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PUBLIC HEALTH SUICIDE PREVENTION APPROPRIATE LANGUAGE STATEMENT

As we continue to understand more about suicide prevention and strive towards a trauma-informed approach, we need to constantly reflect on the impact and importance of the language that we use. Giving and receiving constructive challenge when oppressive or inappropriate language may be inadvertently used is encouraged. This is intended to support a safe learning space to embed use of appropriate language, both within and outside of our own organisations. Please refer to the following for appropriate language examples:

Information Classification: CONTROLLED



DO USE

A Suicide
Taken his/her/their own life
Ended his/her/their own life
Died by/death by suicide
Suicide attempt/attempted suicide
Person at risk of suicide
Coroner's Conclusion
Name of the person who has died

DON'T USE

Committed suicide
Cry for help
Successful/unsuccessful suicide attempt
Completed/uncompleted suicide
[Name] is suicidal (don't define someone as this)
Coroner's verdict
Suicide epidemic/wave/hotspot

Other terms explained

Multiple suicides: Often used to describe a situation where more than one suicide occurs in a close time frame and geographical proximity. This does not always amount to a cluster. **Suicide cluster:** Describes a situation where more suicides occur than expected in terms of time, place or both. **Contagion:** Suicide clusters can result from 'contagion', whereby one person's suicide influences another person to engage in suicidal behaviour or increases their risk of suicidal ideation and attempts. **Suspected suicide:** Where a death is suspected to be by suicide but the cause of death has not yet been confirmed by a coroner

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WHAT IS IT?

What is Suicide Safer Communities?

Suicide Safer Communities(SSC) is a community-led initiative focused on changing public attitudes about suicide from the ground up. The core goal is to reduce the stigma surrounding suicide, challenge common myths, and encourage people to talk openly about it. It is a 3-year pilot project.

The project's aim is to increase public understanding of suicide risk and raise awareness of how to provide practical support to someone in crisis.

GROUND UP APPROACH

- **Traditional Strategy is Top-Down:** Typically, a national suicide prevention strategy is developed and then translated down to regional or service-level plans.
- **SSC Framework Inverts This:** We are turning the process on its head to implement a ground-up approach.
- **Focus on Localised Action:** Instead of a one-size-fits-all approach, we go out to communities to develop very localised grassroots action plans that support prevention in each unique environment.
- **Empowering the Community:** This project is fundamentally about supporting grassroots community action and empowering local individuals to lead the change.

MULTIPLE WORKSTREAMS

Suicide Safer Communities projects involve a multiple workstreams including:

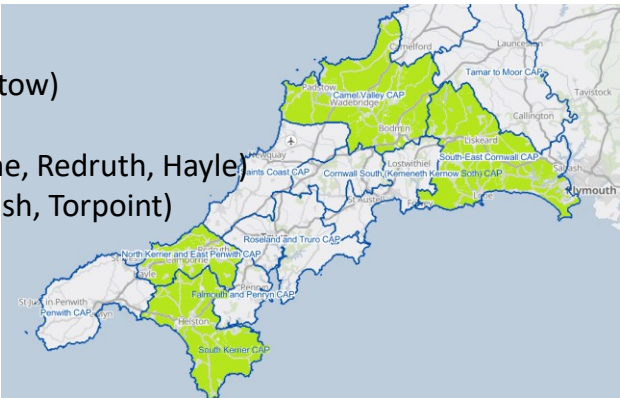
- **Awareness Raising and Campaigning:** Running campaigns through local communities and media to spread key prevention messages.
- **Empowering Community Action:** Supporting grassroots efforts and empowering everyone to make a difference.
- **Targeted Interventions:** Focusing resources on high-risk groups and communities where there have been high incidences of suicide.



TARGET AREAS

These four areas were selected based on the highest per capita suspected suicide rates for Cornwall and IoS. (Number of suspected suicide deaths per 100k of population)

- Camel Valley (Bodmin, Wadebridge, Padstow)
- South Kerrier (Helston, Lizard Peninsula)
- North Kerrier and East Penwith (Camborne, Redruth, Hayle)
- South East Cornwall (Liskeard, Looe, Saltash, Torpoint)



HOW DOES IT WORK?

The project is built on several key components:

- **Community Action:** Bringing together individuals and organisations via Community Action Groups to build relationships and empower people to take practical action, no matter how small.
- **Training Programs:** Delivering a variety of suicide awareness training courses at community level. These sessions are widely advertised and accessible.
- **Community Support:** Providing information and signposting support in communities that have experienced a significant loss by suicide.
- **Localised Strategy:** Developing localised action plans through the Community Action Groups that are sustainable beyond the life of the pilot project.

