

Attend public outreach events to raise awareness of support services available and to start conversations about suicide within male-oriented groups and spaces.

Introduction:

Harmless and the Tomorrow Project undertook a public consultation to better understand the needs of men and boys in suicide crisis. From there, it was identified that 80.17% of men and older boys would like to see a suicide crisis support service promoted to males via physical attendance at events i.e., sports matches, workplace events or community clubs.

Objectives:

1. Raise community awareness about suicide prevention specifically targeting males.
2. To better understand the needs of males in suicide crisis.
3. To understand how males would like their suicide prevention support offer to look.
4. To overcome challenges faced by males when engaging in support.

Collaborative Initiatives:

1. we attended a Nottingham Panthers game at the Motorpoint Arena. The Panthers have an average attendance of approximately 5,000 people. We engaged with males in person and had several conversations throughout the evening, we also took physical leaflets depicting support offers available for people to take home. We used our social media platforms to promote our attendance at the match, and in total, we reached 4,495 people and had 299 direct engagements (such as retweets, comments, likes and opening images).
2. We attended a Mansfield Town Football Club match against Barrow A.F.C. where we were the sponsor for this game, having our promotional material shared on their scoreboards intermittently throughout the game and during half-time. We were also shared across MTFC's personal social media platforms. There was an attendance of 6081 at the match itself as well as roughly 100 members of staff ranging from stewards, security, catering and organisational. Alongside this, we distributed our leaflets and posters around the venue and put our posters in all the toilets and communal areas. We left flyers on the tables outside the bar during the game so anyone could approach the stall on their own.
3. We attended the Nottingham vs Jersey Championship Rugby match at the Nottingham Rugby Club. As part of this event, we first hosted a Q&A with guests before the match and attended a sit-down meal with players, club officials and

supporters. The rugby match itself had 1,280 attendees. We received a referral to our suicide crisis service as a direct result of attending the event.

4. We also attended an over-30's evening at Flo Skate Park. Which was attended by approximately 15 males. Promotional materials were also distributed around the venue.
5. We attended a Nottingham Forest Community Trust Tricky to Talk Hub at the City Ground, our team engaged with the group itself and provided both an overview of our service provisions and promotional materials to be distributed around the ground.

Key Learnings:

1. We offered safe conversations about mental health and suicide in informal settings with high footfalls of males. We encouraged attendees to talk openly about their mental health, offering psychoeducation around Suicide prevention efforts at a community level reducing the stigma surrounding this topic.
2. Engaging agencies outside the mental health sphere is crucial for successful suicide prevention initiatives specifically targeted to Males. Collaborating with local sports centres increases the reach of prevention efforts and ensures that information and support are readily accessible to individuals at risk.

Conclusion:

The Tomorrow Project Crisis Pathway has seen a 12% increase in men and older boys being referred to our service when comparing 2021 to 2022. In 2021, 23% of our referrals were male, but this rose to 35% in 2022.

From these referrals we have also seen a 12% increase in males accepting and engaging in support following their referral, therefore, not only are more men being referred to our service, but more men are engaging in support too.

Alongside this on average, our male caseload clients are showing a 45% decrease in BDI-21 scores, a 44% decrease in PHQ-9 scores, and a 32% decrease in GAD-7 scores.