

# Best Targeted Mental Health Initiative

## Winner

### Connecting with People Training, CPSL Mind

This category recognises a special incentive brought about for a group of employees working in a specific industry, or a specialist initiative to solve a particular challenge

Cambridgeshire Peterborough and South Lincolnshire Mind (CPSL Mind) was already leading the award-winning 'STOP Suicide' awareness campaign, an initiative that empowers individuals to speak openly about suicide. With support from Public Health, CPSL Mind then delivered 'Connecting with People', a suicide mitigation training scheme provided by 4Mental Health for local primary care and GP teams.

Suicidal thoughts occur in one in five people, and self-harm rates are increasing. Suicide is the biggest killer of men under 49 and women under 35. GPs are often the first port of call for those struggling with suicidal thoughts, but doctors are often pressed for time and may lack confidence in dealing with the issues surrounding the topic. As many as 70% of those who die by suicide are not seen by specialist mental health services in the year before their death, but they do visit their GP.

Mitigation training is designed to equip GPs with the knowledge and tools to help. It's delivered in two modules, completed together or separately according to a practice's needs.

It provides an understanding of suicidal thinking, an evidence-informed clinical



Connecting with People training, co-delivered with a local GP

tool to enable better patient assessment, the knowledge and confidence to support patients compassionately, and the ability to co-produce a safety plan with a patient.

The project strategy involved engaging key GP leaders, establishing training modules for GPs and harnessing GPs' own peer groups in order to develop GP champions for the training. The next phase involved embedding Connecting with People into mental health services, with the aim of extending the initiative into community care.

# Highly Commended

→ Financial Wellbeing  
Direct Line Group

## Shortlisted

- bmJV Wellbeing Rooms  
**bmJV**
- Mental Health Awareness  
for Managers  
**Sainsbury's**
- Shipping & Maritime  
Supported by Shell Health  
**Shell Shipping & Maritime**

## Judges' comments

### Achievements

Connecting with People – delivered by 4Mental Health – uses the SAFETool Assessment framework, which embeds training into practice, offers reminders of available options, and includes a Safety Plan template. The system-wide approach facilitates a consistent, compassionate, person-centred ethos, alongside 4Mental Health's SAFETool assessment framework, which supports GPs in assessing, documenting, referring and safety planning for every patient.

SAFETool guides a practitioner through the process of identifying and evaluating a person's experiences, history, risk factors and details of their suicidal thoughts, in order to design a person-centred intervention to mitigate the risk of suicide.

GPs are time-restricted, so the scheme uses various approaches, delivering directly to practices and health networks and presenting at a Regional Royal College of GPs event. It has gone from strength to strength in the 18 months since its inception, to more than 200 GPs and 250 Primary Care staff across the county.

Training has been transformational, not only for patients, but also for professionals. GPs reported relief in having a toolkit to understand patients' suicidal thoughts; pride in the knowledge that managing suicidal patients is no longer the preserve of specialists; and clarity on which patients need an immediate specialist approach. ■

With the statistics you have presented, we can see how important it is to target suicide in a campaign. Great to see that you have noticed an area that needs improving and focused your campaign on this. Also great to see some fantastic results, particularly regarding GP professionals' improved knowledge and confidence through this training.

Fantastic – a much-needed scheme, well thought through and implemented, and a very worthwhile aim. The fact that it was so popular with GPs illustrates just how vital this is, and how well done it was. Well done.