



National Office for Suicide Prevention

Report from the Engagement Advisory Group

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Introduction

Reach Out, the current National Strategy for Action on Suicide Prevention 2005 – 2014, comes to the end of its 10-year term this year. The Strategy has been implemented, on behalf of the Department of Health (DOH), by the HSE's National Office for Suicide Prevention (NOSP). The next stage for this work is underway in the form of the new Strategy for Suicide Prevention 2015 – 2020.

This new strategy will build upon and learn from the experience of implementing *Reach Out*. It will support other relevant Government policies, including *Vision for Change, Healthy Ireland* and the *National Substance Misuse Strategy*.

Consultation and engagement for the new strategy

Suicide affects many individuals and families in Ireland and it is a topic on which people hold strong views. Hence, the National Office for Suicide Prevention initiated an engagement process to ensure that all voices and parties who wished to be part of the process to develop the new strategy could do so, by making a submission.

The process revealed a wealth of interest and experience, both personal and academic, amongst members of the public and stakeholders working in the area of mental health. The inputs from the submissions received were of great importance and benefit to the new strategy.

A comprehensive programme of consultation was developed to ensure a clear and open engagement process that would encourage the widest participation from the public and from stakeholders, professional bodies and statutory departments working in this area.

Development of Engagement Advisory Group

An advisory group was established in March 2014 to oversee the NOSP's development and rollout of an engagement plan for the new strategy. This advisory group was one of six groups established by the NOSP in March 2014 to participate and engage in different aspects of the strategy development. The six groups were:

Steering group: Strategic Planning Oversight Group

Advisory groups: Engagement

Policy Practice

Communications

Research

Members of the Engagement Advisory Group

The membership of the group was drawn from statutory and non-statutory organisations working in mental health promotion and suicide prevention, along with representatives of service users, and some of the NOSP team.

Table 1 Membership of the Engagement Advisory Group

Hugh Kane (Chair)	GENIO	
Lise Alford	3Ts	
Margaret Casey	Living Links	
Kahlil Coyle	HSE NOSP	
Ray Darcy	Today Fm	
Pearse Finegan	Irish College of General	
	Practitioners	
Paula Forrest	NOSP	
Elaine Geraghty	Inspire Ireland	
Orla Howard	GLEN	
Susan Kenny	NOSP	
Roisin Lowry	HSE	
Shari McDaid	Mental Health Reform	
Patrick McGowan	Head of Service-Family Member	
	and Carer Engagement	
Caroline McGuigan	Suicide or Survive	
Carol Anne Milton	Living Links	
Anne O'Donnell	Dept Children & Youth Affairs	
Colin O'Regan	Gaelic Athletic Association	
	(GAA)	
Sandra Walsh	Dept of Health	

Chair of Engagement Advisory Group

Hugh Kane was appointed Chair of the Engagement Advisory Group in March 2014. He has extensive experience in the delivery of healthcare services. In his current role, as COO of Genio, he is focused on the development of solutions to improving individualised supports. Hugh has worked in personal social services for nearly 40 years and in senior management positions with the South Western Area Health Board and subsequently in the HSE. Prior to joining Genio Hugh was the CEO of the Mental Health Commission.

Key aims and objectives of the engagement process

The guiding principle and main aim of the engagement group was to ensure that an open, accessible, broad and genuine process was designed to enable members of the public, stakeholder organisations, professional bodies, government departments and statutory organisations to contribute to and comment on the new strategy.

Terms of reference for the Engagement Advisory Group

- To decide and oversee a public process of engagement in the strategy
- To identify the key community and voluntary sector organisations for engagement in NOSP planning
- To design and implement the engagement process, including sequencing and methods
- To agree the stakeholders involved
- To provide appropriate materials to inform the engagement process
- To take account of recent consultations with the section (e.g. NOSP Forum 2012, The 'Tell us what you think' study conducted by HSE 2014, Dáil na nÓg Young People's Input on Mental Health, 2013)
- To report on the outcomes of the process

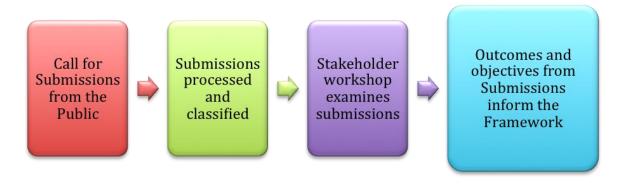
Additional principles

A number of additional principles were established by the group in order to achieve the optimum result from the process. These included:

- Opening the engagement process at a stage where there was scope for submissions to influence the new strategy, i.e. June 2014
- Ensuring that the process of making a submission was clear, uncomplicated and open to all
- Ensuring that the options for making a submission accommodated the broadest possible requirements of the public e.g. by email, by post, by audio file, by phone, etc.
- Acknowledging all submissions by email and post
- Setting up a comprehensive review process for the submissions to be analysed carefully

Engagement process summary

Figure 1 Engagement process summary



Stages of engagement: May - October 2014

Stage one: Open call for submissions

March – June 2014

After initial group meetings in March and April 2014 the Engagement Advisory Group approved an "Open Call" to the general public for submissions, and a notice appeared in the daily and Sunday national newspapers inviting the public to make a submission.

The advertisement called for submissions from any member of the public or organisation interested in contributing to the new suicide prevention plan. Supporting information was published on the NOSP website and submissions were requested to be sent or emailed to the NOSP by June 6th 2014.

All parties who made a submission were contacted by the NOSP with a written acknowledgement of receipt.

Stage one task	Who/how	Outcome
To devise an open call for submissions from the general public.	A call for submissions to the strategy was issued in May 2014, inviting any member of the public to make a submission. This was advertised in the national press. Publicity around the call was supported by a PR and social media campaign, which included Minister Lynch appearing on Morning Ireland on RTE Radio One. Also, the submission call was broadcast by email to the HSE staff database, which has 45,000 recipients.	154 submissions were received from members of the general public and from staff within the HSE.

National newspaper media schedule

Figure 2 Media schedule for public submissions

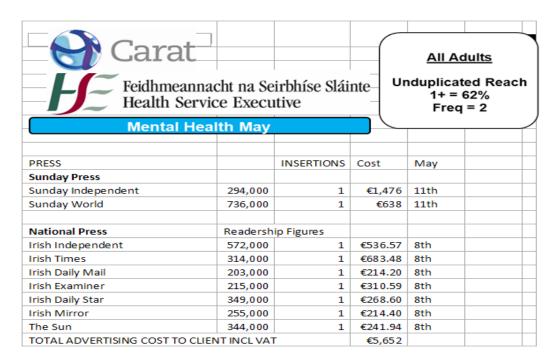


Figure 3 Advertisement as it appeared in the Irish Independent, 8th May 2014

Brothers who escaped prison in UPC aims Venezuela jailed over mugging



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I'm backing this minnow

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mobile service

OPEN

087 8224244 3em-6pm

TV3 unveils new faces as it gears up for ratings battle with newcomer UTV

TVs is readying itself for builde with UTV looked come Jamery



long rights to period drama Downson Abber!

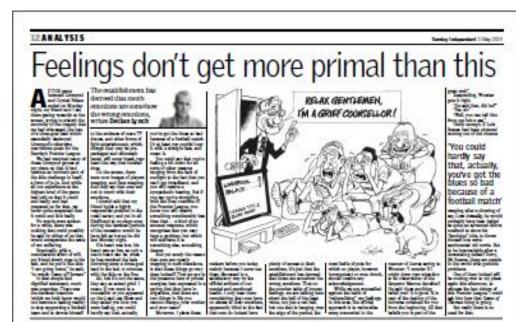
"ann will be a leadmark year for TVs," Rotle add, "Our home-produced consent will increase from sope to tope—the arabi-tions, many and very scritting."

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reproductive describe in Friday, 9th Amer 2015.

in Athy, Co. Kildare Car and Jeep Tyres only please.

Figure 4 Advertisement as it appeared in the Sunday Independent, 11th May 2014



Aosdana is elitist but that should not be a bad thing

charge for reserved, writes Exper O'Kelly

The problem and the problem an



'Sulking in a COPTOR IS childish, not

idender in Martin Make Irans

Clinical Klitschko KOs ringside thrills

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Stage two: Targeted stakeholder engagement

May - June 2014

Along with the public call, the Engagement Advisory Group devised a specifically targeted campaign to ensure that stakeholder organisations and professional bodies were informed of the public call and to invite them to make a submission to the new suicide prevention strategy. Organisations were contacted directly as well as through the major NGO digital newsletter 'Activelink', which has 13,000 subscribers. The submission call was also publicised widely on the NOSP and stakeholders' websites.

Stage two task	Who/how	Outcome
Open call for submissions from stakeholders with an interest in suicide prevention and mental health.		118 submissions

Stage three: Classification of submissions

June 2014

The response to the public call was very positive, and the volume of submissions from individuals and from organisations was such that a process was designed to classify the information into relevant themes, and to collate and format the data.

Stage three task	Who/how	Outcome
To classify and condense the key	Advisory Group and NOSP staff read	Submissions were classified into 12 main themes in
points from the public submissions.	every submission; the data was then categorised into key points and themes.	preparation for the stakeholder workshop.

Stage four: Stakeholder workshop

June 2014

The NOSP invited key personnel from stakeholder organisations and the members of the advisory groups to participate in a day-long workshop to process the submissions and to develop a practical set of objectives and outcomes from the submissions, which would inform the strategy. Also present at the workshop were key personnel from the HSE, Department of Health and a number of the Suicide Prevention Resource Officers.

Stage four task	Who/how	Outcome
Stakeholder	The objective of the workshop	55 people from the HSE, DoH, and
workshop,	was to refine the themes and	stakeholder organisations worked
hosted by the	information gathered from the	through the data and documented
NOSP on June	submissions process into a format	the information into objectives and
26 th 2014.	that could directly inform the new	outcomes, based on 14 identified
	strategy.	'work streams'.

Stage five: Focus groups

July - October 2014

In order to ensure that all stakeholders were being comprehensively consulted in the process, the Engagement Advisory Group analysed the submissions and recommended that a small number of focus groups be held as an additional step to the engagement process. These focus groups 'up-weighted' the process. The key target groups for these consultations were suicide survivors and their families, along with GPs and public health professionals. These focus groups allowed for a deeper and more specific consultation. *Outcomes and objectives from the June workshop* was the lead document used in the focus groups.

Stage six: Review of secondary data

July - October 2014

A number of other recent studies and projects carried out by the NOSP and the HSE provided important and relevant information and feedback from the public and from people involved in mental health services provision. These documents were collated and circulated to each relevant advisory group to inform their area of work, as well as to the strategy writing team.

Stage six task	Who/how	Outcome
To include available secondary data that would further inform the advisory groups and strategy writing team.	 'Tell Us What you Think' workshops conducted by Paddy McGowan. Recommendations from the 2012 NOSP Forum. Dáil na nÓg Young People's Input on Mental Health. 	

Stage seven: Additional engagement

Oct 2014 – May 2015

Many government departments along with vast sections of the HSE are involved in policy making and delivering services in the area of mental health provision and suicide prevention. A series of meetings were held with these departments to establish their objectives and priorities for the period of the new strategy.

Stage seven task	Who/how	Outcome
To consult with government and statutory departments who have a role in mental health promotion and suicide prevention.	Senior executives from NOSP and DOH engaged with: • Dept. Agriculture, Food & the Marine • Dept. Communications, Energy & Natural Resources • Dept. Defence • Dept. Education & Skills • Dept. Jobs, Enterprise & Innovation • Dept. Environment, Community & Local Government • Dept. Health • Dept. Justice & Equality • Dept. Social Protection • Dept. Transport, Tourism & Sport.	each department and their relevant agencies to play their part in implementing the new

Summary

The engagement process was comprehensive and widespread. It gave an extensive amount of people in Ireland the opportunity to have their say in the formation of the new strategy for suicide prevention. The media advertisements asking for submissions reached 62% of all adults in Ireland.

The engagement process received 272 submissions from individuals and organisations, which included members of the general public (including service and families of service users), professional bodies and community interests and organisations. This process endeavoured to ensure that all of the different marginal groups, which research shows are at a higher risk of self-harm and suicide, were reached and given an opportunity to contribute to the strategy. Information received consisted of both primary and secondary data, to ensure an extensive and comprehensive process took place.

Each of the seven stages involved in the engagement process were carried out with meticulous care, so that the content of the new strategy will be truly representative and effective for the population it will serve.

When a public call is launched, it is inevitable that not every corner of society can be reached as thoroughly as one would like. However, this process was rigorous and ensured that this 'call' was extensive and allowed the public to express their opinion and contribute to the process. For those who could not write a submission they had the option to send their views via audio file. Those who were not computer literate could send their submission by post. A number of submissions were also facilitated verbally and transcribed.

Many of those who participated in the engagement process expressed appreciation for having been given the opportunity to have an input in the building process of the new strategy.

The following organisations contributed to the strategy development engagement process:

3Ts

Acquired Brain Injury Ireland

Alcohol Action Ireland

All Hallows College

Aware

Ballaghaderreen Mental Health Association

Ballinasloe Day Hospital

Ballyfermot/Chapelizod Partnership Local Employment Service

BeLong To Youth Service

Be Well

Bodywhys

Bray Area Partnership

Bully Prevention Network Midlands

Castlebar Counselling & Therapy Centre

Church of the Immaculate Conception, Clonakilty, Co. Cork

Clondalkin Travellers Development Group

College of Psychiatrists of Ireland

Console

Cork Counselling Services

Crisis Pregnancy Programme

D10 Be Well Forum

Day by Day support services -OLAGOLA

DEPAUL Ireland

Donal Walsh #LiveLife Foundation

Dual Diagnosis Ireland

EMT Carlow/Kilkenny Mental Health Services

Exchange House

Family Centre, Castlebar

Family Therapy Association

Foróige

Gaelic Athletic Association

Galway Diocesan Youth Service

Galway Mayo Institute of Technology

Gay & Lesbian Equality Network

Graffiti Theatre Company

Greenwich & Bexley Community Hospice, London

GROW

Headstrong

Health Research Board

Hope House Addiction Treatment Centre

Inform Psychological Services

Insight Counselling

Institute of Guidance Counsellors

Institute of Technology, Carlow

Irish Association of Creative Arts Therapists

Irish Association of Relationship Mentors

Irish Association of Suicidology

Irish College of General Practitioners

Irish Creamery & Milk Suppliers Association

Irish Farmers Association

Irish Institute of Naturopathic Medicine

Irish Medical Organisation

Irish Rural Link

Irish Society for the Prevention of Cruelty to Children

Irish Water Safety

Johnstown Therapy Centre

Limerick Institute of Technology

Louth Child & Adolescence Mental Health Service Team

Mayo Dialectical Behaviour Therapy Service

Meath Primary Healthcare Project for Travellers

Men's Health Forum in Ireland

Men's Human Rights Ireland

Men's Sheds Association of Ireland

Mental Health Ireland

Mental Health Reform

Mind Your Mind

Mojo programme - South Dublin County Partnership

Mymind

National Centre for Guidance in Education

National Social Inclusion Office

National Suicide Research Foundation

National University of Ireland, Galway

National Youth Council of Ireland

NINA for Life Suicide Awareness

Nurture

O Shea's Funeral Home Ltd

Pavee Point

Pieta House

Positive Mental Health

Positive Performance Consulting

Preparing For Life North Side Partnership

Psychiatric Nurses Association

Public Health Agency

Raidió Teilifís Éireann

ReachOut.com

Rehab Group

Roscommon LEADER Partnership

Samaritans

Save our Sons and Daughters

Shine Online

Shine, Headline, See Change

Simon Communities of Ireland

SouthWest Counselling Service

SpunOut.ie

St Canices Church, Finglas

St Patrick's Mental Health Service

St Vincent's University Hospital

Suicide and Survivors of Clerical Sexual Abuse

Suicide or Survive

Tabor Lodge, Cork

The Gaiety School of Acting

The Men's Development Network

Today FM

Touched by Suicide Group

Transgender Equality Network Ireland

Traveller Counselling Service

Trinity College Dublin

Tuam Family Services

Turn 2 Me

Union of Students in Ireland

University College Dublin

University of Limerick

Uturn/Anti-suicide, Wexford

Westport Family Resource Centre

Wicklow Primary Health Care Project

Young Social Innovators

Youth Work Ireland

Youthreach, Knocknaheeny, Cork