ENGAGEMENT AND CO-CREATION

Suicide Prevention & Implementation Research Initiative

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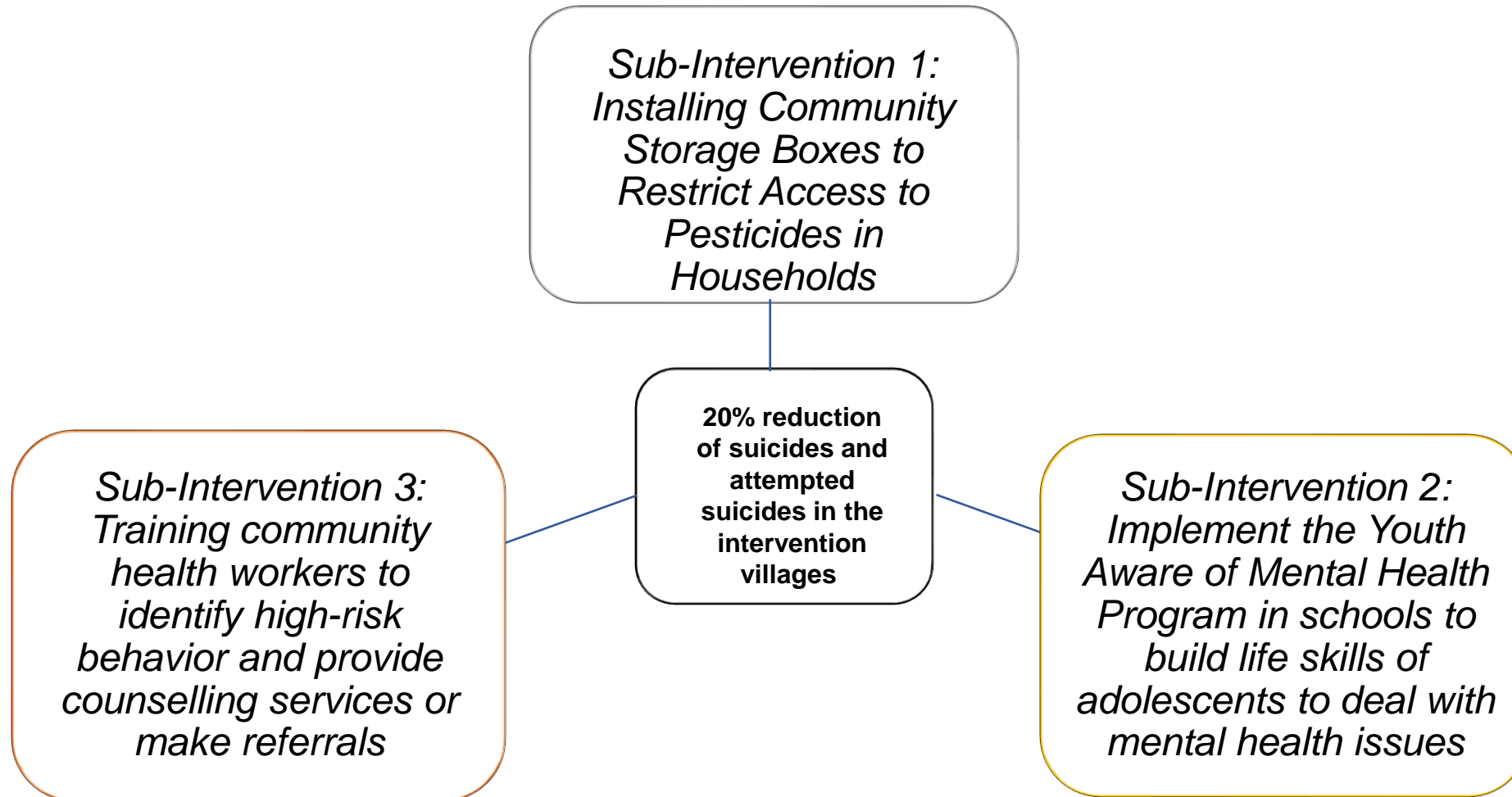

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BACKGROUND

- India accounts for 33% of all suicides worldwide.

- The estimated rate of death by self-poisoning in 2013: 7.9 per 100,000 per year for women and 13.8 per 100,000 per year for men.

- The United Nation's *Sustainable Development Goals* seek to reduce global suicide rates by one-third in the next decade

- Achieving this target requires a scalable and comprehensive approach in India owing to its complex psychosocial-cultural origin.

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SPIRIT –Cluster Randomized Trial

Sub-Intervention 1: *Installing Community Storage Boxes to Restrict Access to Pesticides in Households*

20% reduction of suicides and attempted suicides in the intervention villages

Sub-Intervention 3: *Training community health workers to identify high-risk behavior and provide counselling services or make referrals*

Sub-Intervention 2: *Implement the Youth Aware of Mental Health Program in schools to build life skills of adolescents to deal with mental health issues*

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Community meeting

Community Storage Facility

Aim: To co-develop strategies for improving the uptake of Community Storage Facility Intervention

Methods: Multiple group discussions were conducted with the community participants.

ETHICAL PARADOX ON CO-CREATING CONTENT

- Suggested usage of fear evoking persuasive imagery to communicate benefits of safe storage of pesticides in CSF.

- Such an approach in suicide prevention space can be triggering and risky specially with individuals known with depressive or suicidal symptoms.

- Fear evoking messaging may lead to normalising or sensationalising suicide among exposed non-target groups.

- Incorporating communities' suggestion risks contradicting the core ethic of "nonmaleficence" – doing no harm in research.

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ETHICAL DILEMMA ON UNIVERSAL v/s TARGETED APPROACH

Theatre campaign

- Universal approach for co-creation & dissemination inadvertently excludes marginalized groups due to their social positioning.

- Selected approach for vulnerable communities poses unique challenges; reluctance, minimal skillset and limited opportunities for engagement.

- Stigma, feeling of shame and loss of pride unwittingly exclude those with lived experience with a low social profile.

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ETHICAL DILEMMA ON TARGETED v/s UNIVERSAL APPROACH

- Targeted approach could also lead to further stigmatization of vulnerable groups and communities.

- Assumptions around the dispositional risky behaviour of marginalized groups- might normalise or sensationalise the incidence of suicide.

- Risk of undermining the statistical power and the generalizability of results.

RECOMMENDATIONS

CSF Poster

- Ethical language should extend to visuals too with equal consideration of the aesthetic appeal, clarity, and semiotic charge of any image option.

- Nurturing the awareness of the community participants to overcome the myths & stereotypes around suicide.

- Empowerment and sensitization of the community to enhance their participation in productive manner within the ethical bounds .

RECOMMENDATIONS

- Stratified approach with defined outcomes to ensure representation from vulnerable subsections but not solely be limited to them.

- Creation of subset of objectives to focus on the most vulnerable within the larger goal still focussed on influencing attitudes or behaviour at a community level.

- Balancing out the margins and the mainstream; systematically represented at all stages of work from co-creating material to dissemination.

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