

Shine On

Working Together to Prevent Suicide

A campaign to prevent suicide in Bristol, North Somerset and South Gloucestershire delivered by the Independent Mental Health Network

www.shine-on.life



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In the UK a life is lost to suicide every ninety minutes. We believe that one life lost is one too many, and no suicide is inevitable.



This year, in partnership with organisations across Bristol, North Somerset and South Gloucestershire, we are launching a new campaign - Shine On.

By encouraging open and honest conversations, signposting to sources of support and organising a programme of events to raise awareness, we can unite people across the area. We want to help anyone who feels like they have run out of options or has nowhere left to turn, to trust that it is possible to find hope again.

We will also focus on tackling myths, stigma and supporting engagement work with communities across the area to lead their own conversations and activity. Preventing suicide does not have a 'one size fits all' approach and community leaders will know what is going to be most effective with the people they work with.

Suicide can affect people from all walks of life but there is also strong evidence that it is the result of major inequality issues. In the UK, those living in the most disadvantaged communities face the highest risk of dying by suicide partly as a result of socio-economic factors such as debt, unemployment and poor housing.

Sadly for many, the topic of suicide remains a taboo and stigmatizing subject that people are often unable to talk about; be that asking for help because of how they are feeling themselves or knowing how to try to help a family member, friend or stranger they are concerned about.

The contents of the booklet and this campaign are not intended to cause shock, or normalise the issue of suicide within our society. However, it is an emotional and intensely personal topic, particularly for those with lived experience of mental health. If the contents of this booklet affects you, please reach out to someone: friends, family, or the sources of support listed on page

Tom Renhard,
CEO Independent Mental Health Network

The Independent Mental Health Network (IMHN) is proud to be leading the campaign with our partners.

The Shine On campaign is delivered in partnership with Community Access & Support Service (CASS), Second Step, Bristol, North Somerset and South Gloucestershire Clinical Commissioning Group, Bristol City Council, North Somerset Council and South Gloucestershire Council.



Accessing Support

Looking for support for yourself or someone you know? We have included a selection of support services and helplines available locally and nationally, that can assist in a period of mental health difficulty or crisis.

Please remember - if you, or anyone you know, are in danger of immediately harming yourself or others, please pick up a phone and dial '999.'

If it is not a life threatening emergency, call '111.' Additionally, **Bristol Mental Health's Crisis Line** is open 24 hours a day, 7 days a week. They can be reached on **0300 555 0334**

Bristol

The Bristol MindLine provides a safe space to talk, and is available Wednesday to Sundays between 20:00 - Midnight, at **0808 808 0300**

Bristol Nightline is a non-advisory, anonymous and confidential listening service for students at the University of Bristol. The helpline operates between 20:00 - 08:00 every day during term time, at **0117 9266 266**

The Bristol Sanctuary is a place to come when you are in serious emotional distress, providing a safe, comfortable and welcoming environment. The service is open Friday to Monday between 18:00 - 12:30am. Call the team on **07709 295 661** or **0117 9542952**

Bristol Mental Health is made up of a group of organisations that provide services. Find out more at **www.bristolmentalhealth.org**

North Somerset

If the person is on their Caseload, the **Intensive Support Team** are available 24 hours a day, 7 days a week. Call them on **01934 836497**.

A new **Crisis and Recovery Centre** will open in Weston-super-Mare Town Centre in Spring 2020.

The North Somerset Wellbeing Service offers a programme of activities and workshops to support people on the wellbeing journey. Call **0333 023 3504** or email **NSWellbeing@second-step.co.uk**

The Carlton Centre offers a range of activities and courses to help people get active, socialise and prepare for work or volunteering. Contact the centre on **01934 446442** or via **carlton.centre@n-somerset.gov.uk**

South Glos

If the person is on their Caseload, the **Intensive Team** are available 24 hours a day, 7 days a week. Call them on **0117 3784250**.

Services and National Helplines

The Samaritans provide a non-judgemental listening service, 24 hours a day, 7 days a week. Call **116 123**, or text **07725 909 090**.

If you identify as male, the **Campaign Against Living Miserably** (CALM) Helpline is available 17:00 - Midnight, 365 days a year, at **0800 58 58 58**.

MindLine Trans+ provides a safe place to talk and receive support. Operators have lived experience of Trans+ or are Allies. The helpline is available on Mondays and Fridays, between 20:00 - Midnight, **0300 330 5468**

If you're experiencing a mental health problem or supporting someone else, you can call **SANEline** on **0300 304 7000** (16:30pm - 22:30pm every day).

If you're under 35 and struggling with suicidal feelings, or concerned about a young person who might be struggling, you can call the Papyrus **HOPELINEUK** on 0800 068 4141 (available weekdays 09:00 - 22:00; weekends/bank holidays 14:00 - 22:00), email **pat@papyrus-uk.org**, or text **07786 209 697**.

If you identify as gay, lesbian, bisexual or transgender, you can call **Switchboard** on **0300 330 0630** (10am-10pm every day), email **chris@switchboard.lgbt** or use their webchat service. Phone operators all identify as LGBT+.

Kooth provides anonymous online support for young people at **www.kooth.com**. Their helpline is open Monday to Friday between 12:00 - 22:00pm, and Saturday to Sunday between 18:00 - 22:00.

Shout operate a text service for people experiencing a personal crisis. Text Shout to **85258**.

YoungMinds operate a helpline for parents, open between 09:30 - 16:00 Monday to Friday, at **0808 802 5544** The YoungMinds Crisis Messenger Service is available 24 hours a day - text 'YM' to **85258** for support via text.



Apps

All of the apps listed below are downloadable from **Apple's App Store** and the **Google Play Platform**. Search the name of the app in the platform's search function to download them to your smartphone.

Student Health provides easy access to reliable health information all in one place.

Hub of Hope is a national mental health database which brings together organisations and charities together in one place.

SAM was developed with UWE researchers, and helps you understand and manage anxiety.

StayAlive offers help and support both to people with thoughts of suicide and to people concerned about someone else. The app can be personalised to tailor it to the user.

distrACT has been developed by doctors and experts to give quick access to information and advice about self-harm and suicidal thoughts.



Reading Well

Reading Well for Mental Health is a collection of self-help books available via LibrariesWest libraries (www.librarieswest.org.uk). The titles in the collection cover a range of common conditions and experiences, as well as personal stories from bestselling authors.

All titles have been carefully chosen by medical professionals and by people living with the conditions to help people understand and manage their health and wellbeing using self-help reading.

If the book you want is not on the shelf you can reserve it **free of charge**.

Books can be checked out confidentially through self-service machines for a longer loan period of six weeks.



Reading Well is a national scheme delivered by the Reading Agency and partners. More information is available at any LibrariesWest library or from www.reading-well.org.uk



Shine On Programme of Events

We are pleased to bring you a programme of events taking place through the coming months. This is just some of the programme and initial events; you can find more details and additional events at www.shine-on.life

Please note: all information is correct at the time of printing.

Please visit our website for the most up-to-date information.

If you've got something going on during the campaign period, or would love to collaborate with us on an event get in touch at engagement@imhn.org



Barbers Talk to Save Men's Lives

Tuesday 12 November 2019
19:00 - 21:00

Weston Museum, Burlington Street,
Weston-super-Mare BS23 1PR

This free evening event will include inspirational talks and spoken word performances on the topic of male suicide and innovative ways that it's being tackled. Featuring the Lions Barber Collective. There is also a planned post-event with networking and a charity raffle at the Proud Bar, Boulevard, Weston-super-Mare. This event is hosted by the Warriors of Wellbeing.

* Shine On Launch Event

Thursday 14 November 2019
18.30 - 21:00

The Station, Silver Street,
Bristol, BS1 2AG

A free event, open to all; with entertainment, speeches introducing the campaign, light refreshments, and a chance to meet the local organisations helping to deliver Shine On. To book your ticket, visit www.bit.ly/ShineOnLaunch

* Raising Awareness at Weston-super-Mare Library

Daytime on Monday 18, Tuesday 19,
Thursday 21 November 2019

Weston Library and Town Hall,
Town Hall, Walliscote Grove Road,
Weston-super-Mare BS23 1UJ

Members of local organisations and Clarity-North Somerset Independent Mental Health Network will be running a stall, talking about mental health and local services. Come and meet us and find out more about the library's Reading Well initiative.



Pull out and pin up poster

Overleaf you will discover a poster to display in prominent place. Alternatively, pass it on to someone important to you.



Shine on

Working Together to Prevent Suicide

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Join the campaign at:
www.shine-on.life



Find out more about campaign actions
and events at www.shine-on.life

Shine On

Working Together to Prevent Suicide

In partnership with CASS, Second Step, Bristol, North Somerset and South Gloucestershire Clinical Commissioning Group, Bristol City Council, North Somerset Council and South Gloucestershire Council.

Shine On Programme of Events

* Shine On: Steve (documentary screening)

Tuesday 26 November
09:00 - 12:30

Watershed, 1 Canon's Road, Bristol BS1 5TX

Join us for a screening of Steve, the ground-breaking documentary exploring men's mental health, produced by local filmmaker Ben Akers. Ben will be joining us to introduce the film, and host a question and answer session afterwards. You can also find an interview with Ben, where he shares how he made the film, on page 15.

* Panel Discussion: Is Zero Suicide Achievable?

Thursday 21 November 2019
19:00 - 21:00

People's Republic of Stokes Croft, Hillgrove Street, Bristol

27 November 2019
19:00 - 21:00

Weston College Conference Centre,
Knightstone Road, Weston-super-Mare

These panel discussions will explore whether Zero Suicide is achievable. Featuring a panel made up of those with lived experience of mental health, those bereaved by suicide, and mental health professionals.

Shine On Programme of Events



Aftermirth Daytime Comedy Club

Friday 4 December
11:00 - 12:30

Wardrobe Theatre, West Street, Bristol

By bringing Mums and Dads and their young children together to enjoy a comedy show, this event will help combat post-natal difficulties and depression by decreasing social isolation and providing a meeting space for new parents. This event has been funded by the Suicide Prevention Innovation Fund, run as part of Shine On.



Mental Health Training for Fitness Professionals

Tuesday 26 November
09:00 - 13:00

Tuesday 3 December
09:00 - 13:00

St Paul's Community Sports Academy,
Newfoundland Road, Bristol

This is a mental health awareness course designed for fitness coaches looking to develop their knowledge of mental health and wellbeing, providing practical guidance on how to work with clients who may be experiencing mental distress.



Suicide Prevention Summit

2020 - Date and time to be announced

Bristol City Centre

This summit, planned for the new year, will bring people with lived experience of mental health together to discuss how we can move forward with work combatting suicide locally and nationally in a positive way. To receive updates about this Summit event, sign up to the Shine On mailing list at: bit.ly/ShineOnSignUp

Interview with Ben Akers

As part of Shine On's events programme, we will be screening Steve, a documentary examining suicide in men, on Tuesday 26th November at the Watershed in Bristol. The man behind Steve, Ben Akers, took some time to answer a few questions about the context of the film, and how it came to be in the first place.

Why did you make Steve?

Steve Yates was my childhood best friend. As kids we were inseparable. People used to often call me Steve and him Ben. He was funny; kind; a prankster. But on May 28th 2014, he took his own life. I needed to do something. I needed to make his death mean something. I read an article that men of my age tend to watch documentaries and sport - so as part of handling my own grief, I decided to make a documentary; to change male perceptions and go where the men are. So, I created a film to look at why men, like Steve, take their own lives once every two hours in the UK; to try and stop this epidemic; and see if I can help men help themselves.

How did you go about the project?

Money is control - and I needed to control this film. So, I decided to do it as a Kickstarter. I rang Les (Steve's Dad) and asked him - he said he'd only do it for me. No-one else in this world could make this film. I also hoped that people would start to get involved in the story as soon as they handed over their tenners. I made a small two-minute sizzle film - asking people to get involved - not really knowing where it would go. Maybe it would end up as a half-hour film? But, what unfolded was far bigger than that.

What was the most challenging part of seeing the project through to completion?

There were lots of obstacles. From too

much material to too many stories - 35 interviews, and 50 hours of footage - to dealing with my own mental health and trying to stay on top of it. It was a very stretching project. It was extremely hard financially - but it was also ridiculously rewarding. And I do feel like I'm actually making a difference.

If you had to pick one thing, what is the key message that you're trying to get across with the film?

All men (and women) need to look after their mental fitness, so they can be mentally strong. So when things start to put pressure on them, they can cope better.

Think of mental health like physical health. If you suddenly have to run a marathon - you need to be fit.

Why should people get involved with suicide prevention and awareness campaigning?

Because it's the biggest killer of men under the age of 45. Statistically, the thing most likely to kill me is me. So, we need to prevent it. How do we prevent it? Get mentally fit. How do we do that? Talk. Be kind to ourselves. Release the pressure.

Since the film we have created something called Talk Club - a talking group for men. All built out off the idea of How are you?

Out of 10? We have over 850 men from all over the world regularly talking on a private Facebook talking group where they begin the sentence with "I'm a 5...or a 6...or an 8." We have fifteen official groups and who knows how many more are to come.

Ben will be sharing more information about Talk Club in his talk after the screening of Steve on the morning of Tuesday 26th November.

Mythbusting

There is a lot of misinformation about suicide, often repeated in the media. This can be harmful. Below are some widely-spread myths, along with an explanation about why they are misleading.

More women die by suicide than men.

This is not the case. In fact, men account for almost two-thirds of the total worldwide deaths by suicide. Portraying women as more likely to end their own lives adds further stigma to men experiencing suicidal thoughts, making them less likely to express themselves.

Talking about suicide causes suicidal ideation.

This is not the case. A person experiencing thoughts of suicide may experience a change in their outlook after expressing those thoughts out loud, or hearing themselves express their thoughts differently. If this myth is perpetuated, a person might feel under pressure to avoid sharing how they might be truly feeling.

Hearing someone talk about their own suicidal feelings can be difficult. But that doesn't mean to say that hearing about someone else's suicidal feelings will make you suicidal.

It's the quiet ones you have to watch...

Being quieter or more reserved does not necessarily mean that you are more likely to experience suicidal thoughts or feelings. Sometimes, people who are feeling

Young people are more likely to die by suicide than older adults.

Suicide is the leading cause of death in this country for people aged between 20 and 34. In 2018, men aged between 45 and 49 had the highest suicide rate.

suicidal may experience a sense of calmness and acceptance, which might manifest itself in that person acting more confident and outgoing than usual (see Talking Frankly about the reality of suicide on page 17). It is important to look out for unexpected changes in someone else's behaviour as potential signs will be unique to them.

People attempting suicide are never going to complete

This misconception can be incredibly harmful. It can make a person dealing with suicidal thoughts feel like they won't be taken seriously if they talk about how they are feeling. It could encourage that person to take more drastic steps to act on their feelings. No one should be made to feel like their thoughts about suicide, however they manifest, don't matter.

Talking Frankly about the reality of suicide

Suicide is complex and rarely the result of one thing. In many instances, it can build up gradually and there can be warning signs - we just don't always know what to look out for in ourselves or others.

Sometimes, people may talk about wanting to hurt or kill themselves, or might act in a way that suggests that they are taking active steps to hurt themselves or end their life.

Suicide is not a diagnosis. 75% of people who die by suicide do not have a mental health diagnosis. Often, someone's behaviour may be more subtle, but indicate how they are feeling. For example, someone may exhibit signs like:

- ♥ changes in a person's ordinary mood and behaviour
- ♥ expressing hopelessness and that they have no reason for living or purpose in life
- ♥ expressing that they feel trapped or that they are out of options
- ♥ a sudden sense of seeming calmness or acceptance following a period of distress
- ♥ a sudden increase in use of alcohol or drugs
- ♥ noticeable withdrawal from friends, family, work, and normally enjoyable activities
- ♥ taking steps to end all commitments or obligations
- ♥ unexpected 'goodbyes' or 'thank you's'
- ♥ giving away possessions when previously they were valued.

If you know someone well, a change in behaviour, however small, might be more noticeable. Trust your intuition and reach out to them.

Who?

We all have mental health. Sometimes, our mental health is good. Sometimes, we might be unwell. Feelings of suicide don't just affect those with long-term psychiatric conditions. In fact, many people who die by suicide may be unknown by mental health services.

It's vital that we all take time to look after our mental wellbeing. Below is a short list of top tips that people have shared with us.

- ♥ light a candle
- ♥ call a friend
- ♥ make a deliberate effort to move twice as slowly
- ♥ notice your body
- ♥ call a friend
- ♥ meditate
- ♥ turn off all electronics
- ♥ have a cold shower

What works for you?

Share your tips on social media - use the hashtag **#ShineOn**



How are you feeling?

Many men find it hard to talk about what's troubling them, but when they do it can really make a difference.

The Hope Project is here to help men aged 30-64 cope with practical and emotional problems when life feels overwhelming.

Talk to us today and tell us how you're feeling.

Call the Hope Project on **0117 4288930**
or email **hope@second-step.co.uk**

SECONDSTEP
PUTTING MENTAL HEALTH FIRST

Quiz

> Q1

In 2018 there were reported to be approximately 1,770 fatalities on UK roads. Do you think more or less lives were lost to suicide?

> Q3

True or false: young people are more likely to die by suicide than older adults?

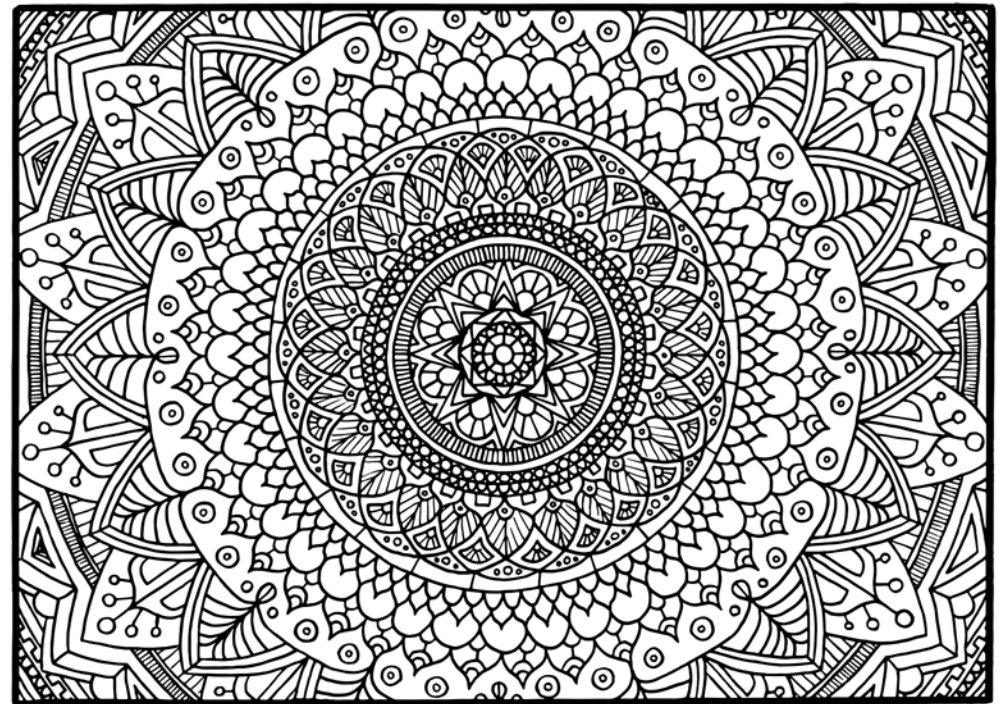
> Q2

Of men and women, which gender do you think has the higher rate of suicide in the UK?

> Q4

True or false: does talking about suicide causes suicidal ideation?

Please visit www.shine-on.life for the answers to the quiz and the chance to win some prizes.



WWW.CALBURTON.CO.UK

DESIGNED BY CAL BURTON



The Independent Mental Health Network would like to thank our partners on the local Suicide Prevention Transformation Fund Group for their support in putting this campaign together.

www.shine-on.life

The Independent Mental Health Network is a charity that works to support those with lived experience of mental health, and campaign on mental health matters. We support our branches in their work improving local mental health services and holding providers to account.

Find out more about our work at www.imhn.org/

For more information about our branches and their work, please visit:

Bristol Independent Mental Health Network: <https://bimhn.org.uk/>

Clarity-North Somerset Independent Mental Health Network www.clarityns.org.uk/



My message

Shine*On