

CHOOSE LIFE Draft Action Plan 2006-08

Choose Life is one strand of the Scottish Executive's National Programme for Improving Mental Health and Wellbeing, which was launched in 2001.

Choose Life is a 10 year strategy, and a target has been set to reduce the suicide rate in Scotland by 20% by 2013.

Community Planning Partnerships (CPP) have responsibility for implementation and delivery of Choose Life action plans. As in the initial phase (2003-06), local Choose Life support funds for 2006-08 will be allocated to local authorities for use by CPPs. **Argyll and Bute is to receive £83,000 in 2006-07 and £83,000 for 2007-08.**

Local Choose Life support funds are to be used solely for the use of supporting local suicide prevention. Any local support funds carried forward from the first phase of Choose Life must be allocated to suicide prevention activity.

Community Planning Partnerships should be making every effort to secure additional and long term sustainable resources which will contribute to mainstreaming suicide prevention activity in their local areas. CPPs should now be identifying activities and resources to ensure sustainability within and beyond the second phase of Choose Life (2006-08) and from 2008-2013.

Sustainability plans should be targeting 2008 as their commencement date.

Community Planning Partnerships should ensure that all local Choose Life activities remain cross cutting at policy and local organisational level, firmly embedded within Joint Health Improvement and related local policies and plans. **Mainstreaming and sustainability of suicide prevention activity should remain a major priority for all concerned.**

Main Aims for 2006-2008

The Scottish Executive has identified the following main aims for the next phase of suicide prevention work:

- Keeping focused on objectives and priority groups
- Improved coordination and achieving wider ownership to and awareness of suicide prevention
- Planning and delivery of training and education at a local level
- Supporting local community based development and action

- Actions in mental health care and treatment services (health and social care)
- Substance misuse as a key suicide risk
- Support to the (local) media in the reporting of suicide

Argyll and Bute Choose Life Action Plan 2006-08

Choose Life activity is a collective responsibility of all Community Planning Partners.

The Choose Life sub group of the Health and Wellbeing theme group has had responsibility to date for progressing Choose Life in Argyll and Bute. In order to achieve sustainability and to mainstream Choose Life activities, more work needs to be done at strategic levels to develop activities across partnerships. It is therefore proposed that the role and remit of the Sub group is redefined, placing more onus on Sub group members to pursue and take forward the Choose Life agenda through relevant strategic plans and processes. This will help to achieve more collective ownership and activity, and long term sustainability.

In terms of national aims and objectives, it is proposed to focus on the areas where Choose Life locally can have maximum impact. Taking into account Choose Life work in Argyll and Bute to date, these areas would be the following priorities from national Choose Life objectives:

- 1 Promoting Greater Public Awareness and Encouraging People to seek help early**
 - Publicity- eg quarterly newsletter, leaflets, library carriers
 - Media articles- advertising/promoting local services
 - Presentations/talks to existing local groups, employees, schools eg Safe Kids roadshow and events utilising ASSIST trained staff
 - Preparation of information/resources pack for distribution to groups
- 2 Supporting the Improved coordination of efforts by local agencies to develop and implement local suicide prevention action plans**
 - Sub Group members to integrate Choose Life actions into existing planning processes
 - Develop local networks through locality events to identify gaps, improve coordination, local pathways
 - Identify local champions to link into local public health networks/multi agency groups to generate Choose Life actions for inclusion in JHIP local action plans which will enable access to HIF funding
 - Produce local leaflets- distribute widely

3 Early Prevention and Intervention

- Target training towards frontline workers eg GPs, A&E staff, Home Helps, community support workers
- Develop focused, targeted, brief training programmes for delivery to identified groups, key elements to be recognition, response and signposting. From these brief training events, identify individuals keen to go through and implement further training eg ASSIST
- Develop and circulate database of locally trained staff and resources
- Support trained staff to utilise their training
- Evaluate effectiveness/impact of training already conducted as part of a needs assessment to inform future training programme
- Link future Choose Life training with psychological therapies tiered approach eg CD roms in Primary care, night classes, Living Life to Full website
- Explore potential for rolling out peer support for young people and other specific groups eg elderly- links with healthy Communities Collaborative

4 Encouraging and supporting (more) innovative local voluntary services, community based and self help initiatives

- Evaluate existing Choose Life funded projects, identifying good practices to be rolled out
- Identify existing voluntary and community groups that could be supported and expanded, exploring options with them in relation to their role and contribution to mental health and wellbeing/Choose Life agenda

Proposal that the action plan be reviewed and updated in 2007, with activities focused on exit strategies and sustainability.

Budget

In order to achieve these actions the following budget is proposed

2006-07

Income	
Scottish Executive	£83,000
Underspend 05-06	£16,000
Inkind A&B Council	£1,000
Total income	£100,000

Any additional income generated through training will be added into capacity building expenditure

Expenditure	
Salaries*	£33,000
Operational costs	£13,000
Capacity building	£54,000
Total expenditure	£100,000

*** 2 Project Workers at 20 hours per week- A&C 6, based Helensburgh and Lochgilphead**
1 Administrator at 10 hours per week A&C 3- to be reviewed after 12 months

Indicative budget 2007-08

Income	
Scottish Executive	£83,000
Inkind A&B Council	£1,000
Total income	£84,000

Expenditure	
Salaries	£33,000
Operational costs	£13,000
Capacity building	£38,000
Total expenditure	£84,000

Any additional income generated through training will be added into capacity building expenditure