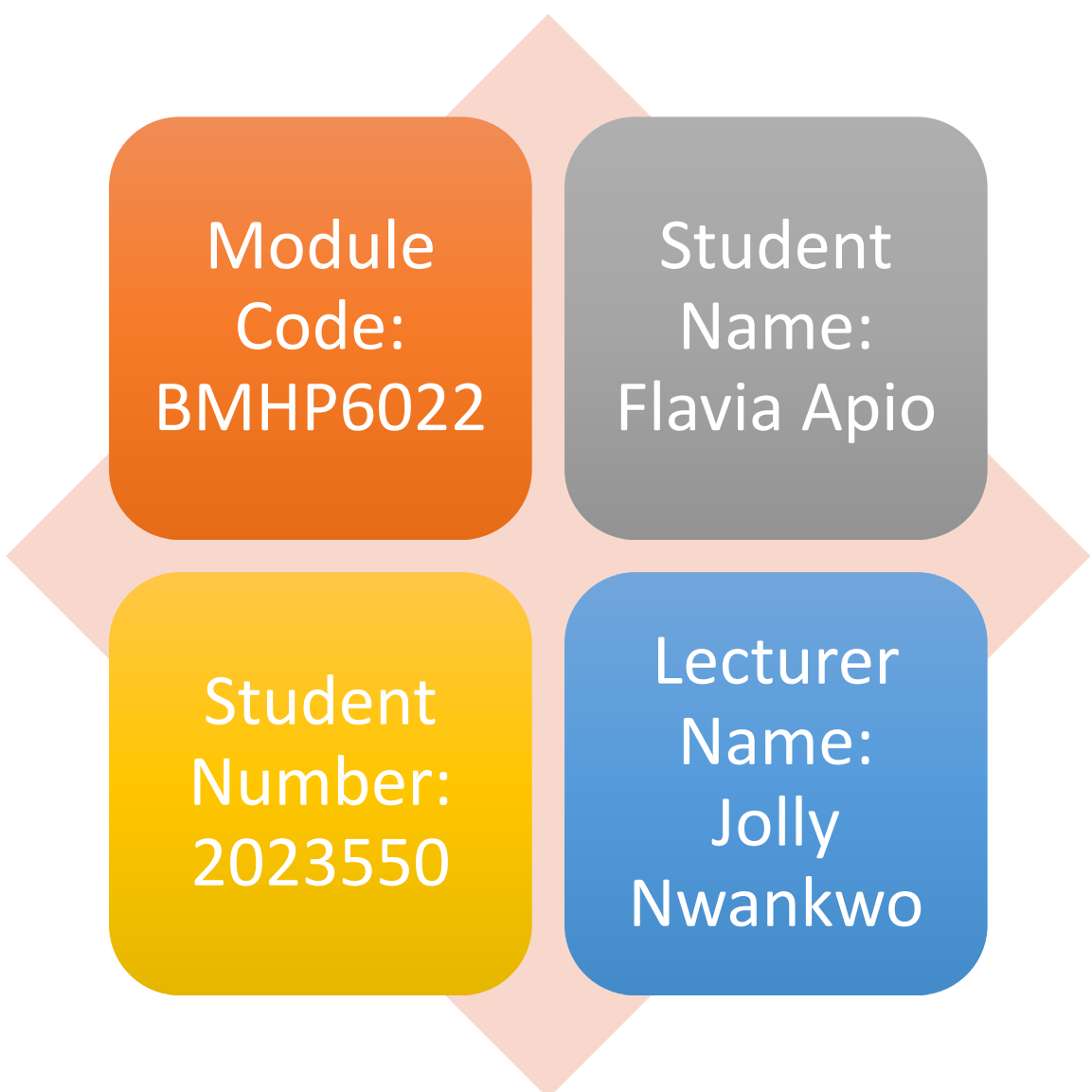




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AI Acknowledgement



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Introduction

- A community is a collection of individuals with various traits that work together in particular contexts, have similar beliefs, and are connected by social relationships (MacQueen et al., 2001).
- This community project aims to raise awareness, Prevent Suicide. (Pesantes, 2013)



(Guerrero, 2018)

Aim

Coordinate and integrate efforts to prevent suicide in a variety of contexts and sectors.

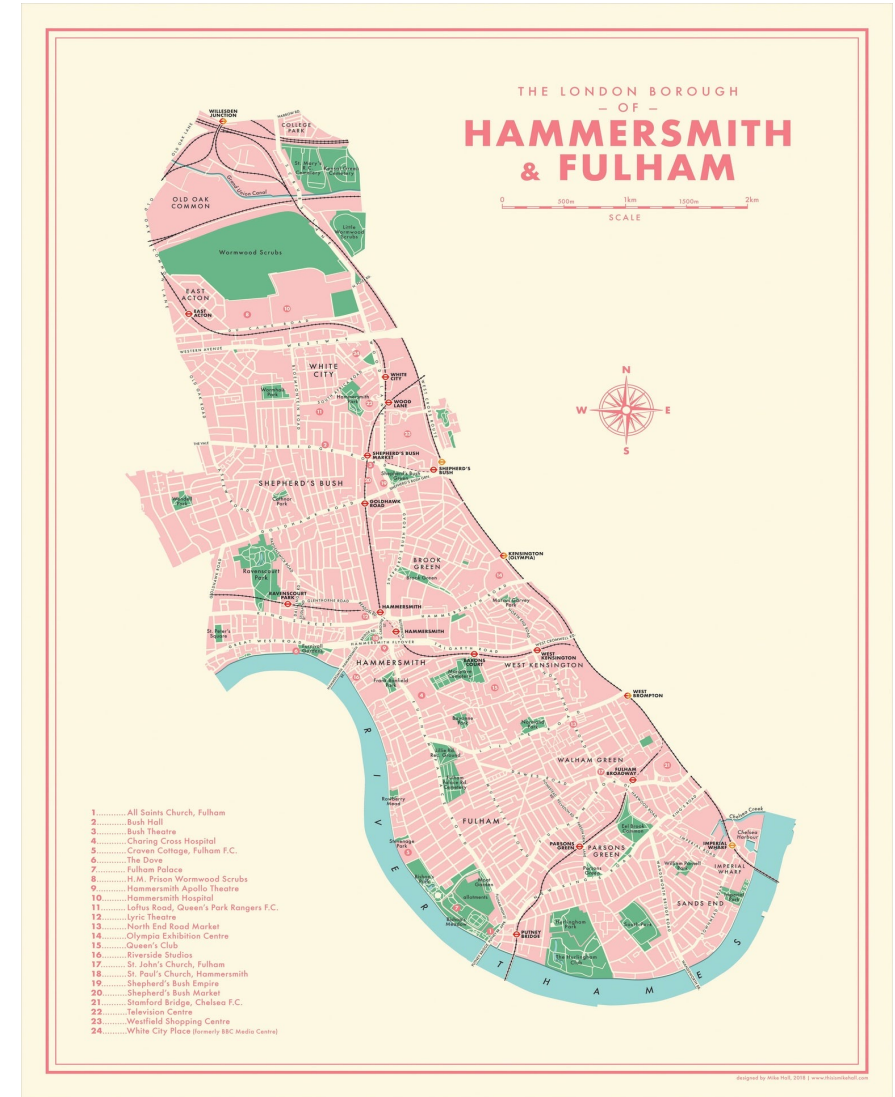
To decrease suicide through information, behaviour, and attitude changes.

Increase knowledge of the factors that promote wellbeing and recovery while shielding against suicidal thoughts and behaviours.

Urge the media to responsibly cover suicide stories.

Demographics of Hammersmith and Fulham

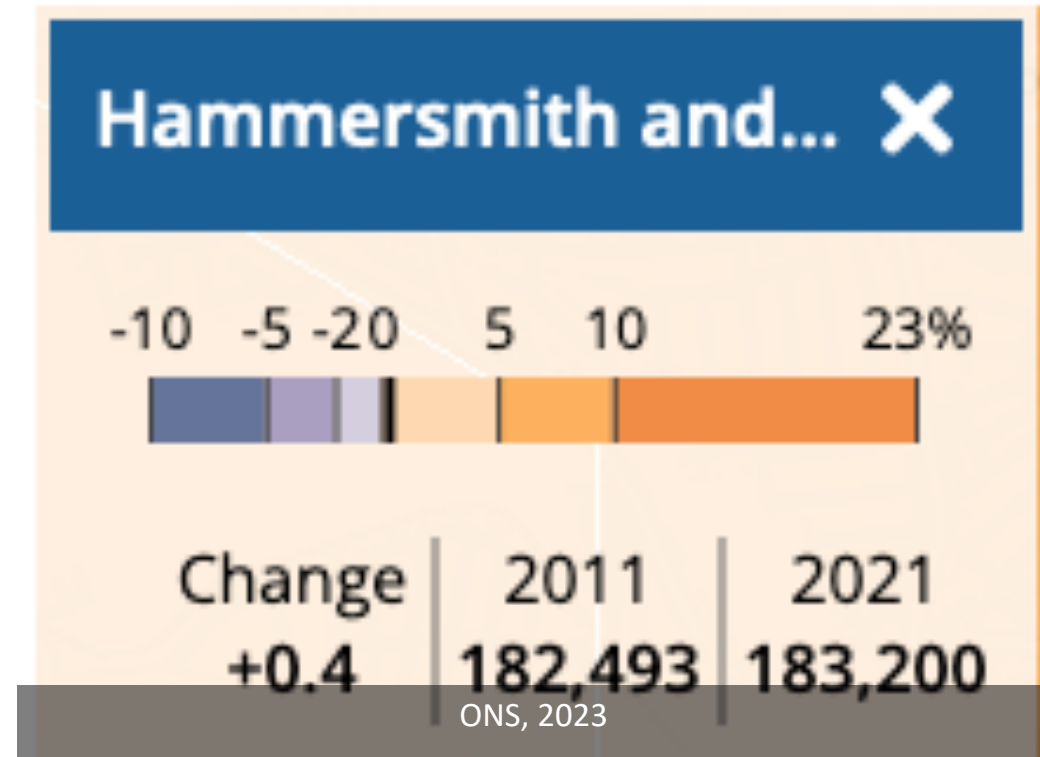
- Among the 13 boroughs of inner London, Hammersmith & Fulham is located in the city's center-west.
- With a river border on the south and south-west sides, the borough is long and narrow, extending from north to south.
- It is the third-smallest borough outside of the City of London, covering 1,640 hectares in total (Linkedin, 2024).



(Hall, n.d)

Population of Hammersmith and Fulham

- According to the census, Hammersmith and Fulham had 183,200 residents overall in 2021.
- This is an increase of 0.4% over the 2011 census figures. The ONS's mid-year population predictions showed that this rose to 183,295. (ONS, 2023).



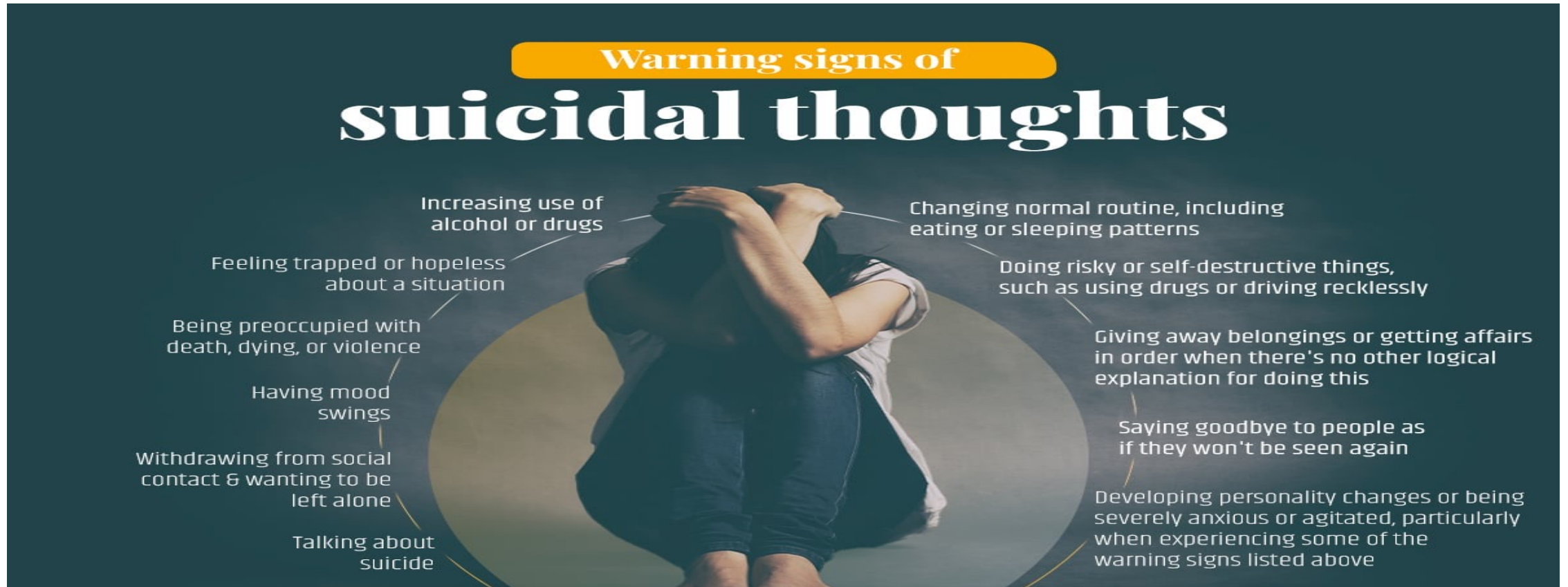


Languages & Religion in Hammersmith and Fulham

The majority of people in Hammersmith and Fulham speak English, with the next most spoken languages being French, Arabic, Spanish, Polish, Italian, Portuguese, Somali, Persian/Farsi, and Tagalog/Filipino.

There are mostly Christians followed by Atheists, Muslims, Hindus, Buddhists, Jews, Sikhs, and Agnostic people in Hammersmith and Fulham (Qpzm Local Stats UK, 2024)

Key Issues



Suicidal Prevention in Hammersmith & Fulham.

Preventing suicide is a national priority.

Although rates have generally decreased in England over the past few decades, after 2020, progress has either stalled or reversed.

Hammersmith & Fulham unfortunately has the highest rate of any London borough, despite London having the lowest regional rate in the nation.

According to the most recent Office of National Statistics (ONS) data (2019–2021), Hammersmith and Fulham has a rate of 12.9, London has 7.2, and England has 10.4 per 100,000. (Coleman, 2024).

Place of Birth

There is limited data collected regarding ethnicity of residents who have died by suicide. Suicide rate is highest among residents born in Eastern Europe³.



Occupation

In LBHF, the highest rate of suicide is among residents working in Elementary Occupations, including cleaning and security, Skilled Trade Occupations, including those in construction, and Prisoners³.



Occupation	Suicide Rate (per 100,000)
1 Elementary Occupations	138.9
2 Skilled Trade Occupations	100.0
3 Prisoners	83.3

(LBHF BI Service, 2021)

Principles to Support Community Development

- Sustainable growth.
- Empowerment.
- Being inclusive.
- Fairness in society.
- Rights of Humans.
- Democracy through participation
- Equal rights (Future Generations University, 2024).



Stakeholders Involved in the Program

Employers
/employees

Students

Local
organizations

Government
officials

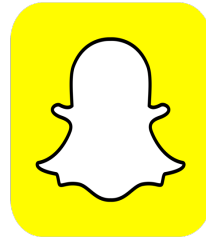
Mental
health groups

Persons in
need

Family

Media

Digital Media and Technology



Instagram

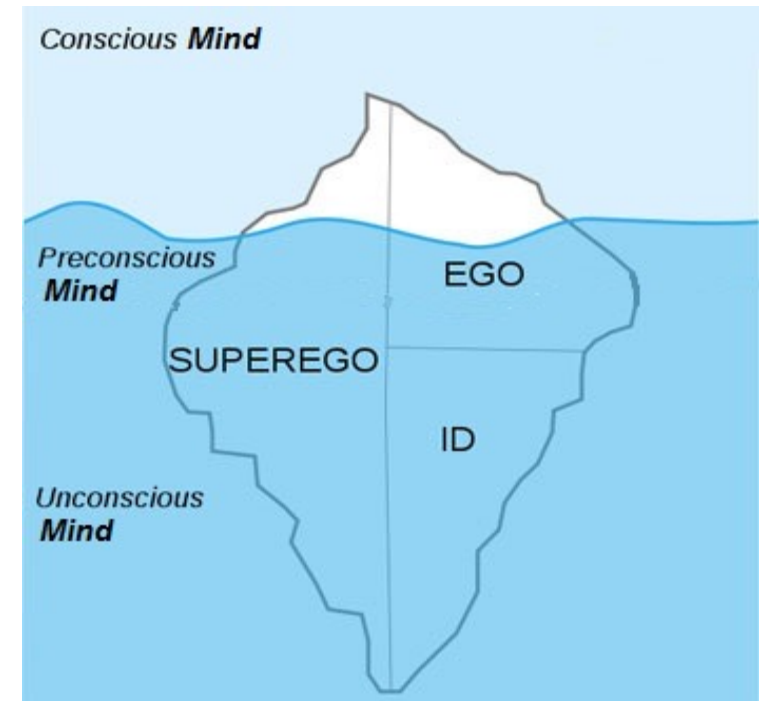
#suicideprevention

#bekind

#mentalhealthawareness

Theories that supports suicide prevention

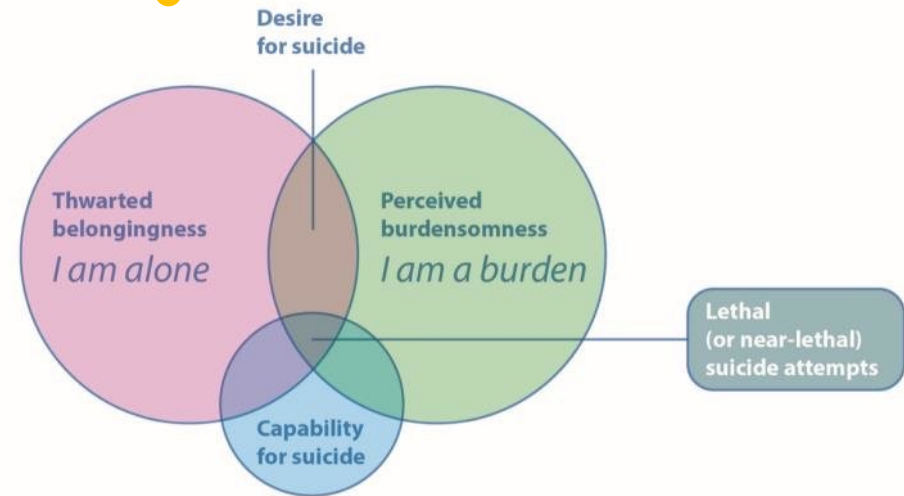
- Freud claimed that a person may commit suicide if their ego is unable to resist the punishing superego's ruthless, violent onslaught (1917).
- The superego's aspirations and the id's desires are mediated by the ego. The id doesn't care about reality; it just wants instant satisfaction (Adam, 2013).



(DG 2014)

Theories that supports suicide prevention

- **The interpersonal theory of suicide.**
 - Asserts that near-fatal or lethal suicidal behavior happens when suicidal want and the potential to commit suicide are present.
 - Suicidal desire arises when people feel uncontrollably burdened and cut off from belonging.



(Bull, 2018)

(Orden et al, 2010)

Legislation & Policies on Suicide Prevention

- The Suicide Act 1961
- Equality Act 2010
- Care act 2014
- Human Rights Act 1998
- Suicide prevention in England: 5-year cross-sector strategy 2023
- Action plan for the recovery of COVID-19 mental health and wellness in 2021.
- NHS Long Term Plan 2019 (Kirk-Wade, 2024).



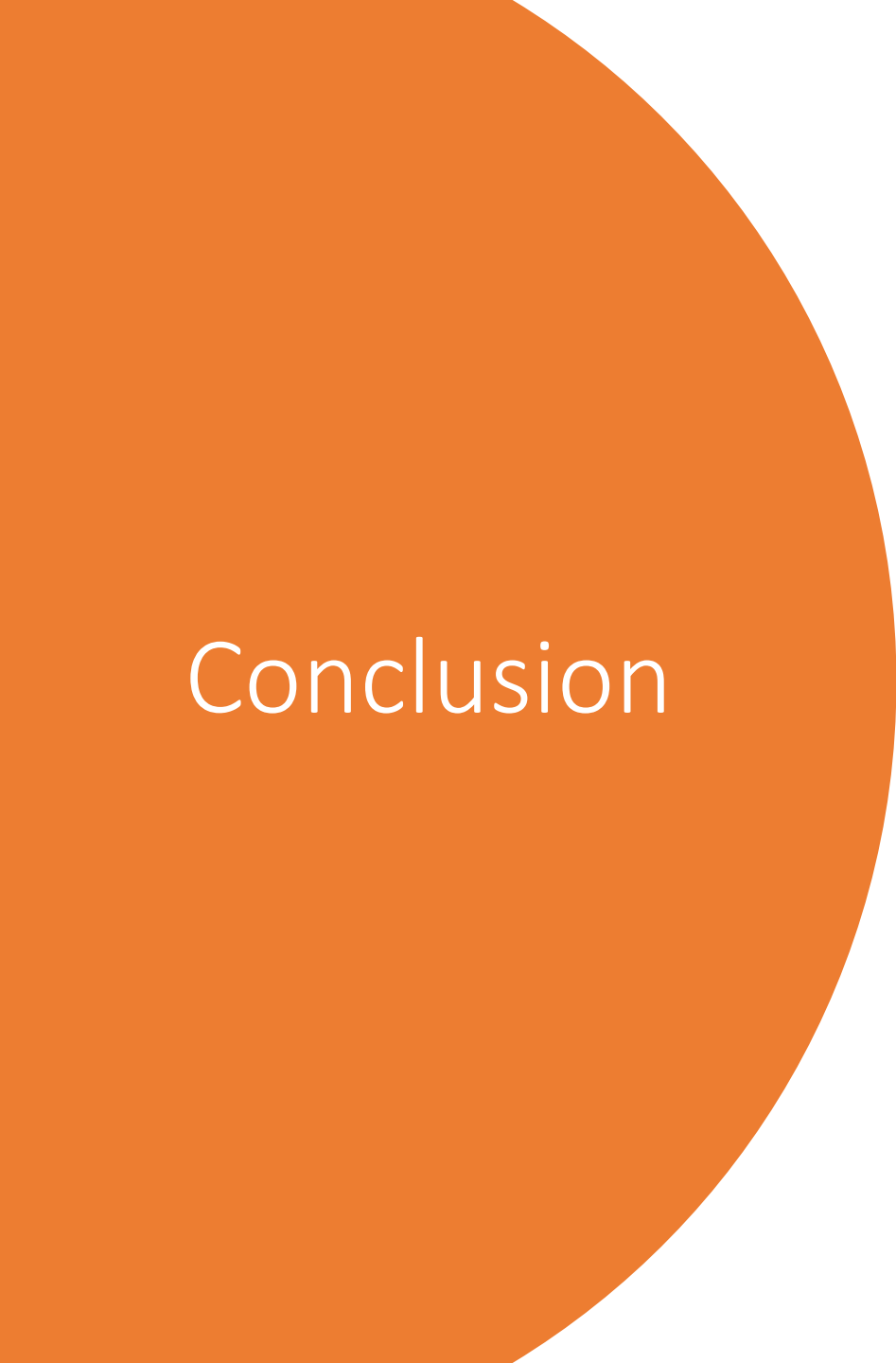
Barriers to Community Development

- Logistics and management (i.e., understanding the problem, acting, and putting actions into action).
- Stakeholders (such as management and leadership, cooperation and teamwork, and rules and policies).
- Financial resources, including the funds set aside for programs aimed at preventing suicide.
- The human resources.
- Shame.
- Information gathering.
- Multisectoral participation (Kasal et al., 2023).

Recommendations

- Call 116 123 anytime anyday (Smaritans, n.d).
- Speak with a trusted person (friends/family).
- Try to concentrate just on getting through today and avoid thinking about the future.
- Avoid drinking and drugs.
- Go to a secure location, such as a friend's house, and surround yourself with people.
- Engage in an activity you often love, like spending time with a pet (NHS, 2024)



A large orange circle is positioned on the left side of the slide, partially cut off by the edge.

Conclusion

Up to one million people die by suicide every year, making it a serious public health and mental health issue.

It is a personal tragedy that has terrible repercussions for friends, family, and other grieving individuals.

Suicidal behaviour and suicide attempts are significantly more prevalent.

There has been a great deal of research in recent years, and people are becoming more aware that suicide is preventable.

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