



# Lifeline's Suicide Prevention Strategy

## *Towards a Suicide Free Aotearoa*

*"Kia anga mua ki a Aotearoa - whakamomori kore"*

### **Lifeline's Strategic Purpose:**

Lifeline's mission is to reduce distress and save lives.

### **Lifeline's Commitment to a Suicide Free Aotearoa:**

Lifeline believes that suicide is preventable and we are striving to make suicide a "never" event. Access to support and intervention for all people in times of crisis is proven to save lives. Lifeline believes that no person in distress or at high risk of suicide should be left alone. We are there for people, 24 hours a day, 7 days a week, 365 days a year.

Lifeline is committed to a community approach to preventing suicide where everyone plays a role and takes responsibility, and services that support wellbeing are within the reach of everyone.

We are committed to engaging with the community including Māori, Pacifica, those having used Lifeline services and those affected by suicide e.g. suicide attempt survivors, the bereaved through the implementation of the Strategy.

People in New Zealand have responded to the extensive impact on families, whānau and community, with 64% noting the national suicide rate as a concern<sup>1</sup>. This calls for a shift from suicide awareness to suicide prevention awareness.

The following principles apply to Lifeline's involvement in suicide a) prevention awareness, b) prevention, c) intervention, d) postvention, and e) coordination activities.

- All of Lifeline's activities and services are grounded in **evidence-based** principles.
- Lifeline **promotes the awareness of suicide prevention** strategies focusing on messages of hope, courage, strength and survival. For all media and social media, Lifeline follows the WHO and IASP Preventing Suicide guidelines<sup>2</sup>
- Lifeline promotes the power of **listening to others in a safe, non-judgemental manner and as an intervention that can alleviate distress**, thereby preventing suicide through empowering people to manage their own wellbeing and suicidal thinking
- Lifeline's services put the safety of the client first and have a strong **clinical theoretical foundation that guides** suicide risk assessment, safety planning and crisis intervention
- Lifeline **trains helpline staff and volunteers** in suicide prevention and intervention

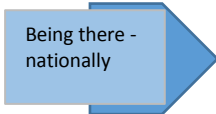
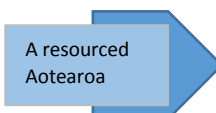
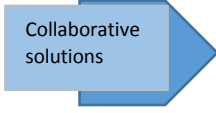
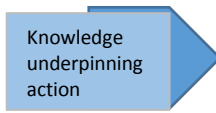
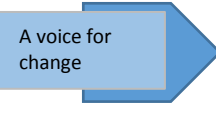
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<sup>1</sup> Colmar Brunton (2017), Better Futures Report

<sup>2</sup> *Preventing suicide: a resource for media professionals, update 2017*. Geneva: World Health Organization; 2017 (WHO/MSD/MER/17.5). Licence: CC BY-NC-SA 3.0 IGO.

- Lifeline can **provide further information** regarding other services and interventions that may be more appropriate e.g. General Practitioner, mental health services, alcohol and drug services and can **activate referrals to emergency services** where there is imminent risk of suicide
- Appropriate **postvention strategies and activities** are critical to, and closely aligned with, suicide prevention strategies and activities
- **Suicide prevention is everyone’s business** and requires a cross sector, whole of government and local community approach. Collaborative leadership is critical to the creation of a suicide free Aotearoa, New Zealand.
- A **strong voice alongside a coordinated approach** enhances the opportunity to: a) reduce support service gaps; b) reduce the negative impact of socio- ecological risk factors; and c) develop community responses to engage people non- conditionally, listen and take time to care

### Suicide Prevention Framework

Strategies		Strategic Goals	Themes of Activity
<b>Service Delivery</b>	Being there - nationally 	<i>Providing support to reduce distress and save lives</i>	<ul style="list-style-type: none"> <li>• Access to help services</li> <li>• Range of delivery options provided</li> <li>• Reach to those not sufficiently supported</li> <li>• Encouraging help-seeking behaviour, particularly high risk groups</li> </ul>
<b>Building Capacity</b>	A resourced Aotearoa 	<i>Enhancing the capability of staff, volunteers and the community to respond to suicide risk and distress</i>	<ul style="list-style-type: none"> <li>• Suicide prevention and wellness education is available nationally</li> <li>• Resources are in place to leverage support</li> <li>• Infrastructure is available</li> </ul>
<b>Engagement, working together</b>	Collaborative solutions 	<i>Suicide is everybody's business - engage, develop and deepen relationships to leverage partnerships and outcomes</i>	<ul style="list-style-type: none"> <li>• Wider community are involved</li> <li>• Collaborating or partnering with community organisations, Māori and Pacifica</li> <li>• Sector/ cross-sector, government collaboration</li> </ul>
<b>Research and Innovation</b>	Knowledge underpinning action 	<i>Continually evolve thought leadership activity</i>	<ul style="list-style-type: none"> <li>• Best-practice, research, evaluation</li> <li>• Local, national, international</li> <li>• Data, trends, events, key issues</li> </ul>
<b>Leading the way</b>	A voice for change 	<i>Leadership for a suicide free Aotearoa</i>	<ul style="list-style-type: none"> <li>• National suicide prevention awareness</li> <li>• Channels incl. media and social media</li> <li>• Voice of people affected by distress or suicide</li> <li>• Position papers</li> <li>• Participation to influence</li> </ul>

Outcome:
<p style="text-align: center;"><b><i>Reduced Suicide - towards a Suicide Free Aotearoa</i></b></p> <ul style="list-style-type: none"> <li>• People know where to get help</li> <li>• People can access the help that they need</li> <li>• People’s needs are met</li> <li>• People feel safe and supported</li> <li>• People in the community know how to support others in distress</li> </ul>