

# WAVE 4 SUICIDE PREVENTION EXECUTIVE SUMMARY

## TRAINING

### Background

The Training priority of the Nottingham and Nottinghamshire Wave 4 Suicide Prevention Programme aimed to strengthen the skills, compassion, and confidence of professionals – particularly those in statutory and non-statutory roles supporting at-risk individuals.

Delivered by Harmless CIC, the training was shaped by a robust Training Needs Analysis (TNA) and co-production principles. Training included core modules on suicide prevention, self-harm awareness, and bereavement, alongside bespoke sessions tailored for those working with at-risk communities.

### What Happened

- **Core Training:** Delivered through a framework agreement, sessions focused on suicide prevention, self-harm, and suicide bereavement.
- **Bespoke Training:** Developed and delivered to address community-specific needs (e.g. Gypsy, Roma & Traveller, LGBTQIA+, boys and men, and those affected by relationship breakdown).
- **Formats:** Online delivery using interactive tools; supported by cross-sector marketing and co-designed training materials.
- **Reach:** Over 130 core training sessions delivered between January 2023 and September 2024; more than 2,000 individuals booked; ~1,300 attended.

### Key Findings

- **Reach and Representation:** High engagement from local authorities and third-sector providers. NHS / Health sector engagement was moderate; private and emergency sectors were underrepresented.
- **Learning Outcomes:** Significant gains in participant confidence, knowledge, and readiness to act across all training types, as evidenced by pre- / post-surveys.
- **Trainer Expertise:** Highly praised, with lived experience integration increasing relatability.
- **Accessibility:** Online delivery worked well for many but had a small number of limitations in engagement and retention, with some requesting shorter and / or face-to-face sessions given the topic.
- **Equity:** Bespoke training addressed cultural needs, but some at-risk groups remain underrepresented.
- **Evaluation Limitations:** Low response to follow-up surveys limited understanding of sustained behavioural change and long-term impact.

## Recommendations

- **Refine Delivery Models:** Pilot shorter sessions, face-to-face options.
- **Strengthen Follow-Up Evaluation:** Embed mechanisms for long-term impact measurement as standard practice in training contracts.
- **Broaden Sector Engagement:** Target underrepresented groups, particularly NHS clinical staff, private sector workers, and emergency services.
- **Enhance Differentiation:** Clarify distinctions between training modules and customised content to professional roles.
- **Sustain Co-Production:** Allocate time and resources to deepen lived experience involvement in future training development / delivery.

## Next Steps

- **Co-develop a Service Improvement Plan:** Work with Harmless CIC to develop a Service Improvement Plan that strengthens training evaluation processes, reviews delivery methods, and deepens community input in future training delivery.
- **Broaden Statutory Sector Engagement:** Engage NHS services, emergency services, and other statutory organisations to increase awareness of and access to suicide prevention and self-harm training.
- **Refresh and Target Marketing Efforts:** Review and update existing marketing materials, with a focus on targeted outreach to underrepresented sectors and organisations to maximise reach and impact.

## How You Can Support

There are several ways you can continue to support suicide prevention in Nottingham and Nottinghamshire:

- **Join the Nottingham and Nottinghamshire Stakeholder Network** to connect with others, contribute insights, and stay up to date on future training and resources. To sign up, email [suicide.prevention@nottscg.gov.uk](mailto:suicide.prevention@nottscg.gov.uk).
- **Champion the Self-Harm and Suicide Prevention Strategy** by signing up to the [Nottinghamshire and Nottingham Self-Harm and Suicide Prevention Strategy and Charter](#).
- **Embed training into your organisation** by promoting [training opportunities](#), and sharing learning, with colleagues.
- **Amplify the message** by sharing relevant [materials, campaigns, and referral resources](#) within your networks and communities.

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## COMMUNICATIONS AND PUBLIC AWARENESS

### Background

The Communications priority of the Nottingham and Nottinghamshire Wave 4 Suicide Prevention Programme focused on creating a unified local identity for suicide prevention. It aimed to increase awareness, reduce stigma, and promote help-seeking through targeted campaigns, resource development, and community outreach. The ambition was to build visibility and resonance with the public and professionals alike across diverse communities.

### What Happened

- **Brand and Messaging Development:** Created a consistent look and feel for the campaign, including a bespoke logo and communication materials to support clarity and local ownership.
- **Campaign Activity:** Delivered through a mixture of digital campaigns and printed materials.
- **Audience Engagement:** Activities targeted both general public and professional audiences, aiming to reach those most affected by suicide risk.
- **Feedback Collection:** Insight gathered via population and professional surveys, stakeholder interviews, and a workshop to test message effectiveness and reach.

### Key Findings

- **Increased Awareness:** Survey data and stakeholder feedback suggest that communications improved local recognition of suicide prevention resources and initiatives.
- **Design Strengths:** Branding and visuals were well received. Stakeholders appreciated having a recognisable identity for the programme and its resources.
- **Engagement Barriers:** Some groups (e.g. Gypsy Roma, Traveller communities, non-digital users) were harder to reach through traditional or online channels, suggesting a need for more varied formats and trusted intermediaries.
- **Trusted Messengers:** Partnerships with local VCS organisations and professionals enhanced reach. Campaigns work best when people saw themselves reflected in the messaging and delivery.

## Recommendations

- **Refine Audience Targeting:** Continue tailoring messages to specific communities and professionals using co-designed approaches.
- **Build Local Capacity:** Equip partners and champions with adaptable campaign resources to extend reach organically.
- **Strengthen Offline Channels:** Invest more in face-to-face, printed, and community-based communications, especially for digitally excluded or at-risk groups.
- **Leverage Evaluation Insights:** Use population and professional feedback to iterate campaign content and delivery methods.

## Next Steps

- **Develop a Communications and Marketing Strategy:** Work with BakerBaird Communications and local authority communications teams to co-create a comprehensive strategy that supports and amplifies the Nottingham and Nottinghamshire Self-Harm and Suicide Prevention Strategy.
- **Co-produce a Local Self-Harm Communications Campaign:** Develop a campaign, rooted in co-production, to complement the existing suicide prevention messaging and ensure relevance to local communities.
- **Deliver Targeted Campaigns with BakerBaird Communications:** Collaborate with BakerBaird Communications to design and deliver tailored communications campaigns focused on groups at higher risk.
- **Strengthen Stakeholder Engagement:** Use the Nottingham and Nottinghamshire Suicide Prevention Stakeholder Network to raise awareness of local suicide prevention branding, materials, and messaging, and to build stakeholder confidence in using them effectively.

## How You Can Support

There are several ways you can continue to support suicide prevention in Nottingham and Nottinghamshire:

- **Join the Nottingham and Nottinghamshire Stakeholder Network** to help shape suicide prevention communications. To sign up, email [suicide.prevention@nottscg.gov.uk](mailto:suicide.prevention@nottscg.gov.uk).
- **Demonstrate your commitment to a shared prevention agenda** by signing up to the [Nottinghamshire and Nottingham Self-Harm and Suicide Prevention Strategy and Charter](#).
- **Amplify the message** by sharing relevant [materials, campaigns, and referral resources](#) within your networks and communities.
- **Act as a local champion**, whether by sharing lived experience, hosting a conversation, or simply making suicide prevention part of everyday work.

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## ENGAGEMENT

### Background

Engagement was not a formal priority area in the Nottingham and Nottinghamshire Wave 4 Suicide Prevention Programme, but it underpinned all activities as a core approach. The programme recognised that meaningful suicide prevention must be developed with – not just for – the people and communities it aims to support. This ethos was reflected in both commissioned activity and wider system development, aligning with the Self-Harm and Suicide Prevention Strategy and Charter, which place co-production and lived experience at the heart of local efforts.

### What Happened

- **Stakeholder Network & Workshops:** Brought together professionals, voluntary sector partners, and people with lived experience to shape delivery, share learning, and prioritise future direction. Reflective workshops in June 2024 and March 2025 captured insights, challenges, and opportunities across the system.
- **Listening Project (2024):** Delivered by Opinion Research Services, this in-depth engagement exercise involved 45 participants across five high-risk groups, including people with lived experience of suicidality and those bereaved by suicide. It gathered candid insights into access, stigma, support gaps, and recovery.
- **Harmless Professional Engagement Activity:** This complementary strand specifically focused on engaging with professionals / volunteers working with at-risk communities. It surfaced valuable perspectives on barriers, workforce needs, and the value of trauma-informed, inclusive approaches. The findings helped inform both the bespoke training programme and broader system learning.
- **Cross-Cutting Co-Production:** Principles of engagement informed activity across training, communications, evaluation, and resource design.

### Key Findings

- **Listening Matters:** Both the Listening Project and the Harmless engagement activity were praised for creating safe spaces for honest dialogue. Stakeholders valued having their voices heard.
- **Peer Support & Relatable Practice:** Across groups, people expressed a strong preference for peer-led, person-centred support and services rooted in lived and professional experience.
- **Barriers Remain:** Some at-risk groups were harder to reach or lacked capacity to participate fully.

## Recommendations

- **Act on What's Been Heard:** Use Listening Project and professional engagement findings to shape future strategy, service design, and messaging.
- **Invest in Capacity for Co-Production:** Fund and support lived experience and community contributors through paid roles, mentoring, and accessible opportunities.
- **Make Engagement Inclusive by Design:** Prioritise flexible, culturally responsive methods to hear from people currently underrepresented.
- **Build System Confidence in Engagement:** Support professionals and services to embed co-production and trauma-informed approaches into their practice.

## Next Steps

- **Disseminate Findings and Recommendations:** Share key findings and recommendations across relevant networks, partnerships, and forums to inform ongoing and future work.
- **Develop Engaging Materials:** Produce user-friendly resources including infographics, summaries, and slide decks to help partners engage with and act on the findings.
- **Promote the Strategy and Charter:** Encourage organisations to sign up to the Nottingham and Nottinghamshire Self-Harm and Suicide Prevention Strategy and Charter, and to commit to monitoring and reporting on their progress.
- **Strengthen Co-Production:** Expand lived experience involvement and ensure meaningful co-production within both the Strategic Steering Group and the wider Stakeholder Network.
- **Empower Communities:** Leverage the small grants programme to support community-led initiatives, amplifying local voices and increasing impact at a grassroots level.

## How You Can Support

There are several ways you can continue to support suicide prevention in Nottingham and Nottinghamshire:

- **Join the Nottingham and Nottinghamshire Stakeholder Network** to stay connected and shape suicide prevention locally. To sign up, email [suicide.prevention@nottsgov.uk](mailto:suicide.prevention@nottsgov.uk).
- **Demonstrate your commitment to collaborative and inclusive prevention** by signing up to the [Nottinghamshire and Nottingham Self-Harm and Suicide Prevention Strategy and Charter](#).
- **Share learning within your organisation** to strengthen internal practice and reflection. [Access the Listening Project report here](#).
- **Create space for co-production in your work**, whether by involving lived experience voices, supporting peer-led approaches, or championing inclusive decision-making.

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## SMALL GRANTS PROGRAMME

### Background

The Small Grants Programme formed part of the Wave 4 Suicide Prevention funding in Nottingham and Nottinghamshire, designed to support grassroots, community-led activity that aligned with local suicide prevention priorities. The grants aimed to fund innovative, accessible, and culturally responsive initiatives – particularly those reaching at-risk groups or testing new approaches to prevention, peer support, and recovery.

### What Happened

- **Target Audience:** Organisations working with priority risk groups were encouraged to apply, including those supporting men, racially minoritised communities, neurodiverse individuals, young people, and people experiencing financial hardship or gambling harm.
- **Funded Activity:** Grants enabled a range of community-based initiatives – some delivering peer-led workshops or creative expression projects, others offering support groups or awareness-raising activities.
- **Learning & Reflection:** Grantees shared feedback through informal reporting and contributed to evaluation workshops to reflect on what worked and where support could be strengthened.

### Key Findings

- **Local Reach:** Grants supported smaller organisations with deep community roots – many of which may not typically access statutory funding – thereby extending the reach of suicide prevention work.
- **Creativity & Connection:** Activities promoted connection, expression, and healing. Several projects highlighted the power of shared storytelling and peer support in tackling stigma and isolation.
- **Delivery Challenges:** Some grantees found the process and timeframes challenging, particularly those with limited capacity or infrastructure. Expectations around reporting and evaluation varied.
- **Support Needs:** Organisations expressed a desire for more wraparound support – particularly around evaluation, safeguarding, and sustainability planning.
- **Strategic Potential:** Stakeholders noted that micro-commissioning like this is well placed to surface innovation and voices that might otherwise be missed in larger programmes.

## Recommendations

- **Refine the Grants Process:** Continue to streamline application and reporting requirements while ensuring clarity of expectations from the outset.
- **Build in Support:** Offer light-touch guidance, safeguarding resources, and evaluation templates to grantees – especially those less experienced with public sector funding.
- **Strengthen Evaluation Links:** Provide more structured opportunities to capture and learn from grantee experiences, including peer learning sessions or creative evaluation formats.
- **Position Grants as Strategic Tools:** Use small grants to explore new ideas, amplify underrepresented voices, and respond flexibly to local insight and need.

## Next Steps

- **Refine the Small Grants Programme:** Use insights from previous funding rounds to improve the design, targeting, and administration of the mental wellbeing small grants programme.
- **Embed Action Learning Sets:** Introduce action learning sets within each cohort to promote peer learning, enhance reflective practice, and strengthen our understanding of effective approaches for supporting at-risk groups.
- **Showcase Impact and Learning:** Share outcomes and lessons learned from previous small grants rounds through the Nottingham and Nottinghamshire Suicide Prevention Stakeholder Network to inspire future practice and build sector-wide knowledge.

## How You Can Support

There are several ways you can continue to support suicide prevention in Nottingham and Nottinghamshire:

- **Join the Nottingham and Nottinghamshire Stakeholder Network** to stay informed about, and help shape, future grant rounds and community priorities. To sign up, email [suicide.prevention@nottscg.gov.uk](mailto:suicide.prevention@nottscg.gov.uk).
- **Demonstrate your commitment to inclusive, community-anchored suicide prevention** by signing up to the [Nottinghamshire and Nottingham Self-Harm and Suicide Prevention Strategy and Charter](#).
- **Amplify community-led approaches** by connecting local groups with upcoming funding opportunities and championing their work.
- **Support grant recipients** by offering venues, staff time, or referrals to help their initiatives grow and reach new audiences.