

IMPACT STATEMENT

2024



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OUR MISSION

To move towards a “Zero Suicide Society”, which by our definition is one that is willing and able to do all it can to prevent all preventable suicides.



OUR FOUNDERS STATEMENT



Steve Phillip
Founder & Director

December 4th 2023, marked 4 years since the death by suicide of my son Jordan. On that day, my life changed irreversibly. Everything I thought I knew about my future, including plans to develop an exit strategy for my consultancy firm of 11+ years and gently easing into semi-retirement, evaporated the instant I received the call at 4:22pm on that Wednesday afternoon in December 2019.

Within weeks of Jordan's death, I shared our family's experience in an article I published on LinkedIn. This article, which was viewed by millions globally, was to change the direction of my life completely and by August 2020, The Jordan Legacy was founded and registered as a Community Interest Company (CIC), with a vision to educate those, like me, who knew little about suicide and to help reduce the stigma and enable conversations about this often taboo subject to be had in workplaces, schools, in our communities and in homes.

I am proud of what The Jordan Legacy has achieved so far and the impact our talks, panel discussion events, radio show, conferences and our campaigning has achieved in raising awareness and prompting practical change from many who engage with our work. I truly believe that the influence of our small organisation, which now has a following of many thousands of people globally is making a difference and importantly, saving lives.

I hope you find this statement useful and that it inspires you to want to support our mission by contributing in any way you can to helping reduce the 6000+ suicides of men, women and children which happen every year in the UK, impacting another 810,000+ people annually.

Suicide is the biggest killer of our young people under 35. This can no longer be allowed to continue, and I would truly welcome your support and for you to be a part of the solution in creating a society where suicides become rare events.

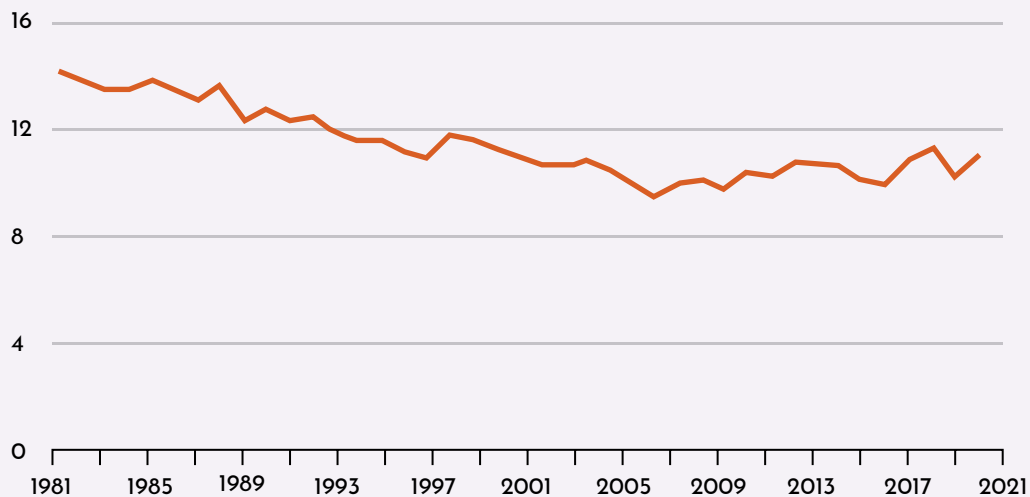
Steve Phillip

Founder and Director and Jordan's father



Suicide rate in England and Wales since 1981

Age-standardised rate per 100,000 population, by year of registration



THE CHALLENGE

The image above highlights the problem. The UK Government suggests that 'we are making good progress'. This graph shows otherwise. Since 2006, the number of deaths by suicide has, at best, flatlined and at worst increased.

Imagine the entire population the size of the City Birmingham (UK) all being referred to NHS Mental Health Services in a single year – In January 2023, the NHS reported that the number of young people being referred to Child and Adolescent Mental Health Services (CAMHS) had exceeded 1 million for the first time ever.

Each year in the UK, more people die by suicide than the total audience capacity of the Royal Albert Hall in London (5,272).

6000+ people die by suicide each year in the UK, that's 120 every week. 75% of these deaths are men, 200 are school children, 100 are university students. Suicide is currently the biggest killer of young people under 35.

According to a report by Public Health England, the economic cost of each death by suicide of someone of working age is estimated to be £1.67 million. This covers the direct costs of care, indirect costs relating to loss of productivity and earnings, and the intangible costs associated with pain, grief and suffering. This is in addition to the untold emotional trauma and distress experienced by those bereaved by each suicide, who themselves are at a 63% increased risk of ending their own lives.

The total cost of suicides to the UK economy, every year is around £10 billion. The Health Foundation estimates that around £17 billion is required to help clear the current NHS waiting list backlog. Preventing suicides would obviously go a long way toward reducing NHS waiting times.

The ripple effect of each suicide impacts, on average, 135 other People, including first responders, those known to the deceased and those directly bereaved by the loss. 6000+ suicides equates to 810,000+ people impacted by suicide every year in the UK, compounded annually.

The Jordan Legacy believes that minimising the 6000+ deaths by suicide is one of the greatest Transformational Change challenges of our time. It requires a fresh approach and collaboration by all those working in suicide prevention, those with lived experience of suicide and those who have previously not had any experience of suicide.



HOW WE'RE DEALING WITH THE CHALLENGE

It's time for a Breakthrough in Suicide Prevention. In 2023, we published what's been described as a "ground-breaking" report 'Moving Towards a Zero Suicide Society', mapping out what such a society looks like and the practical actions that will get us there. Now we're rolling out this strategy!

The #ZeroSuicideSociety #JoinTheDots tour

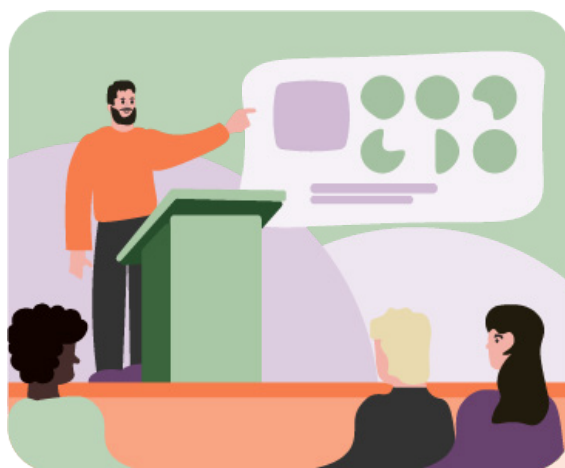
During the month of June 2024, we are showcasing our 'Zero Suicide Society Transformation Programme' and all the pieces of the puzzle that we know will get the numbers of suicides moving on a downward trend, towards zero.

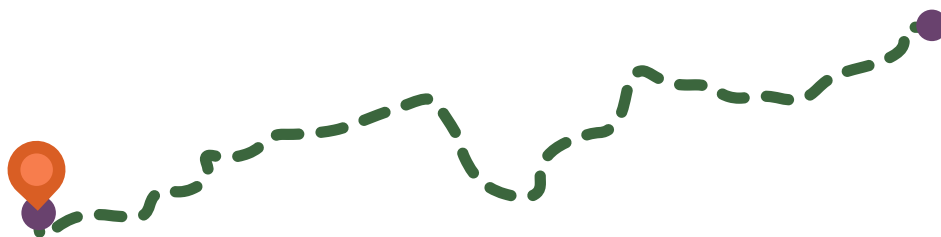
LAUNCH CONFERENCE

The Conference Programme is structured around our Zero Suicide Society transformation model, making sure that we consider all 'pieces of the suicide prevention puzzle' at the Conference and cover each piece in depth at some point during our Tour.

The Conference includes live talks & presentations, panel discussion sessions, facilitated interviews, pre-recorded videos, artistic & musical performances, Q&As, and appropriate 'audience interaction'.

At least half of those on the stage will be people with lived or living experiences of suicide, along with appropriate 'professionals' in the field or suitable 'subject matter experts'.





THE TOUR

From the Humber, right across to the Mersey, from June 12th until June 23rd, this tour will provide engaging talks, webinars, online hook-ups & physical meetings with collaborative partners, Suicide Prevention Leads, Suicide Prevention Partnership Groups, ICBs, NHS Trusts, Councils, Government Departments, MPs, employers, industry associations, sports clubs, charities, community organisations, schools, colleges, universities, designers, Tech for Good entrepreneurs and others involved in implementing practical solutions to prevent suicides.

THE FESTIVAL

On June 12th, the tour will climax with an outdoor festival held in Bootle, Merseyside, where hundreds of people will gather to experience music, theatre and other artists, all coming together with one aim, to prevent suicides. The end of the tour has been planned to coincide with the Global Zero Suicide Healthcare Summit, being held for the first time in the UK in Liverpool.

All this is being achieved in collaboration with many partners who share our mission to move towards a 'Zero Suicide Society'.

MAKING AN IMPACT

THE BURNING QUESTION:

"How will The Jordan Legacy become a key influencer in helping to get the annual number of suicides on a downward trend, towards Zero?"

We know that well-intentioned awareness raising campaigns inspire those impacted by such causes to want to do something to make a difference. The issue is that often, little or no practical actions happen after such campaigns.

By supporting The Jordan Legacy, you would be investing in a movement which focuses on how, through collaboration, practical actions can be implemented by bringing all the pieces of the puzzle together.

Take our #ZeroSuicideSociety #JoinTheDots Tour – what are the actions we will be encouraging to happen afterwards?

We know that taking the following, measurable actions will help prevent suicides in...

WORKPLACES

1. Everyone to take away these 2 key messages:
"Anyone can be affected by suicide" and "Everyone can help prevent suicides".
2. Ensure all senior management and line managers receive mental health and suicide awareness training – a minimum of 2 directors to be trauma informed and to have undertaken a certification in mental health and suicide prevention training.
3. All employees to be encouraged to take the free, NHS approved, 20-minute online training provided by the Zero Suicide Alliance.
4. To ensure that the Ripple Suicide Prevention tool is downloaded to all workplace PC's and laptop devices.
5. Ensure clear signposting for all employees to the company's Employee Assistance Programme (EAP), where applicable or to external mental health support where no EAP is in place.

EDUCATION SYSTEM

1. Everyone to take away these 2 key messages: "Anyone can be affected by suicide" and "Everyone can help prevent suicides".
2. Ensure all heads of departments/ faculties receive mental health and suicide awareness training – a minimum of 2 Heads of Department/ Faculty to be trauma informed and to have undertaken a certification in mental health and suicide prevention training.
3. All full-time teaching staff and teaching assistants to be encouraged to take the free, NHS approved, 20-minute online training provided by the Zero Suicide Alliance.
4. To ensure that the R;pple Suicide Prevention tool is downloaded to all PC's and laptop devices which students have access to.
5. Ensure clear signposting for teaching staff and students to the education centre's wellbeing and mental health support services where applicable or to external mental health support where no such service is in place.

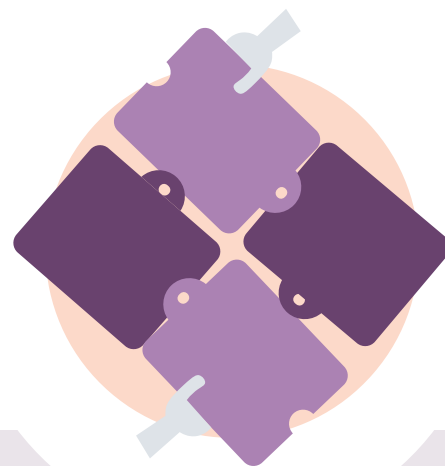
A SUICIDE PREVENTION EDUCATED AND ACTIVATED PUBLIC

1. To take away these 2 key messages: "Anyone can be affected by suicide" and "Everyone can help prevent suicides".
2. To take the free, NHS approved, 20-minute online training provided by the Zero Suicide Alliance.
3. To ensure that the R;pple Suicide Prevention tool is downloaded to all household PC's, laptops and mobile devices.
4. Everyone to ensure that their home, community club/group, shop, supermarket, pub, bar etc has clear signposting to mental health and suicide prevention support and/or resources.

For each of the 3 areas above, we will encourage workplaces, education centres and members of the public to sign up and make a pledge to undertake the actions listed. They will be asked to respond within 30-days of the #JoinTheDots tour with their intended plan and to agree to be contacted by The Jordan Legacy within 90 days, to complete an impact survey and provide an update on progress made against their pledge.

'The only guarantee for failure is to stop trying' – John C. Maxwell

MAKING AN IMPACT CONTINUED



Every month, The Jordan Legacy works tirelessly, engaging in activities which have a practical and positive influence on the prevention of suicides. The following shows activities we engaged with during the month of January 2024 only:

Second One Million Steps walking campaign

Launched our second One Million Steps walking campaign. We encouraged more than 70 individuals to take on the challenge of walking 1 million steps in 100 days to benefit their own physical and mental wellbeing, whilst simultaneously raising funds to support our work.

The 12 Asks of Christmas Campaign

The Jordan Legacy collaborated with the #ForThe100 campaign (set up to reduce student suicides in higher education) to raise awareness around suicide & suicide prevention, and prompt action, including signing The Jordan Legacy's petition to parliament for the measures needed to help us get the suicide numbers on a downward trend, towards zero.

Petition Clicks Over 10,000 Signatures

The Jordan Legacy petition to parliament clicked over the 10,000 signatures needed to require a formal response from the Government in writing.

Jordan's Space

2 more episodes were recorded and broadcast for the new year.

The Jordan Legacy's radio show is the only fortnightly radio show in the world dedicated to suicide prevention.

BBC Look North

Steve Phillip, Founder of The Jordan Legacy, is interviewed for a piece of suicide prevention education on prime time BBC1, with 'Jordan's Story' being featured and our petition to parliament.

New Suicide Prevention App

Discussions to partner with a new suicide prevention app – meetings took place to discuss a collaborative partnership with The Jordan Legacy around the potentially groundbreaking iTalk mental health & suicide prevention app.

Dorset Mind re Rural Mental Health & Suicide Prevention

Paul met with the CEO of Dorset Mind to explore ways of working together, including The Jordan Legacy being involved in an event in Dorset later this year, and various ways of educating and advocating around the 'neglected' issues of rural mental health and suicide prevention in rural areas.

'This is The North' Podcast on "Suicide a means of death not a cause of death"

Broadcast on January 9th, Paul was a guest on this podcast, hosted by the CEO of Citizen's Advice Gateshead to discuss the issue of the North East of England having the highest regional rate of suicide in the UK.

#JustAnotherNumber campaign launches

we launched this national campaign to specifically highlight that each suicide statistic is not just another number but a real person, bereaved by those real people who are left behind.

#Brew Monday

The Jordan Legacy collaborated with Samaritans, Andy's Man Club, Govia Thameslink Rail, Stevenage Football Club and the British Transport Police, with Steve spending Monday January 15th talking to commuters on a train, from Peterborough to St. Pancras, about mental health and suicide prevention and handing out 1-page guides on how to support those around them who may be struggling with their mental health or feeling suicidal. At the same time, Paul was similarly engaging commuters at York Railway Station, along Samaritans volunteers.

Meeting with Norwich City FC

Steve met with Norwich City FC to discuss a collaborative partnership with The Jordan Legacy following their request for support in helping position the club as a leader in the football league for mental health and suicide prevention awareness.

ICG Webinar "Transformational Change Dynamics and The 'S' Word"

Paul ran this webinar through The ICG, a UK-centered global network of independent researchers and 'insights professionals'.

Meetings with South Yorkshire ICB (Integrated Care Board) Suicide Prevention Partnership

Several regional suicide prevention leads - to discuss our "Moving Towards a Zero Suicide Society" transformational change report, which a number of them called 'Ground-breaking'.

(ICB is a statutory NHS organisation which is responsible for developing a plan for meeting the health needs of the population).

Lifeline International

Paul has been liaising with Lifeline about the global campaign to decriminalise suicide - attempting suicide is still a criminal offence in 25 countries, with the law unclear in a further 27 countries - around what support we can give from the UK.

Bereaved Dads Meeting

Steve spent a weekend in January meeting with 4 other fathers also bereaved by suicide. This group included the father of schoolgirl Molly Russell, who has featured prominently in the national media in recent years and whose case of viewing harmful content online, helped to bring about the introduction of the Online Safety Act, in law, in October 2023. This meeting was to explore how the group could collaborate and join forces to help raise more awareness and importantly, prevent more suicides in the UK.

Global Community Engagement Day

This online event invited a diverse, global audience to hear from expert community engagement practitioners from around the world. The Jordan Legacy's Paul Vittles was one of the panellists. This was an opportunity to draw in talented people who've not previously been actively involved in suicide prevention.

Public Launch of The Jordan Legacy #ZeroSuicideSociety #JoinTheDots Tour

After months of planning, and with the details starting to be firmed up, it was time to go public on our Tour scheduled for 12-23 June this year, including a big Launch Conference on 12 June and a 'Merseyside Festival' 21-23 June, timed to dovetail with the 5th International 'Zero Suicide in Healthcare' Summit taking place in the UK for the first time, in Liverpool, 24-25 June.

Ripple Suicide Prevention (Charity) Education Webinar

Steve was one of 4 expert panellists who were invited to discuss the topic of suicide prevention in education, specifically within UK universities.

National Suicide Prevention Alliance (NSPA) Conference at The Oval in London

The Jordan Legacy invested time and cost to attend this event in London, with 300 attending and speakers including the Mental Health Minister & the Government's Lead Adviser on Suicide Prevention, and also many of The Jordan Legacy's collaborative partners. Unfortunately, a national rail strike meant Steve was unable to attend. During the conference, Paul challenged the Government's Lead Advisor on Suicide Prevention on issues relating the interpretation of some of data shared during the event - we believe it is our role to challenge where we feel any data requires clarification or where national strategies and policies on suicide prevention fall short.



Everything we do is guided by a powerful mission to ensure that other families do not have to experience the kind of tragic loss to suicide that Jordan's family will continue to endure for the rest of their lives.

From 2024 onwards and building on the research from our #JoinTheDots Tour, The Jordan Legacy will continue to form strategic partnerships with those who want to see the annual number of deaths by suicide move on a downward trend, toward zero.

Those partnerships will aim to introduce mandatory suicide prevention training and the introduction of Zero Suicide Plans into all workplaces and communities.

BEYOND 2024

We have set out below key measures we are aiming to achieve from 2024-29

2024

1. The #JoinTheDots Tour in June, will publicly showcase our 'Zero Suicide Society Transformation Programme' and strategy to all those involved in suicide prevention along the Tour's route.
2. To change the thinking amongst those involved in preventing suicides, so there is a better understanding of how everything connects together and how focusing on only one or two aspects of society's issues (ie NHS or workplaces), we will not see a downward trend in the annual numbers of suicides.
3. To generate a recognition amongst those involved in preventing suicides that we must do something different and how existing strategies are not working. To understand that the solution is not to pump more money into a system that is not fit for purpose.
4. To leave a legacy of practical actions that all those participating in the #JoinTheDots Tour can introduce to their specific areas of suicide prevention.

2025

1. Building on the #JoinTheDots Tour in 2024 and subsequent discussions and events, The Jordan Legacy will facilitate the setting up of task groups responsible for leading each part of the 'Zero Suicide Society Transformational Programme ie. Tech for Good, Designing Out Suicide, Healthcare, Workplaces etc.
2. Rolling impact reports will measure the effectiveness of each task force group with particular focus on; what has changed and how these changes are having a measurable impact on reducing the number of suicides in a specific area.
3. Monthly Police Real Time Surveillance reports (RTS), which The Jordan Legacy is provided with access to, will help measure the impact of the programme in specific police force areas.
4. We will take a baseline measurement of the number of suicide deaths within the #JoinTheDots Tour towns and cities, set against the national average statistics. Understanding where we're starting from will allow us to measure the impact of The Jordan Legacy's strategy in these areas.
5. We will also involve our partners, MEL Research in Birmingham, to study the impact of this strategy and publish a sample study report to ascertain what impact the strategy has had on a specific geographic area or human demographic or another part of the programme. This will help inform future rolling out of the programme elsewhere in the UK.

RESEARCH SHOWS THAT MOST SUICIDES ARE PREVENTABLE, SO OUR GOAL MUST SURELY BE TO DO WHATEVER WE CAN AS A SOCIETY TO PREVENT ALL PREVENTABLE SUICIDES.

"It always seems impossible until it's done"
Nelson Mandela

2026-29

1. It's important to understand that 3 years' worth of data (taken from coroner's inquest reports, which can often take 6 months or longer to complete) is required to accurately measure whether annual suicide numbers are on a downward trend, towards zero.
2. During this period, we will continue to engage with the various task force groups, in the #JoinTheDots Tour area, to support their implementation of the 'Zero Suicide Society Transformation Programme'.
3. We will also be sharing the rolling data from the programme with those involved in preventing suicides elsewhere in the country. This may involve putting on similar #JoinTheDots Tours elsewhere in the UK

BUILDING ON OUR 2023 PETITION TO PARLIAMENT

We will also continue to campaign for and encourage the introduction (with or without legislation) of the 12 measures included in our [2023 petition to parliament](#).

1. Create a National Suicide Prevention Office
2. Require suicide prevention plans, frameworks and training for public and private organisations
3. Support statutory local suicide prevention partnerships
4. Enable sharing of data on suicide deaths/attempts
5. Require suicide prevention impact assessments for new legislation and policies
6. Require lived experience input in developing suicide prevention plans and policies
7. Establish dedicated crisis support and community support hubs
8. Create provisions to tackle loneliness and social isolation
9. Require the teaching of suicide prevention in schools
10. Amend building regulations to 'design out' suicide risks
11. Establish dedicated trauma and loss counselling
12. Require RIDDOR reporting for suspected suicides and psychological

HOW TO SUPPORT

Would you consider helping us in one of the following ways?

BECOME A PARTNER

Making a strategic investment by becoming a partner of The Jordan Legacy

We provide 2 options to partner with us:

Hero or Super Hero Impact Partner.

Details can be found on our website:

<https://thejordanlegacy.com/supporting-us/>

By encouraging your employees or members to undertake any kind of fundraising activities on our behalf. Here is what others have done to fundraise for us:

<https://thejordanlegacy.com/our-fundraisers/>



DONATE

Invest in a Zero Suicide Society by making a direct financial donation to The Jordan Legacy CIC.

Donations are applied directly to the work we do each day to help reduce suicides and we would be happy to keep you informed of how this money is being invested. Donations can be made via the 'Donate' button on our website and payments can be made via PayPal, Credit or Debit card or via our JustGiving Page.

<https://thejordanlegacy.com>

Or, we would be happy to provide you with our bank details so a bank transfer can be made.

Thank you!

Thank you for taking time to read this Impact Statement. We hope you feel inspired to support our work to move towards a Zero Suicide Society and provide hope to many people who have lost theirs.



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