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23 March 2010

Committee Secretary
Senate Community Affairs References Committee
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Sir/Madam

Wesley Mission was grateful to have the opportunity to give evidence before the public hearing into Suicide in Australia.

At the hearing the senators requested further information on the Wesley LifeForce Programs which we are pleased to submit. Wesley LifeForce has two funding agreements with the Department of Health and Ageing. One to establish suicide prevention networks and the other to provide suicide prevention training and memorial services.

1. LifeForce Community Networks Project.

This project is funded for \$719,844 over two years, commencing 5 June 2009 and concluding 31 May 2011. In the contract negotiations Wesley LifeForce proposed a much more extensive program however funding was restricted to the levels of the previous contract.

The networks identify and bring together community participants with an interest in/or service provision in suicide and mental health issues. They do this by:

- facilitating the exchange of information
- co-ordinating suicide awareness and prevention activities
- encouraging skill sharing and learning and
- advocating raising the community's awareness of the risk of suicide and the contributing factors in that community

Wesley LifeForce has assisted in the establishment of eleven (11) networks across New South Wales and Tasmania (see attachment 1) and currently working towards the establishment on ten (10) new networks across the states of New South Wales, Tasmania, Western Australia and Northern Territory.

The current project plan is attached (see attachment 2)

2. Wesley LifeForce Training

The training contract is a 4 year contract, commencing 1 July 2007 and concluding 30 June 2011. \$376,000 per annum.

The training provided by Wesley LifeForce aims to educate, empower and resource individuals and communities across Australia.

The training is delivered by professional facilitators in both workshop and seminar formats includes topics that:

- raise awareness of the issues of suicide
- equip participants with the skills to identify a person at risk and how to intervene
- provide information about referring a person to appropriate qualified help

The locations where training has been provided in 2009 is attached. (see attachment 3)

This contract also funds memorial services in Sydney Newcastle and Tasmania. These occasions provide opportunity for those who have been impacted by suicide to come together in the spirit of comfort and hope. They also express community concern for the loss associated with suicide and support for those services working in the field.

The training project plan is attached (see attachment 4)

We believe the Wesley LifeForce Network activity and training powerfully support community capacity to respond to the reality of suicide and would be pleased to offer further detail should you require it.

Warmly yours

Rev Dr Keith V Garner
Superintendent/CEO
Wesley Mission

ATTACHMENT 1

Networks supported by Wesley LifeForce

Shoalhaven Suicide Prevention & Awareness Team Inc.

Established July 2007

Chairperson – Bruce Murphy

Orange Suicide Prevention Network

Established August 2007

Chairperson – David Hill

Hilltops Suicide Prevention Network Inc.

Established October 2007

Chairperson – Eris Gleeson

Port Stephens Suicide Prevention Network Inc.

Established 2008

Chairperson – Bernie Fitzsimons

Penrith Suicide Prevention & Support Network Inc.

Established October 2008

Chairperson – Currently a rotating position

Wollongong Suicide Prevention Network Inc.

Established November 2008

Chairperson – Alex Darling

Wambool Aboriginal Suicide Prevention Team

Established January 2009

Acting Chairperson – Allan Hall

Maitland Region Suicide Prevention Network

Established January 2009

Chairperson – David Coren

Goulburn & District Suicide Prevention Network

Established March 2009

Chairperson – Simon Bennett

Lake Macquarie Suicide Prevention Network

Established July 2009

Acting Chairperson – Faye Hawley

Spring Bay Suicide Prevention Network (East coast Tasmania)

Established August 2009

Chairperson – Britt Steiner

ATTACHMENT 2

LifeForce National Community Networks Project Plan 2009 - 2011



LifeForce Suicide Prevention Program
Wesley Mission
LifeForce National Community Networks Project
Project Plan Outline
2009 – 2011

'Working in communities, for communities, with communities'
Educating ● Empowering ● Resourcing



LifeForce Suicide Prevention Program
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- Every day in Australia an average of 5 people complete suicide and 150 attempt suicide.
- In the five year period leading up to 2007 more people died from suicide than from motor vehicle and road related deaths.
- In 2007 there were 1881 completed suicides in Australia.
- In 2007, 1.4% of all deaths were due to suicide.

The Australian Bureau of Statistics

Organisations Contact Details

Legal Name: The Uniting Church Property Trust (NSW) for Wesley Mission Sydney
Trading Name: LifeForce Suicide Prevention Program
ABN: 57 996 964 406
GST Status: Registered for GST
Incorporation Number: The Uniting Church in Australia Property Trust is a statutory corporation registered under the Uniting Church Act 47/1977 in New South Wales
Street Address: 93 Milton Street, Ashfield New South Wales 2131
Postal Address: PO Box 2114, Carlingford, New South Wales 2118
Web Address: <http://www.wesleymission.org.au/centres/lifeforce/about.asp>

Authorised Contact Persons

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Name: Mr Andrew Mitchell
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Mobile: 0401 999 720
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Name: Ms Penny Mayson
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Project Title

LifeForce National Community Networks Project

Project Summary

The LifeForce Networks Project has been delivered very successfully in New South Wales. The 'whole of community approach to suicide prevention' as part of the National Suicide Prevention Strategy is admirably demonstrated in the networks project. Also, high rates of interest in the project have been registered by communities in other states within Australia. The LifeForce Networks Project has the potential to have a profound impact on suicide prevention in many communities across Australia. Areas of further development of the Community Networks Project have been identified which include:

1. Identification, Establishment and Continued Support of Current and New Networks Across Australia

LifeForce will implement this project at a national level which will result in a coordinated strategic approach to suicide prevention within identified 'high risk' community areas. In particular, this project will focus on the identification and establishment of new networks in the States of New South Wales, Western Australia, Tasmania and the Northern Territory. Network development in other states and territories will be conducted as a direct result of needs assessment analysis, geographic considerations and considerations related to the resources available to develop and support the proposed networks. Consideration is also given to community requests and in consultation with the Commonwealth Department of Health and Ageing. LifeForce will partner with stakeholders in the identification and establishment of suicide prevention networks in states and territories across Australia. This model of delivery has been trialled with significant success in the state of Tasmania. LifeForce will also continue to support the existing networks based in New South Wales.

2. Indigenous Focus

LifeForce will look to develop close working relationships with indigenous leaders in order to engage the support of indigenous communities, elders and service providers. The approach will be modelled on the Dubbo Indigenous Specific Suicide Prevention Network where LifeForce has achieved enormous success. LifeForce seeks to establish a large Aboriginal representation in Indigenous specific networks and encourage decision making from 'the bottom up' rather than 'top down'.

3. Networks Online Resource Centre

LifeForce will establish an online networks resource centre which will be incorporated within the LifeForce website and will offer a comprehensive range of suicide related resources, topics and services. This will include the provision of good practice guidelines relating to the establishment, development and maintenance of community coalitions. The aim of this online service is to provide ongoing support and information to community networks across Australia.

4. Evaluation as a Means to Ensuring best Practice

LifeForce strives for continuous improvement in our programme and service delivery. To this end LifeForce will encourage best practice by continually evaluating the programme. This will occur by way of the Independent Evaluation of the Networks Project and via surveys of network members. The feedback received will be incorporated into our strategic plan and inform service delivery.

Project Objectives

The key objectives for the proposed project are:

- To explore opportunities to establish LifeForce networks in Indigenous and high risk communities throughout Australia.
- To continue to establish and support suicide prevention community networks throughout Australia including the support of the current community networks based in New South Wales.
- To continue to support existing networks by establishing a LifeForce Networks Online Resource Centre to enhance the knowledge and capacity of local networks to address suicide prevention within their own communities.
- To resource, support and inform Australian communities on issues related to suicide so as to encourage community collaboration within individual communities in the area of suicide prevention.
- Develop and consolidate the Life Networks Project so that it incorporates best practice and meets the needs of communities across a range of target groups.

History

In March 2007, LifeForce received funding from the Commonwealth Department of Health and Ageing to establish up to ten (10) community suicide prevention networks across New South Wales. This project was successfully completed in May 2009 and as a direct result of this success, LifeForce has been able to report on a significant number of positive outcomes and recommendations which have been utilised to further inform the future development of the Life Networks model and ongoing project delivery.

The partnerships, experience and expertise gained over recent years in the area of network development has seen a number of unprecedented significant developments such as the establishment of the first indigenous specific network in the Dubbo region of New South Wales and following approval from the Commonwealth Department of Health and Ageing, identification and development of networks in the State of Tasmania. The first ever LifeForce Networks Conference Day was held in May 2009. This one (1) day conference brought together network members, service providers, key stakeholders and also representatives from other states who were interested in the development of the network model within their own local communities. This conference enabled the various stakeholders to share their experiences and to identify ways in which they would be able to further support the network development within their own local communities.

Rationale

The network model provides a framework in which to develop localised suicide prevention aims and objectives. These include:

- identifying and bringing together community participants with an interest in service provision in suicide prevention and mental health issues;
- facilitating the exchange of information;
- coordinating suicide awareness and prevention activities to minimise silo delivery and duplication of services;
- sharing skills and learning; and
- advocating raising the community's awareness of the risk of suicide and the contributing factors in that community.

The focus of the Life Networks model is on supporting improved suicide prevention activities through a collaborative and strategic community approach. The establishment of a network promotes inter-agency cooperation, raises community awareness of suicide risk and protective factors and mental health issues. This both directly and indirectly benefits those individuals at risk of suicide and those affected by suicide through, for example, improved referral systems and resource knowledge. The network model supports a whole of community approach to suicide prevention as outlined in the LIFE framework, empowering communities to develop an appropriate suicide prevention strategy at a 'grass roots' level.

The network model is a community driven initiative and LifeForce promotes and facilitates community ownership throughout the development and implementation phases. One of the key components of the program is the establishment of appropriate governance structures to ensure longevity. This approach supports sustainability of each and every network.

Drawing on the experience and outcomes gained throughout the previous project period, we have identified the need for the implementation of LifeForce networks at a national level. In the previous funding period, an unprecedented number of requests were received by Wesley LifeForce to establish networks in other regions and states across Australia. This proposal aims to support these requests with the development of a coordinated strategic approach. This will be conducted in consultation with Department of Health and Ageing representatives to identify potential areas for network development taking into consideration communities and groups who have been identified as high risk and the high priorities areas as defined by the Australian National Suicide Prevention Advisory Committee. Given the recent success in the development of an indigenous network, an emphasis will be placed on establishing and building on relationships with indigenous communities, experts, elders and service providers; engaging their support to assist in the development of indigenous specific networks.

Support will be provided by LifeForce to all identified and developing networks through the facilitation, planning and development and implementation phases of the network establishment. The availability of relevant information and support for ongoing learning and sustainability will be achieved through the continued development of an online networks resource centre.

As network opportunities arise in other States and Territories LifeForce staff will identify and partner with organisations, service providers, government departments and local programs to establish suicide prevention networks. This model of delivery has been trialled with significant success on the east coast of Tasmania, Goulburn and within communities in the Newcastle area. This partnered approach to network development has proven to be extremely successful method resulting in total community ownership of the network and the establishment of positive partnership arrangements between the LifeForce Program and a range of state and community based stakeholders.

To ensure sustainability of current community networks, LifeForce will continue to work towards the establishment of a Networks Online Resource Centre that will be incorporated within the LifeForce website. It is envisaged that this online service will continue to support existing networks and promote the community suicide prevention networks model to all communities across Australia. The LifeForce Online Networks Resource Centre will allow for a more effective method of dissemination of up-to-date resources, topics and services related to suicide prevention and community networks. The Online Resource Centre will continue to provide:

- information about current and proposed community networks;
- information about establishing a community network;
- website space for each established network;
- access to relevant and up-to-date information and resources;
- direct links to suicide prevention services, websites and information; and
- an interactive community for existing network members and people interested or working in the area of suicide prevention and community networks.

Our aim to establish community suicide prevention in other states and territories within Australia requires defined strategies relating to the development of a national media campaign, information dissemination and partnership development. It is envisaged that this strategic approach to profiling the outputs of this project will create increased network activity and promotion of the issues related to suicide prevention within communities across Australia. To ensure appropriate promotion of this project, partnerships will be developed with the Hunter Institute of Mental Health and a range of stakeholders involved with the positive promotion of suicide prevention in the media.

It is estimated that by utilising the direct community engagement model of LifeForce Networks, the project will establish up to ten (10) community networks across Australia. The strategic media campaign will be utilised to assist in raising the awareness of the issues of suicide within local communities, promote suicide prevention activities and resources and introduce the concept of a network or 'community coalition.'

The LifeForce Networks Project has the potential to have a profound impact on suicide prevention in all communities across Australia. As stated, the project has in recent years experienced enormous success in New South Wales. Our organisation has received numerous requests and support from established and establishing networks, service providers, government departments and organisations across Australia for the implementation of the networks model and continued development of the Online Networks Resource Centre. The implementation of this project at a national level along with the work being undertaken to develop the Online Networks Resource Centre will see a coordinated strategic approach to suicide prevention within high risk community areas across Australia.

Priority Target Group(s)

As a planned expansion of the Project, the particular focus for the next two (2) years will be communities in which data indicates there is a significant risk and incidence of suicide, with a focus on indigenous and rural and remote communities across Australia.

The Wesley LifeForce Program through ongoing liaison and collaboration with the Commonwealth Department of Health and Ageing and State and Territory Governments will continue to expand the coverage of the Wesley LifeForce National Community Networks Project in all areas of community identification to ensure the needs of identified high risk geographic target areas and groups are met.

Project Duration

Two (2) years from the date of signing of the contract by a representative of the Commonwealth Department of Health and Ageing.

Strategies, Expected Outcomes and Time Frames

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce National Community Networks Project
OBJECTIVE 1:	To explore opportunities to establish LifeForce Networks in Indigenous and high risk communities throughout Australia.

Strategies	Outcomes	Time Frame	Achieved
1.1 Define partnership development strategies that will support the processes of network identification across Australia.	A coordinated strategic approach to suicide prevention will enhance the work of LifeForce and the community networks.	Jan to June 2010	Formal partnership strategies are available to assist collaborative efforts.
1.2 Consult with Australian National Suicide Advisory Committee and other statistical data available, to inform decisions on Networks development in high risk communities.	Network areas are identified based on available data.	July 2009 to June 2010	Networks are developed in areas of primary need.
1.3 Expand the Networks project to communities at risk, focussing on indigenous, rural and remote communities across Australia. Establish relationships with Indigenous communities, experts, elders and service providers.	New Networks areas are identified and facilitated. Indigenous community protocols are followed, members are representative on networks.	July 2009 to December 2010	Up to 10 Networks are at various stages of development and capable of independence by June 2011. Indigenous networks are well supported.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce National Community Networks Project
OBJECTIVE 2:	To continue to establish and support suicide prevention community networks throughout Australia including support of current community networks based in NSW.

Strategies	Outcomes	Time Frame	Achieved
2.1 Establish new networks in NSW, WA, Tasmania, and the Northern Territory and/or other states as agreed through DOHA.	Networks will be developed in areas of need. Networks will encourage and empower communities to seek local solutions and foster collaboration among multiple stakeholders.	By June 2011.	Networks Project will be implemented at a national level with up to 10 new networks established in relevant regions within the contract period.
2.2 Identify a local partner from organisations, service providers, and government departments. or community representatives in the establishment phase of network development as a model of network delivery.	Increased community ownership of the Network, efficient early establishment, positive partnership arrangements; Effective outreach development strategy; Increased likelihood of long term success.	Ongoing for the development of each outreach network.	Each outreach network identifies with both LifeForce and a local champion.
2.3 Continue to support current NSW based networks through attendance, administrative support, guidance and information.	Relationships remain strong between Networks and LifeForce. Current networks benefit from increasing number of networks.	Ongoing for the life of the project.	Networks identify themselves as part of a group of Networks and gain support from those relationships.
2.4 Plan and host Wesley Life Networks Conference.	Share information, network knowledge, and strengthening of skills.	Building on momentum and expectations from 2009 event, to be held during 2010.	Enhanced identification and collaboration between Networks. Assisted sustainability.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce National Community Networks Project
OBJECTIVE 3:	To continue to support existing networks by establishing a LifeForce Networks Online Resource Centre to enhance the knowledge and capacity of local networks to address suicide prevention within their own communities.

Strategies	Outcomes	Time Frame	Achieved
<p>3.1 Establish an online networks resource centre incorporated within the LifeForce website, including:</p> <ul style="list-style-type: none"> • Information about establishing a community network. • Information about current and proposed community networks. • A web page space for each established network • Access to relevant and up to date information resources. • Direct links to suicide prevention services, websites and information. 	<p>The Online Resource Centre will enable cross-fertilisation of ideas and greater access for communities to networks; networks to networks; and networks to stakeholders.</p> <p>The Online Resource Centre will be well utilised and up to date.</p> <p>Each Network is contributing and identifying with the project.</p> <p>Ongoing website management and Network access is secured beyond the scope of the project.</p>	Ongoing Development from Jan 2010	An interactive community for network members and people interested or working in or with suicide prevention and networks.
<p>3.2 Facilitate communication between Networks by: quarterly meetings / or teleconferences; and email discussion groups.</p>	<p>Network members are part of a Network of Networks and are benefiting from inter-network communications.</p>	Ongoing development.	Networks supporting other Networks. Networks are powerful community coalitions that effectively address the issue of suicide in Australia.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce National Community Networks Project
OBJECTIVE 4:	To resource, support and inform Australian communities on issues relating to suicide so as to encourage community collaboration within communities in the area of suicide prevention.

Strategies	Outcomes	Time Frame	Achieved
4.1 Develop a two year National Networks Project plan.	2 year plan available for the duration of the project.	Draft completed 2009 Version updated March 2010	Clear program directions are in place.
4.2 Recruit and induct staff as required.	Staff are replaced and recruited as necessary and according to agreed staffing levels.	Ongoing as required.	Project timeframes are met satisfactorily.
4.3 Define strategies for the development of a national media campaign and information dissemination.	Media promotion will support the ongoing processes of network identification, network development, and community participation.	Jan to June 2010	LifeForce affiliated Networks are known and well supported. Suicide prevention information is dispersed across Australia.
4.4 Develop partnerships with the Hunter Institute of Mental Health and a range of stakeholders involved with the positive promotion of suicide prevention in the media.	Partnerships are in place which can disseminate information across a states and territories, and can serve to promote network committee endeavours.	Jan to June 2010	A coordinated dissemination of information to Australian communities.
4.5 Continue to review and expand the LifeForce Networks national database of identified stakeholders. Support individual networks to review, update and expand their stakeholder information.	Sustains ongoing membership, collaboration and continued development.	Ongoing through life of the project.	Increased strength of individual Networks. Program outcomes are more widely endorsed and recognised.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce National Community Networks Project
OBJECTIVE 5:	To develop and consolidate the Life Networks Project so that it incorporates best practice and meets the needs of communities across a range of target groups.

Strategies	Outcomes	Time Frame	Achieved
5.1 Revisit program plan and logic model (Project Plan May 2007) in response to recommendations contained in Network Evaluation 2007-2009.	Project guidelines are consistent and offer comparative outcomes.	By December 2010	Original program guidelines are followed. The model is effectively adapted to support the development of networks in differing communities.
5.2 Review and develop LifeForce Networks collateral including LifeNetworks Resource Kits.	Kits are upgraded according to changing requirements. This resource will inform and support understanding and adherence to the basic Network model.	July 2009 to June 2011	Assisted sustainability and effectiveness of each network.
5.3 Develop and deliver to Networks guidelines for Network governance structures.	Greater security for the sustainability of established Networks.	Jan to June 2010	Network structures are supportive of future development.
5.4 Assist Networks to develop Formal Evaluation Plans in accordance with Network Evaluation 2007 – 2009.	Networks develop capacity to conduct formal evaluative assessments.	June to December 2010	Networks assess their development and enhance their independent progress.
5.6 Engage an external evaluator to undertake a two year evaluation of the National LifeForce Networks Project.	Establish mechanisms and procedures to continually monitor each network's management processes.	July 2009 to June 2011	Evaluation will inform future network development projects.

Time Frames

The following operational timeframe schedule is based on an anticipated start date of 1 July 2009 and receipt of funding contract on 10 November 2009.

July 2009 – December 2009

- Develop a two (2) year project plan incorporating the development of a planned national media strategy;
- Identify and plan network development for the period July – December 2009;
- Review and continue to expand the networks national database of identified stakeholders;
- Review LifeForce Networks collateral including the Life Networks Resource Kit;
- Review and further develop formal presentations that will be utilised at all community and network meetings;
- Complete a financial report.

January – June 2010

- Identify and plan network development for the period January – June 2011;
- Recruit and induct staff;
- Formal contract signed between Wesley LifeForce and an external evaluator who will complete a two (2) year evaluation of the Project;
- Plan and host a Wesley Life Networks Conference;
- Review and continue to expand the networks national database of identified stakeholders;
- Continue to review and further develop collateral and resource kits;
- Write funding report which will incorporate an internal review of the work plan and budget and six monthly report provided by the External evaluator;
- Complete a financial report.

July – December 2010

- Identify and plan network development for the period July – December 2010;
- Review and continue to expand the networks national database of identified stakeholders;
- Continue to review and further develop collateral and resource kits;
- Write funding report which will incorporate an internal review of the work plan and budget and six monthly report provided by the External evaluator;
- Complete a financial report.

January – June 2011

- Identify and plan network development for the period January – June 2011;
- Review and continue to expand the networks national database of identified stakeholders;
- Continue to review and further develop collateral and resource kits;
- Write the final report for presentation to the Department of Health and Ageing
- Complete a final audit of the project.

Project Evaluation

An external consultant will be engaged to conduct an independent evaluation of the Project. The strategy to be employed will build on recent work undertaken by Lesley Cook in developing a theoretical framework and previous program evaluations conducted by Cathy Davis (2004) and (2009) and Bruce Alcorn (2008). Consideration will be given to a more formal tendering process.

Internal mechanisms will be implemented by the LifeForce team to support continuous development and improvement. Each Network's creation and ongoing management process within both targeted communities and the Participant's organisational government framework will be continually monitored. LifeForce will continually evaluate and improve current activities. Research projects may be identified by LifeForce team members, consumers, partners, and/or advisory board members. The evaluation may also require consultation with the LifeForce Manager, facilitators, LifeForce staff and other key stakeholders.

ATTACHMENT 3

Workshops and Seminars 2009

Workshops & Seminars				
Month	Date	Area	Attendees	Type of Event
December 2008	02 December	Sydney	16	Workshop
	02 December	Sydney 2	11	Workshop
	04 December	Penrith	21	Workshop
	09 December	Wagga Wagga	16	Workshop
January 2009	20 January	Lismore	29	Workshop
	20 January	Springwood	14	Workshop
	22 January	Richmond	22	Workshop
	22 January	Tweed Heads	32	Workshop
February 2009	03 February	Cairns	24	Workshop
	05 February	Townsville	22	Workshop
	05 February	Manly	13	Workshop
	10 February	Albury	22	Workshop
	12 February	Shepparton	18	Workshop
	18 February	Lane Cove	22	Workshop
	18 February	Wollongong	35	Workshop
March 2009	03 March	Bathurst	22	Workshop
	03 March	Armidale	10	Workshop
	04 March	Tamworth	28	Workshop
	05 March	Tamworth	14	Workshop
	05 March	Mudgee	11	Workshop
	06 March	Liverpool	27	Workshop
	11 March	Campbelltown	22	Workshop
	17 March	Canberra	16	Workshop
	19 March	Goulburn	09	Workshop
April 2009	01 April	Mt Druitt	17	Workshop
	09 April	Wollongong	77	Workshop
	15 April	Ballina	16	Workshop
	17 April	Grafton	30	Workshop
	22 April	Burwood	27	Workshop
May 2009	07 May	Bowral	24	Seminar
	16 May	Tasmania	16	Workshop
	20 May	South Sydney	16	Workshop
	29 May	Sydney	18	Workshop
June 2009	10 June	Liverpool	21	Workshop
	16 June	Mandurah	19	Workshop
	18 June	Fremantle	18	Workshop
	23 June	Goulburn	25	Workshop
	24 June	Blacktown	20	Workshop
	27 July	Mooroolbark	33	Workshop

July 2009	02 July	Mt Druitt	11	Workshop
	08 July	Sydney	21	Workshop
	30 July	Orange	12	Seminar
August 2009	03 August	Mt Gambier	25	Workshop
	05 August	Port Augusta	12	Workshop
	07 August	Adelaide	23	Workshop
	21 August	Southern Highlands	09	Workshop
	26 August	Queanbeyan	22	Workshop
September 2009	01 September	Bankstown	17	Workshop
	03 September	Sydney	24	Workshop
	08 September	Tharwa	11	Seminar
	10 September	Liverpool	21	Workshop
	15 September	Sydney	20	Workshop
	22 September	Sutherland	22	Workshop
	22 September	Sutherland	22	Workshop
	24 September	Lake Macquarie	19	Workshop
	26 September	Blacktown	09	Workshop
October 2009	06 October	Sydney	18	Workshop
	06 October	Sydney	17	Workshop
	07 October	Blacktown	15	Workshop
	07 October	Penrith	20	Workshop
	12 October	Mt Molloy	05	Workshop
	14 October	Cape Tribulation	14	Workshop
	16 October	Port Douglas	14	Workshop
	19 October	Penrith	16	Workshop
	27 October	Parkes	09	Workshop
November 2009	02 November	Nowra	23	Workshop
	03 November	Bateman's Bay	21	Workshop
	05 November	Bowral	09	Seminar
	11 November	Sydney	11	Workshop
	13 November	Brisbane	18	Workshop
	16 November	Mackay	24	Workshop
	18 November	Bundaberg	24	Workshop
	20 November	Hervey Bay	23	Workshop
	24 November	Parramatta	24	Workshop
	30 November	Burwood	21	Workshop
December 2009	01 December	Newcastle	14	Workshop
		Total	1493	04 Seminars 72 Workshops

ATTACHMENT 4

LifeForce Suicide Prevention Training Project Plan 2008 - 2011



LifeForce Suicide Prevention Program Wesley Mission

Project Plan

2008 – 2011

'Working in communities, for communities, with communities'
Educating ● Empowering ● Resourcing

LifeForce Suicide Prevention Program
Wesley Mission
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ASHFIELD NSW 2131
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CARLINGFORD NSW 2118
Ph: 61 298742111
Fax: 61 298743500
Email: lifeforce@wesleymission.org.au

- Every day an average of 5 people complete suicide and 175 attempt suicide.
- In the five year period leading up to 2006 more people died from suicide than from motor vehicle and road related deaths.
- In 2006 there were 1799 completed suicides in Australia.
- In 2006, 1.3% of all deaths were due to suicide.



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Introduction

Project Title

LifeForce Community Engagement Project: Education, Awareness, Action

About Wesley Mission – LifeForce Suicide Prevention Program

The Wesley Mission

The Uniting Church was created in 1977 from a union of churches and the Central Methodist Mission. This organisation then became Wesley Mission. The Wesley Mission is a Christian-based, non-government organisation, serving communities through the delivery of a number of programs, including the LifeForce Suicide Prevention Program.

The Wesley Mission LifeForce Suicide Prevention Program

The LifeForce Suicide Prevention Program was established in 1995 by Reverend Bob Dunlop of Wesley Mission as a response to the growing number of suicides in Australia.

In 2005 LifeForce was supported by the Commonwealth Department of Health and Ageing to continue and expand its suicide prevention program for a period of three (3) years. The LifeForce Program specifies its aims as being to, educate, empower and resource Australian communities to be aware of the issue of suicide, to recognise the signals of suicide, to effectively intervene and minimise the danger of suicide, and to be sufficiently resourced to refer the person with thoughts of suicide onto appropriate, qualified help.

LifeForce provides four distinct but interrelated suicide prevention components:

1. Learning Programs – delivering a robust and evidence-based content which focuses upon awareness raising, challenging attitudes, and teaching basic engagement and intervention skills;

2. Community Liaison – supporting and developing suicide prevention activities at a community level by partnering with key service providers for the planning and implementation of learning programs;
3. Memorial Days – are high profile community events that enable people who have been bereaved by suicide to come together and share grief and hope in an appropriate way; and
4. Suicide Prevention Networks – a model which develops and implements a localised framework within targeted communities that identifies and brings together community participants with an interest/service provision in suicide prevention and mental health issues. The network facilitates the exchange of information, coordinating suicide awareness and prevention activities to raise the community’s awareness of the risk of suicide and the contributing factors in that community.

This Project Plan relates to components one (1), two (2) and three (3). Component four (4) – the development and implementation of suicide prevention networks is not part of this work plan.

LifeForce Personnel

LifeForce Training

Manger:	Angela Court
Quality Management Facilitator:	Sean Fielder
Senior Coordinator Training:	Tony Lewis
Community Educator:	Elizabeth Golland
Program Administrator:	Sureka Schmidt

LifeForce Networks

Senior Coordinator, Community Liaison:	Peter Shine
Regional Partnerships Coordinator:	Yvonne Toepfer
Regional Partnerships Coordinator:	Vacant – Recruitment Continues
Community Education Developer:	Annette Packham
Coordinator Partnerships Administration:	Cathy Forsyth

Organisations Contact Details

Legal Name: The Uniting Church Property Trust (NSW) for Wesley Mission Sydney
Trading Name: LifeForce Suicide Prevention Program
ABN: 57 996 964 406
GST Status: Registered for GST
Incorporation Number: The Uniting Church in Australia Property Trust is a statutory corporation registered under the Uniting Church Act 47/1977 in New South Wales

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Project Overview

Project Summary

LifeForce provides an established gatekeeper learning program that achieves consistent improvement in the confidence and knowledge of participants. The Program has a particular emphasis on supporting rural and remote communities. Funding has been sought to sustain the learning programs as part of a coordinated suite of community based approaches to suicide prevention which will support a whole-community response suicide. The development and implementation of the LifeForce Community Engagement Model will deliver capacity building activities including learning programs, information and resources and postvention support to selected communities. The anticipated outcomes for each community will be increased knowledge and awareness for gatekeepers and the broader community, greater networking, increased help seeking behaviours and support for family and friends after a suicide. The integrated suite of services will include community liaison, gatekeeper general programs, information resources and support for collaboration and the development of local suicide prevention plans. These activities have been identified as focus areas through a review and evaluation process. A comprehensive internal and external evaluation and resource infrastructure will continue to underpin Project delivery.

The Project has been funded \$1,309,117.00 for a period of three (3) years (July 2008 – June 2011).

Project Overall Aim

To empower and resource Australian communities to reduce the impact of suicide.

Project Objectives

As part of a collaborative approach to the provision of suicide prevention education and training within communities across Australia, LifeForce will deliver the LifeForce Suicide Prevention Program nationally.

The key objectives for the project are:

- To increase community awareness and knowledge of suicide, promoting appropriate help seeking behaviour.
- To increase the level of skills in communities that are required to engage and support people at risk of suicide.
- To increase social capital for suicide prevention, through collaboration and education.
- To support people involved in suicide prevention.

Priority Target Group(s)

The Program has a national focus but delivers most activities in the eastern states. The particular focus for the next 3 years is rural and remote communities and as a planned expansion, the Program will deliver targeted activities in Tasmania and South Western New South Wales.

The LifeForce Program through ongoing liaison and collaboration with the Department of Health and Ageing and State and Territory Governments will continue to expand the coverage of the LifeForce Program in all areas of community identification to ensure the needs of identified high risk geographic target areas and groups are met.

Strategies, Expected Outcomes and Time Frames

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce Community Engagement Project; Education, Awareness, Action
OBJECTIVE 1:	To increase community awareness and knowledge of suicide, promoting appropriate help seeking behaviour

Strategies	Outcomes	Time Frame	Achieved
Use the media and other resources to raise awareness of the risk factors, warning signs and tipping points for suicide.	<p>Media Strategy:</p> <ul style="list-style-type: none"> Public relations strategy to local communities including pre and post coverage of community workshops; Opportunities to display information on LifeForce activities on partnering websites. 	Ongoing	Media coverage of LifeForce activities occurs.
	<p>Develop an awareness campaign, specially:</p> <ul style="list-style-type: none"> The development of appropriate resources; The dissemination of appropriate resources. <p>Resources include, but are not limited to, community cards, A3 community information cards, fact sheets, and development of the LifeForce website.</p>	Ongoing	Resources are developed. Resources are distributed. Website hits.

Strategies	Outcomes	Time Frame	Achieved
	Organise and host annual Memorial Services for those people bereaved by suicide or who support suicide prevention.	Annually	Memorial Services are held Annually.
	Establish a network of contacts in each community in coordination with LifeForce Networks Project.	Ongoing	Networks established.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce Community Engagement Project; Education, Awareness, Action
OBJECTIVE 2:	To increase the level of skills in communities that are required to engage and support people at risk of suicide.

Strategies	Outcomes	Time Frame	Achieved
Educate communities to identify and respond to warning signs, tipping points and imminent risk factors associated with suicide.	Plan and facilitate suicide prevention training in up to thirty four (34) communities annually.	Annually	LifeForce has facilitated up to thirty four (34) workshops annually, and completed a Community Report for distribution following each training session.
	Identify communities on the basis of need through internal and external means.	Annually	Workshops held in communities that are identified on the basis of need and set criteria.
	Develop and evaluate a Regional Facilitator Program: <ul style="list-style-type: none"> • trial program in Community 1: Wagga Wagga; and • trial program in Community 2: Tasmania. 	July 2008 – January 2010 June 2009 July 2009 – December 2009	Regional facilitator delivering training.
Provide and resource mentoring and support for high risk groups and communities, to enable them to undertake effective suicide prevention activities.	Identification through scoping reports, community engagement (including key stakeholders), and needs analysis.	Ongoing	Identify the high risk groups and communities.

Strategies	Outcomes	Time Frame	Achieved
	Engage with high risk groups and communities in a longer-term coordinated approach, including a Regional Facilitator to deliver LifeForce training.	Ongoing	Community demonstrates increased in community capacity to deal with the issue of suicide
	Develop and distribute Community Information Cards to workshop participants and to key services providers within communities.	Ongoing	Community Information Cards are developed and distributed at all community workshops.
	Develop and distribute service listing information in up to thirty four (34) community locations annually.	Ongoing	Service listing information is developed and distributed.
	Arrange formal meetings with key community stakeholders in the context of training delivery.	Ongoing	Formal meetings held.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce Community Engagement Project; Education, Awareness, Action
OBJECTIVE 3:	To increase social capital for suicide prevention, through collaboration and education.

Strategies	Outcomes	Time Frame	Achieved
Develop and promote national standards specific to suicide prevention.	Ensure LifeForce activities align with national standards concerning suicide prevention, in particular, gatekeeper programs,	Ongoing	Workshop feedback and action research indicate LifeForce Program practice meets standards.
Identify the skills and training required to work effectively in suicide prevention.	Develop and implement a facilitator Induction program to ensure competent facilitators, professional development and ongoing training.	Ongoing professional development and training.	Staff professional development needs are met, competent delivery of the LifeForce program.
	Establish an Advisory Committee who will convene quarterly.	Established by January 2009, ongoing throughout the term of the project.	Advisory Committee is formed and quarterly meetings are convened and attended.
Promote the role of evaluation and research in expanding the evidence base of suicide prevention and assisting in continuously improving practices.	Review current process to ensure: <ul style="list-style-type: none"> • optimum collection methods; and • efficient, effective, collation and interpretation. 	July 2009 – December 2009	Workshop feedback, evaluation process meets the purpose and objective of the LifeForce program.

Strategies	Outcomes	Time Frame	Achieved
	Review and employ evaluation strategies for each training session, including: <ul style="list-style-type: none"> • post-workshop participant feedback: and • 6-month follow-up phone call to assess participants' retainment of knowledge, skill, and attitude. 	Ongoing	Valid and reliable data is efficiently and effectively collected and collated.
	Establish and adopt an action research model to ensure continued development and improvement of the LifeForce program.	Ongoing	LifeForce activities align with national standards concerning suicide prevention, in particular, gatekeeper programs.
Develop and promote strategies that enable organisations to work together to reduce risk factors and strengthen protective factors in individuals and communities.	Develop formal partnerships with Wesley Mission programs as well as external programs which facilitate collaboration in the area of suicide prevention.	Ongoing	Formal partnership agreements in place.

Name of Organisation:	LifeForce Suicide Prevention Program
Name of Project:	LifeForce Community Engagement Project; Education, Awareness, Action
OBJECTIVE 4:	To support people involved in suicide prevention.

Strategies	Outcomes	Time Frame	Achieved
Develop and promote strategies that enable and support groups within local communities to work together on suicide prevention.	<p>Development of networking opportunities within communities where planning and training occur by:</p> <ul style="list-style-type: none"> • distributing resources to workshop participants; and • developing formal networking opportunities into training delivery. 	Ongoing	Resources are distributed to workshop participants. Specific networking activities included in LifeForce Training Program.
Address the information needs of different professional and community groups concerned with suicide prevention.	Develop and implement information dissemination to professional and community groups who participate in community workshops including hardcopy and email communications to ensure they remain engaged within LifeForce.	<p>Developed January 2009 – June 2009</p> <p>Distribution ongoing</p>	Information and resources distributed to professional and community groups.
	Develop and implement information dissemination via the LifeForce website and LifeForce resources.	<p>Developed January 2009 – June 2009</p> <p>Distribution ongoing</p>	<p>Number of hits on the LifeForce website.</p> <p>General public feedback through LifeForce web page.</p>

Communications and Marketing Strategy

Terms of Reference

Wesley Mission has prepared an outline brief for the promotion of the LifeForce Program. The outline brief suggests two broad objectives and a range of initiatives.

This Plan covers the life of the Work Plan.

This Plan focuses on strategic planning for activities to take place over the period July 2008 to June 2011.

Objectives

With the agreement of Wesley Mission and LifeForce, the Plan encompasses two objectives:

- To establish a procedure that ensures media coverage, including pre and post, of all community-based workshops.
- To promote and obtain media coverage for the LifeForce Community Engagement Program.

Negative

At present, LifeForce community-based workshops receive little media coverage. Many media outlets are not aware of LifeForce and LifeForce activities, including the aims and objectives of the program. Additionally, media outlets are usually unaware of LifeForce's presence in their relevant community. As a result, the dissemination of information regarding LifeForce and suicide prevention activities is somewhat limited.

Audience

The target audience is state and regional based media outlets. These media outlets are the primary means of disseminating locally relevant information to each community. Media outlets may be grouped as follows:

- Regional and local print media, namely community newspapers;
- Regional and local radio;
- Regional and local television if and when appropriate.

Strategy

The strategy has two (2) main paths in order to meet the two (2) objectives.

To establish a procedure that ensures media coverage, including pre and post all community-based workshops.

The Wesley Mission Marketing Communications Department will prepare a media release template which will be standard for all media releases.

The Wesley Mission Marketing Communications Department will initiate at least one media release for each community-based workshop which will be distributed from Wesley Mission. The aim of the media releases is to generate community awareness of the LifeForce Program. The media release will clearly explain the aims and objectives of the LifeForce program and in particular, the suicide prevention training that will be taking place in the relevant community. All community media will be invited to attend and participate in the workshop.

The key spokesperson for LifeForce will be the LifeForce Facilitator who will be facilitating the suicide prevention workshop in the relevant community. The Wesley Mission Marketing Communication Department will be the central advisory role for all media contact.

To promote and obtain media coverage for the LifeForce Community Engagement Program.

Media releases will be prepared both pre and post workshop. These will be distributed leading into and after the suicide prevention workshops in each community and will target new regional areas.

LifeForce, together with the key stakeholders within Wesley Mission, will define the key messages which will be used to drive the media campaigns concerning workshops, Memorial Day, and other LifeForce Community Engagement activities.

Critical Path

October:

- Meeting with key members of Wesley Mission Marketing Communications Department;
- Agree on a strategy;
- Prepare a media release template;
- Produce and distribute media releases to the relevant community media outlets.

Community Identification Strategy

Communities will be identified by external or internal needs analysis. The criteria for the needs analysis will include, identified risk groups, support for existing services within the community, population base, and interest from the community.

Program Evaluation

An external consultant will be engaged to conduct an evaluation of the Project. The strategy to be employed will build on recent work undertaken by Lesley Cook in developing a theoretical framework and previous program evaluations conducted by Cathy Davis (2004) and Bruce Alcorn (2008).

This will also include a detailed review of the Memorial Day Service.

Internal mechanisms will be implemented by the LifeForce team to support continuous learning, development and improvement including an action research model. This will enable LifeForce to continually evaluate and improve current activities. It will allow the program to measure against and adapt to new learning, knowledge and practices regarding suicide prevention, and gatekeeper programs in particular. Research projects may be identified by LifeForce team members, consumers, partners, and/or advisory board members. The evaluation may also involve consultation with the LifeForce manager, facilitators, LifeForce staff and other key stakeholders. Adopting an action research model will help the team to not only understand what is happening and why it is happening, but also to predict the outcomes of future activities.

Participant feedback from each training session will be collected and collated into a Community Report. Regular reviews will investigate the participant feedback form, the process of analysis, and the long-term evaluation of participant knowledge, skill, and attitudes to ensure the collection of valid and reliable data.