



NGO strategy implementation monitoring report – Q3 2023

HSE National Office for Suicide Prevention



Connecting for Life



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Introduction and overview this quarter



Overview of progress on strategic goals



1: Introduction

This is the implementation monitoring report for Connecting for Life (CfL) for the activities of our NGO partners. Comprehensive work is being carried out by our NGO partners and this report does not capture everything. It provides a broad overview of reach and developments in Q3 2023.

NOSP works to ensure that funded initiatives align to the strategic objectives of CfL. A Service Level Agreement (SLA) is in place with all funded NGOs, The NOSP aims to work collaboratively with our NGO partners and to facilitate opportunities for networking, sharing knowledge and learning, resources and expertise. The NOSP continues to facilitate and support monthly networking calls with representatives from all funded NGO partners and to have NGO representation on the National CfL Cross Sectoral Steering and Implementation Group.

Many of our NGO partners work with specific priority groups that have been identified in CfL, for example, people with mental health problems, those bereaved by suicide, the LGBTI+ and Traveller communities and younger people.

Our NGO partners offered a diverse range of interventions to services users / clients this quarter, including psychotherapeutic counseling, bereavement supports, addiction and wraparound supports, helplines, peer support groups and email and text supports.



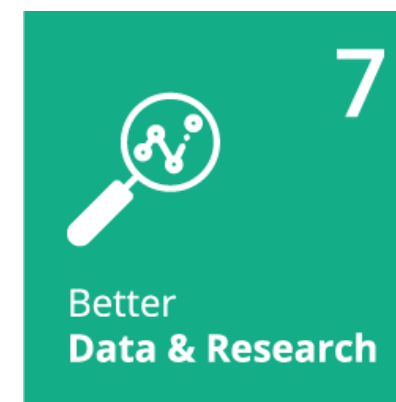
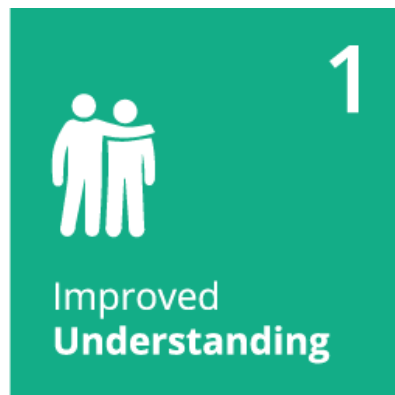


This quarter updates were received from 20 CfL NGO implementation partners:

- Aware
- BeLonG To
- Dublin Simon Community
- Exchange House Ireland
- First Fortnight
- Family Resource Centre (FRC)
- ISPCC Childline
- LGBTIreland
- Men's Health Forum in Ireland (MHFI)
- MyMind
- Pieta House
- The Samaritans
- Shine
- Spunout
- Suicide or Survive (SOS)
- USI
- Turn2Me
- HUGG (Healing Untold Grief Groups)
- TENI (Transgender Equality Network Ireland)
- GAA



2: Overview of progress on CfL strategic goals





Goal 1: Improved understanding

1.2 Awareness of services

Childline.ie:

- engaged in 8,505 web chats in Q3. The Childline website Ask Alex service received 77 questions this quarter.
- digital promotion campaign on “Reach Out for Any Reason” ran from end of August to September 25th on TikTok and snapchat.

Spunout Continued provision of on-site mental health promotion information, specific information to at-risk groups who require more targeted information services (e.g. Disability, Traveller, LGBTI+, Migrants, BIPOC) and to signpost toward critical mental health services.

BeLonG To:

- Continued to run awareness raising and help seeking encouragement campaigns through social media in Q3. Website Visitors: 11,856 – new website launched, designed to be an inclusive, user and mobile-friendly online space with improved navigation and usability supporting effective access to support information.
- Annual ‘Better Out Than In’ Mental Health digital campaign launched in September promoting help-seeking behaviour among LGBTQ+ young people. Expanded this year to hold an in person mental health seminar for professionals working with LGBTQ+ young people.



Goal 1: Improved understanding

1.3 Reducing stigma

Shine' See Change project:

- Continues to deliver the **workplace programme**, 15 workshops and 178 participants in Dublin, Galway, Laois, Mayo, Portlaoise and Limerick.
- Annual **Green Ribbon Campaign** - engaged with all media broadcast and print including local media. Videos on social media had over 7,500 viewers. Green ribbon order numbers reached 580,000. Partner participation included giant ribbons at train stations as well as See Change messages on screens and in pharmacies across Ireland. Attendance at the Electric Picnic and the ploughing championship gave opportunities for conversations about mental health with groups including young people and those living in rural areas. Impact report will be prepared in Q4.
- Delivered over 50 **Ambassador Programme** events in person and online. Ambassadors supported Green Ribbon events including Dublin and Cork launches, Electric Picnic and Ploughing championship and Talk and Walks organised with IFA and Coillte nationwide. The Pass The Green Ribbon video was completed and posted on social media.

USI – campus visits resumed to support the **Mental Health Campaign 'Open Up'** as well as launching the Movember on campus campaign for the first time. Continues to update website, record podcasts, produce newsletter and support student union officers. The scoping of Student Union officers involvement in critical incidents/ awareness of protocols continues.

1.4 Media and reporting

Shine's Headline Project:

- Piloting of new more in-depth and targeted media monitoring model underway. This model incorporates print, online and broadcast sampled from each quarter.
- 2,896 **online articles** were received (6 % increase on Q3 2022) and 334 **broadcast segments** received (11% increase on Q3 2022).
- Several inquest cases have been widely reported with a high level of breaches. This is a recurring issue and engagement with editors and the Press Council continues.
- Volumes of suicide-related content continue to increase. New media monitoring model should allow for higher volumes and better understanding of the code.
- Submission to Coimisiún na Méan regarding online safety and video sharing platforms. Collaborated with relevant stakeholders in sector.
- **Headline's Education function** continues to train current and potential media workers on best practice of producing suicide-related news content and drop-in sessions for professionals ongoing.
- **Mental Health Media Awards** opened for submission in late Q3. High volumes of entries of excellent quality. Event planning underway.



Goal 2: Empowered Communities

2.1 Multiagency community responses

BeLonG To:

- The National Network continues to provide guidance, information and training to national network members on the emerging issues/ needs within their youth service and LGBTI+ youth. Did not meet during the summer, meetings planned for Q4.
- National Network members reaching out for support has increased around targeted attacks on services due to the far-right. Support continues to be offered including group therapeutic space from Insight Matters; held two meetings in Q3, one for the Youth Service Team in Belong To and one for the National Network members.

GAA:

- GAA's Critical Incident Resources have been updated - The review of the content has been completed and all materials updated with training plan.
- An agreement has been signed with leading men's health charity Movember and in partnership with the GPA to deliver 'Ahead of the Game' a youth sports based mental health literacy programme.

2.2 Accurate information and guidance

FRC's Mental Health Promotion Project:

- Delivered 2 x Suicide Prevention Code of Practice workshops to 17 participants in ARD FRC and Caha FRC and co-facilitated with HSE Resource officers for Suicide Prevention.
- Continues to design an e-version of the code of practice training currently developing the training course material using Teachable as the platform for dissemination. Will target FRC boards and volunteers.
- 2 x Self Care sessions delivered in Listowel FRC and Carrigtwohill FRC with 36 participants.

2.3 Education and training

Suicide or Survive (SOS) training and education offering continued in Q3 as follows:

- 5 x **Online Wellness Webinars** were delivered to 32 participants. Webinar topics included Anxiety, The Eden Programme an overview, Money and Mental Health - Mabs, and a Conversation with the Samaritans.
- One **Wellness Workshop** was delivered in person to 37 participants.
- In Q3, 275 people accessed the **online Wellness Workshop** (www.wellnessworkshop.ie).
- 2 x **WRAP Level 1 programmes** were delivered in person to 26 participants. (1 to the Eden programmes in Mayo and 1 in Waterford).
- 1 x **Supporters Programmes** (targeting people supporting family members) was delivered to 7 participants.
- 4 x **Supporters Programmes** (targeting people working/ volunteering in community based services) were delivered to 10 participants as part of a pilot project.



Goal 2: Empowered Communities - Continued

2.3 Education and training

LGBTIreland:

- In total in Q3 twenty workshops were facilitated with 246 participants from services in health, mental health and community sector professionals.
- 1 internal helpline volunteer training facilitated with 10 new volunteers.
- 8 x general LGBTQI+ Awareness workshops to 88 professionals - organisations include domestic violence services; community groups in north Co Dublin; Older People's Council; BITC NGO supporting refugees and Travellers accessing employment; NOVAS, housing body supporting people in recovery into housing.
- An LGBTQI+ Traveller Awareness workshop was delivered to the 14 staff members of the Traveller visibility group in Cork.
- 5 x LGBTQ+ Champions training to 48 champions across CHOs 2,3,4,5,6,7,8 in roles including Medical Social Workers, Psychiatrists, DONs, Staff Nurses, A&E nurses and Health Care Assistants.
- 2 workshops were delivered to 56 health professionals in healthcare settings including intellectual disabilities, Palliative Care and other staff in attendance included gerontologists, social works, mental health nurses and palliative care nurses.
- 4 x workshops to 35 mental health professionals in services including the National Forensic Hospital, Portrane; Mayo Rape Crisis Centre; Aiseiri Addiction Service; Bereavement Support Line volunteers.
- Helpline & Chat services – Helpline received 208 calls in Q3 and 119 chats.

Samaritans:

- Delivered 8 training sessions on the Samaritans WHO WE ARE AND WHAT WE DO – Active Listening Skills and support for self.
- Support to organisations on handling suicidal callers promoting HSE “Responding to a person in suicidal distress” guidance document.
- Awareness raising webinar delivered in collaboration with Suicide or Survive.

ISPC Childline - Total number of active volunteers is 115. An additional 60 volunteers began their training in September and are due go online by Christmas 2023. Volunteers received ‘Missing Children’s training and Safe Talk was completed by staff members.



Goal 3: Focus on Priority Groups

3.1 Reducing suicide among priority groups

Exchange House Ireland:

- Duty service (Phone & drop ins) supported 152 presentations in Q3. Main areas of focus - Accommodation, mental health, suicidal ideation and addiction. Other issues supported include racism, discrimination, domestic violence, child protection and bereavement.
- Mental Health services were provided through Peer Support, Prison In reach and Family Support and Psychotherapy functions. 40% cases supported in the greater Dublin area with an even distribution across all 11 other counties.

Aware continued to deliver its CBT based **Adult Life Skills** programme: 22 programmes delivered to 349 participants. **Life Skills Online**: delivered to 553 participants. **The Living Well With Bipolar Disorder Programme** delivered 3 programmes in Q3.

Suicide or Survive (SOS) - Eden Programme (a 26 week educational programme with a therapeutic element for people who have attempted or contemplated suicide) commenced in February with 8 participants completing in July. A second programme commenced in Dublin in July with 13 participants.

TENI:

- Peer Support groups x 36 took place across Ireland.
- Received 357 telephone and email enquires for advice, support and information in relation to transition, general wellbeing and mental health, supports for parents and families, homelessness, access to services for trans people seeking asylum and supports for trauma experienced.
- 8 x workshops delivered to service providers / local community groups to support promotion of trans people's mental health and wellbeing.
- Launch of celebration video in November that highlights positive voices and experiences of trans people and promotion of the positive wellbeing of the community.
- Transfusion Culture and Arts Festival - 12 events over 8 days including a dedicated family day, art gallery at CHQ full of pieces designed and curated from the Trans community, celebration of trans history, Comedy, Poetry, a punk night and Pride events.



Goal 3: Focus on Priority Groups - Continued

3.3 Supports for young people

Spunout:

- Suicide Bereavement Campaign launched in Q3 and reached 213,227 young people across FB/IG; 93 young people shared the content with a friend or saved the content to look at again at a later date; 1,888 young people clicked through to an article from one of the social media posts/videos; 279,138 young people were reached on TikTok; 15 young people shared the content with a friend or saved the content to look at again at a later date on TikTok; 14,190 young people viewed the videos to 25% on TikTok; Campaign factsheets read 2927 times during the time period of the campaign.
- Self Harm campaign scheduled for Q4 December.

ISPCC Childline:

- Received 22,764 calls (answered 19,816) & also engaged in 8,505 web chats in Q3. Of note 26% of all contacts to Childline have involved a mental health component. Top Profile areas in relation to Mental Health - 1046 total of which - Mental/ Emotional Health(823) Family Relationships (509) Friendship/ peer relationships (239) School College Education (182).
- Content updated related to suicide include: Why can't I get through to suicide support text services; Warning signs and risk factors associated with suicide; My friend threatened suicide when I didn't reciprocate his feelings for me; I think about suicide but won't ever do it; How to tell someone you're having thoughts of suicide; Suicide; I consider suicide every day; I have attempted suicide twice; If I was to self harm or attempt suicide.

Suicide or Survive (SOS) - In Q3, 54 young people accessed the online version of the You Matter Wellness Workshop (www.wellnessworkshop.ie) aimed specifically at younger people.



Goal 5: High quality services

5.4 Best practice among Practitioners

MHFI continues to progress its **CAIRDE project**, which aims to reduce male suicide in the construction sector. In Q3 developments included:

- Finalising the report on the on-site survey, and scoping options for submitting the survey findings for journal publication
- Completing the systematic review on the 'active ingredients' of existing suicide prevention interventions with men, and preparing a draft journal article for submission to 'Health Promotion International'
- Writing up the final aspects of the systematic review on mental health stigma reduction in men
- Collating and cleaning all of the data received from the research with apprentices in the construction sector
- Engaging additional construction companies to participate in the focus groups
- Conducting focus groups with construction industry managers, to ascertain what type of interventions would best suit their workplaces
- Hosting General Awareness Training Co-Design Workshops with people from a broad range of roles within the construction sector, to inform the development of the training content
- Increasing the number of respondents to the training development survey to 105
- Holding one-to-one meetings with managers to explore their training and intervention preferences in more depth
- Developing the template, structure and core content of the training model, based upon the evidence gathered to date
- Identifying the video resource materials required to support the on-site training
- Preparing scripts for the videos, and securing actors and the technical expertise to create these

BeLonG To:

- Commenced the second phase of roll out of Rainbow Award with 18 youth organisations across Ireland (including Donegal Youth Service, Bradog Youth Service, Young Social Innovators, Bru Youth Service, Southill Hub, and Catholic Girl Guides).
- This programme similar to the Q Mark in Schools is a whole org approach to providing safe spaces for LGBTQ+ young people, which will in turn help promote better mental health and wellbeing. Partnerships with CDYSB, ETBI, NYCI and the National Network are ongoing.



Goal 4: Better access to support

4.2 Therapeutic Interventions

Dublin Simon - had 43 new referrals for counselling services & delivered 233 hours of 1:1 to referred clients (face to face 177 / remote 56). Total Drop-in Visits: 150, 89 of which were to the Out of hours service and 61 were to the day drop-in (all drop-in clinics are now operating on site again).

First Fortnight - delivered 127 creative therapy sessions to 18 clients and attended to a minimum of 104 calls over Q3. Committed to ensuring its creative therapy service is trauma informed in line with best practice and have completed the design of the evaluation tool and are aiming to have online in Q4.

MyMind provided 3,139 low cost appointments in Q3.

Pieta House:

- **Counselling Intervention Service** - worked with 2,329 unique intervention clients requiring support for suicidal ideation and/or self harm (837 Under 18; and 1,492 Adults). A total of 10,892 client appointments were attended (1,103 of these were initial assessments).
- **24/7 Helpline** - 9,900 calls were made to Pietas helpline during Q3 (Average 108 calls per day). They also received and responded to 20,044 text messages in the period.
- **Bereavement counselling service** - worked with 389 unique clients (62 Under 18; 327 Adults). 2,036 appointments were attended (138 of these were initial assessments).
- Of the 12,928 appointments that were attended by individuals availing of the intervention and bereavement services, 7,733 (60%) of these were appointments with high risk individuals (average of 595 high risk appointments per week).

Turn2Me delivered 1,783 Adult counselling sessions and 63 support groups in Q3. The top presenting Issues for the counselling service for the first half of the year have been Anxiety (40%), Relationship Issues, Depression, Family Conflict, Stress, Work Issues, Trauma and Bereavement.

4.3 Support Services

Samaritans:

- Received 115,407 calls and 992 emails in Q3 and has provided 47,689 active listening hours to date in 2023.
- Continues to provide an out of hours 'Direct Dial Inward' system for six organisations that provide helpline services including Aware, LGBT Helpline, Carers Association, GROW, Nightline and the department of foreign affairs.

Pieta House Suicide Bereavement Liaison Service (SBLO) - worked with 264 households in this quarter, delivering 1,217 client facing hours in the reporting period.

HUGG:

- In Q3, 59 HUGG peer support group meetings were held and attended by 277 people (218 in person and 59 virtually). Two frequent topics of conversation in meetings are the 1) coroner's court including what to expect, where to get information, and the practicalities of the inquest process and 2) how to talk to, or tell a young child/person about the suicide of their loved one.
- Q3 saw the launch of HUGG's first e-Zine / newsletter with nearly 1,000 subscribers – will be published quarterly.
- Collaboration with Spunout on their digital campaign on suicide bereavement, which was launched on suicide prevention day. Produced video clips with content including suicide grief and stigma.



Goal 6: Reduced access to means

6.2 Lethal methods

Samaritans:

- Continued engagement with Irish Rail on suicide prevention on the rails including signage and signposting.
- Participation in NOSP advisory group for the development of a toolkit to prevent suicide in public places.
- Ongoing work on high-risk locations (non-rail) to ensure continuity of work across nations on signage, crisis phone and developing best practice guidelines for signage.
- Content and placement / framework for monitoring and evaluating the impact of current and future signage installation.



Goal 7: Better data and research

7. Better data and Research

BeLonG To: Research study - Being LGBTQI+ in Ireland. Module 1 on community experiences is halfway through the complete write-up of the final report. Module 2 on public attitudes is in the final phase of analysis from the polling company and will be shared with the TCD research team shortly. The key findings document based on findings is being drafted. The final report and key findings is scheduled to be launched in Q2 2024.

Shines See Change Project: Workplace research project on mental health in Irish workplaces continues, the research company are currently holding initial stakeholder meetings.

Shines Headline Programme: Presented at the IASP World congress in Slovenia on 1) Suicide and Media Special Interest Group meeting on the higher level of guideline non-compliance associated with inquest reporting in Ireland over 3-year period. 2) Presentation at Suicide, Media and the Internet specialist session on the holistic approach Headline has adopted towards media-centred suicide prevention since its external evaluation in 2017.



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