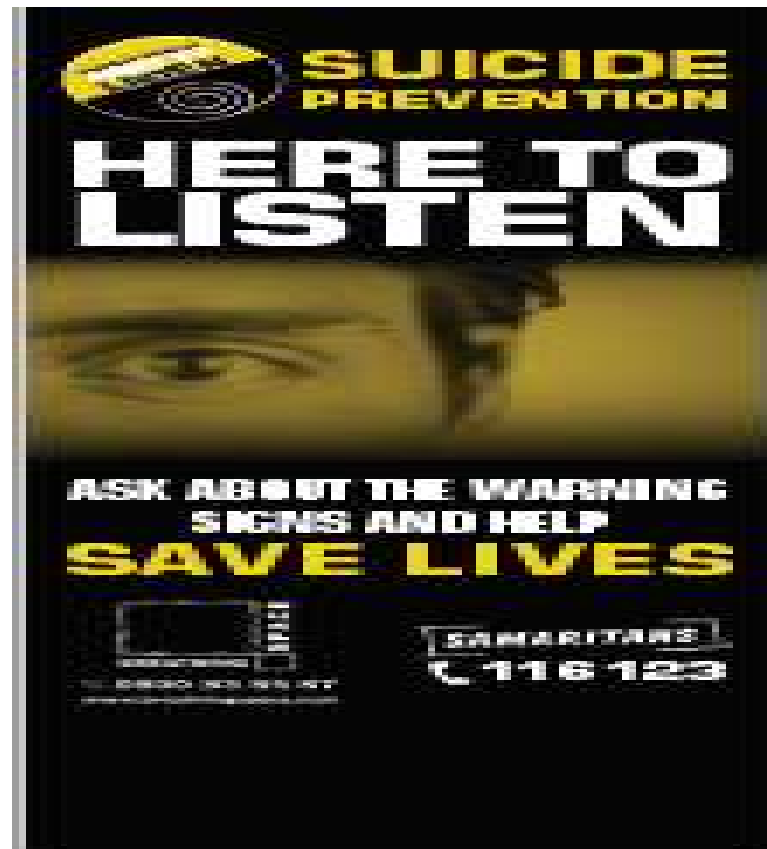




Introduction



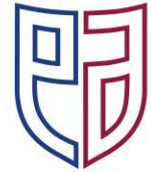
Scottish Suicide Statistics



The Facts:

- 784 people completed suicide in 2018
- On average 2 people take their own life each day in Scotland
- Scotland has the highest rate of suicide in the UK
- Suicide in under 25's at highest annual rate since 2007
- Men are 3 times more likely to take their lives than females.

East Ayrshire Statistics



- In East Ayrshire, our suicide rates increased by 116% in 2018 in comparison to the previous year
- In 2018 more people took their lives than in the previous two years combined
- In a 6 month period alone 8 people took their lives
- In the last 2 years we have lost 4 staff members to suicide.

Prompted to Act



- In April 2018 contractor completes suicide at major construction project.
- Suicide Prevention Action Plan created with 3 key aims:
- Create an image for our strategy
- Raise awareness and break stigma
- Introduce peer support.



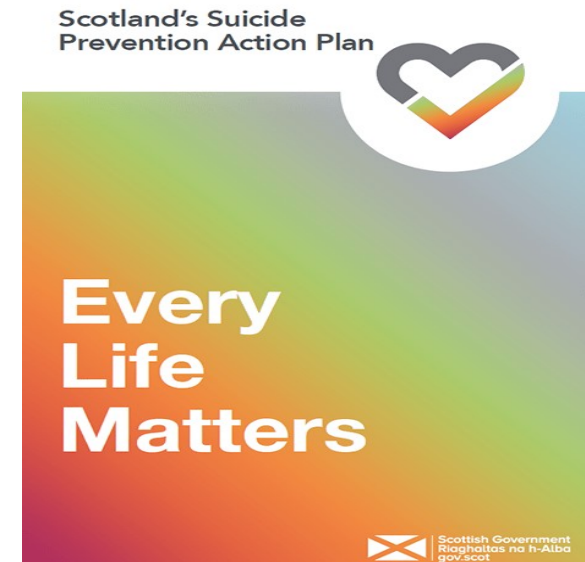
Every Life Matters



- Scottish Government Suicide Prevention Action Plan launched in August 2018

Vision and Key Aims:-

- Aspire to a Scotland where suicide is preventable
- Reduce suicide rates in Scotland by 20% by 2022
- Make suicide prevention everyone's business.



Tragedy Prompts Rethink



- Colleague completes suicide despite receiving peer support
- This tragedy had a huge impact on everyone involved
- It prompted self reflection
- Ultimately we continued, but with a clear emphasis on supporting those providing support
- We introduced Whatsapp Groups, support networks, professional counselling and regular meetings



Meeting our First Aiders



Strategy Achievements



- 72 Asist trained suicide first aiders providing peer support
- Graphics on our vehicle fleet
- 70,000 Z cards produced and circulated
- Internet support resource introduced
- Here to Listen support directory for adults and young people created
- 700 Here to Listen posters created and circulated
- Suicide First Aider posters created and displayed on notice boards.



Our Here to Listen Z Cards



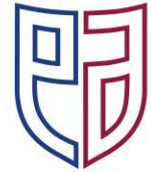
Our Z cards and card holders.

Displayed and available across East Ayrshire.

Campaign goes mobile



Communities and Beyond



Throughout 2019 we have worked to take the Here to Listen strategy and resources out into our communities by:-

- Opening Asist training to community volunteers
- Work collaboratively with NHS, Scottish Police and publicans taking part in the PubWatch and Best Bar None schemes to distribute posters and Z cards
- Delivering SafeTalk and suicide prevention training to community groups and organisations.

Our Best Bar None launch





Close and questions

