

Making hope-filled changes

Examples of good practice and lessons learnt
from (almost) 15 years of suicide prevention work

Simon Howes
Lead consultant
Autumn Live Ltd





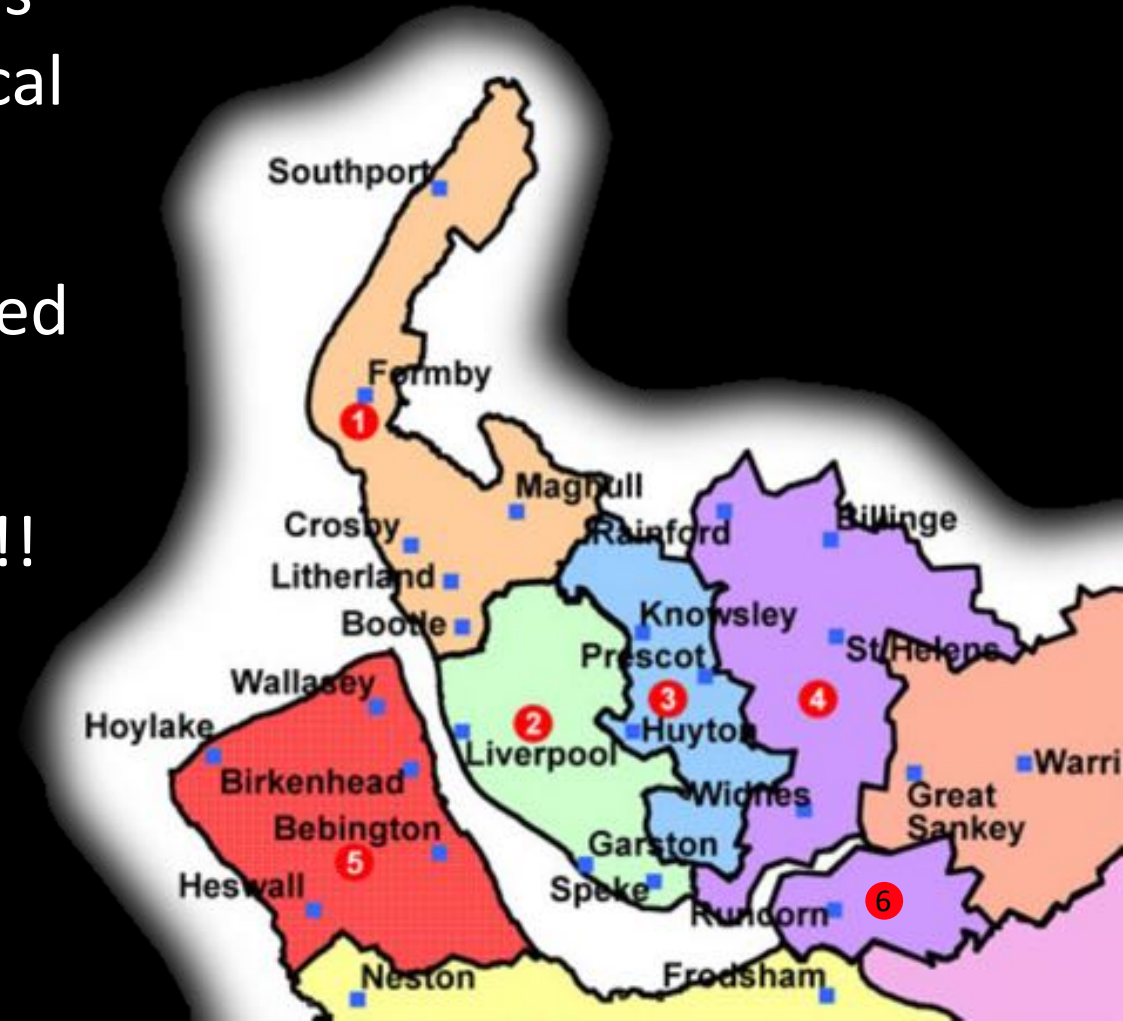
The Merseyside CALMzone



6 Local Authorities
jointly funding local
work

300,000+ men aged
15-54

Big team of ONE!!!



Social marketing in action

- Linking with:
 - Music venues, bars and nightclubs
 - Leisure Centres
 - Shops, websites and events
 - Sports clubs
 - Local DJs, bands and promoters
 - Businesses
 - Colleges & Universities
 - Youth services
- Distributing materials
- Press and PR work
- Social Media





Cream
It's the reason why

<p>September 2 Residents: Seb Fontaine John 'OO' Fleming Lee Burridge Jazzy M (4hr set) Residents: Yousef (4hr set) Paul Bleasdale Percussion Mav</p>	<p>September 9 Residents: Seb Fontaine Paul Bleasdale Yousef (4hr set) Guests: Ferry Corsten Timo Mass Dom 'Da Bomb' Howorth Percussion Mav</p>	<p>September 16 Residents: Seb Fontaine Yousef Paul Bleasdale Guests: Scott Bond Guy Onradel Futureshock (4hr set) Percussion Mav</p>
<p>September 23 Residents: Seb Fontaine Guests: Judge Jules Mousse T Dean Wilson Paul Kane Percussion Mav</p>	<p>September 30 Residents: Scott Bond Sonicque Lisa Loud Dave Piccioni Residents: Paul Kane Yousef Percussion Mav</p>	<p>October 7 Residents: Seb Fontaine Guests: Pete Heller Brandon & Alex (ECS) Dean Wilson Paul Kane Percussion Mav</p>

Cream Happy Eighth Birthday October 13-14
Friday is Bugged Out, Saturday is Cream. See www.cream.co.uk

September

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30		

Information
10pm-4am
Wooltonhouse Sq
Liverpool L1 4J

Entry
£11 members/£15
£13 non-members

Tickets
Cream Credit card hotline
0151 708 9879

Regional coach organizers
Nationalwide
Event Express >
0810 163 538
email
eventexpress@yahoo.com
Midlands
N.B.C. >
01203 222 121
Cheshire

Ticketmaster 24 hour
hotline 0870 9000011
M&M Tower
Records stores
call for nearest outlet

Coach information
0151 708 1023
Cream information
0900 8016200
£60 per minute

John Burnham >
0171 243 876
Edinburgh
Gordon Bell >
01506 476 989
Manchester/Leeds
Outgoing Travel >
0843 431 0000
www.outgoing.co.uk
Cheshire

Andrew Carr >
02012 283 806
London
Woodford Productions >
0171 486 5500
Cheshire/Leeds >
07627 205453
Dewy
Zoo Entertainment >
0800 096 2251

Enquiries
0151 708 1605/2641
www.cream.co.uk
Campaign against
binge drinking
c.alm
www.caas.co.uk



MUSIC...



CIRCUS
CIRCUS





Caring in the Community

Now you can call the CALM Helpline

Liverpool Football Club is pleased to endorse the launch of a new health campaign aimed at addressing the disturbing problem of depression-related suicide among young men in Merseyside.

It is vitally important that young men in Merseyside should take full advantage of a new telephone helpline which offers expert counselling, advice, local referrals and information to callers.

The Campaign Against Living Miserably (CALM) service is free and confidential and calls to the line won't show up on landline phone bills.

It has been introduced to address a phenomenon which began back in the 1970s showing a steady increase in the number of suicides among young men whereas figures for young women have remained constant.

Merseyside is one of the most affected areas for depression-related suicide among young men in the United Kingdom.

The helpline is targeted at those in the early stages of depression and

Richard Brown and Pablo Berger show their support for the campaign with CALM Ambassador Ben O'Brien.

...were not accessing any other service but felt okay about calling CALM.

A spokesperson said: "Many young men are reluctant to show their feelings or share their worries. It could be anything from relationship problems to money worries and many other different factors."

For every drop-related death there are 50 suicides, so if you need help please call.

The CALM number - 0800 58 58 58

KICK IT OUT CAMPAIGN

LIVERPOOL FOOTBALL CLUB will not tolerate racism in the form of obscene language, racial abuse and racist chanting. Any spectator who is caught using such language could be arrested or ejected from the ground. Any instances of this nature should be brought to the attention of the Club stewards. The continued co-operation of the vast majority of supporters is greatly appreciated by Liverpool Football Club and Merseyside Police.

www.liverpoolfc.net



SPORTS...





Support...

- Creamfields / Cream
- Liverpool Sound City
- Liverpool Music Week
- Circus
- Chibuku Shake Shake
- Garlands
- 3345 Parr St
- Ear to the Ground
- Southport Weekender
- Fusion
- Contact Theatre
- Font Bar
- The Picket
- The Life Café
- Voodoo Rooms
- Zanzibar
- The Citadel
- 051 Club
- The Masque
- Mellowtone
- Lomax / L2
- Chrome
- The Cavern
- www.gigwise.com
- Main Event
- Voodoo
- Northbound
- Liverpool Now! 2000
- www.gigwise.com
- Friday Night Skive
- www.outlar.com
- The Dry Bar
- The Lounge
- LIPA
- 2 Many DJs
- A Skillz
- Anton Powers
- Ash
- Blade
- Boy George
- CAST
- Derrick May
- DJ Dave Graham
- DJ Leo Belchetz
- DJ Pied Piper
- DJ Skizza & Wonder
- Eddie London
- Elbow
- Gary Christian
- Graham Park
- Groove Armada
- Ian McCulloch
- Ian McNabb
- InJa
- Jo Mills
- Judge Jules
- MC Balla
- Moby
- Pete Wylie
- Phi-Life Cypher
- Rodney P & Skitz
- Shy FX
- Sizer Barker
- Skinnyman + Mudfam
- Taskforce
- The Asian Dub Foundation
- The Lightning Seeds
- Tim Lennox
- Tim Westwood
- Word Association
- Yousef
- Liverpool FC
- Everton FC
- Tranmere Rovers FC
- St Helens RLFC
- Everton Tigers
- Juice 107.6 fm
- Radio City 96.7 fm
- Wirrals Buzz fm
- BBC Radio Merseyside
- Partysan magazine
- Ink. Magazine
- Live Magazine
- Move Out Magazine
- Liverpool Echo
- Facto Magazine
- CityLife Magazine
- Urbanworld.co.uk
- Skiddle.com
- Gaytalk
- WISH fm
- Dune fm

Currency...

Awareness vs. Credibility

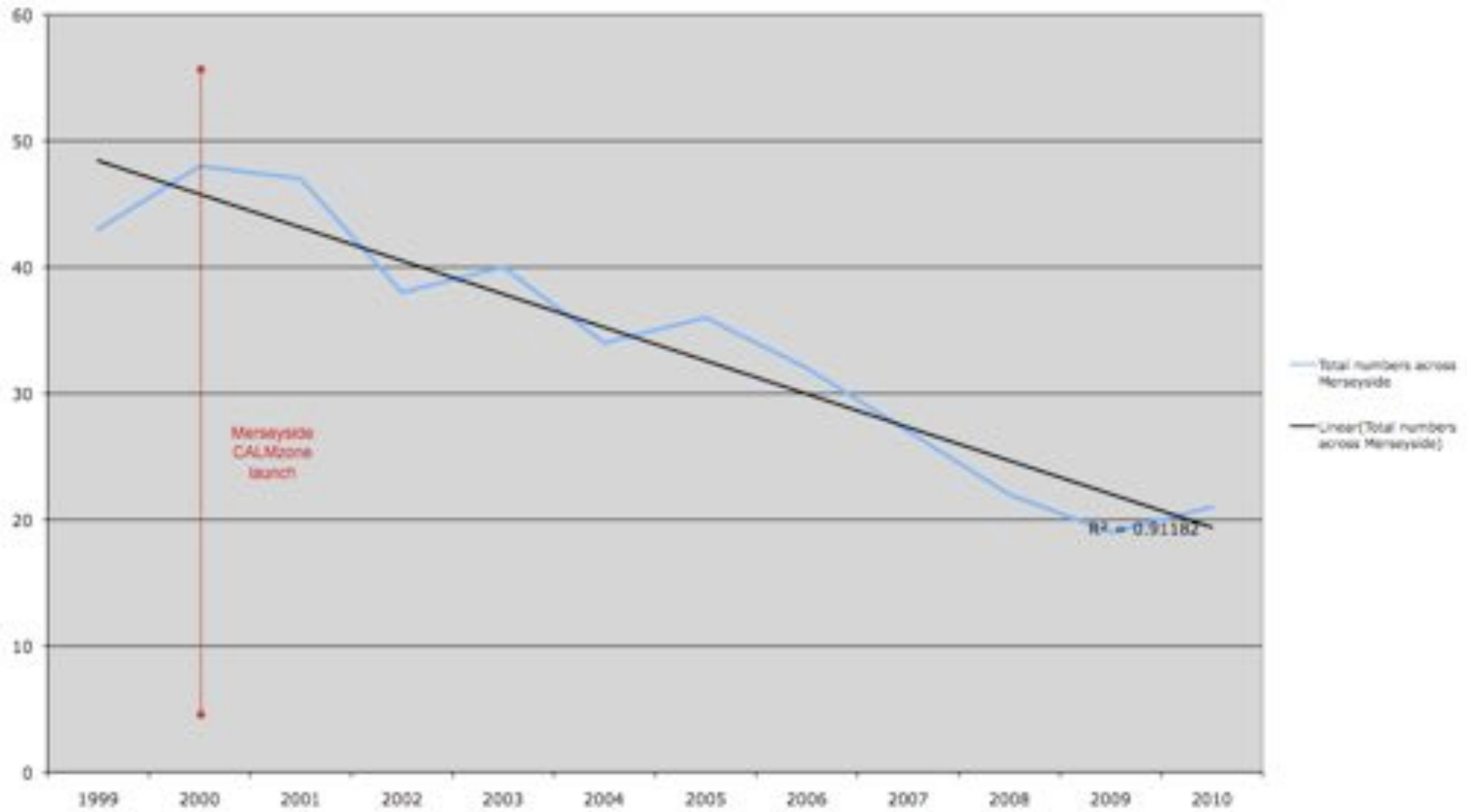
Always go for credibility!

Build a reputation

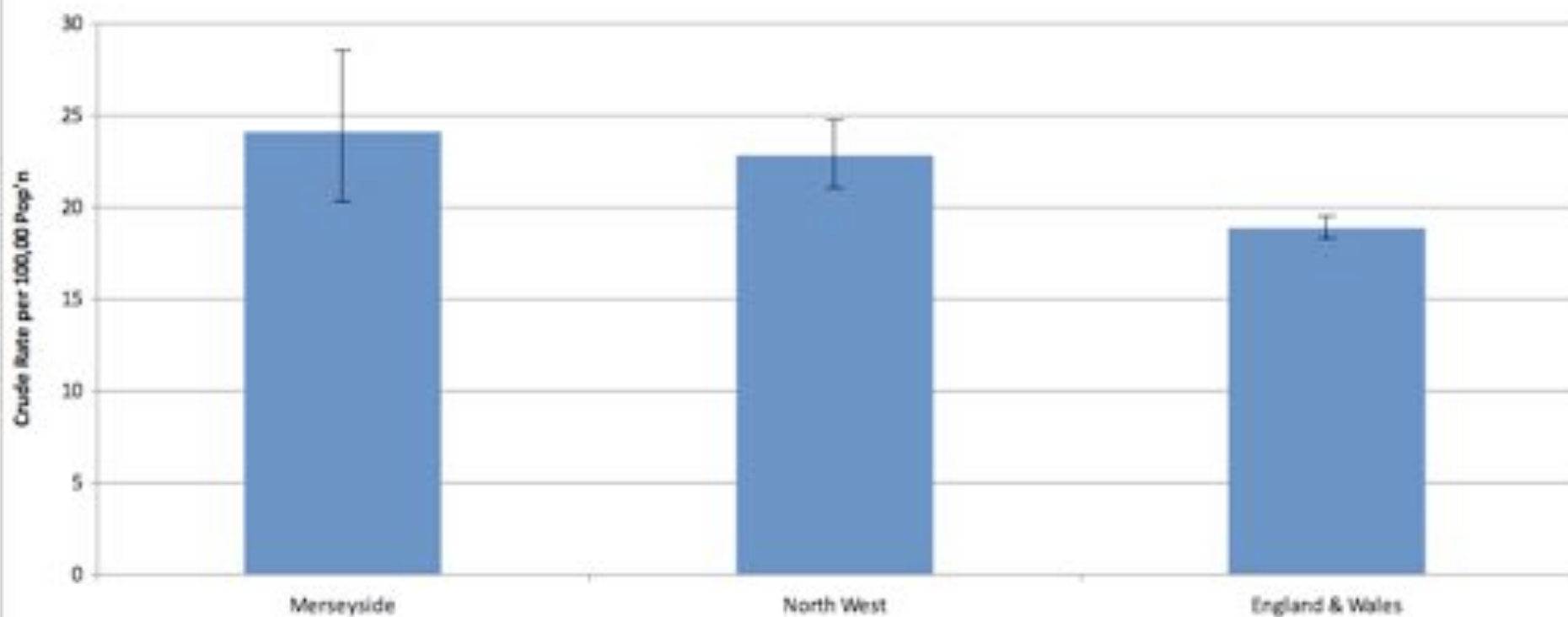
Get peer-to-peer recommendation

Did it work?

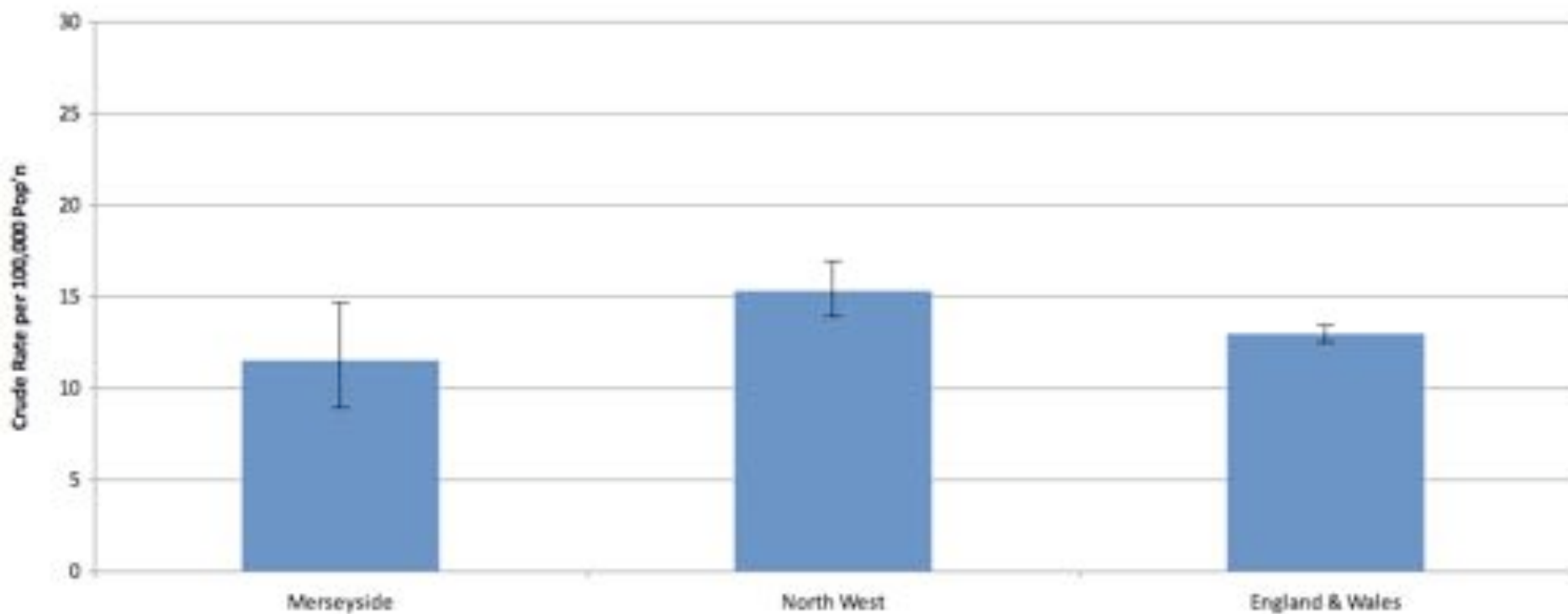
Numbers - Males Aged 15-34 Years Suicide & Injury Undetermined



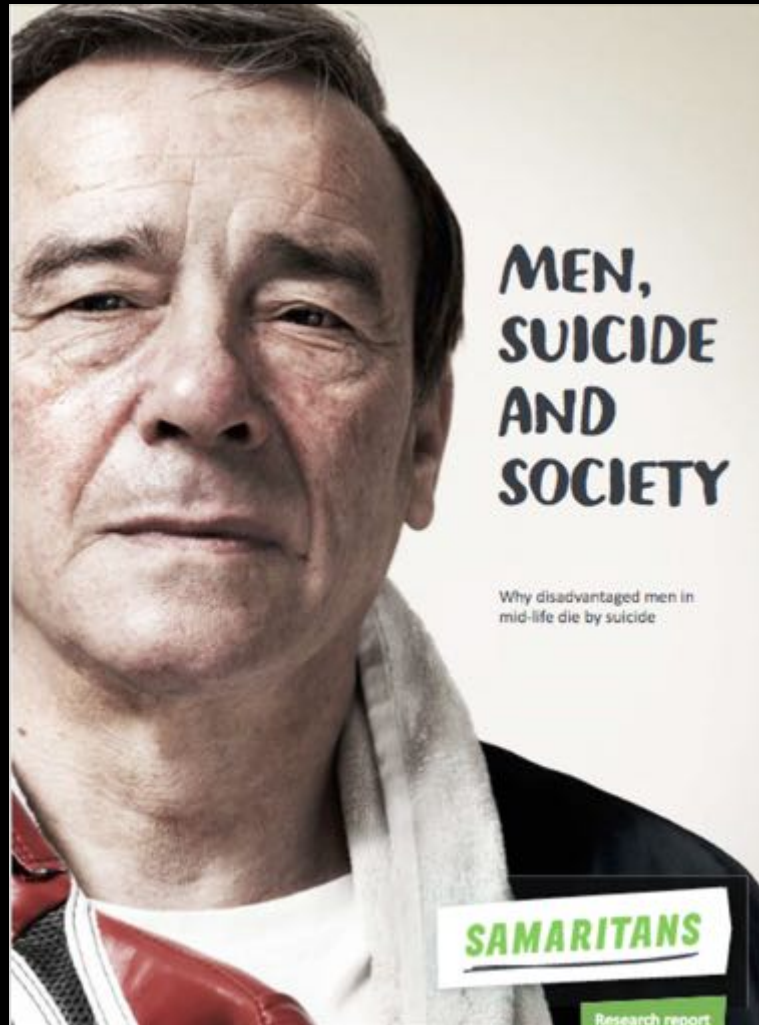
**Mortality from Suicide and Undetermined Injury for males aged 15-34 Years
(1999-2001 Pooled) - Crude Rate per 100,000 Male Population with 95%
Confidence Intervals**



**Mortality from Suicide and Undetermined Injury for males aged 15-34 Years
(2007-2009 Pooled) - Crude Rate per 100,000 Male Population with 95%
Confidence Intervals**



Gendered approaches



Psychologist Martin Seager

Research identifying three ancient rules of masculinity which add up to a “male script”:

1. Men should be fighters and winners
2. Men should be protectors and providers
3. Men should retain mastery and control

Seager says these are shame rules which means that when a man is unable to remain in control or to provide or be a winner he may sit on those feelings which can make him more vulnerable to suicide for example.

Dr Thomas Joiner

Dr Thomas Joiner, a world leader in understanding suicide suggests a model of suicidality risk including 3 things:

1. Perceived burdensomeness
2. Isolation / loneliness / alienation / disconnectedness
3. A gradual desensitization to violence and a decreased fear of pain (fearlessness), combined with technical competence in one or more suicide methods

It is when all 3 of these come together that suicide is most likely.



VS.





Vancouver could move towards banning ...
vancouver.com



Message Therapy Certification | CHCP ...
chcp.edu



Relationship in Therapy ...
psychologytoday.com



Therapy vs. Free Counseling ...
talkspace.com



Dialectical Behaviour Therapy (DBT) ...
talkspace.com



15 reasons you should go to a ther...
healthline.com



Advanced Cognitive Behavioural Th...
talkspace.com



Group Therapy - Aurora Mental Health...
aurora.org



How Exposure Therapy Can Treat PTSD...
verywellmind.com





Business Coaching
gmsconsulting.com



Action Coach Robert | the premier ...
www.actioncoach.com



Business Coaching - Dr Francois
coachingpartners.biz



8 Key Features of Executive Coaching ...
yylt.co.uk



Executive Coaching for Global Leaders ...
theculturestrategy.com



Benefits of Business Coaching
mycoachtraining.com



Business Coaching - Epiphany Life Co...
epiphanylifecoaching.com



Business Coaching for Entrepreneurs ...
projectlifecoaching.com







PROUD TO PARTNER



WHAT'S YOURS?

STATEOFMINDSPORT.ORG



woolstonroversrlfc

#greenandgold2017

@woolston_rovers



100



STATE OF MIND WANT TO GET MENTALLY FITTER?

State of Mind

State of Mind Sport will be attending your club to deliver the multi award winning mental fitness session delivered by former rugby professionals



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ord | OFFICE

You will be inspired

You will be mentally fitter

Learn how athletes relax before performing

As seen on TV

"What can I say about the session
THANK YOU and AMAZING"

**West Hartlepool RUFC, Catcote Road, Hartlepool TS25 4HA
21st March 2018, 7.00pm Start**





Performing under Pressure

Performance Psychology in Cricket

OPENING UP



In association with

- Understand the nature of "pressure" in sport
- Learn the "psychology" of high performance
- Examine how to cope more effectively in high pressure situations
- Take control of situations to perform more effectively
- Learn the principles of becoming a more resilient cricketer
- Understand the link between resilience and psychological well-being

Friday 10th July

7-9pm, Bootle Cricket Club,
Wadham Road, L20 7DG

To book, visit: www.thepop.org.uk
or email paul@thepop.org.uk

£10 including buffet

The Cheshire Merseyside Suicide Prevention Network

The vision

Cheshire and Merseyside is a region where **suicides are eliminated**, where people do not consider suicide as a solution to the difficulties they face. A region that supports people at a time of personal crisis and builds individual and community resilience for improved lives.

An audacious goal

NO MORE
Suicide



How can we reach zero?

Suicides are not inevitable. There are many effective ways in which services, communities, individuals and society as a whole can help to improve mental health and prevent suicides. The aims of the NO MORE Suicide strategy are underpinned by key objectives:

- A. Cheshire and Merseyside becomes a Suicide Safer Community
- B. The Health Care System transforms care to eliminate suicide for patients
- C. Support is accessible for those who are exposed to suicide
- D. A strong, integrated Suicide Reduction Network provides oversight and governance



Preventing Suicide

building individual and community resilience

Reshaping Services

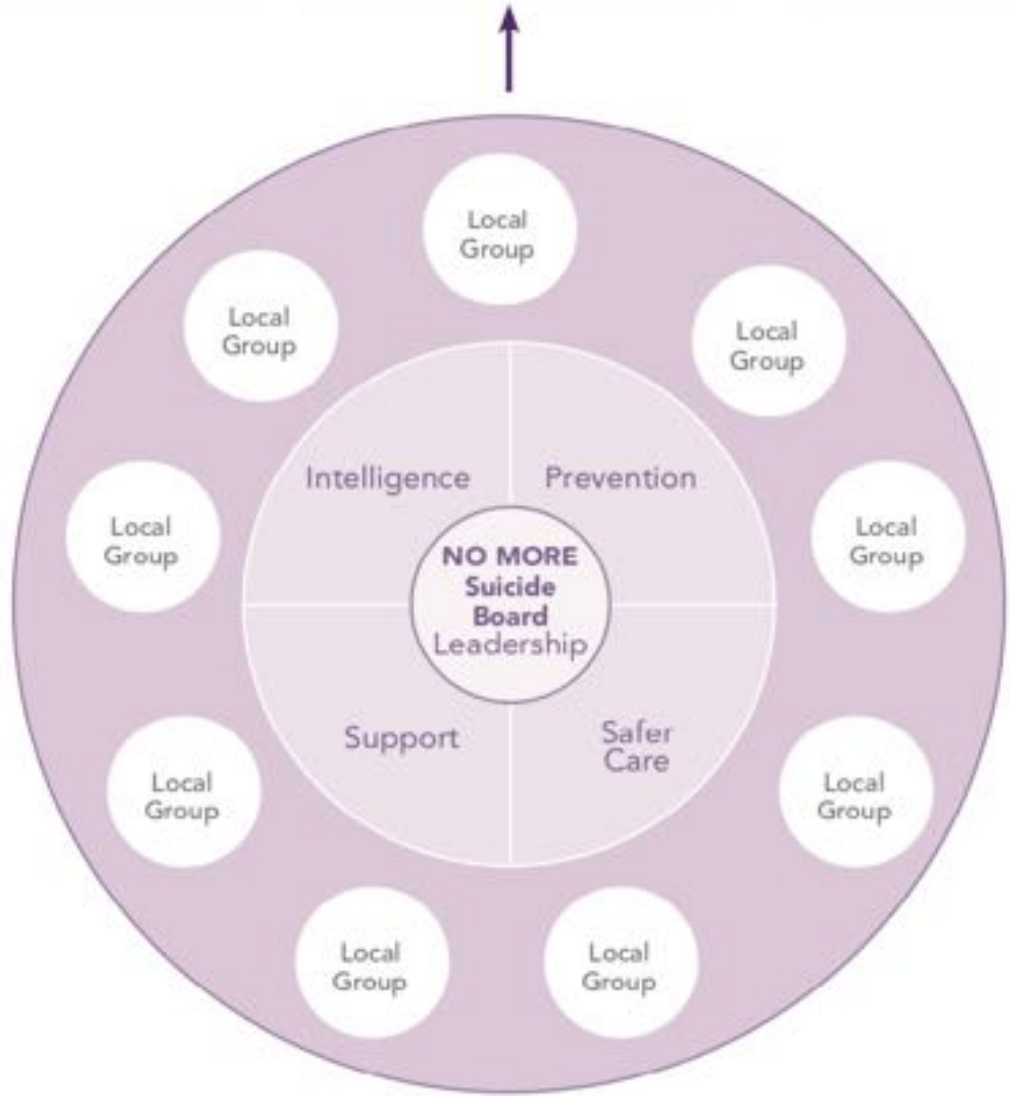
transforming the health care system to eliminate suicide for patients

Post Suicide Support

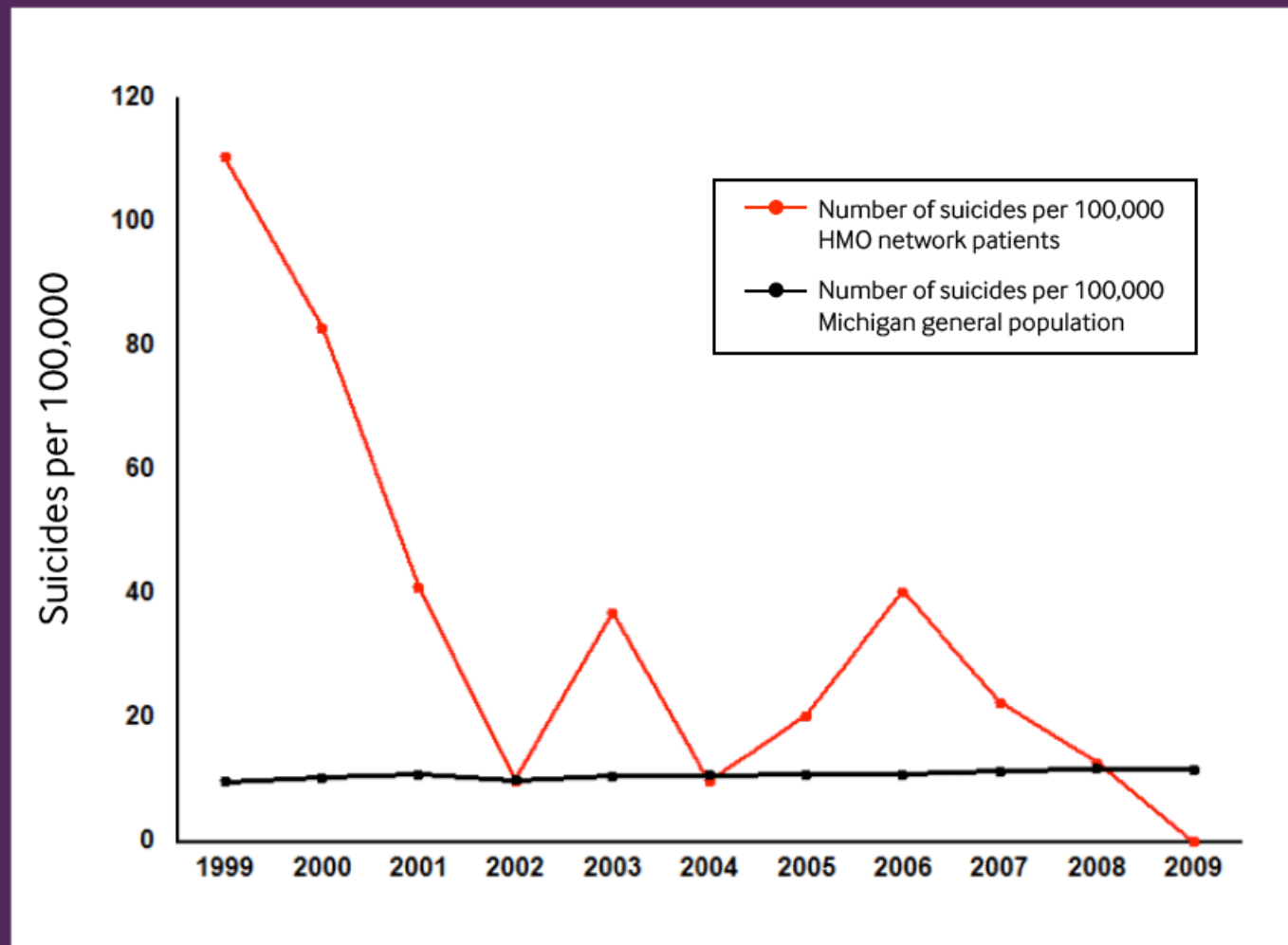
bereavement support and assistance for those affected by a suicide



43210%



Improved Suicide Rates Among Henry Ford Medical Group HMO Members



C. Edward Coffey MD / Henry Ford Health System; National Vital Statistics Reports.



- **AMPARO offers support following a suicide in a range of ways, including:**
 - One to one individual support
 - Help with any media enquiries you may receive
 - Practical support when dealing with the Police or Coroner
 - Help overcoming feelings of isolation
 - Putting you in touch with local services that can help
- **AMPARO can support anyone affected by a suspected or actual suicide. This can be family members, friends or colleagues**

Audit


The 2017 Joint Audit Report is the third joint audit and the first time all nine local authorities have fully utilised the Cheshire & Merseyside Audit Toolkit.

The improved data provides more quantitative and qualitative information for services and practitioners.

The commencement of the Real Time Surveillance system in September 2017 allows for more immediate response by localities to potential clusters and contagion - A Memorandum of Understanding has been signed off by Directors of Public Health and Coroners

Training

- The tiered training framework targets the frontline workforce, volunteers and champions. A NO MORE Suicide Community Training module has been co- developed with Wirral MIND and is currently being rolled out to ‘community gatekeepers’ in contact with those most vulnerable to suicide risks.
- The three Mental Health Trusts have suicide training as part of their workforce development, with all staff undertaking an e-learning package and clinical staff undergoing face to face skills development.
- Primary Care suicide prevention training for the whole practice is currently made available in five Clinical Commissioning Groups.

A close-up photograph of a baby with a shocked expression. The baby's mouth is wide open in an 'O' shape, and their hands are held near their mouth. The baby has a light complexion and is wearing a light blue and yellow striped shirt. The background is dark and out of focus.

Ah!

Now I understand.

Mihara-yama, Japan



Thank you

Simon Howes
Lead consultant
Autumn Live Ltd



autumnlive.co.uk/consulting
simon@autumnlive.co.uk
[linkedin.com/in/simonmhowes](https://www.linkedin.com/in/simonmhowes)
twitter.com/simonmhowes