

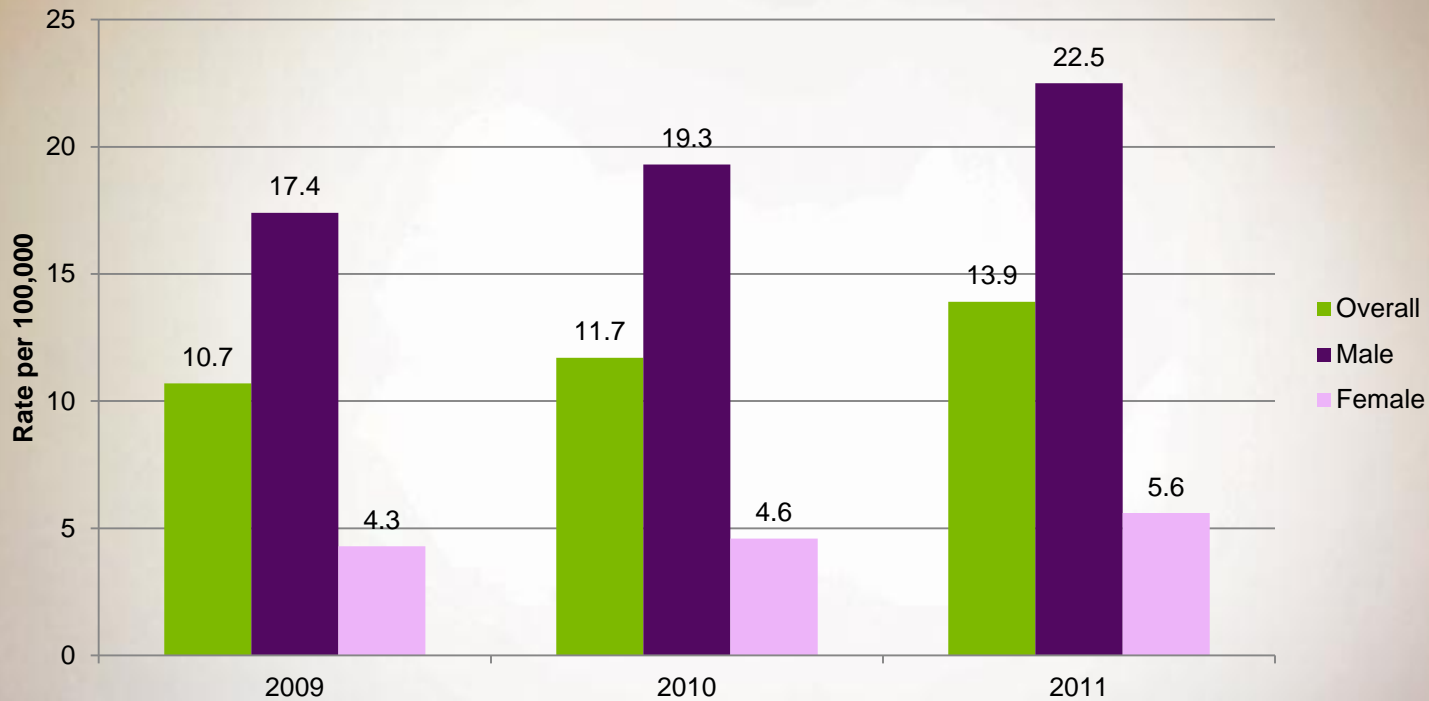
# BACKGROUND

- In 2010, Samaritans and Network Rail entered into a five year partnership to reduce the number of suicides on the railways by 20%
- Men account for 78% of suicides on the railways
- Excessive risk in men in mid-life (30, 40, 50) of low socio-economic position.
- Socio-demographic group at higher risk in general.

**SAMARITANS**  
**SAMARIAID**

# SUICIDE IN WALES

Rate of suicide in Wales



**SAMARITANS**  
**SAMARIAID**

# FINDINGS

- Personality traits
- Masculinity
- Relationship breakdown
- Emotional lives and social disconnectedness
- Socio-economic factors
- Challenges of mid-life



**SAMARITANS**  
**SAMARIAID**

# RECOMMENDATIONS

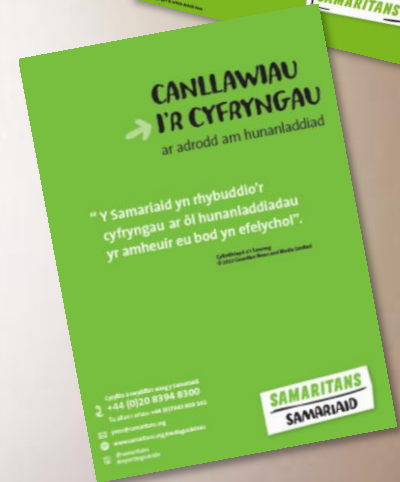
- 1 Take on the challenge of **tackling the gender and socio-economic inequalities** in suicide risk.
- 2 Suicide prevention policy and practice must take account of **men's beliefs, concerns and context** – in particular their views of what it is to 'be a man'.
- 3 Recognise that for men in mid-life, **loneliness** is a very significant cause of their high risk of suicide, and enable men to strengthen their social relationships.

# RECOMMENDATIONS

- 4 There must be explicit links between **alcohol** reduction and suicide prevention strategies; both must address the relationships between alcohol consumption, masculinity, deprivation and suicide.
- 5 Support **GPs** to recognise signs of distress in men, and make sure those from deprived backgrounds have access to a range of support, not just medication alone.
- 6 Provide **leadership and accountability at local level**, so there is action to prevent suicide.

# SAMARITANS' WORK WITH THE MEDIA

- Media guidelines & Factsheets
- Daily monitor: 7,500 articles a year
- Publish media briefings
- Liaise with regulators & editorial policy
- Work with commissioners, programme makers, researchers
- Review and advise on scripts
- Deliver training
- Work with academic experts

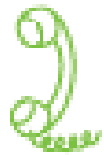




# DO'S AND DON'TS

- Encourage help-seeking behaviour
- Include contact details for sources of support
- Aim for non-sensationalising, sensitive coverage
- Take extra care with the use of comments from witnesses
- Convey the permanency of suicide and that it is preventable
- Consider carefully the placement and illustration of reports and footage
- Avoid giving explicit details of a suicide method
- Avoid simplistic explanations or speculation for a suicide
- Avoid brushing over the complex realities of a suicide
- Don't overemphasise 'positive' results of a suicide
- Avoid disclosing the contents of any suicide note
- Discourage the use of permanent memorials

# CONTACT SARAH STONE



**029 2022 2008 ←**



**wales@samaritans.org**



**www.samaritans.org**