



**Transforming
health and social care**
in Kent and Medway

Saving Lives 2021/22

Suicide prevention innovation fund

The STP Suicide Prevention Team, suicideprevention@kent.gov.uk

Transforming health and social care in Kent and Medway is a partnership of all the NHS organisations in Kent and Medway, Kent County Council and Medway Council. We are working together to develop and deliver the Sustainability and Transformation Plan for our area.



Section 1

Introduction



We know that in the right hands, a little can go a long way, so we want your ideas about how to prevent suicide, save lives and reduce self harm.

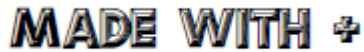
This is our 4th round of innovation funding which is designed to fund new or emerging community level programmes across Kent and Medway.

Across the previous three rounds of funding since 2019 we have supported a total of 37 community projects, and we look forward to investing at least £250,000 into new projects in 2021.

The objective for this fund is to test new ideas and develop evidence of what works which can then be used to secure sustainable funding for the most effective new projects going forward.



Previous Suicide Prevention Innovation Fund recipients include...



Maidstone
and Mid-Kent

citizens
advice

Tunbridge Wells
& District



Kent
HIGH WEALD
protect / explore / enjoy



Kent and Medway **NHS**
NHS and Social Care Partnership Trust



North West Kent
COUNTRYSIDE
protect / explore / enjoy



NHS
Kent Community Health
NHS Foundation Trust

STUDENT *Life*



Section 2

Fund details



The fund will be overseen by a sub-group of the Kent and Medway Suicide Prevention Steering Group.

At least £250,000 is available, of which a minimum of £50,000 must go to projects supporting children and young people.

We are looking to fund projects which address the needs of the risk groups identified in our 2021 – 2025 Kent and Medway Suicide Prevention Strategies (including a specific Strategy aimed at Children and Young People {CYP}). You can see the Strategies at www.kent.gov.uk/suicideprevention

We will be particularly keen to assess bids which support people (including CYP);

- * who are affected by domestic abuse,
- * who struggle with substance misuse as well as mental ill health,
- * whose financial situation is causing mental health problems,
- * who self harm or who have made a previous suicide attempt
- * who suffered during the Covid-19 pandemic



Applicants can apply for funding between £1,000 and £25,000

Any formally constituted community group, charity or organisation can apply. The majority of the funding is expected to be awarded to local groups from the voluntary or charity sectors

Projects must demonstrate that they are innovative, and therefore “business as usual” activity won’t be funded

Projects must either be new, or demonstrate how they will expand existing projects to new target groups or geographical areas

Applications for general suicide prevention and mental wellbeing training will not be funded, however we will welcome applications for training to address specific issues (for instance young people’s use of social media or in depth training exploring the links between domestic abuse and suicide)

Funded projects need to be delivered by March 31st 2022

Due to the anticipated high number of applications, detailed feedback to unsuccessful applicants will not be available.



The 2021/22 Innovation Fund is being supported by a COVID-19 relief grant.

Every successful project will be required to include Covid-19 safe messaging (promoting national messaging around Hands, Face, Space) and promote good behaviour choices, (such as regular testing, or vaccine uptake) throughout the delivery of the intervention to reduce the risk of future outbreaks.



Section 3

Application process



Application process

Stage 1

Applications need to be submitted through the Kent County Council website.

The following questions form the application;

- 1) Which high risk group does your project target?
- 2) Please describe your project and explain why it is innovative?
- 3) How will it be delivered? (Including what the funding will be spent on)
- 4) How will you know you have achieved your objectives?
- 5) How will you engage with people with lived experience in the design and delivery of your project?
- 6) How will you promote positive Covid-19 messaging into your intervention?

Applications must be received 22 July 2021



Additional screening questions

1) Are you applying for funds to deliver general suicide prevention training or general mental health training? Yes / No

If yes please note that your application will be automatically rejected as this type of training is available from other sources and doesn't meet the "Innovation" threshold.

2) Are you applying for funds to deliver traditional 1 on 1 counselling? Yes / No

If yes – please note that your application will be automatically rejected as this doesn't meet the "Innovation" threshold.

3) Are you committed to delivering positive COVID-19 messages throughout your project (eg "Hands / face / space" and promoting vaccine uptake)? Yes / No

If no – please note that your application will be automatically rejected as this year's Innovation Fund is being supported from a COVID-19 relief funding stream

4) Have you received funding for this specific idea before? Yes / No

If yes – please note that your application is likely to be rejected unless you can demonstrate that this year's funding will enable your project to secure long term funds. This is because funding projects on a repeated basis is not the intention of this fund. (Please note – this doesn't prevent organisations who have received funds before applying for new projects)



Stage 2

Bids will be considered by a small panel from the multi-agency Suicide Prevention Steering Group. The panel will include representation from Public Health, CCGs and where possible people impacted by suicide.

The panel will consider

- 1) what impact the project will have,
- 2) how it will be delivered
- 3) how it will involve the people it is trying to support,
- 4) whether it is sustainable when the money runs out



Successful applicants will be required to;

- * monitor the outcomes they expect to deliver**
- * give monthly updates by phone**
- * produce a final report (of approx. two pages in a template designed by KCC)**
- * Produce at least one qualitative case study demonstrating the project's impact**

Successful projects will be supported by a Suicide Prevention Project Officer who will give guidance and advice, but will not be able to get involved with the direct delivery of the project.



Section 4

Context and latest statistics



The Kent and Medway Suicide Prevention Network benefits from a number of people living with experience as well as a wide range of agencies, charities and other organisations. Some of the 150+ organisations involved include;



Kent and Medway suicide prevention structures

Kent and Medway Suicide Prevention Strategic Oversight Board

- Consists of Public Health, KMPT and CCG
 - Meets monthly
- Responsible for setting strategic direction and taking financial decisions
- Prepares formal reports into KCC, Medway Council and CCG structures



Kent and Medway Suicide Prevention Network

- Consists of over 140 charities, agencies, individuals, academics etc
 - Meets quarterly
- Responsible for drafting the 5 year strategy, best practice sharing, facilitating lived experience input, discussing issues and opportunities



Kent and Medway Children and Young People Suicide and Self-Harm Prevention Network

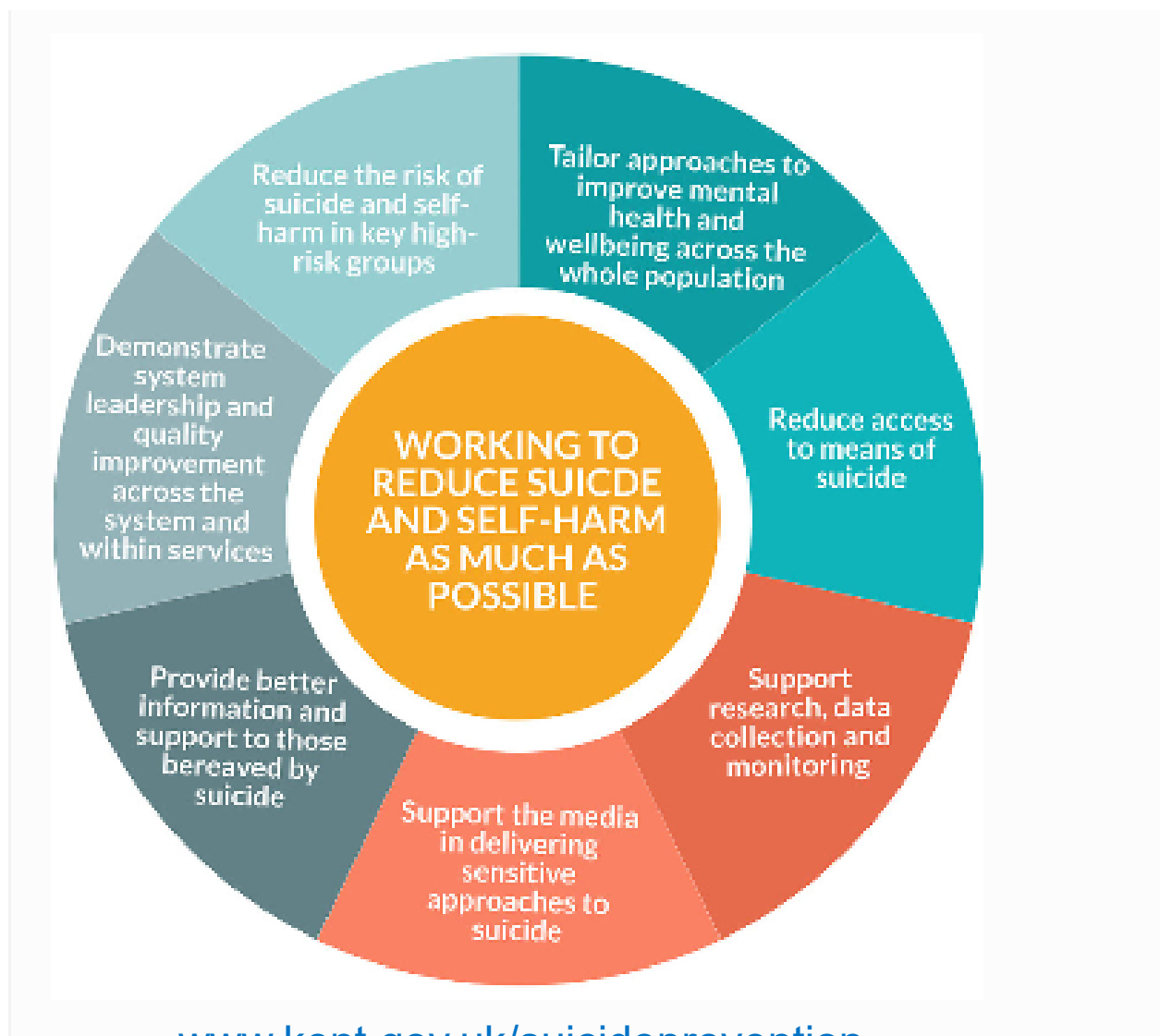
- Consists of charities, statutory agencies, individuals, etc
 - Meets quarterly
- Responsible for drafting CYP Chapter for 5 year strategy, best practice sharing, discussing issues

Covid 19 Suicide Prevention Surveillance Group

- Consists of over PH, CCG, KMPT, Live Well, Healthwatch Kent
 - Meets fortnightly
- Currently time limited to during coronavirus period



Kent and Medway Suicide and Self-Harm Prevention Strategic Priorities.



Draft strategic priorities for 2021-2025

This table sets out current proposals for 2021-2025. We welcome comments and suggested amendments as part of the consultation process

1. Reduce the risk of suicide in key high-risk groups

- Middle aged men
- People with a previous suicide attempt
- People with a history of self harm
- People known to secondary mental health services
- People who misuse drugs and alcohol
- People who are impacted by domestic abuse
- People with problematic debt
- Children and young people

2. Tailor approaches to improve mental health & wellbeing across the whole population and within the following priority groups

- LGBTQI+
- Military & veterans
- Students
- People with learning disabilities
- Ethnic and religious minorities
- Individuals impacted by family breakdown or separation
- Prisoners and other people in contact with the criminal justice system

3. Reduce access to the means of suicide and self-harm

- Continue informal surveillance network regularly identifies unusual patterns or areas of concern
- Further develop the new Real Time Suicide Surveillance system with Kent Police
- Continue to work closely with Network Rail, Highways England and major landowners regarding sites of concern
- Work closely with Port of London Authority, HM Coastguard, RNLI and other partners with an interest in water safety

4. Support research, data collection and monitoring

- Annual analysis of suicide data
- Bespoke research into new and emerging issues and trends

5. Support the media in delivering sensitive approaches to suicide

- Working with local media outlets to promote positive stories about mental health and help-seeking behaviour
- Contact with editors and reporters when inappropriate reporting is identified
- The promotion of the Samaritans Media Guidelines

6. Provide better information and support to those bereaved by suicide

- Continue to support local Survivors of Bereavement by Suicide groups (including encouraging new groups across the county)
- Seek funding to commission a new service to support families bereaved by suicide
- Continued promotion of Help is at Hand

7. Demonstrate system leadership and quality improvement across the system and within services

- Work with commissioners and providers to improve safety and quality.



2017-19 3 year rolling average age-standardised suicide rate per 100,000 by district and gender

Indicator	Period		England	Kent	Ashford	Canterbury	Dartford	Dover	Folkestone & Hythe	Gravesham	Maidstone	Sevenoaks	Swale	Thanet	Tonbridge and Malling	Tunbridge Wells	Medway
Suicide rate (Persons) New data	2017 - 19		10.1	10.3	7.0	14.1	10.6	11.4	11.9	13.0	9.8	6.8	9.4	13.7	8.4	10.2	8.3
Suicide rate (Male) New data	2017 - 19		15.5	15.6	10.9	22.2	17.7	17.6	16.0	21.8	13.8	7.9	14.2	18.7	13.2	16.8	14.6
Suicide rate (Female) New data	2017 - 19		4.9	5.4	*	6.6	*	*	8.5	*	6.1	*	5.2	9.4	*	*	*

Compared with benchmark: ■ Better ■ Similar ■ Worse

<https://fingertips.phe.org.uk/profile-group/mental-health/profile/suicide/data#page/0/gid/1938132828/pat/202/par/E10000016/ati/201/are/E07000105/cid/4/page-options/ovw-do-0>



Any questions please email suicideprevention@kent.gov.uk

