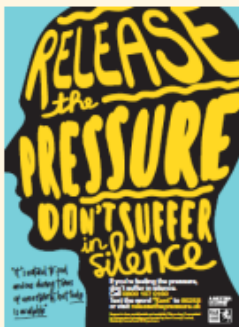


Kent & Medway Suicide and Self-Harm Prevention Programme

Annual Report 2020/21

Reducing the risk in high priority groups



20,000 people helped by calling our 24/7 helpline

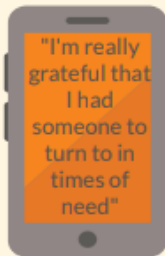
"You guys are amazing, you have saved my life"



27,000 visitors to www.releasepressure.uk

768 people completed our adult suicide prevention training

1,339 people completed our suicide prevention e-learning modules



19,000 people found support through our new 24/7 text message support service

218 people completed our children and young people suicide prevention training

Suicide Prevention and Awareness Training

FREE 3-Hour courses aiming to prevent Suicide and increase awareness about preventive measures.



Tailored approaches to improve mental health and wellbeing across the whole population

Funded 11 community level projects via the Saving Lives Innovation Fund



Supported delivery of over 800,000 "How are you feeling?" booklets to every household in Kent & Medway
www.kentandmedwayccg.nhs.uk/mental-wellbeing-information-hub

Reduced access to the means of suicide



Developed a new Real Time Surveillance System in partnership with Kent Police, which provides regular insights into the latest incidents.

Supported research, data collection and monitoring

Completed nationally unique research into the relationship between domestic abuse and suicide which is already shaping national and local policy

"We don't know a lot - but we know enough to know that we should be concerned."

Worked with Canterbury Christ Church University on a piece of research 'Factors Deterring and Promoting the Decision to Attempt Suicide at Costall Locations: A Multi-Methodological Analysis'

Supported the media in delivering sensitive approaches to suicide

Placed a number of positive stories on mental health in local media and corrected insensitive reporting



Secured three year funding for a new support service for people bereaved by suicide - <https://amparo.org.uk/refer>

Distributed over 200 copies of Help is at Hand to funeral directors across Kent & Medway



Secured an additional £450k funding for other suicide prevention projects

