SANDWELL BETTER MENTAL HEALTH
Better mental health for all

Sandwell
Metropolitan Borough Council

Sandwell Suicide Prevention Strategy 2026 - 2031

Our Action Plan

The below action plan highlights the key deliverables of the Sandwell Suicide Prevention Strategy 2026 - 2031. As identified in the Sandwell Suicide Prevention Needs Assessment, there are several overlapping strategies and policies locally that contribute to the aims of this Strategy. We have therefore included these actions in a separate Action Plan in Appendix A to denote suicide prevention activity across the Borough but being realised under the remit of other strategies and governance.

Action	Indicators of Success	Owner & Governance	Timescale	PHOF/Council Plan	Other Strategy Alignment	Progress (RAG)
Priority 1: Evidence-based Practice						
1. Establish a Suicide Audit Group	Multi-agency membership achieved. Terms of Reference established. Quarterly meetings diarised one year in advance. Improved data and intelligence.	Public Health Better Mental Health Partnership	Completion by March 2027	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell, One Team	Better Mental Health Strategy Recommendation 8 Black Country Suicide Prevention Strategy, Pillar 1	



2. Develop an Equality, Diversity and Inclusion Data Framework for all partners to systematically identify, understand need and support priority groups to reduce inequalities.	Number of organisations/ services adopting framework Improved monitoring across Sandwell.	Suicide Audit Group Better Mental Health Partnership	Completion by September 2027	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell, One Team	Better Mental Health Strategy Action 8a Black Country Suicide Prevention Strategy, Pillar 1	
3. Develop a local "suicide lived experience process" that includes gathering learning, providing opportunities to inform policy, service improvement and commissioning and explores learning opportunities where there is an underrepresentation from priority groups. This should also include a feedback loop so that those who shared insights are updated on how this was used.	Feedback loop evidence. Evidence of engagement from priority groups. Evidence of co-production for policies/ service improvement/ service design/ commissioning.	Suicide Audit Group/ Black Country Suicide Prevention Forum Better Mental Health Partnership	Completion by September 2027	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell, One Team	Better Mental Health Strategy Action 2a Black Country Suicide Prevention Strategy, Pillar 2 Action 5	
4. Explore opportunities to improve date sharing through linked core datasets to identify and understand priority groups, locations and common factors that contribute to suicide in order to reduce inequalities.	Number of partners involved. Number of datasets linked. Number of data sharing agreements in place.	Suicide Audit Group Better Mental Health Partnership	Completion by September 2028	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell, One Team	Better Mental Health Strategy Recommendation 8 Black Country Suicide Prevention Strategy, Pillar 1	



Priority 2: Suicide Safer Communities						
5. Develop a community engagement protocol for implementation following a suspected suicide. **To include rapid local engagement, reducing access to means, and supporting community resilience by co-ordinating transport agencies, emergency services and local communities**	Protocol developed and evidence of success use in communities. Number of community-led interventions. Number of partners involved. Number of lived experience opportunities. Evidence of engagement with priority groups. Reduce risk and prevent contagion. Improved mental health and suicide literacy. Reduced stigma. Improved service access. Improved self-reported wellbeing. Reduction in isolation and loneliness.	Public Health Partners included: British Transport Police, West Midlands Trains, Samaritans, Black Country Suicide Prevention Forum, Housing and Private Sector Landlords, Community, Voluntary & Faith Sector partners	Protocol = Completion by September 2027 Implementation = Lifetime of this Strategy	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts, Self-reported wellbeing, loneliness, service access rates, wider determinants – fuel poverty, deprivation, unemployment etc. Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell, One Team	Better Mental Health Strategy Recommendation 1 Recommendation 7 Black Country Suicide Prevention Strategy, Pillar 2	



6. Develop multi-agency communications campaigns and initiatives that build mental health resilience and raise awareness of support services for mental health and underlying factors that contribute to suicide (universal campaigns and targeted campaigns for priority groups). **To include awareness of Sandwell Sanctuary Hub and 24/7 helpline and Communities First**	Number of campaigns Number & type of media assets Number of partners involved. Media metrics i.e. reach figures. Increased service access i.e. referrals received through campaign. Improved self-reported wellbeing. Improved mental health and suicide literacy. Reduced stigma.	Public Health / Better Mental Health Community & Connections Task & Finish Group / BCHFT Comms Team Better Mental Health Partnership	Lifetime of this Strategy	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts, wider determinants – fuel poverty, deprivation, unemployment etc. Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell, One Team	Better Mental Health Strategy Recommendation 1	
7. Undertake an audit of public places, including frequently used locations, following four-step process for identifying and taking action at specific locations[1]. **To include shared learning and potentially recommendations for Planning and adoption through the Local Plan.**	Location specific actions identified, monitored and completed. Evidence of shared learning into planning, design, maintenance and asset management. Reduced access to means.	Suicide Audit Group Better Mental Health Partnership	Completion by March 2028	PH Profiles: Suicide Rate Council Plan: Healthy In Sandwell, Living in Sandwell	Better Mental Health Strategy Recommendation 8 Black Country Suicide Prevention Strategy, Pillar 1	

[1] PHE, 2015. Preventing suicides in public places; A practice resource. London: Public Health England.



8. Explore opportunities to strengthen the protective factors around people who self-harm through a multi-agency approach.	Reduced readmission rates for self-harm.	Task & Finish Group to be established Better Mental Health Partnership	Completion by September 2030	PH Profiles: Suicide Rate, Self-harm admissions. Council Plan: Healthy In Sandwell, Growing in Sandwell	Better Mental Health Strategy Recommendation 5 Recommendation 6 Black Country Suicide Prevention Strategy, Pillar 2	
Priority 3: Suicide Prevention is Everyone's Business						
9. Provide training to residents and across workplaces so that everyone has the skills, knowledge and confidence to provide support and intervention. **Five Ways to Wellbeing, suicide awareness and safety planning to be included in training offer.**	Number of residents trained. Number of workforce trained. Number of organisations/ businesses represented by trainees. Evidence of regular promotion of training. Self-reported increase in knowledge. Self-reported increase in confidence. Self-reported increase in skills.	Public Health/ BCHFT Better Mental Health Partnership	Lifetime of this Strategy	PH Profiles: Suicide Rate, Related Service Contacts, Self harm admissions. Council Plan: Healthy in Sandwell, Growing in Sandwell, One Team	Better Mental Health Strategy Recommendation 1 Recommendation 3 Black Country Suicide Prevention Strategy, Pillar 2	
10. Work with media and local influencers to implement the Samaritan's Media Guidance supporting sensitive and appropriate reporting of suicide.	Number of organisations who receive media guidance. Evidence of responsible reporting. Reduced risk of cluster/ contagion.	Black Country Suicide Prevention Form Better Mental Health Partnership	Completion by September 2028 The ongoing for the Lifetime of this Strategy	PH Profiles: Suicide Rate, Related Service Contacts, Self-harm admissions. Council Plan: Healthy In Sandwell, Growing in Sandwell, One Team	Black Country Suicide Prevention Strategy	



11. To increase awareness, confidence and proactive action around suicide prevention and mental wellbeing across Sandwell's business community, ensuring employers understand their responsibility and the benefits of a mentally healthy workforce. **To include targeted engagement with high-risk occupations based on suicide audits (currently data shows that these are elementary/routine occupations)**	Numbers of businesses engaged (& by business type & size). Workplace suicide prevention toolkit developed. Number of businesses and staff engaged in training. Number of active interventions i.e. safety planning, policies, protocols, employment assistance programmes, peer support etc. Improved knowledge, skills and confidence in businesses. Reduction in sickness absence.	Public Health – All-age Mental Health & Healthy Place workstreams Better Mental Health Partnership	Lifetime of this Strategy	PH Profiles: Suicide Rate Council Plan: Healthy In Sandwell, Living in Sandwell	PH Profiles: Suicide Rate, Related Service Contacts, wider determinants – fuel poverty, deprivation, unemployment etc. Council Plan: Healthy In Sandwell, Growing in Sandwell, Thriving Economy in Sandwell	
12. Prioritise the promotion of R;pple across Sandwell's communities. **R;pple is an interceptive tool designed to present a visual prompt when a person searches for harmful keywords or phrases relating to the topic of self-harm or suicide.**	Reduced suicide risk. Improved signposting to mental health support and services. Earlier access to support. Number of schools and community assets deploying R;pple	Public Health Better Mental Health Partnership	Completion by September 2030	PH Profiles: Suicide Rate, Related Service Contacts, Self-harm admissions. Council Plan: Healthy In Sandwell, Growing in Sandwell, Living in Sandwell	Better Mental Health Strategy Recommendation 1 Recommendation 3 Recommendation 4 Recommendation 5	

