

NATIONAL

1. Publication of *Child Suicide Rates during the COVID-19 Pandemic in England: Real-time Surveillance* briefing in July 2020 - with 11,207 webpage views in first three months. Resultant coverage in national media (Independent and Guardian)

2. Presentation to All-Party Parliamentary Group (APPG) on Baby Loss focusing on inequalities for BAME families

3. Inclusion of NCMD and blind cord safety in *Openings* magazine supporting 7,000 national organisations to understand and comply with standards

It is so rewarding to see the work we are doing in our local areas brought together...it will influence and improve outcomes for child health at a national level" *

4. Continued to provide real-time child death data to NHS England to support the national response to COVID-19

5. Contributed to Royal College of Policing new national guidance on investigating child deaths

SYSTEM

1. Participation in working group on blind cord safety, leading to collection of further information to support detailed analysis

2. Engagement of high profile policy influencers on themed report steering groups including the Child Poverty Action Group (CPAG) and the British Association of Social Workers (BASW)

3. CDR data 2019/20 report published with review (and notification) data for England

4. Database developments to support effective CDR planned, including a system for NCMD to support real-time coding and monitoring of child death

NCMD has transformed the quality of reviews and standardised the process... therefore improving data analysis and highlighting trends. Much more focus on learning. THANK YOU!" *

LOCAL

1. Suite of resources for CDR professionals published

2. Median number of days between death and NCMD notification at two days (Jul-Sep 2020, half that in 2019)

3. Case studies identified to showcase best practice examples and high impact strategies relating to deprivation and suicide

4. CDR professionals' needs survey conducted, with 149 responses

5. Engagement with Great Ormond Street Hospital on planned webinar to share model for tertiary hospital CDR meetings

6. Phase 1 of QI project to understand and improve quality of information collected in SUDIC cases started

7. Quarterly data quality monitoring reports continue to be well received by CDOPs

8. Training and support through webinar series (Sept and Nov) with registrants increased to 395 (Sept 2020)

9. Engagement - 95% of CDOPs created a case in Sept 2020

NCMD is a really important resource that works to support CDR professionals" *

PUBLIC

1. Suicide briefing quoted in primary care letter to Matt Hancock featured in media including Pulse and GP Online

2. 1500 NCMD postcards for bereaved families distributed to CDOPs

3. Presentations at numerous events to share CDR knowledge, including regional CDOP conferences

4. Mailing list subscriptions for newsletters and new monthly bulletins increased - 510, Nov 2020 (300 in June)

5. Comms protocol to support increased engagement developed

6. New NCMD blog live on NCMD website, with bi-monthly articles

7. Website use increased - 29,996 page views, Apr-Sept 2020 (2,950 for the same period in 2019, increase of over 900%)

8. Social media engagement increased - Twitter followers increased to 500, Nov 2020 (173 in Nov 2019). 136,400 tweet impressions, May-Oct 2020 (22,361 in same period 2019 - increase of over 500%)

9. Publication of new safety notices section of NCMD website

10. Development of PPPI plan with meeting arranged for Jan 2021