SANDWELL BETTER MENTAL HEALTH
Better mental health for all

Sandwell
Metropolitan Borough Council

Sandwell Suicide Prevention Strategy 2026 - 2031

Appendix A: Action Plan – Contributing Suicide Prevention Activity

This Action Plan highlights the suicide prevention activity across the Borough that is being realised under the remit of other strategies and governance but contributes to the ambitions of this Strategy.

Action	Indicators of Success	Owner & Governance	Timescale	PHOF/Council Plan	Other Strategy Alignment	Progress (RAG)
Priority 1: Evidence-based Practice						
1. Strengthen our surveillance processes by embedding a Near Real Time Suicide Surveillance System (nRTSSS)	nRTSSS established. More timely analysis of local suicide rates to identify patterns and risks.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate Council Plan: Healthy In Sandwell, One Team	Black Country Suicide Prevention Strategy Better Mental Health Strategy Recommendation 8	
2. Improve the quality and consistency of data collection across all partners, including protected characteristics and wider psychosocial risk factors.	Improved data consistency. Improved analysis of local suicide data to identify patterns and risks.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	



3. Undertake an annual multi-agency audit and thematic review to identify high-risk groups, locations, methods and gaps in support. This will inform targeted	Annual audit completed. Improved analysis of local suicide data to identify patterns and risks.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	
4. Identify those who are over-represented in mental health services who face multiple inequalities, or those who are underserved by services, and propose targeted support/ interventions for them. (To be informed by the Suicide Audit Group and identified high risk populations incl. children and young people, middle-aged men, people who have self-harmed, people in contact with mental health services, people in contact with the justice system, autistic people, pregnant women and new mothers)	Data-informed decision-making Evidence of interventions. Improved mental health and wellbeing outcomes for this community. Reduction in inequalities within this community.	Sandwell Better Mental Health Partnership	Lifetime of the Strategy	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Better Mental Health Strategy Recommendation 8 Action 8d	



Priority 2: Suicide Safer Communities						
5. Complete a needs assessment to establish the scale, distribution and inequalities associated with gambling related harm in the borough.	Completed needs assessment. Recommendations established to drive action. Strategy and Action Plan completed.	Addictive Behaviours Team, Public Health. Sandwell Drug & Alcohol Partnership Better Mental Health Partnership	Completion by March 2027	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Better Mental Health Strategy Recommendation 8	
6. Deliver a programme of workforce training to embed routine gambling harm screening and Very Brief Advice across key frontline services	Number of trained staff. Evidence of use of screening and VBA within frontline services. Gambling harm identified earlier. Reduced gambling escalation.	Addictive Behaviours Team, Public Health. Sandwell Drug & Alcohol Partnership Better Mental Health Partnership	Completion by March 2027	PH Profiles: Suicide Rate, Related Risk Factors, problem debt, poverty. Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Better Mental Health Strategy Recommendation 6	
7. To develop and implement a protocol to improve outcomes for people with co-occurring substance use and mental health issues/ suicidal ideology. **It will incorporate training to improve suicide prevention competencies across commissioned services, the wider workforce and within the community.**	Protocol developed. Protocol embedded across Sandwell (evidence of use). Improved staff competencies. Improved access and outcomes for people with co-occurring conditions. Improved physical health for those with SMI.	Addictive Behaviours Team, Public Health. Better Mental Health Partnership Sandwell Drug & Alcohol Partnership	Completion by March 2027	PH Profiles: Suicide Rate, mental health/ behavioural admission rates linked to substance use, physical health of those with SMI. Council Plan: Healthy In Sandwell, Living in Sandwell.	Sandwell Drug & Alcohol Strategy Better Mental Health Strategy Recommendation 8 Recommendation 5	



8. Work with Voluntary, Community and Faith Sector and other partners to better understand the personal experiences of people bereaved by suicide to identify opportunities to improve access and support.	Number of lived experience opportunities. Increased referrals to postvention support for individuals and communities affected by suicide. Reduced stigma. Improved mental health and suicide literacy.	Better Mental Health Bereavement Task & Finish Group Better Mental Health Partnership	Lifetime of the Strategy	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts, Self-reported wellbeing, loneliness, service access rates. Council Plan: Healthy In Sandwell, Growing in Sandwell, One Team	Better Mental Health Strategy Recommendation 7 End of Life Care Strategy	
9. Improve the physical health and reduce the inequalities of people with SMI (Severe Mental Illness).	Improved intelligence to understand needs, inequalities and evidence-based interventions. Improved health outcomes for people with SMI.	Public Health, ASC & BCHFT Better Mental Health Partnership	Lifetime of the Strategy	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts, SMI premature mortality rates	Better Mental Health Strategy Recommendation 11	
10. Initial responders to domestic abuse victims to have suicide conversation early **Deliver job role specific training to initial responders including GP's, Police, Welfare rights, other frontline workers etc.**	Number of trained responders Numbers of onward referral to services Numbers of Suicide prevention conversations held Reduction in suicides linked to DA	Domestic Abuse Team (Baljeet Farmah)	Completion by September 2027	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell, Living in Sandwell	Sandwell Joint Health & Wellbeing Borad Strategy. Domestic Abuse Strategy Better Mental Health Strategy Recommendation 6	





11. Implement the All-Age Autism Framework. This plan outlines how we will identify, assess and support autistic people to access appropriate support and services earlier to reduce suicide risk factors.	Evidence of lived experience voice shaping suicide prevention activity.	All-Age Autism Network, BCHFT Black Country Learning Disability and Autism (LDA) Partnership Board	Through the lifetime of the Black Country LDA Board Strategy	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell	Better Mental Health Strategy Recommendation 5 Recommendation 6	
12. Support the effective use of the Crisis and Resilience Fund (CRF) to reduce risks linked to unemployment, poverty and financial pressures.	Staff/organisations delivering CRF programmes are trained and aware of links between financial insecurity/problems, mental distress and suicide. Warm referral pathway established between mental health and wellbeing services and CRF programme. Number of referrals (in both directions) Number of clients identified with poor household resilience and mental health issues. Outcomes of the CRF programme.	CRF Steering Group Council Leadership Team	Throughout the lifetime of CRF (March 2026 – March 2029)	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, Thriving Economy in Sandwell, One Team		



13. To work with Probation Services to design, co-ordinate and deliver suicide prevention interventions ensuring tailored support for people involved in the criminal justice system.	Reduced suicide risk for those in or leaving the criminal justice system. Improved protected factors for those leaving the criminal justice system.	West Midlands Probation Service Suicide Prevention Forum	Lifetime of this Strategy	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts, wider determinants – deprivation, unemployment etc. Council Plan: Healthy In Sandwell	Better Mental Health Strategy Recommendation 6	
14. Carers in Sandwell will be supported to look after their own physical health and mental wellbeing	Carers are healthy, well and independent for longer.	ASC Health & Wellbeing Board	Lifetime of this Strategy	PH Profiles: Suicide Rate, social isolation; adult carers Council Plan: Healthy In Sandwell, One Team	Sandwell Joint Carers Strategy 2022-2026 Better Mental Health Strategy Recommendation 9	



15. Babies, children and young people will have good wellbeing through: **- Social prescribing – helping children and young people connect to community activities, services and practical support that improve wellbeing.** **- Emotion coaching – giving parents, carers and professionals the knowledge and skills to understand emotions and respond in supportive ways.** **- Digitally healthy children and young people – promoting safe and healthy use of digital technology.**	Improved emotional resilience in infants, children, young people and families. Professionals and families are equipped with skills and practical tools to ensure ICYP and families are able to use smart phones and devices safely to enhance the wellbeing of ICYP in Sandwell. Strengthen schools' capacity to implement evidence-based policies and practices that support positive digital engagement. Early identification of non clinical needs in early years and improve access to community based support Improve pathways into community-based wellbeing and preventative mental health support for CYP	Children and Young People's Emotional Health and Wellbeing Board Children and Families Strategic Partnership	Completion by December 2028	PH Profiles: Suicide Rate, CYP MH indicators, self-harm admissions, service contacts, wider determinants, healthy behaviours Council Plan: Healthy in Sandwell, Growing in Sandwell	Sandwell's Children and Families Strategy 2025 – 2028 Better Mental Health Strategy Recommendation 4	



16. The Place-Based Budget Pilot supporting young people aged 16 to 24 experiencing mental ill health and barriers to education, employment and participation is implemented	Pilot delivered in BC through an integrated delivery model. Improved pathways and reduced barriers to support. Evidence of test and learn in practice.	WMCA	Completion by March 2029	PH Profiles: Suicide Rate, CYP MH indicators, service contacts, wider determinants, healthy behaviours Council Plan: Healthy in Sandwell, Growing in Sandwell	Sandwell's Children and Families Strategy 2025 – 2028 Better Mental Health Strategy Recommendation 4	
17. Embed a network of trained community champions who can deliver awareness and signposting sessions, with a particular focus on high-risk communities.	Number of community champions. Evaluation of champions programme incl. impact measures. Evidence of diverse representation amongst champions.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	
18. Promote a no-wrong-door approach through integrated neighbourhood teams so that people at risk of suicide or self-harm can access the right support at the right time.	Evidence of approach adopted across integrated neighbourhood teams. Reduced barriers to service engagement.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	
19. Strengthen postvention arrange-ments, including rapid support after suspected suicide and support for families, carers, staff and communities through the Suicide Bereavement Support Service.	Postvention support in place. Referral numbers. Service evaluation with impact measures.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	



20. Promote a consistent approach based on formulation and safety planning with supportive follow-up across services and places.	Evidence of approach adopted.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	
21. Develop a shared approach to workforce support across multi-agency wellbeing offers including strengthening the offer for VCFSE providers and students.	Approach developed. Evidence of impact i.e. interventions, resources, support.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	
Priority 3: Suicide Prevention is Everyone's Business						
22. Evaluate the current whole school approach, The Wellbeing Charter Mark and explore alternative models to determine the way of working in Sandwell, ensuring child, young person and family voice shapes the overall outcome.	Audit/Options Appraisal completed. Engagement with stakeholders including families, children and young people An agreed model of delivery for Whole School Approach in Sandwell. Improved mental health outcomes for CYP.	Better Mental Health Partnership Health & Wellbeing Board	Completion by March 2027	PH Profiles: Suicide Rates, factors affecting CYP MH, service access rates. Council Plan: Healthy In Sandwell, Growing in Sandwell	Sandwell Joint Health & Wellbeing Board Strategy Better Mental Health Strategy Recommendation 4	



23. Develop policy/ framework for supporting people with suicidal ideation or significant distress who present to frontline services including a pathway of support for those dealing with such situations. **(Council policy/ framework to be established first with replication widely across relevant organisations)**	Development of policy/ framework. Number of staff received policy/ framework. Number of organisations embedding policy/ framework. Number of escalations through the policy/ framework. Increased staff knowledge and awareness of appropriate mental health support services. Reduction in A&E attendance/ use of ambulance/ police when not necessary/ appropriate.	Public Health, HR & L&D – Sandwell Council, Better Mental Health Partners Better Mental Health Partnership	Completion by March 2030	PH Profiles: Suicide Rate, Related Risk Factors, Related Service Contacts Council Plan: Healthy In Sandwell, One Team	Sandwell Joint Health & Wellbeing Board Strategy. Better Mental Health Strategy Recommendation 10 Recommendation 6	
24. STAR and trauma informed approach to be adopted across 5+ Strategic Boards, in external organisations and council directorates	Templates for walk throughs and policies. Number of organisations that have audited use of trauma informed walk throughs and policies Increase in number of trauma informed policies and organisations	Sandwell Children's Safeguarding Partnership/ Sandwell Safeguarding Adults Board Health & Wellbeing Board	Completion by March 2028	PH Profiles: Suicide Rate, CYP MH indicators, self-harm admissions, service contacts, wider determinants, healthy behaviours Council Plan: Healthy in Sandwell, Growing in Sandwell, One Team	Sandwell Joint Health & Wellbeing Board Strategy. Better Mental Health Strategy Recommendation 6	



25. Roll out NHSE Staying Safe from Suicide training for all heath and care staff across the system. Break into internal & external partners.	Numbers of staff trained. Evaluation of impact of training.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	
26. Develop tailored resources for front-line services, including primary care, urgent care, ambulance, police, local authority teams, education, employers and voluntary sector partners. Resources should align to local health literacy levels and be adaptable for citizens with learning disabilities and from diverse backgrounds.	Tailored resources developed. Evidence of distribution across front-line services. Evaluation of impact.	Black Country Suicide Prevention Forum	Completion by September 2030	PH Profiles: Suicide Rate, Related Risk Factors Council Plan: Healthy In Sandwell, Living in Sandwell, Growing in Sandwell	Black Country Suicide Prevention Strategy	

