



Healthier Lancashire & South Cumbria



Reporting Suicide Sensitively

Lancashire & South Cumbria ICS

18th November 2019



Healthier Lancashire & South Cumbria

Paul Hopley
Deputy Director
ICS Mental Health



Welcome, Introduction & Housekeeping



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- Language we use: no euphemisms for 'suicide'
- This is a safe zone where stigma DOES NOT EXIST
- Respect each others opinions
- Subject matter can be sensitive & emotive
- Photography & filming on the day – please let us know if you would not like to be involved
- Chatham House Rules – any reporting not to be identifiable
- Consent - if capturing information in any way today speak to Julia beforehand
- Join the conversation at [#reportingsuicide](#)





Reporting Suicide Sensitively

Crossgate Church, Preston - Monday 18 November, from 10am

AGENDA

10am	Welcome - tea and coffee	
10.30am	Setting the scene	Paul Hopley, Deputy Director – ICS Mental Health
10.45am	Samaritans presentation	Samaritans
11.45am	Q&A	Samaritans
12.15pm	Networking lunch	
1pm	Personal experience	Tony Harrison, Papyrus Trustee
1.45pm	Q&A	Tony Harrison, Papyrus Trustee
2pm	Workshop	Lyndsey Shorrock / Julia Taylor
2.45pm	Closing	Louise Thomas, Clinical Network Programme Manager

Book at: tinyurl.com/reportingsuicide



The Self-Harm and Suicide across Lancashire & South Cumbria



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- Lancashire & South Cumbria Integrated Care System (ICS)

- 1.7 million people

- 5 ICPs

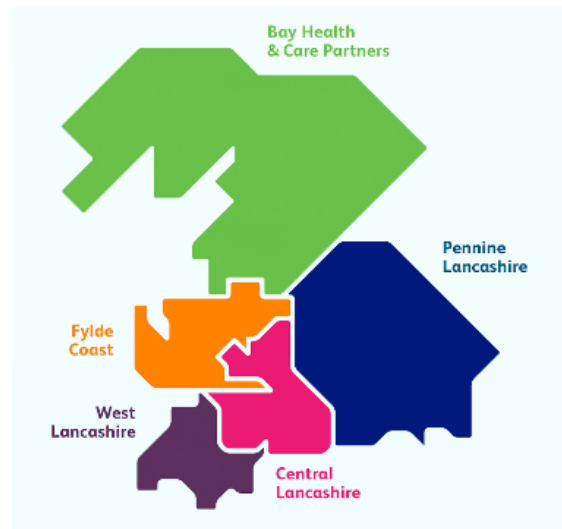
- A BIG footprint

- Provides opportunities and barriers

- Invest all partners at the same time

- Working with Lancashire & South Cumbria partners to achieve the three main aims





Three main aims:

- Reduction in suicides
- Reduction in self-harm
- Improve outcomes for those affected & bereaved by suicide



- We have a high incidence/rate of suicide as well as self-harm across Lancashire & South Cumbria
- There is a link between self-harm & suicide BUT it doesn't mean everyone who self harms will go on to take their own life OR that everyone who takes their own life has previously self-harmed
- Therefore, we are 1 of 8 ICS's across England that have received funding to increase our support for those that self-harm and to help prevent suicides in Lancashire & South Cumbria



- 1,828 deaths by suicide (2006 - 2016)
- 76% of these were men
- In 2017 there were 5,821 suicides registered in the UK (ONS data)
- Ranked 3rd nationally for the rate of suicide
- Ranked 4th for male suicides, 4th for female suicides (2015-17 data)
- Blackpool, Hyndburn, Preston & Barrow are worst affected areas
- Some areas appear to be showing an increasing rate



- Since April 2018 Lancashire & South Cumbria have received over £1.2 million from NHSE. We were one of 8 areas across England to receive this transformation funding due to the high level of suicide rates
- The Five Year Forward Year set the target to reduce suicide rates by 10% by 2021 (based on 2016 suicide ONS figures).



- It is estimated that for every suicide it costs the local economy around £1.7million, therefore based on current suicide rate for Lancashire and South Cumbria of 371 for 2016- 2018 (ONS data), the negative impact to the ICS economy is estimated to cost in the region of £631 million



- Not every person who takes their life has a mental health diagnosis
- Our most recent data shows over 60% were in some type of employment
- Many people are ‘completely unknown to services’
- **AWARENESS:** Suicide is not confirmed until the Coroner’s inquest
- **LANGUAGE:** People don’t ‘commit’ suicide – it is not a crime; the current accepted terminology is ‘complete suicide’ or ‘died by suicide’
- Suicide is often “a final solution to a temporary issue” and can often be prevented with the right help and support



Lancashire & South Cumbria Suicide Prevention Team

- why we want to work in partnership with the media



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SUICIDE PREVENTION IS EVERYONE'S BUSINESS

- Someone in the world dies by suicide every 40 seconds
- Deaths by suicide attract media attention
- It is a complex topic and presents a distinct set of challenges for journalists
- There are a range of factors including what is in the public interest and the risk of encouraging imitative behaviour
- Must guard against intrusion into the grief and shock of the bereaved while considering industry regulation and codes of practice



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Rachel Adamec & Lorna Fraser
Samaritans Media Guidelines



Suicide in the Media

Systematic review evidence links certain types of media depiction of suicide with increases in suicide rates:

- several suicides in a limited time span and/or geographic location/or institution
- increase in use of particular methods.

Why do imitative suicides/suicide clusters occur?

- social contagion: spread by the media, online and face-to-face communication
- caused by: combination of grief, over-identification and suicide ideation
- Most vulnerable: people with mental health problems, bereaved and young people.

Responsible media coverage is also linked to falls in suicide rates:

- 'Papageno' effect: a smaller body of research has linked some coverage of suicide with falls in suicide rates - hopeful stories of recovery which demonstrate mastery over a suicidal crisis.



Reporting suicide: key issues

- 5+% of the population make a suicide attempt at some point in their lives
- Most people who survive do not go on to kill themselves.
- Methods vary in their lethality
- Media reports highlighting specific methods increase cognitive availability
- Ease of access (physical/cognitive) to high lethality methods can influence the outcome of suicide attempts
- Complex interaction of several factors in each individuals circumstances- no single cause.



Protective effects of news reporting: the ‘Papageno effect’

BJPsych

The British Journal of Psychiatry (2010)
197, 234–243. doi: 10.1192/bjp.bp.109.074633

Role of media reports in completed and prevented suicide: Werther v. Papageno effects

Thomas Niederkrotenthaler, Martin Voracek, Arno Herberth, Benedikt Till, Markus Strauss, Elmar Etzersdorfer, Brigitta Eisenwort and Gernot Sonneck

Background

Media reporting of suicide has repeatedly been shown to trigger suicidal behaviour. Few studies have investigated the associations between specific media content and suicide rates. Even less is known about the possible preventive effects of suicide-related media content.

Aims

To test the hypotheses that certain media content is associated with an increase in suicide, suggesting a so-called Werther effect, and that other content is associated with a decrease in suicide, conceptualised as a Papageno effect. Further, to identify classes of media articles with similar reporting profiles and to test for associations between these classes and suicide.

Method

Content analysis and latent class analysis (LCA) of 497 suicide-related print media reports published in Austria between 1 January and 30 June 2005. Ecological study to identify associations between media item content and short-term changes in suicide rates.

Results

Repetitive reporting of the same suicide and the reporting of suicide myths were positively associated with suicide rates. Coverage of individual suicidal ideation not accompanied by suicidal behaviour was negatively associated with suicide rates. The LCA yielded four classes of media reports, of which the mastery of crisis class (articles on individuals who adopted coping strategies other than suicidal behaviour in adverse circumstances) was negatively associated with suicide, whereas the expert opinion class and the epidemiological facts class were positively associated with suicide.

Conclusions

The impact of suicide reporting may not be restricted to harmful effects; rather, coverage of positive coping in adverse circumstances, as covered in media items about suicidal ideation, may have protective effects.

Declaration of interest

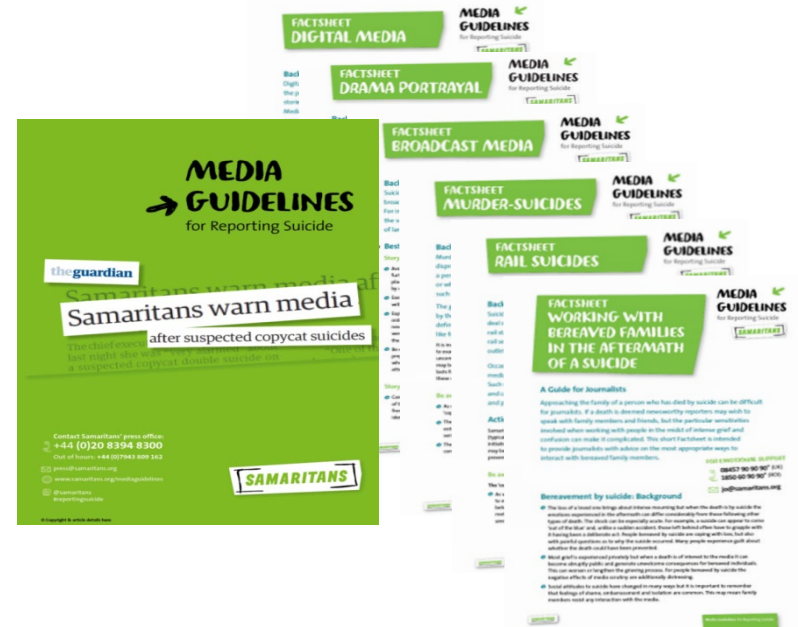
None.

Reports describing recovery from suicidal thoughts / demonstrating mastery over a crisis is possible – have been associated with falls in suicide



Samaritans' 'behind the scenes' work with media

- Media Guidelines for Reporting Suicide
- Media advisory service
- 'Suicide in the Media' training
- Monitor & assess press reporting daily
- Work with academic experts
- Work with regulators & editorial policy
- Work with programme makers advising on content



Suicide reporting – priority concerns

- Youth suicides
- Suicide clusters
- Novel/high lethality suicide methods
- Inquests
- High profile suicides
- Public locations
- Social media/online environment

SAMARITANS
Confidential Media Briefing:
Reporting on the recent student death in Bristol

SAMARITANS
Confidential Media Briefing:
Reporting on the inquest of Erin Shepherd

SAMARITANS
Confidential Media Briefing:
Reporting on the death at the London Stock Exchange

SAMARITANS
Confidential Media Briefing:
Reporting on the death of a celebrity

****Not for Publication****

Systematic review evidence links certain types of media reporting of suicide with increases in suicide rates. The risk significantly increases if deaths or suicide methods are included in reports, if the story is placed prominently and if the coverage is extensive or sensationalised – particularly in the case of celebrity deaths where the likelihood of others over-identifying with the person is greater.

Following the recent death of James Cagney, Samaritans is asking the media to follow its [guidance](#) [specifically for the reporting of suicide](#) and the specific guidance below:

- Be mindful that celebrity suicides have a higher risk of influencing imitational suicidal behaviour, particularly if the media coverage is extensive and sensationalised.
- Please avoid explicit details of the cause of death, e.g. do not describe how a person died - what happened or drugs were used (unless, do not report the method of suicide at all).
- Avoid placement of stories on the front page with large headlines, or making this the lead bulletin, as this could sensationalise the story.
- Avoid speculation of cause or simplistic explanations - bear in mind that suicide is complex and seldom the result of a single factor; it is likely to have several inter-related causes.
- Please avoid making unsubstantiated links between separate incidents, for example by including photographs of others who have died.
- Where possible sensitively focus on the life achievements of the person and try to portray the tragic hardships of their death. Try to refer to the wider issues associated with suicide, such as risk factors like mental health problems or alcohol and drug misuse.
- Please encourage help-seeking behaviour by including sources of support, such as Samaritans: whenever you're going through, you can call Samaritans free any time on 116 123 (this number will not appear on your phone bill), email advice@samaritans.org, or visit www.samaritans.org to find details of your nearest branch.

For further advice on reporting on the topic of suicide, please contact Samaritans' Media Advisory Service on 0208 348 8277, out-of-hours on 0800 332288 or email LT@sam.gov.uk.

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Advisory Service on: 0208



Do's & Don'ts

- Encourage help-seeking behaviour
- Include contact details for sources of support
- Aim for non-sensationalising, sensitive coverage
- Take extra care with the use of comments from witnesses
- Convey the permanency of suicide and that it is preventable
- Consider carefully the placement and illustration of reports and footage
- Avoid giving explicit details of a suicide method
- Avoid simplistic explanations or speculation for a suicide
- Avoid brushing over the complex realities of a suicide
- Don't overemphasise 'positive' results of a suicide
- Avoid disclosing the contents of any suicide note
- Discourage the use of permanent memorials





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Questions & Answers





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NETWORKING LUNCH





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Tony Harrison

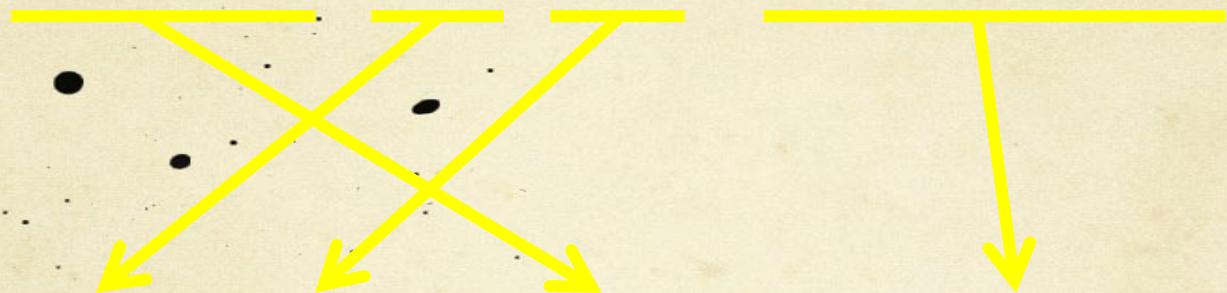
Papyrus Trustee & father bereaved by suicide



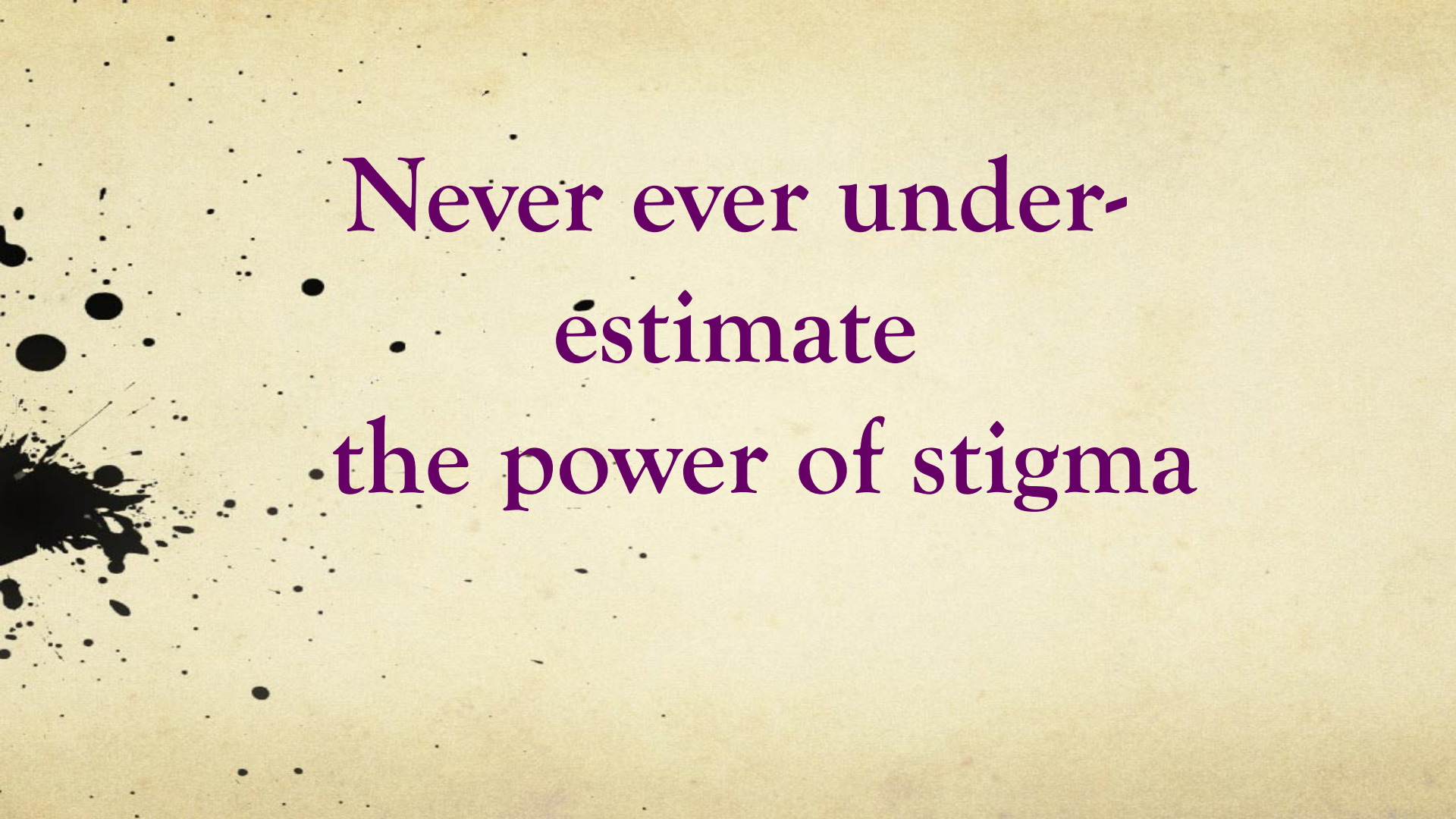
STIGMA

- Tony Harrison
- A parent bereaved by suicide
- Trustee – POPYRUS Prevention of Young Suicide

S U I C I D E



I C U S D I E



Never ever under-
estimate
the power of stigma



○ Shame


○ Taboo

○ Isolation

○ Guilt

○ Myths

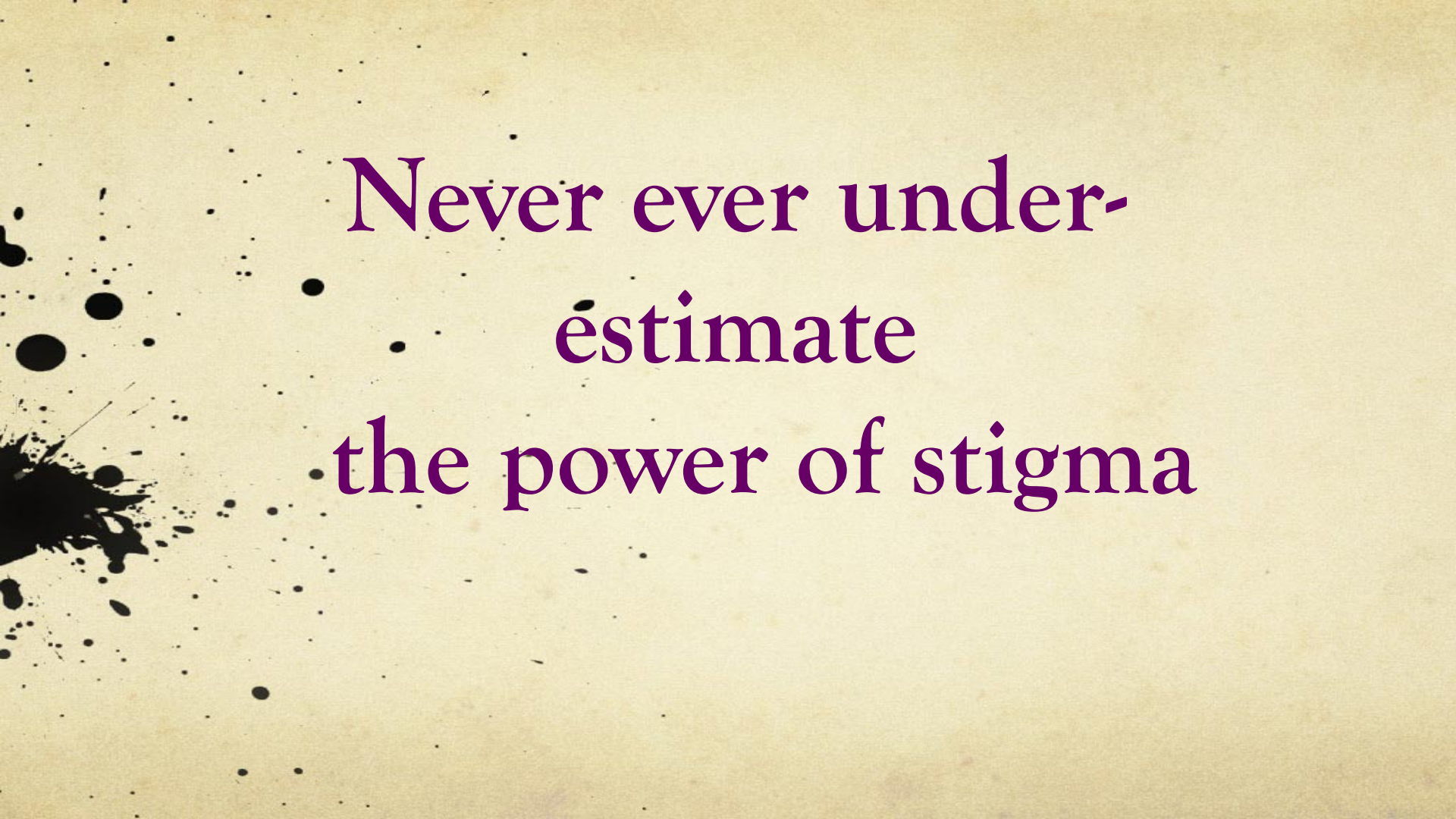
○ Anxiety



959 A.D.



KING EDGAR



Never ever under-
estimate
the power of stigma



had 10 GCSEs
and 3 A levels

The girl
who killed
herself
because
she couldn't
find a job



○ Report Responsibly.

○ Help To Reduce
Suicide

'TROUBLED SOUL' USED HELIUM TO KILL HIMSELF

SHOCK:
Family of
Joshua
Green
said he
had been
acting
normally

20-year-old left computer log of his depression

A 20-YEAR-OLD took his life after breathing in helium left over from a kids party, an inquest heard.

Joshua Green was described by the coroner as the most 'troubled soul' he had dealt with in his 22-year career.

After the hearing his family described Joshua

CONTINUED ■ 2



○ Report Responsibly.

○ Together we can make a
difference



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Questions & Answers





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WORKSHOP

Lyndsey Shorrocks & Julia Taylor



Bury Times

News Jobs Sport Opinion Events What's On Announcements Book an ad Education

LOCALIQ

15:00

'I could not see a way out' — dad-of-three's journey of recovery



A FATHER OF THREE has shared his story of depression which nearly resulted in his death. It was the combined pressures of work, which Dan Lilley Blackman believes led to the space of nine months. But the struggles he faced were met with response from overstarters had professional



WORKSHOP

Yoga teacher's death at railway crossing was suicide, coroner rules

A woman killed by a train at a level crossing in Needham Market which has been earmarked for closure died as a result of suicide, a coroner has concluded.

Yoga teacher Lisa Linsdell, 65, from Creting St Mary, died on July 10, 2018, after she was hit by a passenger train at the Gray Lane crossing.

An inquest into her death, at Suffolk Coroner's Court in Ipswich, heard Mrs Linsdell had fallen into a "deep depressive" after suffering a "manic episode" in January 2018.

Giving evidence on the second day of the inquest yesterday, Daniel Palk, route level crossing manager for Network Rail, said the firm had been trying to close the crossing for a number of years but that it had been a "challenging" process.

He said a public inquiry into its closure, and the creation of a footbridge further up the rail route, is due to be completed later this year.

He said: "The only safe level crossing in a closed level crossing, and that is what Network Rail strives to do."

Concluding the inquest, Aron Coroner Jacqueline Devonish, said she was satisfied Network Rail could not have prevented Ms Linsdell's death.

Questions had also been raised by Mrs Linsdell's husband David Allen about the care she received from her GP and the Norfolk and Suffolk NHS Foundation Trust.

The inquest had heard evidence that Mrs Linsdell had been given a "red zone" status - where extra support is given if someone shows a significant danger of taking their life - to a "green zone" weeks before her death.

However, Ms Devonish said: "Stepping her down to green was a reasonable clinical decision."

"The expectation was that she would continue to improve."

"I am satisfied the care received from mental health services and her GP was good."


Ms Devonish added: "During the

Lancashire Telegraph

News Jobs Sport Business Events

15:00

CBT has 'really helped' my depression, says Lancashire Telegraph reporter Ben Butler




Most read Commented

METRO NEWS SPORT ALL

Young sweethearts found hanging 'cradling one another' from same tree

918 views



Charlie Eccleston and Zaiga Gravenieks were found dead hanging from a branch on the same tree with a note saying 'life starts here', an inquest has heard.

Charlie Eccleston and Zaiga Gravenieks, 20, had used black spray paint to write on the trunk the words 'towards eternity and '4 Ever' next to a heart symbol.

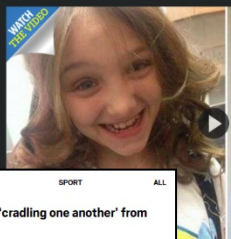
Sun FABULOUS MONEY TECH TRAVEL MOTORIS BEAR DEGREE PUZZLES VOUCHERS TOPICS A-Z

BAN SUICIDE SHOW Mum's warning over Netflix's T3 Reasons Why after girl, 12, hanged herself leaving list of reasons she wanted to die

The TV subscription giant defended the show, saying it covers a 'critically important topic' with sensitivity

Phone Call
6 May 2018 02:21 Updated 6 May 2018 03:03

SWITCH TO THE VIDEO



Controls call after cyanide suicide

Palson - Kristina

Belfast Telegraph DIGITAL

18.8°C | 16-4°C Belfast | WEATHER

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Talk to someone if you're in difficulties, urges priest at funeral of tragic Aaron Laverty



of a 15-year-old Downpatrick boy who took his own life last he was 'loved by all', and that "self injury is a permanent which is perhaps temporary and superficial".

Belfast Telegraph

Education Business Politics Environment



A single mother of two who struggled with tinnitus took her own life, an inquest heard.

WORKSHOP

- Read through the article on your table.
- Talk about what you have read with people on your table.
- Think about what you have heard earlier today.
 - What about the article works well?
 - What could be done better?
- Feed back to the group.



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Louise Thomas

Clinical Network Programme Manager



- High rates of suicide in Lancashire & South Cumbria
- It is a complex topic
- Media guidelines are available for reporting responsibly on suicide
- Never underestimate the power of stigma

Suicide prevention is everyone's business

- The Lancashire & South Cumbria Suicide Prevention Team are working on:

Suicide prevention training

Male suicide anti-stigma campaign

Local community innovation projects

Support for those bereaved by suicide

To find out more, speak to Emily today or email: emily.mccurrie1@nhs.net



**Lancashire Suicide
Prevention & Self-
Harm Reduction
Steering Group**

**Cumbria Suicide
Prevention
Leadership Group**



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Find out more on our website

www.healthierlsc.co.uk

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