

Every life matters ...

Job Description

Training Marketing and Development Co-ordinator

Training | Suicide Safer Schools | Resources | Safer Communities Programme
July 2023



Talking about suicide saves

Registered Charity No. 1180815

Job Description

Job Title:	Training Marketing and Development Co-ordinator
Salary:	£28,000 - £31,000 Full Time Equivalent *
Hours:	3 - 5 days per week **
Contract:	Permanent
Employer:	Every Life Matters
Accountable:	Juliet Gray, Training Manager
Base:	Home based, with the option to work some days at our Shap office ***

Every Life Matters is a Cumbria wide suicide prevention and suicide bereavement charity. We started operating in mid-2019 with a singular mission - to take an innovative and multi-decade approach to suicide prevention and suicide bereavement support in Cumbria, a county that has had suicide rates well above the national average for too many years, and particular along its West Coast communities.

We work to create suicide safer communities through provision of training, campaigning, awareness raising, developing physical and digital resources and starting conversations about suicide across our local communities. We also provide practical and emotional support to individuals, families, organisations and employers bereaved and impacted by suicide.

Every Life Matters aspires to deliver Suicide Prevention training at a large scale across Cumbria. We have team of salaried and associate trainers delivering a range of our own and other accredited packages such as brief suicide awareness sessions, safety planning, SafeTALK, ASIST, Suicide First Aid through to specialist training such as ASK (Assessing for Suicide in Kids). Alongside our core offer we provide a range of mental health (including all MHFA programmes), self-harm and suicide bereavement training. Find out more about our range of training at <https://www.every-life-matters.org.uk/wp-content/uploads/2022/12/ELM-Training-Offer-Winter-22.pdf>

Alongside our training activity we are also piloting a **Suicide Safer Schools** programme. An attempt to affect a generational shift in attitudes towards suicide and help seeking in Cumbria. We have recruited 12 secondary schools to take part in a two-year programme of pupil, staff and parent training in suicide prevention. The programme, assuming evaluation confirms its effectiveness, will form a core part of our training offer going forward.

To support funding our activity in Cumbria we sell training to a range of clients across the UK. We run suicide prevention programmes for Public Health in Somerset, London, Birmingham and Solihull and have a wide range of private and VCSE clients. Building on the excellent training packages we have developed in Cumbria, in 2024 we will also launch our own range of licensed suicide prevention training programmes and Training for Trainer sessions.

Due to the continued growth of the charity, we are now recruiting a **Training Marketing and Development Co-ordinator** who can work alongside our existing training team, and their delivery expertise, with a very specific remit of developing the reach and size of our income generating training offer.

Every Life Matters has committed to providing free and low-cost suicide prevention training across Cumbria for the foreseeable future, and financing this initiative in part will be profit generated from the sale of a variety of training activity including;

- Developing a **mental health training offer for the private sector** within Cumbria, and further afield. We want to become the market leader of mental health training in Cumbria.
- Developing the reach of our **suicide prevention training across the UK**, selling training into a variety of organisations, securing training contracts and developing open charged for suicide prevention training offer for individuals outside Cumbria.
- Promoting uptake of our **Licensed Training Programme** and Training for Trainers (TFT) programme.

The postholder will be responsible for developing an important part of the charities financial sustainability plan and will be required to;

- Work with the training team to agree our income generating training offer. The postholder will be required to get up to speed very quickly with our training offer and suicide prevention generally.
- Work with the Charity Manager to develop and implement a marketing plan, and take subsequent actions to promote the training offer
- Work alongside the training team to set up and manage relevant online systems for contacts, bookings, registration and evaluation.
- Organise practicalities including venue bookings, assigning trainers, liaising with clients etc.
- Support development and delivery of conferences and other related events

We need a highly organised individual with; Bags of enthusiasm and resilience. Excellent IT skills and a very keen eye for detail. Super communication and customer care skills, and an ability to confidently and enthusiastically communicate the value and detail of our training. An ability to manage a diverse and dynamic workload.

Most of all, we want someone who is passionate about our work, is energetic, and is keen to be a part of our charities continued growth.

The postholder will have the opportunity later on within their role to develop their own training delivery skills across mental health, suicide prevention and self-harm, with a view to contributing to delivery of the programme. Though its not vital, we would be interested in recruiting an individual who is already engaged in training/teaching delivery, or who has previous training/teaching delivery experience, or is keen to develop these skills.

Though there is no performance bonus attached to this post the charity is committed to paying competitive salaries for our sector, and these are reviewed at regular intervals to ensure they remain commensurate with the individual's income generating activity and the level of their responsibilities.

We welcome applications from people with lived experience of thoughts of suicide or those who have been bereaved or affected by suicide in their lives.

For more information about our service visit <https://www.every-life-matters.org.uk/> If you would like to discuss the post please contact Chris Wood at chris.wood@every-life-matters.org.uk or call 07908 537541.

Closing date for applications is 5pm Friday 8th September 2023.

***The full time equivalent starting salary £28,000 - £31,000. Actual salary will depend on number of contracted days per week.**

****This post is flexible, and as the area of work will be spread across a team of staff, so the post would be suited to someone wanting to commit between 3 to 5 days per week. We are looking for the right person with the right skills set rather than someone to fill a particular time slot. Please indicate on the application form what your preferred numbers of working days per week would be.**

*****The post holder will be home based but will be expected to attend our Shap office regularly for meetings with other staff. The postholder can also opt to work 2-3 days per week as standard at the office if they wish the company of colleagues.**

Main Responsibilities

Mental Health and Suicide Prevention Training Programme	
1.	With the training team, develop an ongoing, open access, face-to-face and online, mental health training programme accessible to individuals within and outside Cumbria.
2.	With the training team, develop our in-house/commissioned mental health training activity, and associated consultancy, within and outside Cumbria.
3.	With the training team, develop a rolling, open access, online suicide prevention training programme for individuals living/working outside Cumbria.
4.	With the training team, develop the market for in-house/commissioned suicide prevention training, and associated consultancy, within and outside Cumbria.
5.	Develop a marketing plan, and undertake relevant online/in person programme marketing & promotion for all of the above.
Suicide Prevention Licensed Training	
6.	With the training team, develop a marketing plan, and undertake relevant online/in person marketing and promotion for our licensed training programme and Training for Trainers events (TFT's).
Other Training products	
7.	With the Postvention team, develop a marketing plan, and undertake relevant online/in person marketing and promotion for our organisational Postvention services, and Employee Suicide Reviews
8.	Support design, development, marketing and delivery of Conferences and other events.
Project Management and Administration	
1.	Develop relevant booking, management and evaluation systems, and manage assignation of trainers.
2.	Support day to day monitoring and reporting requirements.
General Duties	
3.	Attend regular line management supervision and annual appraisal
4.	To identify and implement appropriate your own CPD opportunities
5.	To implement ELM Health & Safety Policy/Procedure, including Lone Working Practice
6.	To undertake any duties or tasks relevant to the project as required.

Person Specification

No	Criteria	Essential	Desirable
1	Proven experience of successful project management	E	
2	Developed marketing or project promotion skills	E	
3	Solid IT skills including MS Office, Database/CRMs and other platforms	E	
4	Excellent written communication skills and keen attention to detail	E	
5	Ability to work under your own initiative and manage your own workload	E	
6	Confident personal communicator in a variety of workplace situations	E	
7	Comfortable talking about mental health and suicide	E	
8	Experience of website development and social media marketing		D
9	Experience of teaching and/or training delivery		D
10	Experience working within mental health and/or suicide prevention sector		D
11	Personal experience of suicide bereavement/living with thoughts of suicide		D
12	Able to work flexibly including occasional evenings or weekends	E	
13	Full driving licence, access to own car and able to travel across Cumbria	E	

Working at Every Life Matters

Our Staffing Culture

“Working for Every Life Matters has been one of the most positive experiences I have had professionally. The charity's ethos is really clear and as an organisation we really embody the values of compassion and hope which are central to our messages of suicide prevention. Given the subject matter we discuss daily this really matters. I've always felt supported and nurtured through any difficulties (both personal and professional) and creativity and outside the box thinking is always encouraged, something which I've appreciated throughout my time with the charity.” Ian Alcock – Suicide Prevention Trainer

- ❖ **Putting trust in our staff.** We trust that people have joined us to make a positive impact, and are driven by shared values. We avoid micro management. We encourage taking responsibility and working autonomously.
- ❖ **Community rather than hierarchy.** We understand the importance of leadership, but we also know the higher value of working collaboratively, chipping in and supporting our colleagues where we can.
- ❖ **Fluid role boundaries.** We appreciate the importance of having loose job roles, of doing what is needed, not just what's in our job description. We avoid the 'above my pay grade' and 'not my job' culture.
- ❖ **It's OK to make mistakes.** We give our staff a lot of responsibility and we are trying lots of new things. We know some things won't work, won't hit the spot or will underperform. Growth comes through mistakes.
- ❖ **Creating a rewarding environment.** While we cannot match pay and pensions of other sectors, we can offer equally valuable rewards - Flexible working, autonomy, personal and professional development, job satisfaction and more. Our staff report high levels of workplace wellbeing, something we map regularly.

“I don't think I have ever worked with such a dedicated and passionate group of people. By its very nature suicide prevention demands people to be passionate, tenacious, brave and compassionate – it's essential that those working in this field are instilled with these core attributes. The subject is tough, the work can be tough, but we all enjoy it – we are committed to it. It's a joint venture – we are there for each other and the support shown amongst colleagues is so apparent.”

Juliet Gray – Training Manager and Co-founder

Supporting our staff

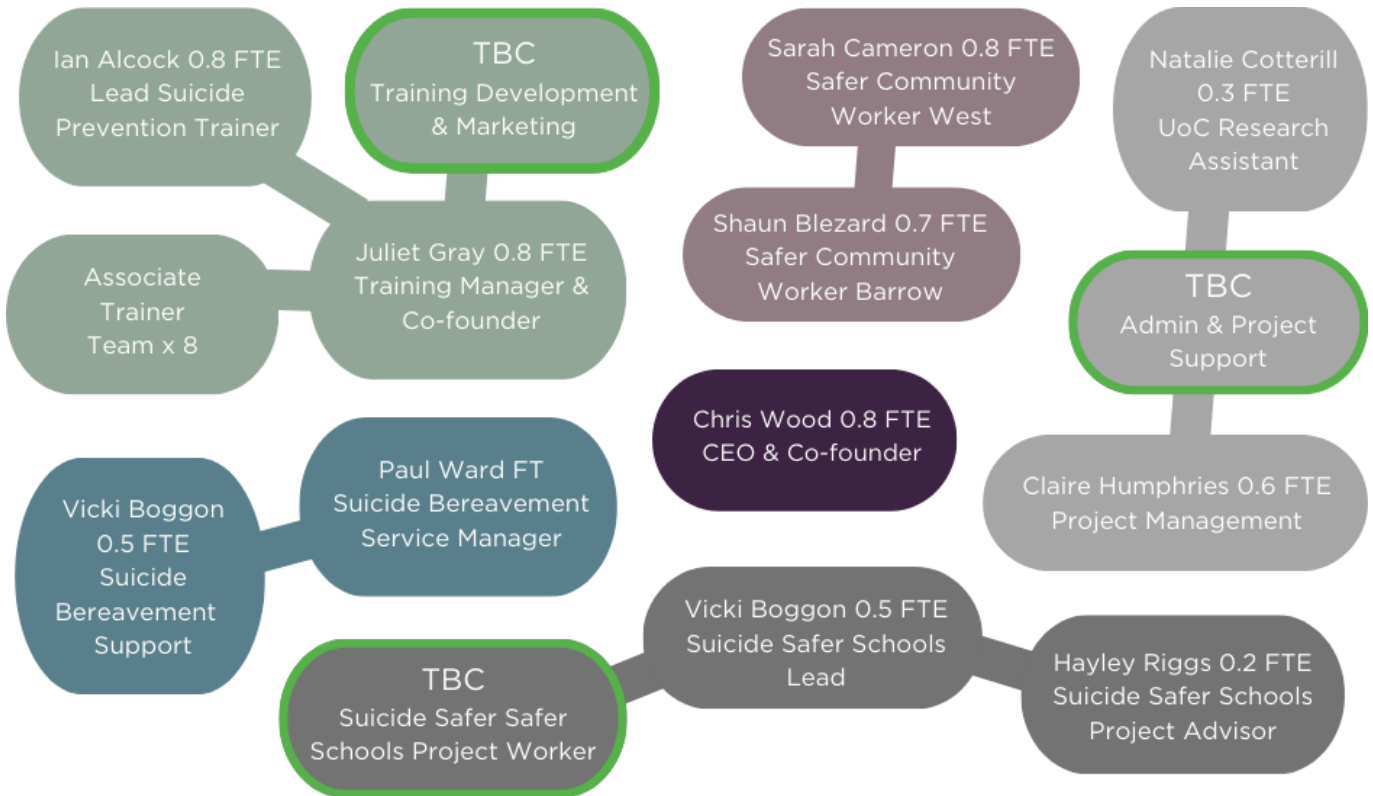
“As an unpaid carer to a disabled partner, and taking a job after over 2 years of covid shielding, they have been a brilliant employer. I've had bags of support and that continues after coming up to a year in the role. I love it at Every Life Matters. I've never experienced such a supportive and friendly organisation.” Shaun Blezard – Suicide Safer Community Co-ordinator Barrow

- comprehensive **induction and training** opportunities and a sizeable **training and CPD** budget
- providing **internal and external supervision** and **mentoring opportunities**
- working to pay the most **competitive salaries** we can afford, and reviewing this regularly
- providing **flexible, empowering and adaptive** working conditions and employment terms
- monitoring staff wellbeing through **Wellbeing Action Plans, wellbeing reviews, appraisal** and **supervision**
- ensuring staff have the right level of **IT equipment and other resources** they need for the role
- **6 weeks annual leave** plus public holidays and 2 extra days at Christmas
- providing a comprehensive **Employment Assistance Programme** & access to other funded support
- ensuring all staff are **fully re-imbursed** for out-of-pocket expenses with **competitive mileage rates**
- **flexible working patterns** and hybrid **home working/office** environment
- allowing opportunities for **job development** and for **changing roles**
- opportunities for **creativity and self-direction** with project activity and work roles
- giving staff a high degree of **autonomy and trust** in fulfilling their roles
- a **non-hierarchical** and **team working** focused atmosphere

An unusual place to work

“Every Life Matters is a very unusual place to work. The staff team is incredibly welcoming and they are all passionate, dedicated and genuinely care about what they do. The work is varied, changing, dynamic, fluid and exciting, and the working structure is flexible to meet those demands too, so there is no 9-5, not really. The team is kind and open-hearted, and very good at bending over backwards to support each other if an extra pair of hands is needed. I hope you get to come and join us, it’s a brilliant place to work.” Claire Humphreys – Project Manager

Our Staffing Structure



The trust placed in staff at Every Life Matters is powerful and our working relationships are built around a passion for the job, a collaborative approach and mutual support and care for each other. This really gets results and I feel very proud to have been at this charity from the start of its journey, and cannot wait to see it continue to grow and to move further towards its potential.
Chris Wood – Charity Manager and Co-founder

Our Values

Every Life Matters Values

- Challenge:** Never accepting deaths by suicide as inevitable, always challenging stigma and myths
- Courage:** Always talking openly and directly about suicide
- Collaboration:** Building responsibility, empowered communities and relationships
- Curiosity:** Always learning, evolving and growing
- Compassion:** Always holding empathy, compassion and hope
- Capability:** Always working to high standards and developing the skills and knowledge of our team

Every life matters



Who are we?

Every Life Matters is a suicide prevention and suicide bereavement charity operating across Cumbria. We work to create suicide safer communities through provision of training, campaigning, awareness raising, developing physical and digital resources and starting conversations about suicide across our local communities. We also provide practical and emotional support to individuals, families, organisations and employers bereaved and impacted by suicide. Cumbria has long standing higher than national average suicide rates and we have founded our charity to start a multi decade fight against this devastating issue.

Cumbria has a suicide rate 50% higher than the England average

Cumbria had 15.5 deaths by suicide per 100,000 of the population compared to an England average of 10.4 during 2019-2021. Source: Suicides in England and Wales by local authority - Office for National Statistics. Per 100,000 rate of deaths by suicide over 2019-2021, broken down by District.

Barrow and Copeland have the 5th and 6th highest suicide rates by district in England

Barrow and Copeland both had 19.2 deaths per 100,000 of the population compared to the England average of 10.4 during 2019-2021. Source: Suicides in England and Wales by local authority - Office for National Statistics. Per 100,000 rate of deaths by suicide over 2019-2021, broken down by District.

Cumbria is in the top 10 local authority areas of years lost to deaths by suicide

Years of Life lost due to suicide age, standardised rate age 15-74 per 10,000 (3 year) 2019-2021. England average 34.6 compared to Cumbria with 54.7. Source: Office for Health Improvements and Disparities - Fingertips | Public Health Data

Cumbria had double the England average of people dying by suicide who were in contact with mental health services

27% of people dying by suicide in England are in contact with mental health services in the year leading up to their death. In 2021 the figure was 62% in South Cumbria and 52% in North Cumbria. Source: Freedom of information requests submitted to North East North Cumbria ICs and Lancashire and South Cumbria ICS

Our Vision

At Every Life Matters, we are working towards a zero suicide Cumbria, making suicide everyone's business. We have a vision of a society where suicide is openly and widely discussed, where people feel able to seek help when all feels lost and are suitably supported when they do reach out, a society where everyone understands the role they can play in suicide prevention, and where those bereaved and impacted by suicide receive the support they need, when they need it. We are part of a growing movement aspiring to a zero-suicide society. We believe suicide is preventable.

“Talking openly, directly, compassionately and knowledgeably about suicide is at the heart of our job, at the centre of our staff’s role. We want them to model the behaviour we wish to see in others, and in our wider society.”

Our Mission

Creating suicide safer communities and reducing the number of people who die by suicide in Cumbria through;

- Providing a comprehensive and evidence-based training programme, delivered at scale, with an aim to reach deeply across as many different audiences as our resources allow.
- Provision of exemplar digital and physical suicide prevention materials, working to ensure at hand resources are available when needed.
- Campaigning across general and specific audiences to amplify our key messages about help seeking, to influence the conversation about suicide and to shine a spotlight on the role we can all play in suicide prevention.
- Connecting and collaborating with people and organisations that want to make a difference, finding ways to work together to get conversations about suicide started at a grassroots level.
- Boost the conversation about suicide through engagement with local leadership and others who can influence the agenda, and positively challenge public institutions to aim higher on suicide prevention.

Ensure those bereaved and impacted by suicide get appropriate and timely support through;

- Providing quality, responsive one-to-one and family emotional and practical support, in the early stages of loss
- Providing group and online support, aiming to connect people together and grow community support networks
- Support communities, organisations and schools impacted by suicide
- Bringing providers together to work jointly to grow the range of support available
- Providing lived experience focused training to help people better understand suicide bereavement

“Suicide sits in the shadows of our society. We want to shed a light on the issue, to start the conversations, to bring it in to the open”.

Our approach

Tackling Stigma

We encourage open conversations, educate about suicide and encourage help seeking behaviour.

Safer Communities

We empower all those around an individual at risk to start conversations, make interventions and provide support.

Safer Services

We promote compassionate, accessible and safe services for those living with thoughts of suicide.

Postvention

We help individuals, families, organisations and communities get the support they need following a suicide bereavement



What we do

Training

We aspire to deliver Suicide Prevention training at a large scale across Cumbria. We have team of salaried and associate trainers delivering a range of our own and other accredited packages such as brief suicide awareness sessions, safety planning, SafeTALK, ASIST, Suicide First Aid through to specialist training such as ASK (Assessing for Suicide in Kids). Alongside our core offer we provide a range of mental health (including all MHFA programmes), self-harm and suicide bereavement training. We have committed to delivering our suicide prevention training free of charge for the next three years. Find out more about our range of training at <https://www.every-life-matters.org.uk/wp-content/uploads/2022/12/ELM-Training-Offer-Winter-22.pdf>

Every life matters ...	Between 2020 and 2023 Every Life Matters has Trained 12,430 People in suicide prevention skills across Cumbria	Towards a Suicide Safer Ormsgill Orange Button Community
4,655 Suicide Awareness Bitesize Training for the whole Community	3,229 Suicide Alertness Half day Alertness and Intervention Skills Training	Launch Meetings Wednesday 10th May at 1pm - 2pm or 6pm - 7pm
981 Self-harm Alertness Half day Alertness and Support Skills Training	916 ASIST and Suicide First Aid	Ormsgill Community Centre Millstone Ave Barrow-in-Furnes LA14 4BP
529 Mental Health First Aid	2,120 School Pupils Trained	Every life matters

To support funding our activity in Cumbria we sell training to a range of clients across the UK. We run suicide prevention programmes for Public Health in Somerset, London, Birmingham and Solihull and have a wide range of private and VCSE clients. Building on the excellent training packages we have developed in Cumbria, in 2024 we will launch our own range of licensed suicide prevention training programmes and Training for Trainer sessions.

FREE Two Hour Online Training Safety Planning My Reasons for Living Making my Situation Safer My Warning Signs Lifting My Mood My Informal Support My Distractions Professional Support Orange Button Training	Half Day Online Training Understanding Suicide Bereavement Compassion and skills for frontline workers supporting people bereaved by suicide Every life matters
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Suicide Safer Schools

Our **Suicide Safer Schools** programme is an attempt to affect a generational shift in attitudes towards suicide and help seeking in Cumbria. We have recruited 12 secondary schools to take part in a two-year programme of pupil, staff and parent training in suicide prevention. In our first 7 schools we have already trained over 2,200 pupils, 7 whole school staff teams and 400+ parents. The programme, assuming evaluation confirms its effectiveness, will form the bedrock of our training offer going forward. For more details see <https://www.every-life-matters.org.uk/wp-content/uploads/2022/12/Suicide-Safer-Schools-Intro-3.pdf> and have a look at BBC's Breakfast programme showcasing our suicide safer schools work in Alston School, with the Three Dads Walking <https://www.bbc.co.uk/news/av/uk-england-cumbria-64165369>

Suicide Safer Schools Programme

With mental health, suicide prevention and peer support modules for pupils

Available from October 2022



The programme consists of;

- Whole school community approach to suicide prevention.
- Whole school staff training
- 6hr modular pupil programme covering mental health crisis, self-harm, suicide prevention and peer support.
- Information and training for parent/carers, and other organisations linked to the school community.
- Policy/practice/safeguarding audit (Phase 2)
- Suicide prevention/Postvention Manual (Phase 2)

“Children and young people who experience thoughts of suicide or self-harm are dramatically more likely to go on to act on these thoughts as adults.”

“Addressing the routes of this distress, and facilitating a culture of peer support and help-seeking behaviour within school pupils can result in an adult population that is far more resilient and safer from suicide in the future.”

For Pupils

3 x 2 hr Modules covering Suicide Prevention, Peer Support, Self-harm and Mental Health

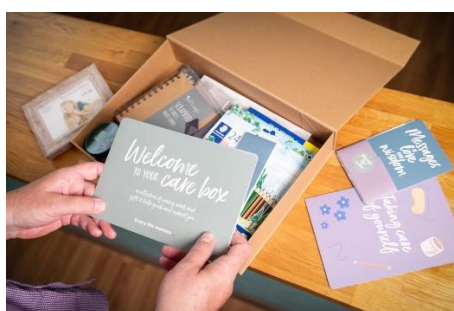
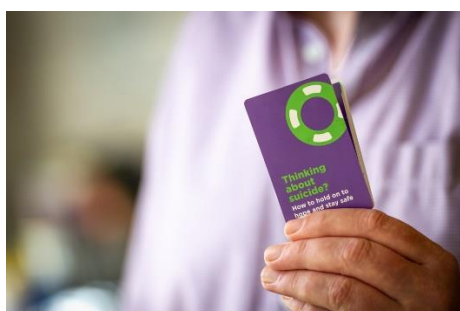
- Modular approach of 3-15 hours (allowing flexibility of fit to school timetables) with versions available for Years 10 and 12, and condensed versions for Year 7
- Inspired by successful and evidence based approaches from the USA, Australia and Europe.
- Core themes of promoting help-seeking behaviour running throughout the programme

Note: In school age young people research suggests suicide prevention should be addressed within a broader framework of promoting understanding of mental health and encouraging help seeking behaviour. Building resilience, understanding of mental health and a willingness to reach out for support are the key ingredients in prevention.

Digital and Physical Resources

We design, produce and distribute a wide range of physical and digital resources about suicide prevention, self-harm and mental health. This has included;

- Distribution of over 650,000 physical resources, including a [mental health and wellbeing guide](#), twice, to every household in Cumbria, a booklet that has been adopted at scale across the UK with over 4,000,000 copies being printed in total across 2020-22.
- Distribution of over 1,200 [suicide prevention resource tins](#) to a wide range of organizations, a collection of at hand resources that was nominated for a Health Service Journal Award. These Tins have been produced at scale across the North East in partnership with CNTW NHS Foundation Trust.
- Distribution of over 4,000 [Self-harm Safe Kits](#) across schools, health services, police, ambulance and the VCSE sector. Like our mental health and wellbeing guide we have freely shared this resource outside of Cumbria and these kits have been produced at scale across Cheshire, Lancashire and the North East.
- A suicide bereavement Care Pack, which we offer to individuals and families bereaved by suicide that we support. The pack, co-produced with people with lived experience of such loss contains a range of soothing tools, practical guidance and assurance and specialist information for supporting children and others.





Grassroots Engagement

A key learning for our Charity so far has been the sheer scale of passion and drive in our local communities to make a difference around suicide. An issue that has touched so many people’s lives. We also find that very often people are not sure where to start, or what they can do to help. As a result, we have increasingly seen our role as empowering, supporting and providing resource to individuals and organisations across our communities to start conversations, to take and action and to help make their community suicide safer.

CHCCS CHARTER

Children in Crisis Cumbria Support

- We want all support service information to be easily accessible, promoted, and easy to read
- We want children’s mental health recognised in the same way as physical health
- We want support for the parents of children who have poor mental health
- We want to highlight the children’s mental health crisis in our community
- We want the children’s mental health crisis in our community recognised and acted upon

Agri Health Matters:

Cumbria, North West, North Yorkshire and Northumberland
Health services for farmers, allied industry and rural community

Endorsed by Agricultural Ambassador **Raymond Irvine**
This Farming Life

As health professionals, our passion is to keep those within our local sector safe. It's in our blood!

Being part of a rural community, we recognise that those who work within the agricultural and allied professions make up part of our key worker family.

With significant difficulties faced by our farming industry the health of our farmers, their colleagues and associated businesses are our priority.

We have the expertise and passion to do things differently.

Join us in seizing the opportunity to help!

Why Agri Health Matters; the numbers speak for themselves

In 2019/2020 too many lost their lives...

20 farm workers lost their lives in fatal farm accidents	133 suicides were registered in England, Wales and Scotland in those working in farming and agricultural related trades
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Save ONE Where physical or mental health is concerned, if we can make a difference to one individual we have the ability to positively impact the lives of many.

Confirmed Partners:

What we do need how you can get involved.

If you're worried about a mate, ask twice.

TBH I feel like sh*t...

"Are you really OK?"

Every life matters

Is your mate acting differently?

Worried about a mate? Check in with them

It could be a sign they're struggling with their mental health

Every life matters

If you're worried a mate might be having thoughts of suicide.

Ask, and ask directly, "Are you thinking about suicide?"

Talking about suicide saves lives....

Every life matters

The Health and Happiness show is a new radio show which is being aired every Saturday between 2pm & 3pm for the next 12 months, starting 19/11/22. It's a partnership project between Mind in Furness, Every Life Matters, Drop Zone Youth Projects and CANDO FM. The show will talk openly about mental health and suicide awareness and the support we have in the local area. We are very keen to invite other organisations to talk about their services and what's going on in our communities, alongside playing some excellent music.

CANDO FM **Every life matters**



Struggling to cope? Can't see a way out? Thoughts of suicide?

Reach Out and Talk
There is Hope

Samaritans Call: 116 123 24/7 365 days a year	CALM 0800 58 58 58 Men's helpline 9pm-Midnight
Shout Text Shout to 85258 24/7 Crisis Text Line	Papyrus 0800 068 4141 Young people's helpline 2-10pm

Every life matters **Suicide Safer Barrow**
To find out more about where to get help, or how you can support someone with thoughts of suicide visit www.every-life-matters.org.uk

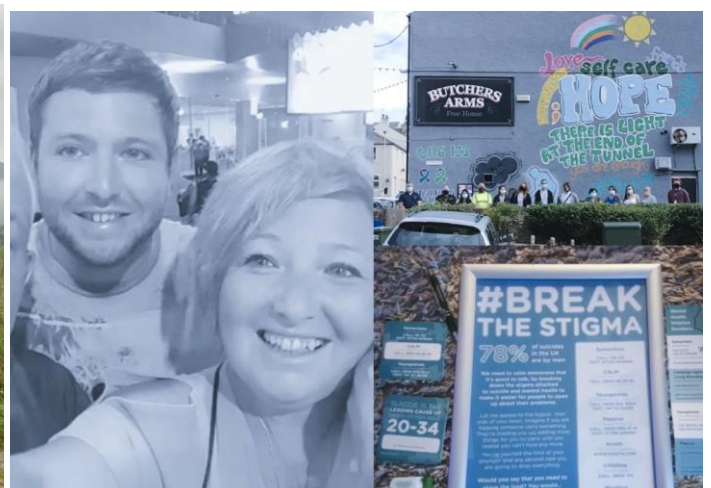
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Don't Bottle It Up

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Every life matters **Suicide Safer Barrow**
To find out more about where to get help, or how you can support someone with thoughts of suicide visit www.every-life-matters.org.uk





**Struggling to cope?
Can't see a way out?
Thoughts of suicide?**

There is Hope
Reach Out and Talk

Don't Bottle It Up

To find out more about where to get help, or how you can support someone with thoughts of suicide visit;
www.every-life-matters.org.uk

Samaritans Call: 116 123 24/7 366 days a year	CALM 0800 58 58 58 Men's helpline 5pm-Midnight
Shout Text Shout to 85258 24/7 Crisis Text Line	Papyrus 0800 068 4141 Young people's helpline 2-10pm

Every life matters ... Talking about suicide saves lives



1 in 8 people in problem debt considered taking their own life last year in England

Suicide is the leading cause of death of young people in the UK

75% of suicides are men

Talking about Suicide Saves Lives

Asking someone if they are having thoughts of suicide will not put ideas in their head. Research shows it actually decreases the likelihood of the person acting on their feelings.

1 in 17 people have thoughts of suicide each year

Only 1 in 4 people who die by suicide are in contact with mental health services in the year leading up to their death

10.9% The increase in UK suicide rates in 2018

1961 The year suicide ceased to be a crime

1 in 5 people will have thoughts of suicide in their lifetime

Deaths by suicide

- World - every 40 secs
- UK - every 90 minutes
- Cumbria - every week

Suicide Safer Cumbria
Every life matters



Special 2020 Edition 16 FREE

Maryport Matters

GOOD NIGHT MR MARYPORT P3
NOT ALL HEROES WEAR CAPES P7
SUPPORT FOR WHEN YOU NEED IT P9-10
LEARNING FROM HOME P11

MARYPORT STAYS AT HOME

FREE Half Day Training Suicide Alertness Orange Button Training

- Getting informed
- Being Aware
- Asking Directly
- Listening Carefully
- Building Support
- Checking in
- Looking after

All our info was correct at the time of going to print but please be aware that in these unprecedented times, things can change quickly. Please follow current government guidelines. Stay safe and save lives.

Proud to support this edition!

ENVA Local Trust | EWANRIGG Local Trust | COMMUNITY FUND

Lots of people have thoughts of suicide and they may happen for many reasons. You may feel so low that life seems unbearable. But you still have reasons for living, and the good news is that there are people and organisations that want to support you through this difficult time. Reach out and talk.

Every life matters

Having Contact If you don't know anyone, nobody can really help you. Wherever you are, there are people who can help you.

Samaritans CALM Me midnight.
Papyrus 9am-10pm 0800 061 SHOUT 2 85258.
Young MI people. T 0800 1111 Silverline 0800 4 7 Young MI for paren Cumbria support If For more get supp experie www.enev

- 6,507 people in the UK died by suicide in 2018.** This is 3 times the number of people who die on our roads every year.
- On average we lose one person to suicide each week in Cumbria.** Cumbria suicide rates are around 30% higher than the national average, with the highest rates along the West Coast and Barrow.
- 1 in 17 of us will have thoughts of suicide each year, with a staggering 1 in 5 of us having thoughts of suicide in our lifetimes.** The vast majority of people get through having thoughts of suicide and the situation that has caused them.
- Suicide is the leading cause of death of men under 50.** 75% of suicides are men, with middle aged men being the highest risk age range.
- Over 200 school children die by suicide every year.** Suicide is the leading cause of death in young people under 25 years old.
- Only 25% of people who die by suicide have had contact with mental health services in the year before they died.** Suicide prevention needs to be a community wide concern. It is family, friends, neighbours and colleagues who are best placed to know when someone is at risk.

Young People and Suicide

Supporting a child or young person with thoughts of suicide is something that through parents. Starting that conversation can feel a daunting prospect, but it's very important to know how you can help if your child is having thoughts of suicide.

- Look out for change in mood and behaviour.** Bereavement? Exam stress? Isolation from friends? All can lead to uncertainty and poor mental health.
- If you're worried ASK them.** If you're worried it is ok to ask directly "Are you thinking about suicide?"
- What if they say YES?** If your child does say they are experiencing thoughts of suicide, the most important thing that you can do is to stay calm. Acknowledge how difficult this must be for them to talk about it and let them know you are here to listen.
- How do I help?**
 - You won't say the wrong thing,** just being there in that moment is proof you care and you are a safe person to talk to. Don't worry about what you should/shouldn't say, just listen.
 - Connect and let them know how brave they are and that you are here to help.**
- Try to focus on not thinking too**
- Encourage them time with people**
- If they need to be it's ok to come a**

There may be times they may lash out and they may feel result of what they need your support.

How do I help?

- You won't say the wrong thing,** just being there in that moment is proof you care and you are a safe person to talk to. Don't worry about what you should/shouldn't say, just listen.
- Connect and let them know how brave they are and that you are here to help.**

In partnership with Ewanrigg Local Trust, Every Life Matters and #asmilehidesadness

Raising Public Awareness

We undertake ongoing social marketing campaigns across media/social media platforms focusing on our key educational/social change messages. This is supported through engaging people from the local community with lived experience to support campaign messages.



Suicide Bereavement Support

We offer one-to-one individual and family [support to people bereaved by suicide](#) across Cumbria. Working in partnership with Cumbria Police we offer support from the early weeks and months after a loss, and offer flexible emotional and practical interventions that meet the very particular circumstances of our clients.



In addition to one-to-one support we also offer group sessions for those who have been bereaved for 6 months or longer. We offer "Side by Side" which is a 6 week zoom based psychoeducational programme, and Tea and Talk, informal opportunities to come together with others who have lost a loved one to suicide.



We have committed to growing the breadth and depth of suicide bereavement support across Cumbria, working together with a broad range of partners in the Cumbria Postvention Providers Forum including SBS Cumbria, Cruse, Child Bereavement UK, Time to Share, Cumbria Police, Barnardos, TogetherWe and many others.


We also offer support to organisations, schools, employers and communities who have been impacted by suicide. We provide advice around responses after a death, group sessions for affected community members and guidance on establishing a Postvention response framework for organisations and employers. We now offer independent reviews for employers after the death of an employee by suspected suicide, whether workplace related or not.

Our Logic Model

Situation/Need	Resources	Activities	Outputs	Outcomes		
				Short-term	Medium-term	Long-term
<p>Around 60 people die in Cumbria every year by suicide. Around 1 in 5 Cumbrians will have thoughts of suicide during their life time. 1 in 17 people will have thoughts of suicide every year. And 1 in 15 Cumbrians will make a suicide attempt during their lifetime.</p> <p>Suicides are preventable. Suicide is a major public health issue. Everyone can play a part in suicide prevention. Suicide is everyone's business.</p> <p>We want to create suicide safer communities, suicide safer services, challenge the stigma around suicide and mental health, and ensure that those bereaved or impacted by suicide get the support they need, when they need it.</p>	<p>Developing Suicide Safer Communities</p> <ul style="list-style-type: none"> • Staffing including CEO, Admin and between 1 and 4 Community Workers • Staff funding of circa £125,000 - £190,000 per annum • Small office base for management and admin and resources/kit • Campaigning, digital and marketing skills • Engagement with a wide range of stakeholders • Support from people with Lived Experience of thoughts of suicide and suicide attempts <p>Supporting those bereaved and impacted by suicide</p> <ul style="list-style-type: none"> • Staffing of minimum two Support Workers • Staff funding of circa £65,000 per annum • Working relationships with Cumbria Police and other postvention stakeholders 	<p>Developing Suicide Safer Communities</p> <ul style="list-style-type: none"> • A wide-ranging suicide prevention and mental health training programme. • Delivering a Suicide Safer Schools Programme • Campaigning and Awareness Raising at countywide and small community level • Developing quality digital and paper-based suicide prevention and mental health Resources <p>Supporting those bereaved and impacted by suicide</p> <ul style="list-style-type: none"> • Delivery of one-to-one, group and online support for people bereaved by suicide • Supporting a Cumbria Postvention Providers Network • Development of suicide bereavement resources • Delivery of Suicide Bereavement Awareness Training • Campaigning and advocating for suicide bereaved individuals and communities 	<p>Developing Suicide Safer Communities</p> <ul style="list-style-type: none"> • 4,000 people per annum receive suicide prevention and mental health training • 3,000 school community members receive training per annum • 100,000 people per annum are reached by campaigning and awareness raising activity • 60,000 people per annum visit our website • 100,000 physical resources are distributed every year <p>Supporting those bereaved and impacted by suicide</p> <ul style="list-style-type: none"> • Over 75 individuals per year are supported by our one-to-one service • 80+ individuals attend our group support each year • Over 150 people per year attend suicide bereavement training 	<p>Developing Suicide Safer Communities</p> <p>People experiencing thoughts of suicide</p> <ul style="list-style-type: none"> • are more aware of services, support & information available to them <p>People generally</p> <ul style="list-style-type: none"> • better understand suicide and common myths and misperceptions about suicide are reduced • better understand the signs someone may be experiencing thoughts of suicide • are more aware of the services and support available to those with thoughts of suicide <p>Supporting those bereaved and impacted by suicide</p> <p>People generally</p> <ul style="list-style-type: none"> • better understand the issues and experiences faced by those bereaved or impacted by suicide • better understand how to support those bereaved or impacted by suicide <p>Individuals & communities bereaved or impacted by suicide</p> <ul style="list-style-type: none"> • have improved access to timely and appropriate support 	<p>Developing Suicide Safer Communities</p> <p>People experiencing thoughts of suicide</p> <ul style="list-style-type: none"> • are more likely to access appropriate support in a timelier manner • are more aware of services, support & information available to them <p>People generally</p> <ul style="list-style-type: none"> • are more able to talk openly about suicide, and stigma around suicide is reduced. • have more confidence, resources and skills to effectively support those with thoughts of suicide <p>Supporting those bereaved and impacted by suicide</p> <p>Individuals & communities bereaved or impacted by suicide</p> <ul style="list-style-type: none"> • are better able to manage the emotional, physical and practical impacts of their bereavement • experience reduced stigma and isolation • have a reduced risk of contagion or the emergence of clusters in communities affected by suicide 	<p>Developing Suicide Safer Communities</p> <p>To reduce the number of people dying by suicide in Cumbria</p> <p>Supporting those bereaved and impacted by suicide</p> <p>To reduce the number of people dying by suicide in Cumbria</p> <p>Individuals & communities bereaved or impacted by suicide have reduced long term demand for health, mental health and other services</p>

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