Call to Action for Suicide Prevention in England

Every life lost to suicide is a tragedy.
If we work together, suicide can be prevented.
The Call to Action brings together over 50 national organisations. This is the first time we have all committed to work together and deliver real action to reduce the risk of suicide.
Call to Action for Suicide Prevention in England

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More lives are lost to suicide in England than to road traffic accidents each year with over 4,200 suicidal deaths recorded in 2010.\(^1\) The effects of these suicides are often felt in the wider community and in particular, by those who have had their lives shattered by the loss of a loved one. Each and every suicide is a tragedy, and one that has a devastating effect on friends and families.

Samaritans works hard to support people who are struggling to cope and experiencing feelings which may lead to suicide. According to research evidence, the risk of suicide in the whole population increases when we collectively experience times of financial difficulty, so it is vital that activity to support suicide prevention is maintained as a priority over the next few years.

The risk factors that contribute to suicide are wide-ranging and complex, so the task of preventing suicide requires action from all parts of society and across organisations from the public, private and voluntary sectors. It is a task we all have a duty to address.

The Call to Action brings together over 50 national organisations. This is the first time we have all committed to work together and deliver real action to reduce the risk of suicide. Among the tangible and credible objectives we have set are: to improve access to services, by making sure local and national information is easily available; to develop strategies to encourage help-seeking behaviours amongst both ‘high-risk’ groups and the whole population; and to create mechanisms to make sure that people in distress have increased options for support and are given information in a clear and consistent way.

Thank you all for taking part. Suicide is usually the result of a complex set of issues in someone’s life. It is crucial that we continue to work together and deliver on our shared objectives remembering that most people who attempt suicide do not want to die; they want to end the pain they are suffering.

Together we can make a difference.

Yours sincerely,

Catherine Johnstone
Chair of the Call to Action Steering Group

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Purpose of the Call to Action

In England, a person dies every two hours by suicide. There are over 4,200 deaths by suicide each year. More lives are lost to suicide than to road traffic accidents.\(^2\) The Call to Action has been shaped by what stakeholders believe is important. The achievements of the Call to Action are strongly dependent on the will and commitment of stakeholders to take action and to work together.

The Call to Action:

- Engages national organisations so that together each organisation or agency plays their individual role in reducing suicide.
- Seeks to achieve real change by prioritising a few of the most important issues to focus our joint energies on.
- Recognises the good work already underway and helps stakeholders share and coordinate activity.
- Makes us all more accountable for what we have promised to do because we have publicly stated our commitment.

\(^2\) Office for National Statistics (2012), Suicide rates in the United Kingdom, 2006 to 2010.
Key messages

The Call to Action consists of national organisations from across the public, private and voluntary sectors in England taking action so that fewer lives are lost to suicide and people bereaved or affected by a suicide receive the right support. Suicide prevention requires action by many stakeholders from across all sectors, because suicidal behaviour is related to so many varied factors.

In Preventing suicide in England: A cross-government outcomes strategy to save lives, the Government has set out its overall objectives to reduce suicide and improve support for those bereaved or affected by suicide. The strategy sets out the Government’s commitments to take specific actions to support delivery of those objectives. The Department of Health, as the cross-government lead on suicide prevention and a signatory to the Call to Action, will oversee implementation of the strategy. However, achieving the objectives will depend on a wide range of organisations taking co-ordinated action, nationally and locally.

The Call to Action complements this new strategy and brings together national organisations with the overarching aim of successfully supporting those at risk of suicide, reduce suicide and support people affected by a suicide.

Who is involved?

The Call to Action includes over 50 national organisations. Suicide is usually the result of a complex set of issues in someone’s life. The risk factors are wide-ranging and complex, so the task of reducing suicide requires action from all parts of society and across organisations from the public, private and voluntary sectors.

A Call to Action steering group has been created from interested stakeholders. This group brings together the work of all five working groups and will help to meet the intention of delivering against the agreed aims. If you haven’t been involved in the Call to Action thus far and would like to work together with other organisations to reduce the risk of suicide, please contact the Call to Action coordinating team on caltoaction@samaritans.org.
What are the continuing aims of the Call to Action for suicide prevention in England?

- To raise awareness of the issue of suicide amongst national and local organisations and agencies who may interact with people in distress or who have a role to play in reducing suicide.

- For national organisations to publically show their commitment to suicide prevention by playing an active and ongoing role in Call to Action activities.

- To enable stakeholders to map the action they are currently undertaking to reduce suicide or support those affected by suicide, to be recognised for this work, to understand the work of others and to consider how we collectively may wish to coordinate future action.

- To review the priorities that Call to Action stakeholders believe will make a real difference to reducing suicide and supporting people affected by suicide; and to continue to mobilise action to address these priorities.

How does this link to the delivery of shared aims within the Call to Action?

The shared aims have been developed by stakeholders working together. Since the first workshop held in November 2011, a total of thirty-three areas have been identified where it was felt action was needed. Working groups were then established around five themes (referrals and signposting, campaigns, data and research, training and the online environment). These groups are comprised of stakeholders with an interest in a particular area(s) and the capacity to dedicate time and resource to progressing them.

Shared aims across the five areas have been shaped by what Call to Action stakeholders consider to be most important in reducing the risk of suicide and improving support to those bereaved by suicide. The working groups will continue working as far as possible to deliver the aims in their area, and will keep all stakeholders updated on progress.
How will progress within the Call to Action for suicide prevention in England be tracked and monitored?

Participating in the Call to Action for Suicide Prevention in England is an ongoing commitment. The five working groups – referrals and signposting; training; data and research; campaigns and the online environment, together with the Call to Action steering group, will meet bi-annually to formally discuss progress on the shared aims. In the interim, smaller working parties will continue to meet in person and/or virtually in order to deliver progress in particular areas.

Suicide prevention requires action by many stakeholders because suicidal behaviour is related to so many variable factors. The Call to Action working groups are a real, working network that seek to deliver against the agreed aims. This long-lasting activity is necessary to achieve real progress. The steering group will pull together the work of all stakeholders and offer support and guidance to progress our shared aims.

The regular review of our shared aims and the progress made against them will ensure that stakeholders can assess how well we are working together. The commitment to our shared principles will ensure that in addressing our collective priorities, we are able to use the most effective approaches in order to make a real difference to reducing suicide in England.

What is the ongoing benefit of being involved in the Call to Action?

Suicide is about people’s lives. Death by suicide means lost life, lost talent, a lost mother or father, brother or sister, son or daughter, partner, friend or colleague. This is a wound that does not easily heal in families and communities. In order to help vulnerable people at risk of suicide and people affected by a death by suicide, we need collaboration, coordination and action from stakeholders across all sectors.

The Call to Action has involved partner organisations being able to:

- Be at the centre of the action to reduce suicide
- Showcase and be recognised for the good work currently underway
- Build relationships with other organisations
- Potentially take part in new initiatives going forward
- Draw attention to the challenges and barriers experienced
- Influence other organisations to take action
- Be part of making a difference.
The members of the Call to Action for suicide prevention in England are committed to reducing the number of suicides in England and improving support to those bereaved by suicide by pledging their support for the following principles:

• Working together to share and disseminate information and best practice on suicide prevention activities.
• Collectively engaging with relevant parties including Government, private industry, ombudsmen and funding bodies to galvanise action to reduce the number of suicides.
• Developing and maintaining positive relationships between stakeholders and civil society to ensure effective use of expertise and resources within a local and national context.
• Enabling families and carers to play a full role in supporting loved ones, and having sought the individual’s consent where appropriate, to be better informed.
• Exploring and periodically reviewing progress on the actions identified by the Call to Action process.

We pledge to work together to deliver the shared objectives contained in the Government’s cross-departmental suicide prevention strategy:

• Reduce the risk of suicide in key ‘high-risk’ groups.
• Tailor approaches to improve mental health in specific groups.
• Reduce access to the means of suicide.
• Provide better information and support to those bereaved or affected by suicide.
• Support the media in delivering sensitive approaches to suicide and suicidal behaviour.
• Support research, data collection and monitoring.
Partner organisations
Call to Action for Suicide Prevention in England
**Shared aims**

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**Call to Action for Suicide Prevention in England**

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<tr>
<th>We are working towards the following shared aims</th>
<th>How these aims may be delivered</th>
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| **People in distress have increased options for support and are given information in a consistent way.** | • Shared best practice document on signposting.  
• Record signposting agreements.  
• Detailing effective pathways of possible ‘follow-up’ care for presenting people. |
| **Increased sharing of best practice, learning and partnership working between all agencies with an interest in suicide reduction activities or that play a role in reducing vulnerability to suicide.** | • National suicide prevention forum.  
• Local suicide prevention forums.  
• National annual suicide prevention conference. |
| **Better access to and take up of suicide prevention training.** | • Mapping and evaluation of available training.  
• Call to Action stakeholder-endorsed list of training providers/programmes. |
| **Better, more accessible data relating to suicide prevention.** | • Shared engagement plans for the Office of National Statistics and the Office of the Chief Coroner/Coroners.  
• Review of suicide websites/forums to better understand the online landscape. |
| **Improving access to appropriate services that provide effective interventions by ensuring easily available local and national information.** | • Online portal resource. |
| **Improved help-seeking behaviours amongst ‘high-risk’ groups and the whole population.** | • A shared suicide prevention communication campaign.  
• Joined-up outreach activities targeting ‘high-risk’ groups.  
• More education on emotional well-being and good mental health as an early intervention. |
| **Learning lessons from the response to a suicide to reduce the number of future suicides and better support bereaved families.** | • Engaging people with lived experience of bereavement by suicide.  
• Structured formal support provided to families bereaved by suicide.  
• Applying the lessons learned at local and national levels. |
The Call to Action places the person at its centre.

Suicidal feelings and behaviour usually result from multiple issues in someone’s life, and can be related to many different factors including demographics, social issues, settings or times of crisis in a person’s life. There are many possible points of contact with someone at risk, and a vulnerable person may need help and support from several different sources.

The Call to Action has given national stakeholders across all sectors the opportunity to identify and prioritise action to support those at risk of suicide, reduce the number of deaths by suicide and support those affected by suicide.

To inform the Call to Action, a number of national stakeholders shared information on their current activities, the types of challenges they have faced, and what their priorities for action are within the context of limited resources.

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**The British Association Of Social Workers (BASW)**

**What we do:**
• Support social workers working in mental health settings, when supporting those facing distress and who may be at risk of suicide.

**What we aim to do:**
• Support our members when they are confronted by issues around suicide.
• Work with our members to promote good practice and respond to any government or other consultations. Continue to attend the all-party parliamentary group (APPG) on suicide prevention.
• Pressure employers so that social workers can practise offering emotional support effectively.

**How we would like to work with others:**
• Promote good practice among everybody working with people who are at risk.
• Draw attention to the effects of recession and the suicide rate by targeting policy formers and those who influence and fund the work of all organisations in this field.
• Publicise the good work that is taking place via a joint campaign and raise questions as to why this is not the case all over the UK.
**Beat Bullying**

**What we do:**
- We work with children and young people across the UK to stop bullying. We work with families, schools and communities to understand the problem, campaign for change and provide a sustainable, efficient and proven solution.

**What we aim to do:**
- Research and develop our CyberMentors anti-bullying programmes in all schools across the UK.
- Continue to campaign around the issue of bullying and its consequences.

**How we would like to work with others:**
- Ensure suicides of children and young people are recorded and reported in the most appropriate manner.
- Recognise bullying as a factor, primary or contributory, in a significant number of suicides of young people.
- Roll out education and prevention programmes directly to young people.

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**Bipolar UK**

**What we do:**
- We support anyone affected by bipolar through a mentoring service for individuals in psychiatric units, through self-help groups, self-management training programmes, and a new youth service for 18-25 year-olds. We also produce publications and host one of the largest mental health web-based discussion forums in Europe – the ‘E community’.

**What we aim to do:**
- Work with more service users, implement services where mental health services have been decommissioned, develop a service for carers, expand our mentoring service in Wales and England, develop our pilot youth service, and support people in the workplace.
- Increase our influence with Government and local authorities, and be the lead voice for people affected by bipolar.
- Assist in developing treatments for bipolar through partnerships with research institutions.
- Increase and expand our service provision within communities and investigate the possibility of a dedicated carer’s service.
- Develop partnerships and collaborate.

**How we would like to work with others:**
- Develop a framework for a consistently applied pathway of support.
- Work with Government to strengthen ‘No Health without Mental Health’.
- Develop a business case for suicide prevention services.
- Develop a form of advance statement for people detailing the information they would like professionals to share with their families/loved ones.
- Collaborate effectively with Government, health professionals and voluntary organisations.
- Find satisfactory funding so that we can develop and sustain services.
British Transport Police

What we do:
- We approach rail fatality management in London North in two ways: through initiatives to prevent fatalities from happening in the first place and responding and clearing a fatality in live time. Options include arresting people at risk or removing the subject under the Mental Health Act.
- When a fatality occurs, we identify the victim as quickly as possible and notify the next of kin, while maintaining the dignity of the deceased and the family. We also assist the railway industry in investigations.

What we aim to do:
- Engage with other agencies to improve prevention and raise the visibility of our suicide prevention approach.
- Make sure we are up-to-date with changes to mental health assessment centres so that we can get patients to a place of safety with the minimum of delay and stress.
- Encourage officers to attend Samaritans’ ‘Managing Suicidal Contacts’ course.

How we would like to work with others:
- Improve information sharing.
- Ensuring suicide prevention remains a priority for Government, with dedicated funding towards it assisted by private industries.

Campaign Against Living Miserably (CALM)

What we do:
- CALM provides young men aged 15-35 with a space to talk and information about agencies who are best placed to help them. Bereavement care isn’t our primary purpose, but we provide families and friends with ‘Help is at hand’ and a list of agencies and resources.

What we aim to do:
- Work with grant makers to pull a library of suicide stories together.
- Launch CALM in inner London.
- Research what methods of counselling/therapy are most appropriate for young men.

How we would like to work with others:
- Recognise and highlight gender as a major contributing factor to suicide.
- Encourage men to ask for help.
- Work across different industries and make alliances.
- Communicate that suicide is a preventable public health issue.
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<th>Family Lives</th>
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<td><strong>What we do:</strong></td>
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<td>• We offer 24-hour support via helpline, live online chat or email to children and young people presenting as suicidal or with issues of loss or bereavement. Young people can also support each other on our message boards.</td>
<td>• We listen to individuals in families in the short-term or long-term via helpline, email and online chat to identify what help they feel they need and to signpost them to other sources of help.</td>
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<td>• We train our staff and volunteers in suicide intervention.</td>
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<td><strong>What we aim to do:</strong></td>
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<td>• Increase telephone helplines and online services.</td>
<td>• Build awareness of the challenges of family life, encourage people to seek help and promote Family Lives as the confidential service, which can support every family problem, however big or small.</td>
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<td>• Engage in partnerships with related services, promote our services and set up processes for transferring calls between services.</td>
<td>• Work with individuals and communities to provide support and advice.</td>
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<td>• Commission programmes aimed at improving access to services for vulnerable children and young people.</td>
<td>• Become the first point of contact and reduce statutory service requirements.</td>
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<td>• Maintain statistics on contacts from children and young people with suicidal ideation. Continue internal and external research to keep practices evidence-based and up-to-date.</td>
<td>• Strengthen our partnerships with other organisations.</td>
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<td><strong>How we would like to work with others:</strong></td>
<td><strong>How we would like to work with others:</strong></td>
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<tr>
<td>• Train all professionals working with vulnerable young people in suicide intervention (such as ASIST) and give professionals and parents general information about how to recognise signs and support children.</td>
<td>• Easy access to support services.</td>
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<td>• More immediate access to mental health/support services for children and young people showing signs of depression.</td>
<td>• Ensure best practise across the sector.</td>
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<td>• A consistent approach to recording child suicides across the UK.</td>
<td>• Lobby national and local government for adequate funding for services.</td>
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<td>• Share more research into the effectiveness of different intervention models.</td>
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Farm Crisis Network

What we do:
• We provide a telephone helpline and face-to-face befriending service for stressed farmers, farm workers and their families in difficult times and through bereavement.
• Our volunteers work with those experiencing suicidal feelings and look at the risks and discover protective factors. We also raise awareness more generally in the population about the issues facing farmers, farm workers and their families.
• We work with two other farming help organisations (RABI and the Addington Fund) to provide possible solutions to the issues which affect farmers and accept third-party referrals from other agencies.

What we aim to do:
• Raise awareness about the stress involved in farming.
• Raise awareness of suicide risk and the measures volunteers can take to mitigate it.
• A confidentiality policy enables volunteers to call for assistance for those who are at risk of suicide.

How we would like to work with others:
• Raise awareness of the specific needs of occupational groups such as farmers.
• Establish ‘suicide’ first aiders’ in organisations.
• Roll out the SATS education programme being used in the Eastern region.

Friends, Families and Travellers

What we do:
• We work towards a more equitable society where everyone has the right to travel and to stop without constant fear of persecution because of their lifestyle.
• We respond to the needs of the community as a whole, support Gypsies and Travellers to access mainstream mental health services and make sure the services are culturally appropriate through bespoke training, informal consultations and written materials for practitioners.
• We also provide wellbeing materials on bereavement.

What we aim to do:
• Emphasis on housing, health and the outcomes for young people.
• Not to underestimate the mental impact of constantly being on the receiving end of racism.

How we would like to work with others:
• Address the social determinants that cause suicide.
• Address the emotional impact of racism.
• Target men’s mental health.
### Judi Meadows Memorial Fund

**What we do:**
- We help save lives threatened by suicide through research that builds awareness and improves policy and practice. We collaborate with existing mental health charities, academics and campaigning individuals.

**What we aim to do:**
- Provide £150,000 in funding for two research projects, reporting back in Dec 2012:
  - Dr Ann Adams, University of Warwick – *Implementing the GRIST clinical decision support system within primary care and the community, to improve detection and management of suicide risk amongst depressed patients.*
  - Professor Keith Hawton, University of Oxford – *Systematic review of risk factors for suicide in people with depression.*
- Determine how we can actively address issues of data collection, coroners and families bereaved by suicide. Collaborating with other charities towards positive change in policy and practice.

**How we would like to work with others:**
- Health professionals training.
- Productive use of data collection, including the full circumstances surrounding a person’s death.
- Genuine collaboration, without duplication of effort.

### James Wentworth-Stanley Memorial Fund

**What we do:**
- We raise awareness of anxiety, depression and suicide amongst young people and raise money for research, training, and prevention in the area of depression and suicide.
- We are currently collaborating with other charities and trusts/funds to significantly reduce the number of deaths, particularly in young men.

**What we aim to do:**
- Fund research with SANE to help identify individuals most at risk of suicide.
- Fund training workshops for Counsellors and Psychotherapists in Primary Care (CPC) to help spread the latest, most effective methods of suicide prevention and risk assessment.
- Work with CALM to help expand its campaign targeted primarily towards young men.

**How we would like to work with others:**
- Encourage mandatory training for NHS staff in contact with self-harming or suicidal patients.
- Raise awareness of suicide as a major health issue, particularly in young men, and reduce stigma.
- Improve facilities for high-risk groups within our local communities.
Maytree Respite Centre

What we do:
- We offer a sanctuary for individuals in suicidal crisis to explore and resolve suicidal feelings, survive their immediate crisis and regain the wish and ability to live.
- We also offer support by telephone and email, deliver training and conferences on suicide prevention and suicide impact.

What we aim to do:
- Provide easier and better access to Maytree for high-risk groups, including men.
- Continue promoting responsible reporting of suicide and suicidal behaviour in the media.
- Approach commissioners and seek inclusion on the new 111 directory for statutory funding.

How we would like to work with others:
- Provide flexible and responsive crisis services.
- Tailor a range of suicide prevention services each individual.
- Support schools to deliver educational packages that explore self-harm and suicide in a non-judgemental, sensitive and empowering manner.

Network Rail

What we do:
- We have a robust programme in place through our five-year partnership with Samaritans to reduce suicides on the railways by 20% by 2015.
- The partnership includes bespoke training for railway industry staff and British Transport Police (BTP), local Samaritans branch call-out services, support to rail staff and members of the public who have witnessed a fatality, a national advertising campaign and an on-going programme by Samaritans to encourage responsible media reporting of suicide.
- Our support to those affected by suicide ranges from internal duty of care arrangements to delivering Samaritans’ Emotional Support Outside the Branch (ESOB).

What we aim to do:
- A cross-industry research project aimed at improving the industry’s knowledge of railway suicide.
- Evaluate a programme of work to reduce suicides on the network by 20% by 2015.

How we would like to work with others:
- Create a national suicide database for England.
- Create local-level partnerships for reducing suicide.
- Create an effective communications strategy to target those most at risk.
Papyrus Prevention of Young Suicide

What we do:
- We aim to prevent young suicides in the UK by de-stigmatising suicide and increasing awareness through preventative services and training, campaigning for social policy change and contributing locally, regionally and nationally to implement an achievable cross-sector strategy.

What we aim to do:
- Strengthen regional PAPYRUS networks.
- Train in young suicide prevention.
- Offer systematic listening exercises in regions to key stakeholder groups.
- Campaign for change in problem areas.
- Hold strategic meetings with local and regional leads.

How we would like to work with others:
- A common, unbranded, online portal where people can find help.
- A universally accepted standard against which every health or public service provider can be assessed and which assures everyone can get appropriate support when trying to prevent a suicide.
- A clear, simple, publicly accessible, universal, accurate data collection method, which produces more timely and accurate statistics of suicides, serious self-harm events, etc.

Rural Stress Helpline (RSH)

What we do:
- We provide a national confidential, non-judgemental listening and signposting service for rural people. We offer to signpost callers to appropriate sources of help and support, offer follow-up support in agreement with the caller, put people in contact with others who can offer support, and work closely with other organisations.

What we aim to do:
- Attend suicide prevention awareness training regularly.
- Attend networking events as appropriate.
- Continue to raise awareness of RSH in rural communities and organisations so that people might feel able to ask for support.
- Stay up-to-date with strategies for suicide prevention.
- Be aware of trends and statistics (e.g. Office of National Statistics: age, gender, occupation).
- Seek funding to continue our helpline.

How we would like to work with others:
- Suicide prevention and awareness training.
- Awareness and promotion of available support.
### Samaritans

**What we do:**
- Samaritans is a confidential emotional support service for anyone in the UK and Ireland.
- The service is available 24 hours a day for people who are experiencing feelings of distress or despair, including those which may lead to suicide.
- Volunteers offer support by responding to phone calls, emails, text-messaging and letters. Alternatively people can drop in to a branch to have a face-to-face meeting.

**What we aim to do:**
- To alleviate emotional distress and reduce the incidence of suicide feelings and suicidal behaviour.
- Being available 24 hours a day to provide emotional support for people who are experiencing feelings of emotional distress or despair, including those which may lead to suicide.
- Reaching out to high risk groups and communities to reduce the risk of suicide.
- Working in partnership with other organisations, agencies and experts.
- Influencing public policy and raising awareness of the challenges of reducing suicide.

**How we would like to work with others:**
- Working in partnership to explore means of better supporting vulnerable people within an online context.
- Working in partnership to provide a wider range of services to better support those bereaved by suicide.
- Continuing to explore opportunities for working in partnership with national stakeholders e.g. Network Rail and ChildLine.
- Continuing to provide secretariat services for the Call to Action membership and All-Party Parliamentary Group for Suicide Prevention and Self-harm.

### Youngminds

**What we do:**
- We support people at risk of suicide and reduce death by suicide through various services and activities that improve mental health services, raise awareness about the importance of mental health among children and young people, and improve outcomes for children and young people. We actively campaign and influence policy, produce publications and are involved in research.

**What we aim to do:**
- Work with schools to improve outcomes for children and young people with social, emotional or behavioural difficulties.
- Feed into government consultations, and monitor them.
- Continue the Very Important Kids project nationally and regionally.
- Expand our Parents Helpline, and provide more online support.
- Campaign on the effect of funding cuts on child and adolescent mental health services, on the provision of mental health support for under 18s in the justice system, and on implementing the Mental Health Strategy.
- Research the relationship between mental health services and whether lack of provision exacerbates offending behaviour in young people in contact with the justice system.

**How we would like to work with others:**
- Promote mental health and emotional wellbeing of all children and young people.
- Reduce stigma.
- Provide effective, easily accessible and acceptable mental health services for children and young people.
Mental health problems are common, and if left untreated, can be a serious threat to a person’s life. We need joined up, evidence based treatment (interventions) for these illnesses, just like we have for physical diseases like cancer, heart disease and diabetes.

People who experience anxiety and depression often use alcohol or drugs to relieve their symptoms. We need to have a much better understanding about the reasons for this and not let substance misuse be a barrier to accessing mental health services.

It’s important that parents and teachers emphasise the importance of good emotional health and that our children are encouraged to talk about their feelings. This is especially important for boys because our society still seems to foster the idea that it is ‘unmanly’ for men to show (talk about) their emotions. Young men especially need to understand that emotional feelings have to have a safe outlet and to know that it is OK to cry.

Pamela White, bereaved mother

Research shows that people bereaved through suicide are more likely to develop mental health problems and are at an increased risk of suicide. It is therefore vital that they are well supported.

Research has also shown that for every suicidal death 6 – 8 people are intimately affected.

Mental health promotion in general should be a key priority in tackling bereavement issues. There is a need for much more work to teach men and boys coping strategies for dealing with life’s difficulties and emotional problems and ensure that they have the knowledge, skills and confidence to access support services when needed.

Mike Bush, bereaved son and mental health consultant
The Call to Action has been coordinated by Samaritans on behalf of partners from across the public, private and voluntary and community sectors.

Every suicide is a tragedy. Together we can make a difference.

For more information on the Call to Action for Suicide Prevention in England and details for partner organisations please contact calltoaction@samaritans.org