

CYNGOR GWYNEDD – Report to Cyngor Gwynedd Cabinet

Title of Item:	<i>Adopt Cyngor Gwynedd's Action Plan for the Prevention of Suicide and Self-harm 2026-2028</i>
Cabinet Member:	<i>Cllr Nia Jeffreys</i>
Relevant Officer:	<i>Dylan Owen, Director of Social Services</i>
Date of meeting:	15 September 2026

1. Decision Sought:

- 1.1 The Cabinet is asked to approve Cyngor Gwynedd's Action Plan for the Prevention of Suicide and Self-harm, which outlines the activities that will be carried out across Council departments as part of a corporate approach to support the objectives of the Welsh Government's Suicide Prevention and Self-harm Strategy (Appendix 1).

2. The reason why the Cabinet must make the decision:

- 2.1 In December 2025, the Leader submitted a Notice of Motion to the Full Council calling on Cyngor Gwynedd to support the principles of the National Suicide Prevention and Self-harm Strategy and develop local arrangements to respond to these challenges. The motion stated that suicide prevention is a shared responsibility and that the Council should play a leading role in working with partners, reducing stigma and supporting individuals and communities.
- 2.2 The corporate action plan reflects Cyngor Gwynedd's commitment to joint action across services to strengthen prevention, awareness, support and early intervention in relation to suicide and self-harm.

3. Background

- 3.1 Suicide and self-harm are important public health issues affecting individuals, families and communities across Wales.
- 3.2 In 2024, Wales's registered suicide rate was 15.7 per 100,000 of the population, an increase from 14.0 per 100,000 in 2023. Evidence also shows that men account for 76% of deaths by suicide in Wales, with men aged between 30 and 44 among the groups most at risk.

- 3.3 A number of social and economic factors are associated with a higher risk of suicide, including poverty, unemployment, mental and physical health problems, loneliness, bereavement, abuse and substance misuse.
- 3.4 In April 2025, the Welsh Government published the *Suicide Prevention and Self-harm Strategy for Wales 2025-2035*, which sets out the national vision for reducing suicide and attempted suicide rates, improving outcomes for people receiving support for self-harm, and improving the support available to those affected by suicide and self-harm.
- 3.5 The strategy emphasises that the prevention of suicide and self-harm is "everybody's business", and that organisations should work together to identify risks early, reduce stigma, improve access to support and ensure that services respond in a compassionate, fair and accessible way.
- 3.6 To achieve this vision, the strategy is structured around six key objectives: Listening and Learning, Preventing, Empowering, Supporting, Equipping and Responding.
- 3.7 In light of these national priorities, and as a result of the [Notice of Motion](#) submitted to the Full Council in December 2025, Cyngor Gwynedd has reviewed the work already taking place across its services and has developed a more coordinated corporate approach to the prevention of suicide and self-harm.
- 3.8 The Action Plan presented in appendix 2 brings together the contribution of the Council's departments, including Adults, Education, Community Safety, Human Resources and other services, in order to build on existing work and ensure a cohesive response to the challenges identified in the national strategy.
- 3.9 We see that the actions contain several elements including:
- Conducting awareness sessions for senior managers and elected members.
 - Developing and promoting training for staff such as Ask and Act, Mental Health First Aid and suicide awareness.
 - Considering making the Wales Suicide Awareness Module a standard part of staff training.
 - Raising awareness among residents and community groups of the support available.
 - Developing support arrangements for staff or services affected by suicide.
- 3.10 An important element of the work is the prevention of suicide and self-harm among children and young people, and, as a result, a further report (appendix 3) outlines the arrangements in place in Gwynedd schools, explaining the key role of Designated Safeguarding Persons, the arrangements for early identification of concerns, recording

and referral to support, and the collaboration that takes place with CAMHS, school counselling services, educational psychologists, school nurses and social services.

- 3.11 The entire work is strengthened through regional collaboration across north Wales, with Cyngor Gwynedd participating in the North Wales Suicide and Self-harm Forum, contributing to the work of safeguarding and mental health partnerships, and working with the Regional Prevention of Suicide and Self-harm Leader to ensure that local activities align with national and regional priorities
- 3.12 Although the direct impact of suicide prevention activities is difficult to measure, the Council will monitor progress against the actions set out in the plan. This will help assess whether the Council is strengthening its capacity to prevent, identify and respond to concerns relating to suicide and self-harm.

4. Next Steps

- 4.1 The Council will continue to implement the Action Plan for the Prevention of Suicide and Self-harm 2026-2028 by working with internal departments and regional and national partners, ensuring that Gwynedd's activities align with Wales's priorities and build on the work already taking place across the Council's services, schools and partner services.
- 4.2 Progress against the plan will be monitored regularly through the relevant departments and the Strategic Safeguarding Panel to evaluate progress, identify areas for further development, and ensure that the Council continues to strengthen its corporate approach to suicide and self-harm prevention.

5. Views of the Statutory Officers

5.1 Chief Finance Officer

I support the decision sought; I have no further comments from the perspective of financial propriety.

5.2 Monitoring Officer

I am satisfied with the propriety of the decision sought

List of Appendices:

- 1. Understanding: a suicide prevention and self-harm strategy for Wales

2. Cyngor Gwynedd's Plan for the Prevention of Suicide and Self-harm

3. Self-harm and Thoughts of Suicide in Schools

List of Background Documents:

Link to the Leader's Notice of Motion December 2025: [Agenda item – NOTICES OF MOTION](#)