

# ZSA

## Resources

# Evidence Review 2a

## Suicide Prevention Websites

## Introduction to the ZSA Resources and the Evidence Reviews developed by the Health Innovation Network

The Zero Suicide Alliance (ZSA) secured funding from the Department of Health and Social Care to develop a world leading 'ZSA Resources' digital suicide prevention resource for its members that work across all sectors engaged with or influenced by suicide prevention.

The ZSA Resources are based on our core belief that everyone, everywhere, in every population can take action to promote good mental health, and prevent mental ill health and suicide.

The content of the ZSA Resources has therefore a very practical focus: to constantly seek out the needs of our membership, and to provide members with the resources and implementation tools they tell us they need, to turn their ambition into action. These resources include easy access evidence briefings, new accessible data, visualised into maps of their local area, live examples of implementation solutions in practice, peer learning and support networks, 'help' clinics, virtual conferences and webinars, and links to international communities of practice, research, innovation, and more.

To develop our resource, the ZSA initially commissioned our ZSA Alliance partner, the Health Innovation Network, to undertake a stakeholder consultation of people from each of our membership sectors to identify their needs. This report is available here:

[www.zerosuicidealliance.com/ZSA-Resources/introduction/zsa-evidence-briefings](http://www.zerosuicidealliance.com/ZSA-Resources/introduction/zsa-evidence-briefings)

The Health Innovation Network (HIN) is the Academic Health Science Network (AHSN) for south London, one of 15 AHSNs across England. As the bodies that connect NHS and academic organisations, local authorities, the third sector and industry, they are catalysts that create the right conditions to facilitate change across whole health and social care economies, with a clear focus on improving outcomes for patients. The HIN is therefore perfectly placed to identify and spread health innovation at pace and scale; driving the adoption and spread of innovative ideas and technologies across large populations.

At the request of our members, ZSA commissioned the HIN to undertake research, bring together experts, and produce a series of evidence briefings on the state of knowledge in a number of key suicide prevention areas. Rigorous desk top research took place over a period of 10.5 weeks mid May 2019 – 2 August 2019. All sections were subsequently reviewed by relevant Virtual Steering Group members. The information sources in this report are correct at time of research.

The Evidence Reviews will be continuously updated as new knowledge becomes available, and to include the impacts of COVID-19. We will reach out to our members and Alliance partners to secure feedback on how the resources are used, how they can be updated and how they can be improved to support action.

We very much hope you find these briefings useful. Please continue to tell us how we can help you save lives, to get in touch please visit: [www.zerosuicidealliance.com/get-involved/contact-us](http://www.zerosuicidealliance.com/get-involved/contact-us)

# Introduction

A large number of websites focus on suicide prevention or provide a section on suicide prevention. This Briefing aims to provide a high level analysis of the most popular websites and is divided into two main sections:

- Methodology
- Findings:
  - Other similar examples of a 'Go To' digital suicide prevention resource
  - Emerging themes from the analysis of the inspected websites
  - Demographic information on local suicide rate/numbers and risk factors
  - Information on local services available
  - Core "key fact" presentations/ resources.

## Methodology

To identify the most popular websites, the following approach was taken:

- Google searches on Google UK, US, Canada, Australia, New Zealand, Japan, Netherlands and Finland using the terms "suicide prevention" and "suicide prevention website" were conducted on 29/05/2019
- The first pages of all of these searches were screened and the 10 most popular suicide prevention websites across all of the searches were selected.

In addition to the websites found following the above approach, additional websites hosted by two key organisations in the suicide prevention space, Samaritans and the National Suicide Prevention Alliance in the UK and the National Center for Suicide Prevention in the US were examined even though they did not appear on the search results of the searches above. A comparison table of the inspected websites can be found in appendix 1.

An additional search was conducted to identify brief core key fact presentations (containing information on suicide numbers/rates, risk factor) available online, as these resources might be useful for inclusion in the 'Go-To' resource as concise information source.

# Findings

The majority of the most popular websites contain resources for people experiencing suicidal thoughts (including signposting to immediate help and resources for specific vulnerable groups) and for those who are worried about someone (several also have resources for those who have been bereaved; see table 4).

## Other Go-To Resources

Findings suggested that the websites that are most similar to the ambition for the “ZSA Resource” for professionals and suicide prevention stakeholders are the following.

### Suicide Prevention Resource Center (SPRC US)

The SPRC US Website provides an extensive list of resources for different professional groups and suicide prevention plans for specific organisations (in-patient settings, schools, faith groups, foster care institutions). This website contains over 1,300 resources and a variety of filters to help the user find information relevant to specific populations, settings and US states.

The HIN found a large amount of resources, but design of the search filters made navigation hard.

### The National Suicide Prevention Alliance (UK)

The National Suicide Prevention Alliance (UK) is developing a central hub of resources for different stakeholders that can play an active role in suicide prevention. They currently have a comprehensive list of resources and toolkits to develop suicide prevention plans in a variety of settings (eg. local authorities, schools, universities and workplaces) and for a wide range of high risk groups (eg. men, LGBT+, children and young people, older adults, those who have been bereaved), as well as media guidelines, demographic information on suicide and risk factors, media advice and guidelines for responding to suicidal content only. They also have information on national policies and have a list of resources for those helping people experiencing suicidal thoughts.

## Emerging themes from the analysis of the inspected websites

The majority of websites focus on people with suicidal thoughts and their close ones rather than on mental health practitioners or other professionals/organisations that can play a role in suicide prevention. Among UK websites, a few contain information about national city level or school level plans (eg. Grassroots suicide prevention and SAVE; see appendix 1. There appears to be not one UK website that provides a comprehensive list of suicide prevention resources by organisations/ service or in a format that enables different professions to access suicide prevention information relevant to their occupation. Media advice: a few of the websites provide advice/guidelines for media coverage of suicides (eg. Samaritans and Papyrus UK have developed media guidelines).

## Demographic information on local suicide rate/numbers and risk factors

The Public Health England (PHE) Suicide Prevention Atlas (“fingertips”) is the only resource that includes comprehensive local demographic information. At present this ‘PHE Atlas’ does not provide a breakdown by key risk factors such as age, gender or sexual orientation.

## Information on local services available

The Grassroots Suicide Prevention website provides information on local services (and helplines) for different groups (eg. LGBT+ groups, men...) in the Brighton and Hove area (note the Grassroots suicide prevention is a local initiative).

The HIN have identified the “Hub of Hope”, an online resource (also available as an app) that uses geolocation to find services local to users that help them with your mental health problem (so far, 1200+ organisations across the UK). A link to this resource (following validation) could be considered as a solution to services local to website users.

## Integrated Care Organisations/Sustainability Transformation Partnerships (STPS)/Councils

Integrated Care Organisations/Sustainability Transformation Partnerships (STPS) / Councils all have a role in signposting people to services local to them.

Due to time constraints of this research, an inspection of 9 randomly selected STPs\* revealed that Manchester and Lancashire and South Cumbria STP maybe the only STPs to have taken on this signposting role, despite the potential role of STPs as “sign posters” within their integrated care system.

*\*The randomly selected STPs were Kent and Medway, Norfolk and Waveney STP, Northumberland, Tyne and Wear and North Durham STP, Sussex and East Surrey STP, Cambridgeshire and Peterborough STP, North West London STP, Coventry and Warwickshire STP, North Cumbria STP, South West London Health and Care Partnership*

Greater Manchester Health and Care Partnership has developed a website (“[shining a light](#)”) to help people who are having suicidal thoughts, worried about someone or have been bereaved.

Lancashire and South Cumbria STP has a [section on their website](#) specifically devoted to directing those worried about someone or those who have been bereaved to the services available in different areas within the STP.

## Core “key fact” presentations/resources

A description of the main characteristics of the identified core “key fact” presentations is provided in in appendix 2.

# Appendices

## Appendix 1: Samples of suicide prevention websites

Website	Signpost to immediate help	Resources for people with suicidal thoughts	Bereavement support	Support for those worried about someone	Support for professionals	Media advice	Resources for specific groups	Examples of policies/plans	Online Training	Demographic information on local suicide numbers/rates/risk factors	Info about services available at the local level
<a href="#">Suicide Prevention Atlas - Fingertips</a>	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES	NO
<a href="#">Samaritans</a>	YES	YES	YES	YES	YES (teachers and army officer and managers)	YES	YES - men, low SES, children and young people, older adults, veterans, alcohol users and bereaved	Yes- for local authorities, prisons, workplaces and schools	Deal (developing emotional awareness and listening) - building resilience in young people; Wellbeing programme for companies	NO- statistics report focuses on country level figures and does not report on risk factors	NO- only local branches of Samaritans and national organisations
<a href="#">Papyrus</a>	YES	YES	YES	YES	YES	YES	refer people to external resources (eg. offenders, LGTB+, history of self harm)	NO	NO	NO	NO
<a href="#">American Foundation for Suicide Prevention</a>	YES	YES	YES	YES	NO	YES	Yes- LGTB+, faith groups	For schools	Yes- but needs to be purchased	NO	NO
<a href="#">SANE</a>	YES	Not specifically - they provide a flowchart of how suicidal thoughts emerge (and this provides some advice)	Not specifically- they provide a flowchart of how suicidal thoughts emerge (and this provides some advice)	NO	NO	NO	NO	NO	NO	NO	NO

Website	Signpost to immediate help	Resources for people with suicidal thoughts	Bereavement support	Support for those worried about someone	Support for professionals	Media advice	Resources for specific groups	Examples of policies/plans	Online Training	Demographic information on local suicide numbers/rates/risk factors	Info about services available at the local level
<a href="#">The National Suicide Prevention Alliance</a>	YES	NO	NO	YES	YES	YES	YES	YES	NO	Link to fingertips and other datasets.	Yes covering whole of UK
<a href="#">SAVE</a>	YES	YES	YES	YES	No- only links to external resources	YES	YES-veterans, different ethnic groups, LGBT+	YES	NO- there is an online tool, but it is not freely available, and the details are not available online	NO	NO
<a href="#">SAMH (Scottish Association for Mental Health)</a>	YES	YES	NO	YES	NO	NO	NO	NO	NO	NO	NO
<a href="#">Grassroots Suicide Prevention</a>	YES	YES	NO	YES	NO	NO	YES -LGTB and learning disabilities	YES (Brighton and Hove Plan)	NO	NO	YES
<a href="#">Suicide Prevention Lifeline</a>	YES-helplines for different risk group	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO - online helplines
<a href="#">ChooseLife</a>	YES	NO	YES	NO	NO	YES	NO	YES	NO	NO	NO
<a href="#">Suicide Prevention Resource Center</a>	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	NO

## Appendix 2 Samples of suicide prevention websites

Name	Description	Source	Country	Target audience	Risk factors	Prevention	Help and support
Samaritans: Suicide facts and figures	Webpage outlining key facts and key trends. Includes link to "Samaritans Suicide Statistics Report 2018".	<a href="https://www.samaritans.org/about-samaritans/research-policy/suicide-facts-and-figures/">https://www.samaritans.org/about-samaritans/research-policy/suicide-facts-and-figures/</a>	England	General public	Yes, but not its own section	No	No
WHO: Suicide	Webpage outlining key facts, who is at risk, methods of suicide, prevention and control, challenges and obstacles	<a href="https://www.who.int/news-room/fact-sheets/detail/suicide">https://www.who.int/news-room/fact-sheets/detail/suicide</a>	Global	General public	Yes	Yes	No
Mental Health Foundation: Suicide	Webpage outlining key facts, risk factors, prevention, help and support and recovery from a suicide attempt	<a href="https://www.mentalhealth.org.uk/a-to-z/s/suicide">https://www.mentalhealth.org.uk/a-to-z/s/suicide</a>	UK	General public	Yes	Yes	Yes - Samaritans, papyrus, 999, A&E, CRT.
NHS Health Scotland: Suicide	Webpage outlining key facts, suicide and health inequalities and national and local action. Includes link to the Scottish government's Suicide Prevention Action Plan 2018.	<a href="http://www.healthscotland.scot/health-topics/suicide">http://www.healthscotland.scot/health-topics/suicide</a>	Scotland	General public	Yes	Yes - National and local actions	No

Name	Description	Source	Country	Target audience	Risk factors	Prevention	Help and support
Rethink: How to support someone with suicidal thoughts	Webpage and factsheet	<a href="https://www.rethink.org/advice-information/carers-hub/supporting-someone-with-suicidal-thoughts/">https://www.rethink.org/advice-information/carers-hub/supporting-someone-with-suicidal-thoughts/</a>	UK	General public	Yes	Yes	Yes - Crisis teams, A&E, 999, Crisis houses, Emotional support services, Samaritans, Saneline, Support Line, CALM, Maytree, Papyrus
Centre for mental health: Preventing prison suicide	Webpage	<a href="https://www.centreformentalhealth.org.uk/preventing-prison-suicide">https://www.centreformentalhealth.org.uk/preventing-prison-suicide</a>	UK	General public	Yes, focussed on prison staff and prisoners	Yes	No
Mind: Supporting someone who feels suicidal	Section of website under 'Information and support' > 'Helping someone else'. Also PDF on "How to support someone who feels suicidal".	<a href="https://www.mind.org.uk/information-support/types-of-mental-health-problems/suicidal-feelings/">https://www.mind.org.uk/information-support/types-of-mental-health-problems/suicidal-feelings/</a>	UK	General public	Yes	Yes - i.e. How to help someone with suicidal feelings.	Yes - CALM, Elefriends, Maytree, Mind Out, Papyrus, Saneline, Samaritans, Stay Alive, SOBS.
Universities UK: Suicide-safer universities	PDF file	<a href="https://www.universitiesuk.ac.uk/policy-and-analysis/reports/Documents/2018/guidance-for-sector-practitioners-on-preventing-student-suicides.PDF">https://www.universitiesuk.ac.uk/policy-and-analysis/reports/Documents/2018/guidance-for-sector-practitioners-on-preventing-student-suicides.PDF</a>	UK	General public involved in universities	Yes	Yes	Yes - Intervention training resources

Name	Description	Source	Country	Target audience	Risk factors	Prevention	Help and support
MQ: Suicide	Webpage	<a href="https://www.mqmentalhealth.org/articles/suicide">https://www.mqmentalhealth.org/articles/suicide</a>	UK	General public	Yes	No	Yes - NHS Choices website, urgent advice resource mentions 999, Samaritans, GP, A&E, YoungMinds Parents Helpline, Childline.
Beyond Blue: Suicide	Section of website under 'The facts' > 'Suicide prevention'.	<a href="https://www.beyondblue.org.au/the-facts/suicide-prevention">https://www.beyondblue.org.au/the-facts/suicide-prevention</a>	Australia	General public	Yes	Yes via "Start the conversation"	Yes via "Helpful contacts"
SAVE: Suicide facts	Webpage	<a href="https://save.org/about-suicide/suicide-facts/">https://save.org/about-suicide/suicide-facts/</a>	US	General public	Yes, but not it's own section	No	No
KidsHealth: About teen suicide	Webpage	<a href="https://kidshealth.org/en/parents/suicide.html">https://kidshealth.org/en/parents/suicide.html</a>	US	Parents	Yes	Yes	Yes
Crisis Text Line: Suicide: Warning Signs, Fast Facts, and Risk Factors	Webpage	<a href="https://www.crisistextline.org/fast-facts/suicide">https://www.crisistextline.org/fast-facts/suicide</a>	US	General public	Yes	Yes	Yes, brief

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