

## Draft press release

### North East and North Cumbria Suicide Prevention Network – Website Launch

The North East and North Cumbria's Suicide Prevention Network website is now live, covering the whole North East and North Cumbria area.

The website will provide resources for people seeking help about suicide and mental wellbeing and for people who work in suicide prevention. It will also include guidance for those who have been bereaved by suicide.

The launch of the website is part of the Network's work to ensure that people get the support and information they need to stay safe and manage their mental health and wellbeing. Making good information easily accessible to those who need it is one of the Network's key objectives.

The Network's 'Every Life Matters' campaign aims to stop losing lives to suicide. This complements the national Public Health England Every Mind Matters programme, which is part of the public health priority to focus on the general mental health and wellbeing of the wider population.

During the current crisis, it's even more important that we look after our mental health and wellbeing. The Network has been quick to adapt and respond to the pandemic, working across the NHS and with social care, local charities, businesses and community resilience groups to ensure people can access the support they need.

The Network is focused on people in our communities who are more at risk and are struggling and may be at an increased risk because of the current situation.

To reach those vulnerable members of the public who may not have access to online support, the Network have commissioned Every Life Matters Cumbria to produce a booklet which contains self-help information and links for mental health and wellbeing during the COVID-19 outbreak, including signposting for urgent support and suicide prevention. This will be available across the region with distribution following a phased approach, initially targeting vulnerable groups.

The North East and North Cumbria Suicide Prevention Network is a regional partnership of organisations and individuals, collaborating across different agencies and communities, to help enhance and support all suicide prevention activity across the region. The Network works across the NHS, social care and other front-line services to link up with local charities and community resilience groups co-ordinating efforts to get support and information to those who need it as efficiently and effectively as possible.

The Network aims to:

- Promote wellbeing and resilience
- Reduce the number of suicides, including in high-risk groups, across the ICS
- Reduce the incidence of self-harm and repeated self-harm
- Reduce the impact of self-harm and suicide
- Reduce the stigma of self-harm and suicide

For further information visit [www.stopsuicidenenc.org](http://www.stopsuicidenenc.org)

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