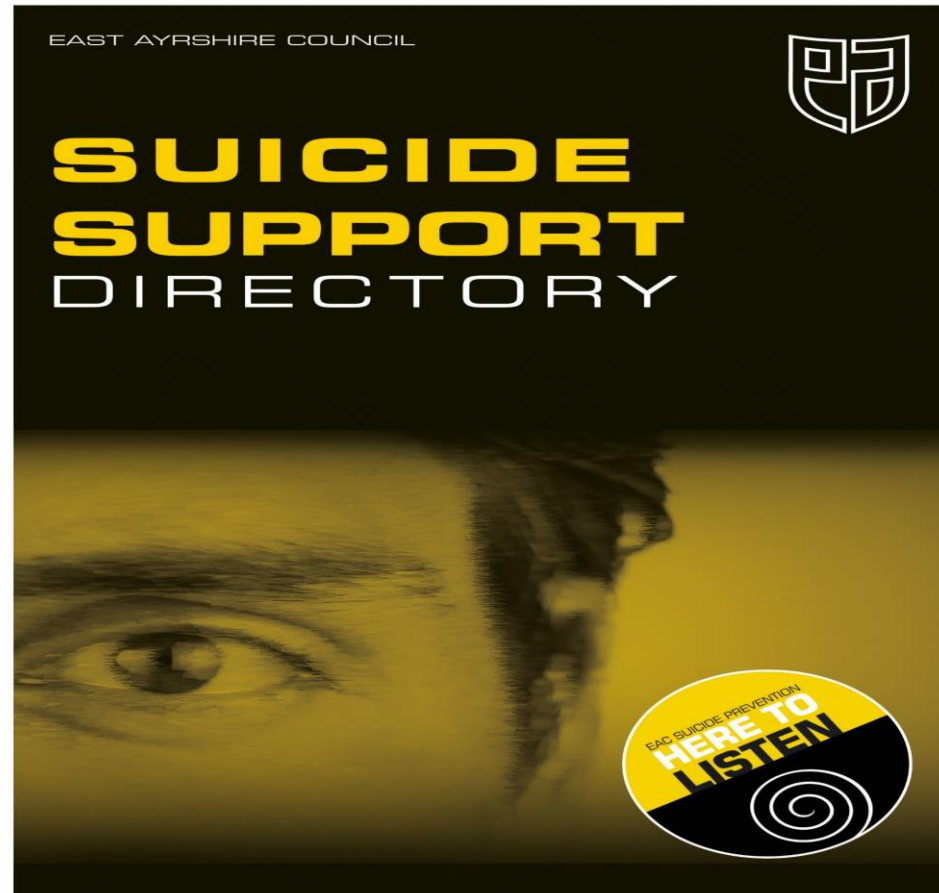
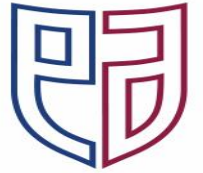


Introduction



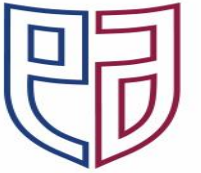


Covid and Cost of Living

- According to the WHO, anxiety and depression increased by 25% as a direct result of the pandemic.
- Joseph Rowntree Foundation reported that 75% of the lowest-income households have gone without essentials.



Suicide Statistics



The Facts:

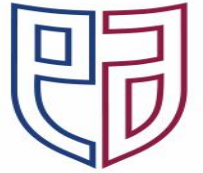
- In the UK 6,538 people completed suicide in 2021
- Between 2011 -2020 there were 820 completed suicides in Scotland by young people aged between 5 – 24 - on average 7 per month.
- Suicide rates are 3 times higher on average in deprived areas
- Men are 3 times more likely to take their lives than females.



Prompted to Act

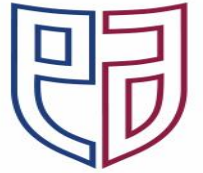
- In April 2018, a 21 year old contractor completes suicide at major EAC construction project.
- Suicide Prevention Action Plan created with 3 key aims:
 - Create an image for our strategy
 - Raise awareness and break stigma
 - Introduce peer support.





Building A Peer Network

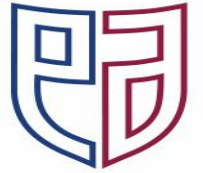




National Strategy

- Scottish Government's new 10 year Suicide Prevention Action Plan, launched in September 2022.
- The strategy has 3 key societal outcomes and one enabling outcome.
- This strategy builds upon the 2018 – 22 “Every Life Matters” action plan.

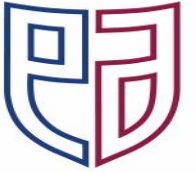




Strategy Achievements

- Almost 500 suicide first aiders trained
- Here to Listen graphics carried on our vehicle fleet
- 200,000 Z cards produced and circulated
- Internet suicide support resource introduced
- 100,000 Here to Listen support directories for adults and young people created and distributed
- Suicide First Aider posters created and displayed on notice boards.
- 191 recorded interventions carried out since Here to Listen was launched.

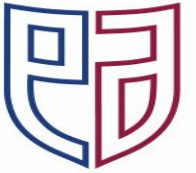
Our Here to Listen Z Cards



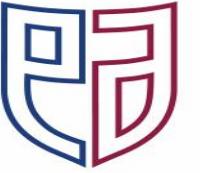
Our Z cards and card holders.

Displayed and available across East Ayrshire.

Campaign goes mobile



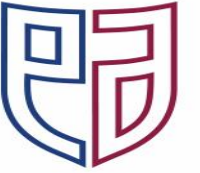
Communities and Beyond



We have worked to take our resources out into our communities by:-

- Opening suicide and mental health training to all
- Work collaboratively with NHS and Police Scotland to distribute Z cards and support directories to our communities
- Delivering suicide prevention and wellbeing training to our peripatetic staff, community groups and organisations.
- Promoting suicide awareness at every opportunity.

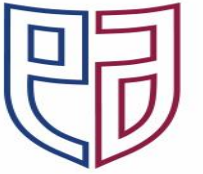
Covid-19 Recovery



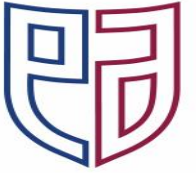
- We created and developed a number of supports during the pandemic focussed on personal wellbeing.
- We used what we had learned from Here to Listen and created our wellbeing “identity” and built from there.



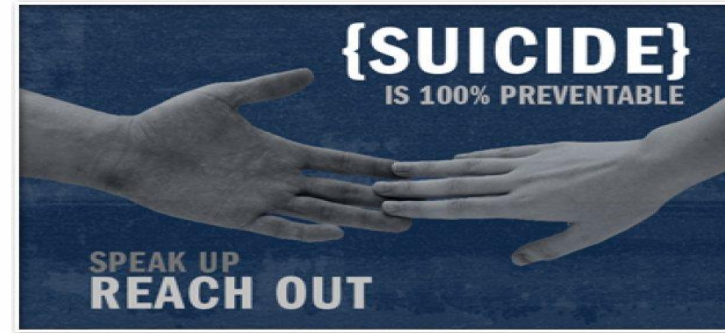
Bereavement Z Cards Launched



Close



- Suicide **IS** preventable



- Strategies are important but actions make the difference
- Stigma is the barrier to progress in preventing suicide – we need to get people talking!
- Peer supports do work, but remember that those who provide support also need support.