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

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

<table>
<thead>
<tr>
<th>Stage one task</th>
<th>Who/how</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>To devise an open call for submissions from the general public.</td>
<td>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.</td>
<td>154 submissions were received from members of the general public and from staff within the HSE.</td>
</tr>
</tbody>
</table>
National newspaper media schedule

Figure 2 Media schedule for public submissions

<table>
<thead>
<tr>
<th>PRESS</th>
<th>INSERTIONS</th>
<th>Cost</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday Press</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday Independent</td>
<td>254,000</td>
<td>1</td>
<td>€1,476</td>
</tr>
<tr>
<td>Sunday World</td>
<td>736,000</td>
<td>1</td>
<td>€638</td>
</tr>
<tr>
<td>National Press</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irish Independent</td>
<td>572,000</td>
<td>1</td>
<td>€536.57</td>
</tr>
<tr>
<td>Irish Times</td>
<td>314,000</td>
<td>1</td>
<td>€683.48</td>
</tr>
<tr>
<td>Irish Daily Mail</td>
<td>203,000</td>
<td>1</td>
<td>€214.20</td>
</tr>
<tr>
<td>Irish Examiner</td>
<td>215,000</td>
<td>1</td>
<td>€310.59</td>
</tr>
<tr>
<td>Irish Daily Star</td>
<td>349,000</td>
<td>1</td>
<td>€268.60</td>
</tr>
<tr>
<td>Irish Mirror</td>
<td>255,000</td>
<td>1</td>
<td>€214.40</td>
</tr>
<tr>
<td>The Sun</td>
<td>344,000</td>
<td>1</td>
<td>€241.94</td>
</tr>
<tr>
<td><strong>TOTAL ADVERTISING COST TO CLIENT INCL VAT</strong></td>
<td></td>
<td></td>
<td>€5,652</td>
</tr>
</tbody>
</table>

- **All Adults**
- **Unduplicated Reach**
  - 1+ = 62%
  - Freq = 2
Brothers who escaped prison in Venezuela jailed over mugging

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

UPC aims to offer mobile service

WiiIndepenent

News

Brothers who escaped prison in Venezuela jailed over mugging

Brian Coughlin

Two Irish brothers who had successfully escaped from a prison in Venezuela have been rearrested and jailed over a mugging.

Eamonn Hughes is 29-year-old from Clontarf and his brother, 32-year-old from Fairview, were rearrested at a bus stop in Caracas.

The brothers were arrested after trying to rob a man of his wallet on a bus. They were charged with robbing a man of his wallet on a bus and were remanded in custody to appear in court on Monday.

The brothers had been facing charges in Venezuela for allegedly smuggling drugs.

In addition to the charges, the brothers were also charged with possession of a firearm and were released on bail.

The brothers have been in Venezuela since last year when they were granted asylum to escape the violence in their home country.

The Venezuelan authorities have said that the brothers will face a separate trial for the smuggling charges.

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

With less than a month to go before the new season of TV3, the broadcaster has unveiled its new line-up for 2014.

UTV, which launched in September last year, has been gaining ground on TV3 in the ratings, and the broadcaster is keen to boost its audience numbers.

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UTV, which launched in September last year, has been gaining ground on TV3 in the ratings, and the broadcaster is keen to boost its audience numbers.
Sunday newspaper advertisements

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

<table>
<thead>
<tr>
<th>Stage two task</th>
<th>Who/how</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open call for submissions from stakeholders with an interest in suicide prevention and mental health.</td>
<td>An extensive list of stakeholder organisations with an interest in suicide prevention and mental health was compiled and they were invited directly to make a submission to the process. Reminders were sent prior to the deadline. In addition to this, a general call for submissions was made through social media and stakeholder websites.</td>
<td><strong>118 submissions were received from organisations</strong> (see listing of organisations at the end of this document).</td>
</tr>
</tbody>
</table>
**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.

<table>
<thead>
<tr>
<th>Stage three task</th>
<th>Who/how</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>To classify and condense the key points from the public submissions.</td>
<td>Members of the Engagement Advisory Group and NOSP staff read every submission; the data was then categorised into key points and themes.</td>
<td>Submissions were classified into 12 main themes in preparation for the stakeholder workshop.</td>
</tr>
</tbody>
</table>

**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.

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

<table>
<thead>
<tr>
<th>Stage five task</th>
<th>Who/how</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>To review the groups who participated in the engagement process and identify any potential groups needing up-weighted input.</td>
<td>Two main groups were identified:  • Survivors of suicide and their families  • GPs and public health professionals.</td>
<td>3 facilitated focus groups were arranged, and the feedback from each group was documented and added to the engagement material informing the advisory groups and strategy writing team.</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Stage six task</th>
<th>Who/how</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>To include available secondary data that would further inform the advisory groups and strategy writing team.</td>
<td>• ‘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.</td>
<td>The secondary data provided a deeper and more comprehensive analysis of views on provision of services in mental health and suicide prevention.</td>
</tr>
</tbody>
</table>
**Stage seven: Additional engagement**

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.

<table>
<thead>
<tr>
<th>Stage seven task</th>
<th>Who/how</th>
<th>Outcome</th>
</tr>
</thead>
</table>
| 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. | Agreement and sign-up from each department and their relevant agencies to play their part in implementing the new strategy. |
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