Suicide Prevention Scotland.

Annual Report Summary 2025-26

Key Achievements

The following document summarises the key outcomes from the Suicide Prevention Scotland annual report for 2025-26.

Outcome 1: The environment we live in promotes conditions which protect against suicide risk

SAMARITANS

- **Six priority areas for action** were identified through commissioned external evidence reviews:
  - **Children and young people**
  - **Poverty**
  - **Substance and alcohol use**
  - **Life transitions**
  - **Stigma**
  - **Loneliness and isolation**

- Two policy-maker workshops brought together **39 people from 24 policy teams** across Scottish Government and COSLA

- A **Delphi Study** produced implementable recommendations on restricting access to means by hanging and self-poisoning, with lived experience included as a panel of equal weight

- Police Scotland developed and signed off a **Probable Suicide Notification Form** which is now shared with local suicide prevention leads

- Suicide prevention was retained as a priority in the next **Drowning Prevention Strategy** for Scotland

- Edinburgh, Lothian and Borders formed a regional **Locations of Concern collaborative** where none previously existed

- **Communications training** on responsible reporting was delivered to journalists, students, Sheriffs, MSPs, councillors and Police Scotland

Outcome 2: Our communities have a clear understanding of suicide, risk factors and its prevention

SAMH
Scottish Action for Mental Health

- '**What if a conversation about suicide could save a life?**' launched in April 2025 as the first wholly co-produced national suicide prevention campaign in over five years, delivered across three phases

- Phase 3 television and radio advertising reached **79.6%** of all Scottish adults

What if... a **conversation** about **suicide** could **save a life?**

- A YouGov survey after Phase 1 recorded an **8% increase in population confidence to talk about suicide** and a **6% increase in people having conversations about suicide with their families**

- Over **100** local organisations ordered and used campaign resources

- The new **suicideprevention.scot** website launched in April 2025, reaching nearly **34,000 unique visitors** by late 2025, with over a fifth of traffic arriving via search rather than paid media, and a directory listing **130** local services

- **5,500 learners** undertook Ask, Tell, Respond (ATR) eLearning modules in 2025/26, with **completion rates above 80%**

- **454 people** were trained as ATR facilitators, and accompanying animations were viewed **148,000 times**, a sevenfold increase on the previous year

- **Ask, Tell, Respond was embedded institutionally**, including Strathclyde University pre-registration nursing, NHS Lanarkshire (own model reaching 2,000 learners), Police Scotland, NUS and Education Scotland

- A **national network** for colleges and universities was established, and Strathclyde University adopted **Time, Space Compassion** as the organising principle for its institutional mental health strategy



- United to Prevent Suicide held its first national **Big Meet Up** in March 2026 and published a member-written Declaration

Outcome 3: Everyone affected by suicide is able to access high quality, compassionate, appropriate and timely support

- The **Suicide Bereavement Support Service** has supported **408 people** and provided over **10,000 hours of support** since August 2021, with wellbeing scores rising considerably from start of support to six months follow up. Two independent evaluations have been completed.

- Cruse Scotland workplace bereavement support reached **57 organisations** in the year, with all staff survey respondents reporting they felt better able to cope as a resut of the support

- The first round of **Community-Led Action Research** was completed with three organisations, and eight organisations were selected for a second round

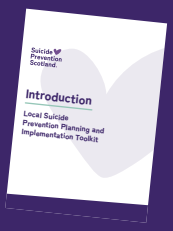
- Three NHS Boards secured leadership buy-in to **personalised risk management improvement work**, supported by a learning collaborative and cross-disciplinary steering group

- **Local suicide prevention delivery plans** now align with many of the actions in Creating Hope Together including the Creating Hope with Peer Support resources and in Shetland, local partners are developing a bereavement-to-support pathway built from existing provision

Outcome 4: Our approach to suicide prevention is well planned and delivered through close collaboration between national, local and sectoral partners

Public Health Scotland

- **Revised national guidance** on suicide clusters, public memorials and locations of concern was published in November 2025 and distributed to all local suicide prevention leads
- A refreshed and updated **Local Area Planning and Implementation Toolkit** was launched



- Nine local areas signed up to **QES software** for recording suspected suicides and managing multi-agency reviews
- At least **11 local areas** developed their own **cluster protocols** from the national guidance, and the cluster response workshop is now run by local areas without national facilitation
- The January 2025 Suicide Prevention Leads survey found **92% felt part of a collective**, **86% felt supported** and **75% felt able to influence the work**
- The '**You First**' workforce wellbeing podcast reached over **700 plays** within weeks of launch

YOU FIRST

- **Scottish Prison Service** engagement reached around **120 participants** across four events, and contributed to the Commitment to Change reform programme
- The **National Participation Network** grew to over **80** members across more than **30** organisations

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- The **Enabling Conversations toolkit** for young people, supported by V&A Dundee was launched in September 2025

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Lived & Living Experience Panel

- Included as a panel of equal weight in the **Delphi Study** on restricting access to means (Outcome 1)
- Moved from participation to leadership on personalised risk management, presenting to clinical audiences, developing composite personas to protect privacy while drawing on collective insight, and shaping how mental health improvement measures are defined nationally (Outcome 3)
- Co-developed and co-produced the **Side by Side** after-suicide event and the National Creating Hope Together Conference(Outcome 4)
- Engaged across most Outcome action areas, shaping what was developed and how



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Youth Advisory Group

- Requested and co-designed the **Enabling Conversations toolkit** for young people, supported by V&A Dundee and distributed through local partnerships (Outcome 2)
- Ran a workshop at the Creating Hope Together national conference
- Feedback on postvention in educational settings was incorporated directly into the revised cluster guidance (Outcome 4)
- Members reported increased confidence to talk about suicide prevention across all age groups

