

## Moving Towards a Zero Suicide Society – How far can we go?

The full report, "Moving Towards a Zero Suicide Society," was first published on July 11<sup>th</sup> 2023 by The Jordan Legacy CIC. An updated 2nd edition was later released in September 2023.

In 2023, together with collaborative partner, Paul Vittles, The Jordan Legacy carried out action research, interviewing dozens of individuals, from heads of charities and other third sector organisations, campaigners, consultants, mental health and suicide crisis team leads and many people who had lived experience of suicide. This research led to publication of the co-authored report '[Moving Towards a Zero Suicide Society](#)'.

The full version of the original report can be viewed and downloaded [via this link](#).

The report explores how to reduce suicide rates in the UK. Key findings and recommendations include:

### Vision for a Zero Suicide Society

The report defines a Zero Suicide Society as one "willing and able to do all it can to prevent all preventable suicides." This is not about achieving zero suicides, but about a societal shift in attitudes, systems, and actions.



## Key Strategies

The report proposes a multifaceted approach involving:

**Continuous Systemic Action Learning (CSAL):** Constantly learning from successes and failures to improve prevention efforts.

**Education and Awareness:** Widespread education on suicide prevention and mental health, reducing stigma and promoting open conversations.

**Socio-economic Support:** Addressing socio-economic factors contributing to suicide, such as poverty, unemployment, and lack of social support. This includes exploring the concept of Universal Basic Income.

**Local Area Partnerships:** Collaboration between local governments, organisations, and community members to tailor suicide prevention strategies to specific needs.

**National Suicide Prevention Office (NSPO):** A central office to oversee national strategies, coordinate data collection, and ensure consistent implementation of best practices.

**Suicide Prevention Act:** Legislation to establish a robust legal and regulatory framework for suicide prevention.

**Everyone is a Priority:** Shifting away from focusing on specific "priority groups," ensuring that all individuals receive necessary support and attention.

**Lived Experience Involvement:** Actively involving individuals with lived experience of suicide in all aspects of planning and implementation.

**Community-Centred Support Services:** Establishment of easily accessible local support services, including safe spaces and online resources.

**Appropriate Mental Health Support:** A whole-person approach, de-emphasising clinical interventions in favour of community-based support unless clinical care is absolutely necessary.

**Support for Trauma and Loss:** Providing specialized support to those who have experienced trauma or loss related to suicide.

**Support for People with Disabilities or Chronic Illness:** Addressing the unique needs and challenges of these populations.

**Schools and Education Centres Embracing Suicide Prevention:** Integrating suicide prevention into education curricula and training for staff.

**Workplaces Embracing Suicide Prevention:** Implementing comprehensive suicide prevention policies and programmes in all workplaces.

**Designing Out Suicide:** Incorporating suicide prevention into the design of buildings, public spaces, and processes.

**Using Technology for Good:** Leveraging technology for early identification of at-risk individuals and providing timely support.



## Petitions

UK Government and Parliament



This petition was submitted during the 2019-2024 parliament

[View other petitions from this parliament](#)

### Petition

# Introduce a Suicide Prevention Act to seek to minimise suicides

We want the Government to legislate to:

#### Call to Action

At the time of first publication, the report included a petition calling for a Suicide Prevention Act in the UK to support these recommendations and initiatives. Although the petition is no longer live, it can be viewed, together with the proposed measures and the government's response [via this link](#).

#### One Voice, One Hope – the next logical step

The “Moving Towards a Zero Suicide Society” report outlines a “desired state map” for achieving a that aspiration. We now need to turn that desire into reality.

In response to the rising levels of suicide deaths in the UK, during 2025, The Jordan Legacy is spearheading a national collaborative for suicide prevention ‘[One Voice, One Hope](#)’, encouraging all stakeholders, particularly those with lived experience, to work collaboratively on action-centred practical solutions in our schools, workplaces and in our communities.

The report, ‘Moving Towards a Zero Suicide Society’ emphasises a collaborative, holistic approach to suicide prevention, focusing on system-wide change rather than isolated interventions. It highlights the importance of lived experience, community involvement, and continuous learning in creating a truly "Zero Suicide Society."

See the following page for our **10 Big Ideas for a Zero Suicide Society**

## **10 Big Ideas for a Zero Suicide Society**

### **1. “Zero Suicide” Is a Vision, Not a Number**

A Zero Suicide Society is “a society that is willing and able to do all it can to prevent all preventable suicides.”

It’s about ambition, not perfection — doing everything possible to support people before crisis hits.

### **2. Build on Lived Experience**

Lived and living experience must be the **foundation** of suicide prevention.

- Real voices, real insight
- No tokenism
- Every story counts — even a “sample of one” matters

### **3. Escape the 'Priority Trap'**

Instead of focusing on a few “priority groups,” we must recognise:

“Everyone is a priority for someone.”

This avoids exclusion and enables broader, more inclusive support.

### **4. Make Suicide Prevention Everyone’s Business**

Suicide prevention isn’t just for clinicians. It’s for all of us.

We need:

- Open, stigma-free conversations
- Early signs recognition
- Confidence to offer help

### **5. Learn by Doing – And Keep Doing**

Don’t wait for perfect solutions.

Try things. Learn from them. Adapt.

Frontline innovation and lived experience are as valuable as formal evidence.

**Contd..**

## 6. It's a Whole-Society Puzzle

This is about more than mental health services. It's about:

- Housing and income
- Education and justice
- Safe digital environments
- Trauma, connection, community

## 7. Change the System, Not Just the People

Fixing individuals isn't enough.

We must fix:

- NHS waiting lists
- Prescribing risks
- Patchy service coverage
- National leadership gaps
- **A National Suicide Prevention Office** must be created — led with lived experience.

## 8. Use “Kind Advocacy”

Let's champion *constructive, inclusive activism*.

- Educate, don't shame
- Support, don't scold
- Create room for growth

“Squeeze the stigma — don't smash it.”

## 9. Start Where You Are. Act Where You Can.

Change starts with you.

- Support a friend
- Join a local initiative
- Share your story — *if you choose to*  
Small actions matter. They add up.

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## 10. Join the Movement — There's a Role for You

You don't need to be an expert — just someone who cares.


Whether you're bereaved, a survivor, living with suicidal thoughts, a friend, a colleague or an advocate, a Zero Suicide Society needs **all of us**.

### Want to Get Involved?

 **Website:** <https://thejordanlegacy.com>

 **LinkedIn – Steve Phillip:** [linkedin.com/in/stevephilliphope](https://www.linkedin.com/in/stevephilliphope)

 **LinkedIn – The Jordan Legacy:** [linkedin.com/company/the-jordan-legacy-foundation](https://www.linkedin.com/company/the-jordan-legacy-foundation)

 **Instagram & X:** @jordanlegacyUK

 **Facebook:** [facebook.com/thejordanlegacycic](https://www.facebook.com/thejordanlegacycic)

***One Voice, One Hope creating a collaborative Zero Suicide Society***

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