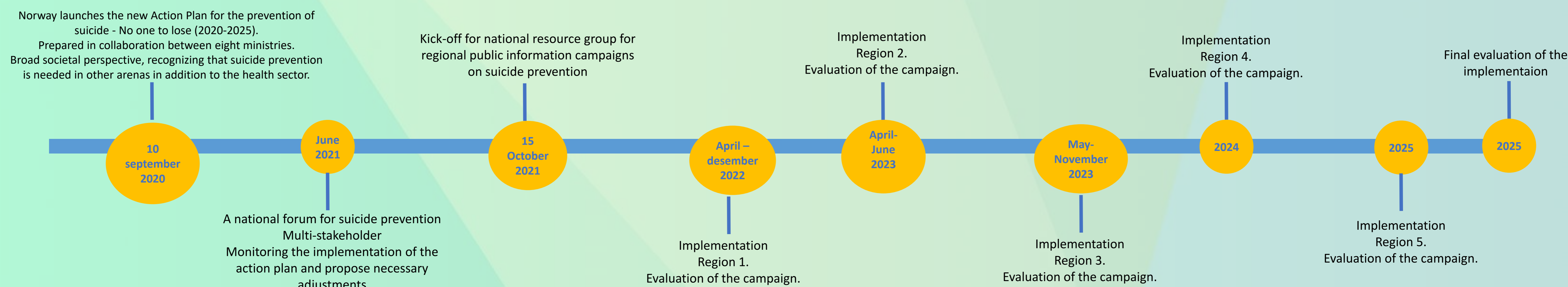


Implementation of SUPRA Best Practice in Norway

BACKGROUND

- Norway has an ongoing action plan for suicide prevention (2020-2025)- called "No one to lose". This is Norway's third national strategy for suicide prevention. The National Action Plan for Suicide Prevention has six targets with sixty-one measures. Norway will work with these measures until 2025.
- One of the measures in the ongoing action plan for suicide prevention is to implement **Regional public awareness campaigns as one component in a multi-level intervention** with a national superstructure.
- The campaign has a multi-level intervention approach and is administered uniformly at five geographical regions, but with a possibility for local-adjustment.
- The campaign includes information materials in various platforms, training and courses for health personnel, gatekeepers, relatives and bereaved.
- General purpose of pilot implementation:** The goals are to reduce stigma and increase openness about mental health challenges and suicidal thoughts. Further goals are that more people seek help for suicidal thoughts, and that more people ask directly if they are concerned about someone, they know has suicidal thoughts.
- The target group** are the adult population in general, especially men between 40 and 60 years of age and adapts to cultural and linguistic diversity.
- Suicide Mortality Rate (SMR)** per 100 000 inhabitants in Norway (2022): 11.3 (men: 16.3; women 6.5).
- Level of Implementation/Implementation Site**
 - National; administered at five regional level

Timeline of Implementation Process



SA 1 Coordination & Organization - the work with regional public information campaigns with a national superstructure requires a large degree of involvement from many stakeholders. This requires coordination and involvement.

SA 2 Support & Treatment The goals are to reduce stigma and increase openness about mental health challenges and suicidal thoughts. Further goals are that more people seek help for suicidal thoughts and more people ask directly if they are concerned about whether someone, they know has suicidal thoughts

SA3 Awareness & Knowledge – promotion of mental health and suicide prevention literacy among the public and target at risk population.

SA4 Quality Assurance & expertise - Through evaluations from each regional campaign we detect a change in the responses we obtain from the time before the campaign was initiated to after the campaign was finished. This data we use to develop the work further and gain more knowledge about carrying out suicide prevention campaigns.

KEY LEARNINGS

Challenges and solutions: Challenges are stigma, lack of awareness, and insufficient support. We are aware of the challenges and use this knowledge in the development and implementation of the regional public information campaigns.

Positive outcomes: The regional public information campaigns will continue until 2025. During this time we report, document, evaluate, and continue to adjust this measure. We will look to activities that gives positive effect and we will use this to strengthen this in the further work.

Key lessons learned: Through evaluations from each regional campaign we detect a change in the responses we obtain from the time before the campaign was initiated to after the campaign was finished. Among other things, we see that more people would ask if they are worried that someone they know has suicidal thoughts and more people believe that they can get help if they if they are having a hard time, and have suicidal thoughts.

GAINS FROM JA ImpleMENTAL NETWORK

3 positive outcomes(gains) from our participation in JA ImpleMENTAL Network:

- Norway shares and gains experiences through participation in JA ImpleMENTAL within coordination, implementation, and political and strategic challenges.
- The gain and shared experiences contribute to better goal achievement for Norway's measures in the action plan for the prevention of suicide.

- This knowledge is shared with the Ministry of Health and Welfare and the National Forum for the prevention of suicide, to ensure better implementation of the plan.