenges (e.g. self harm and suicide by women)
- (5) Support sustainable activity and No More Suicide website signposting

“This type of group [the network] allows us to share best practice and learn from others in public health to inform our programmes.”

“It is interesting to see what learning comes out from this type of group and can inform subsequent programmes, particularly when using sport to recruit populations who haven’t engaged previously.”



SOCIAL VALUE

FOR EVERY £1

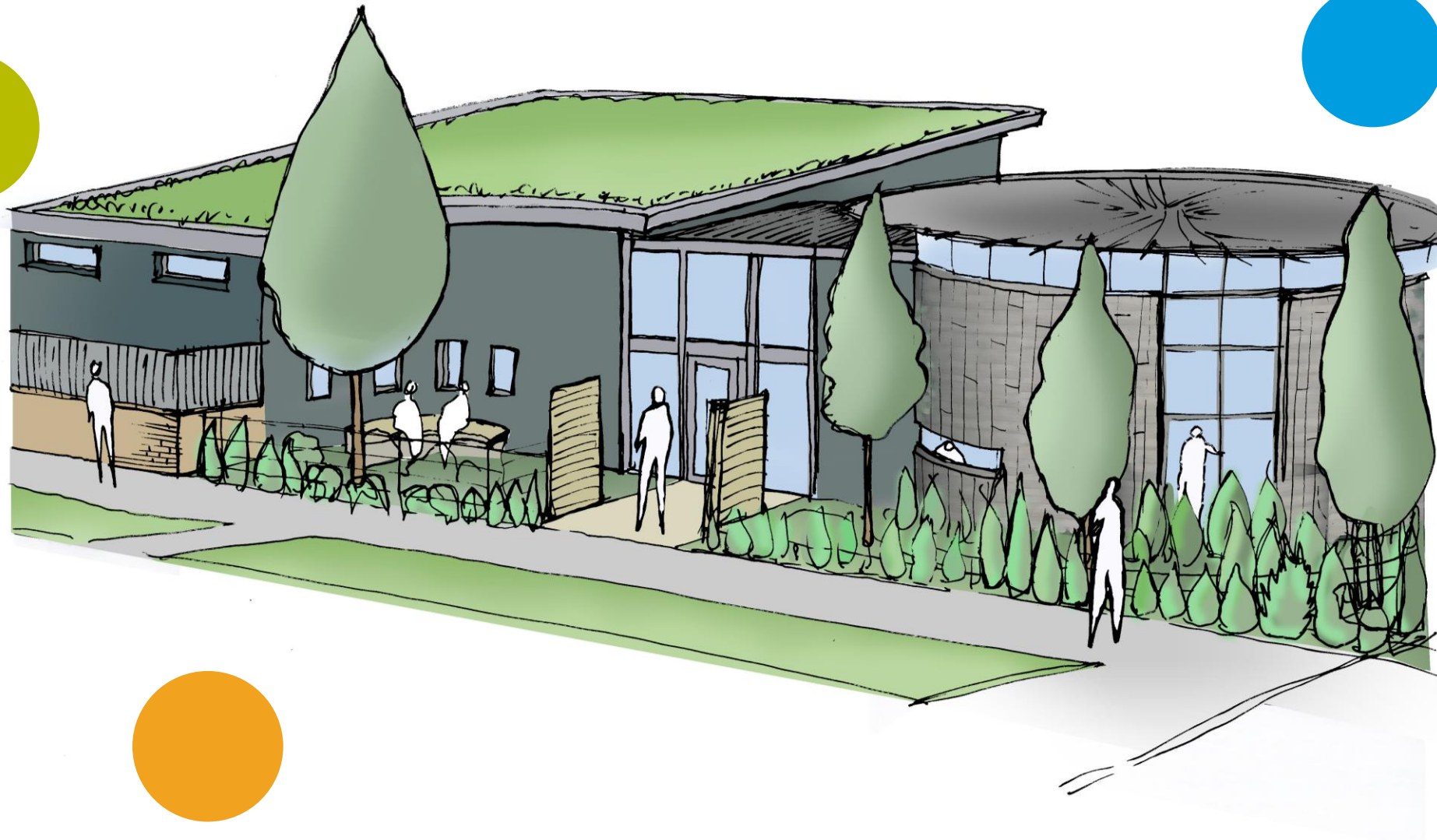
INVESTED IN EVERTON IN THE COMMUNITY...

£14.74 IS GENERATED

OF SOCIETAL VALUE

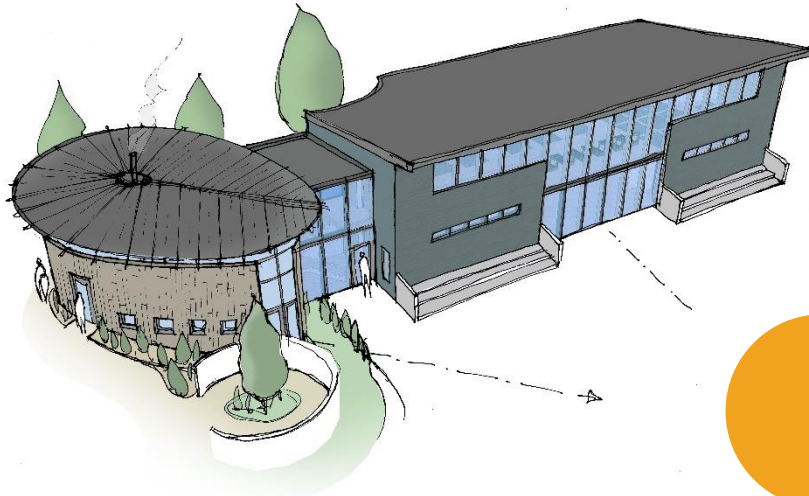


The People's Place



The People's Place

- A pioneering purpose-built facility to provide an overarching service to anyone, regardless of age, gender or location.
- Promoting positive mental health and suicide prevention.
- The People's Place will be the first of its kind project aligned to a Premier League Football Club



Activities to be delivered



Sport & Physical Activity

Gym / Fitness sessions
Yoga & Meditation
Chair based activities
Walking Groups

Various sport sessions
Walking Football
Gardening
Running Groups



Education & Development

Workshops and seminars
CV writing
Job search support /
mock interviews
Mental health
awareness sessions

Delivery to schools and
universities / teacher
training Art / Music / Book
Clubs / DIY / Computer
support/ singing/ guitar
groups



Signposting & Awareness

Hub of Hope:

Partnership with the national
charity
Chasing the Stigma

Talking stations: Promoting
solution focused
conversations including
partner visits



Community Engagement

Coffee mornings
Volunteering
Cinema Screenings
Former Player Q&As

Dementia and Social
Isolation support-
reminiscence workshops
Guest Speakers





