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.
SUICIDE IN WALES

Rate of suicide in Wales

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>10.7</td>
<td>17.4</td>
<td>4.3</td>
</tr>
<tr>
<td>2010</td>
<td>11.7</td>
<td>19.3</td>
<td>4.6</td>
</tr>
<tr>
<td>2011</td>
<td>13.9</td>
<td>22.5</td>
<td>5.6</td>
</tr>
</tbody>
</table>
FINDINGS

- Personality traits
- Masculinity
- Relationship breakdown
- Emotional lives and social disconnectedness
- Socio-economic factors
- Challenges of mid-life
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.
There must be explicit links between alcohol reduction and suicide prevention strategies; both must address the relationships between alcohol consumption, masculinity, deprivation and suicide.

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.

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
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