

Pain Isn't Always Obvious

**KNOW**  
**THE SIGNS**

suicideispreventable.org

# Beyond September: Promoting suicide prevention throughout the year

March 19<sup>th</sup>, 2013



# Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



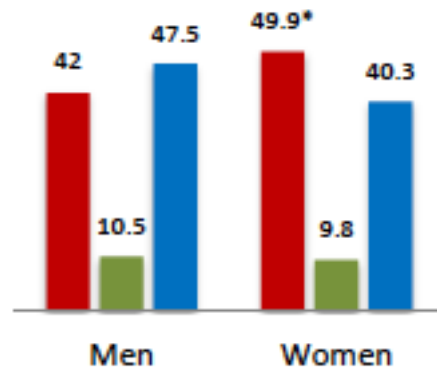
# Poll

How confident are you that your community members are aware of suicide prevention resources?

# What we know: CA Baseline Awareness Survey

I know of a suicide  
crisis line that I can  
call for help and  
support.

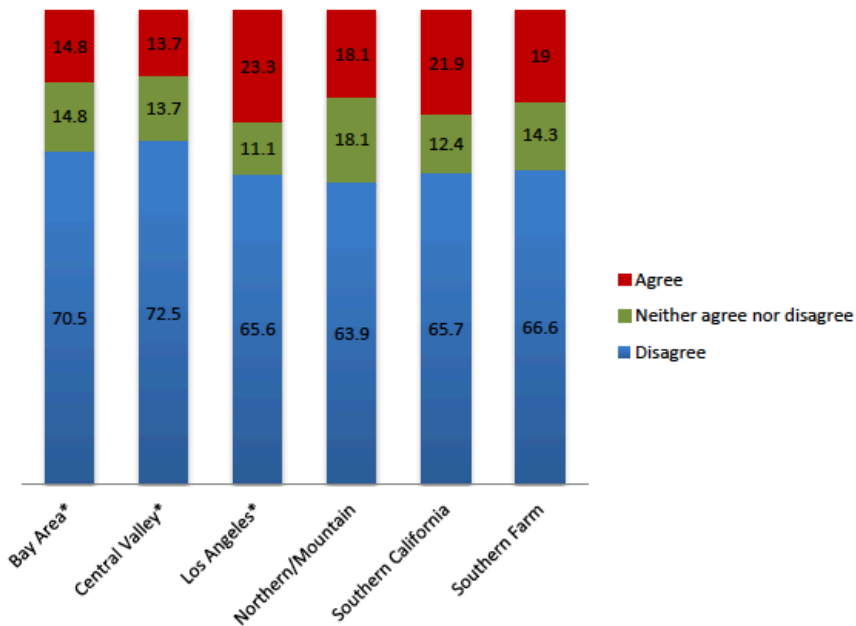
- Agree
- Neither agree nor disagree
- Disagree



45% of Californians knew of a  
*crisis line* to call for help and  
support

# What we know: CA Baseline Awareness Survey

Suicide is not a problem in California.



20% of Californians feel that suicide is *not a problem in the state*

# Question

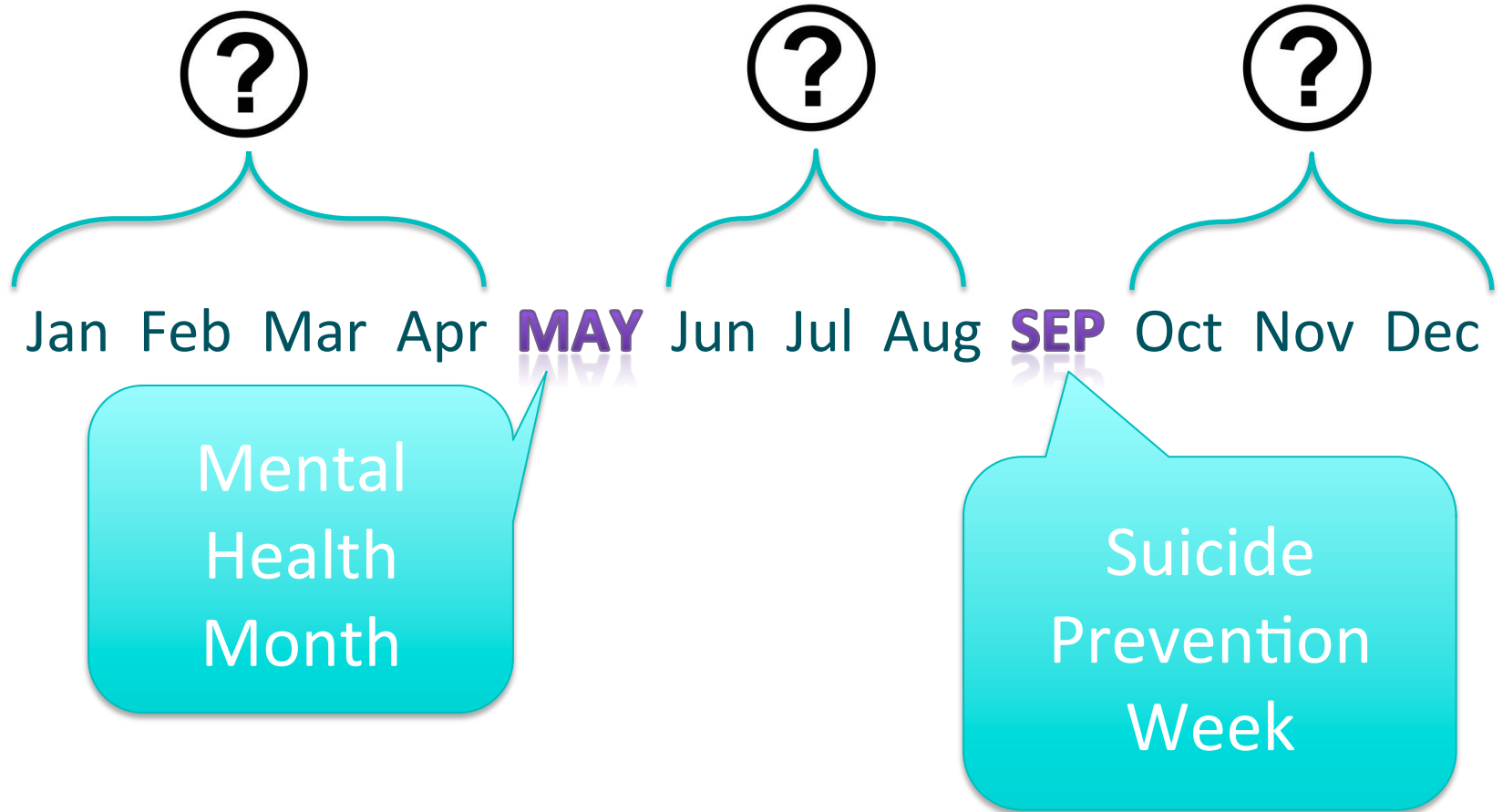
What months do your community suicide prevention activities occur?

Type your answer into the “Questions” box.

# What we know: County Needs Assessments

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

# What we know: County Needs Assessments





# Poll

How confident are you that your events are reaching new community members every time?

# Questions that we'll explore

Why is it beneficial to address suicide through other related health topics?

What are some considerations when doing so?

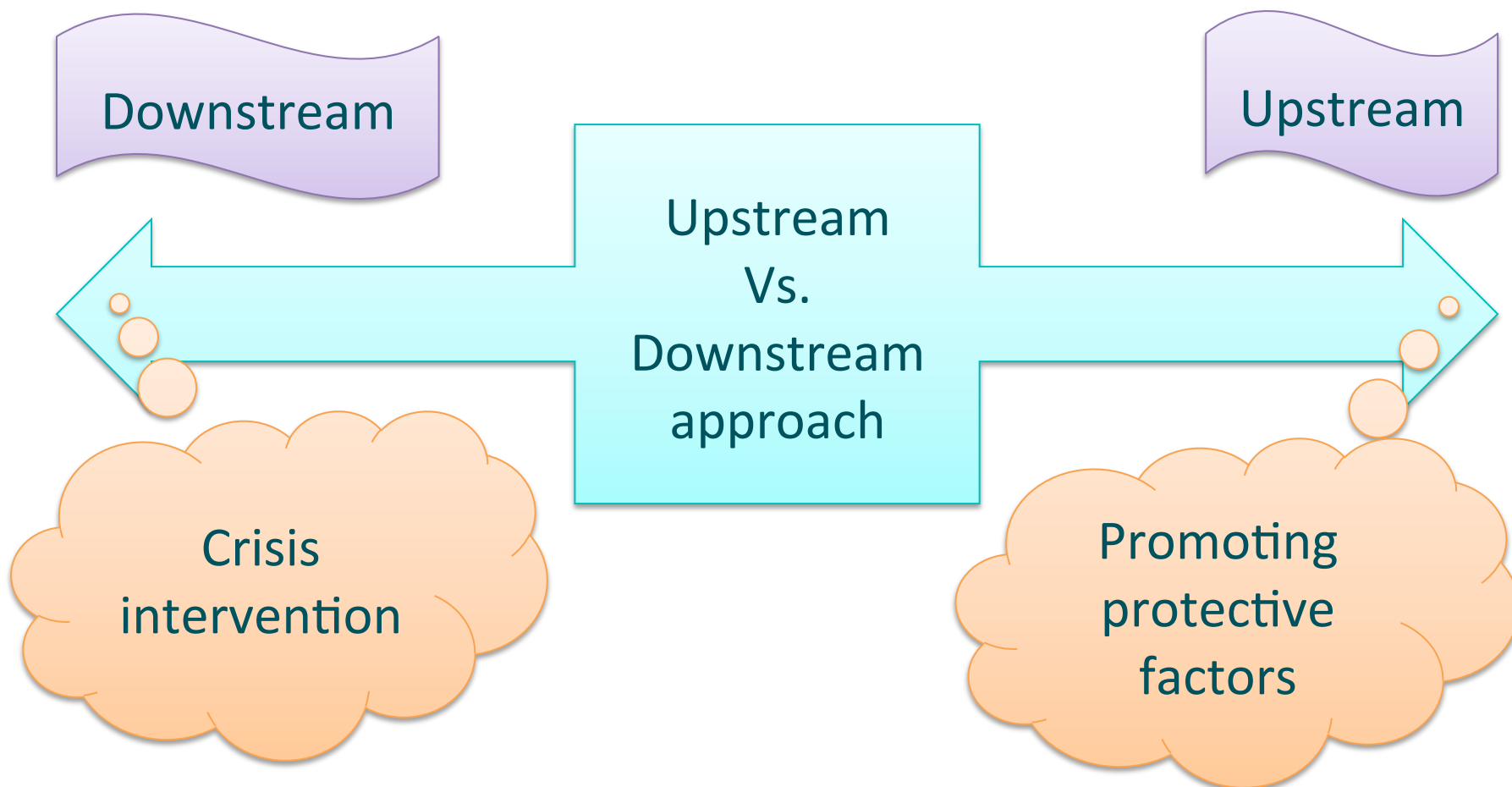
What are some other relevant weeks and resources?

What are some local examples of taking suicide prevention messaging outside of May & September?

# Do you have any other questions?

Type it into the question box!

# An “upstream” focus



# Benefits of addressing suicide through other related health topics

Is your County resistant to addressing suicide or suicide prevention head-on?

Addressing suicide in the context of another health behavior might open doors

# Benefits of addressing suicide through other related health topics

Do you feel like some people don't want to attend suicide prevention events?

Addressing suicide in an event that captures at-risk individuals is a way of “meeting them where they are”

# Benefits of addressing suicide through other related health topics

Does your County emphasize the warning signs and risk factors for suicide?

Partnering with other health topics demonstrates that suicide and suicide prevention is a multi-faceted issue

# The *Know the Signs* Campaign can help

**PAIN ISN'T ALWAYS OBVIOUS**

The warning signs of emotional pain or suicidal thoughts aren't always obvious. **HERE'S WHAT TO LOOK FOR:**

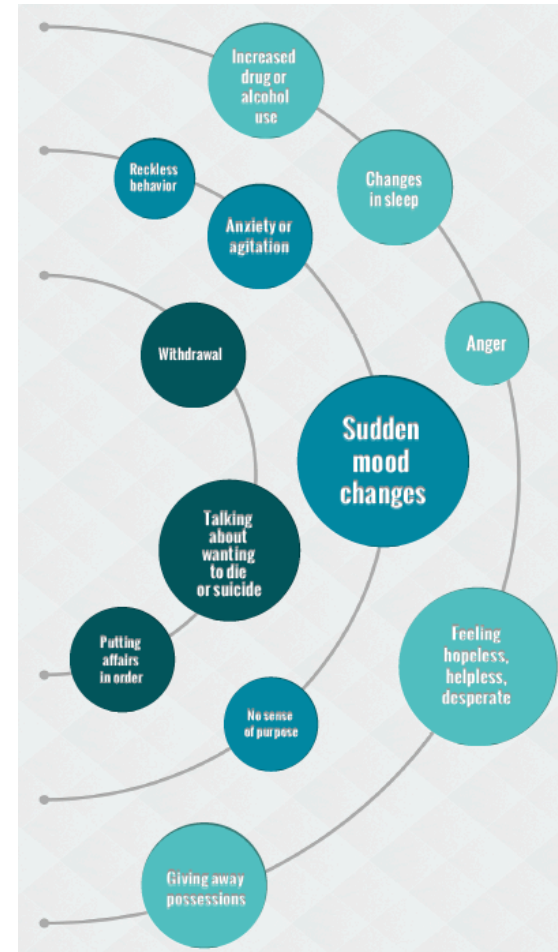
- Increased drug or alcohol use
- Reckless behavior
- Changes in sleep
- Anger
- Sudden mood changes
- Feeling hopeless, helpless, desperate
- Withdrawal
- Talking about wanting to die or suicide
- Putting affairs in order
- No sense of purpose
- Giving away possessions
- Not being able to smile
- Loss of interest
- Isolation

By recognizing the signs, finding the words to start a conversation and reaching out to local resources, you have the power to make a difference. The power to save a life. Learn more at:

[suicideispreventable.org](http://suicideispreventable.org)

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable

In a crisis call the National Suicide Prevention Lifeline:  
**1.800.273.8255**



Know the Signs >> Find the Words >> Reach Out



# Considerations when reaching out to new audiences

Who are you messaging to?

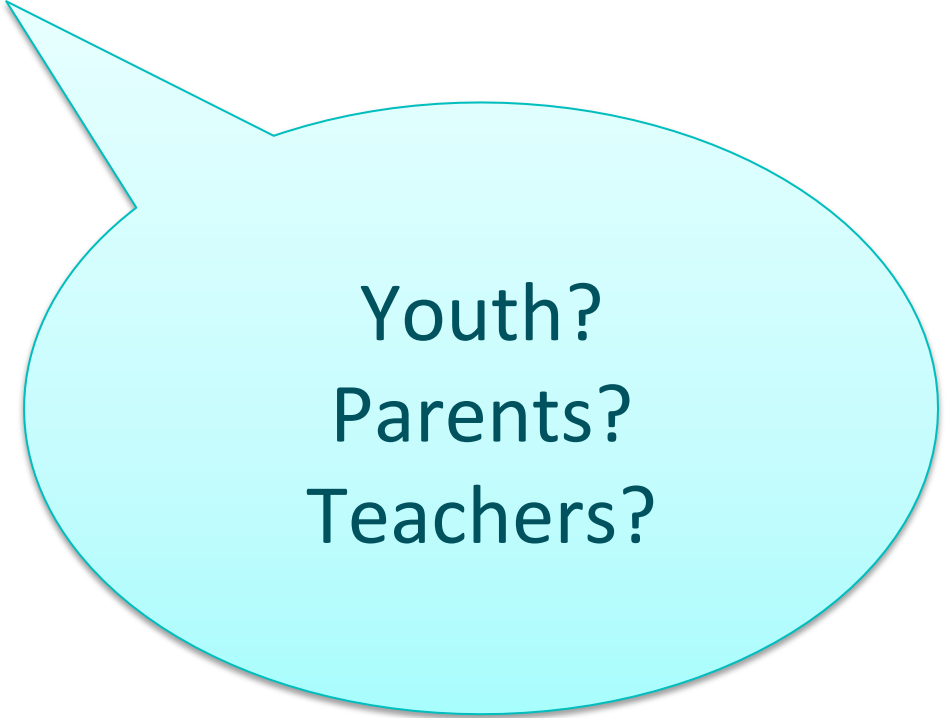
How do they want to “hear” about suicide?

How can you promote solutions and prevention? What are your relevant resources?

Who does the audience want to talk to?

# Considerations for National Youth Violence Prevention Week

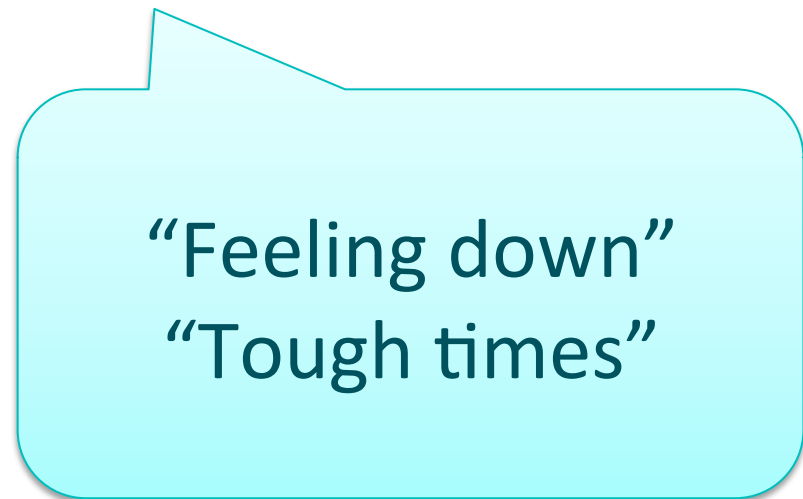
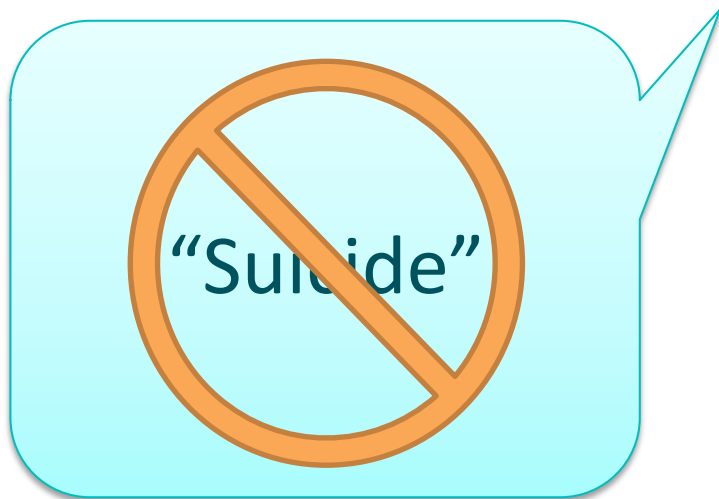
Who are you messaging to?



Youth?  
Parents?  
Teachers?

# Considerations for National Youth Violence Prevention Week

How do they want to “hear” about suicide?



# Considerations for National Youth Violence Prevention Week

Your agency's services?

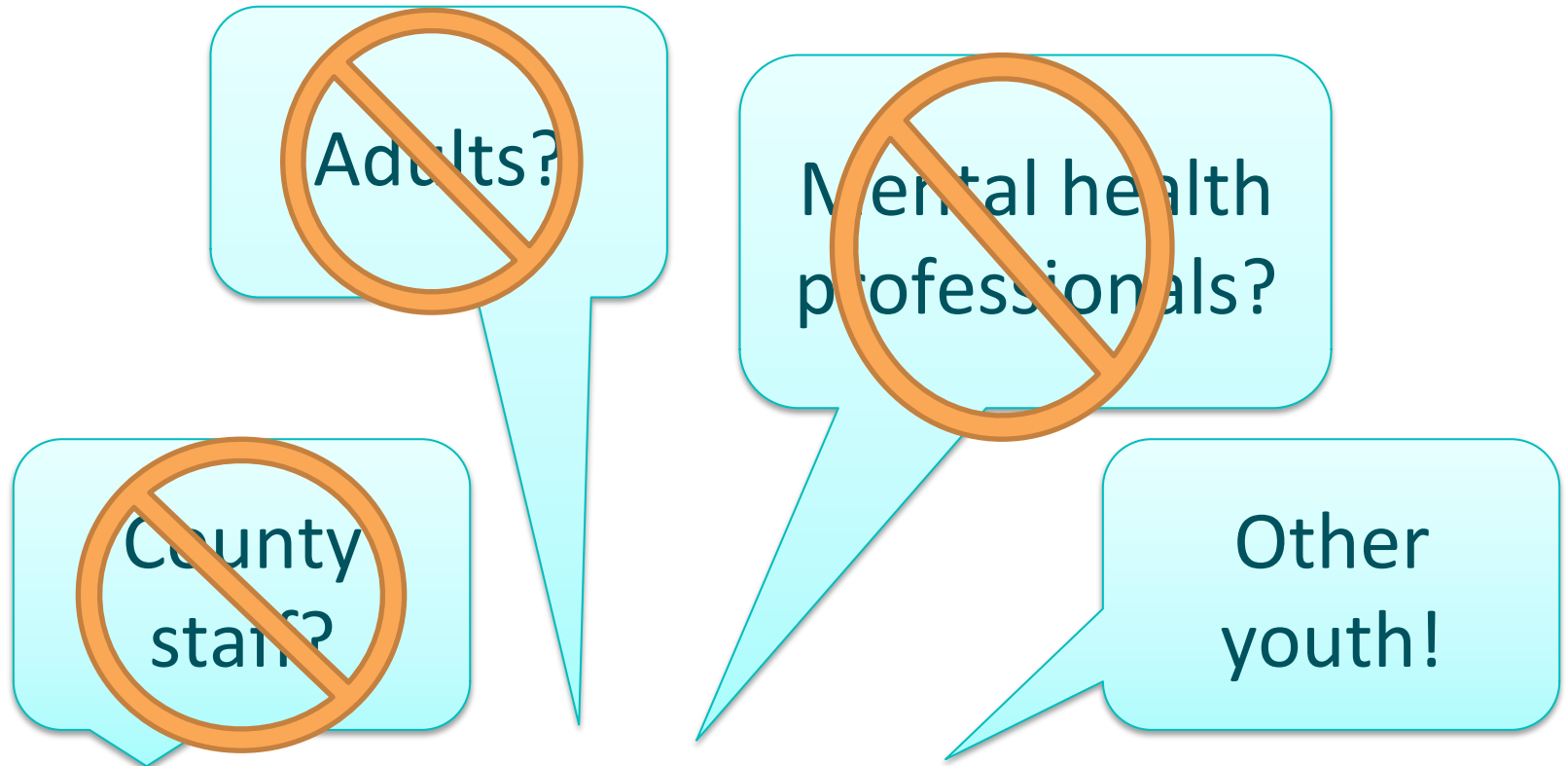
Alex Project

How can you promote solutions and prevention? What are your relevant resources?

TeenLine

ReachOutHere.com

# Considerations for National Youth Violence Prevention Week



Who does the audience want to talk to?

# Questions so far?

Type it into the questions box!

# Relevant national health observances

National  
Problem  
Gambling  
Week

Older  
Americans  
Month

Children's  
Mental Health  
Awareness  
Week

Teen Dating  
Violence  
Awareness  
Month

Healthy Aging  
Month

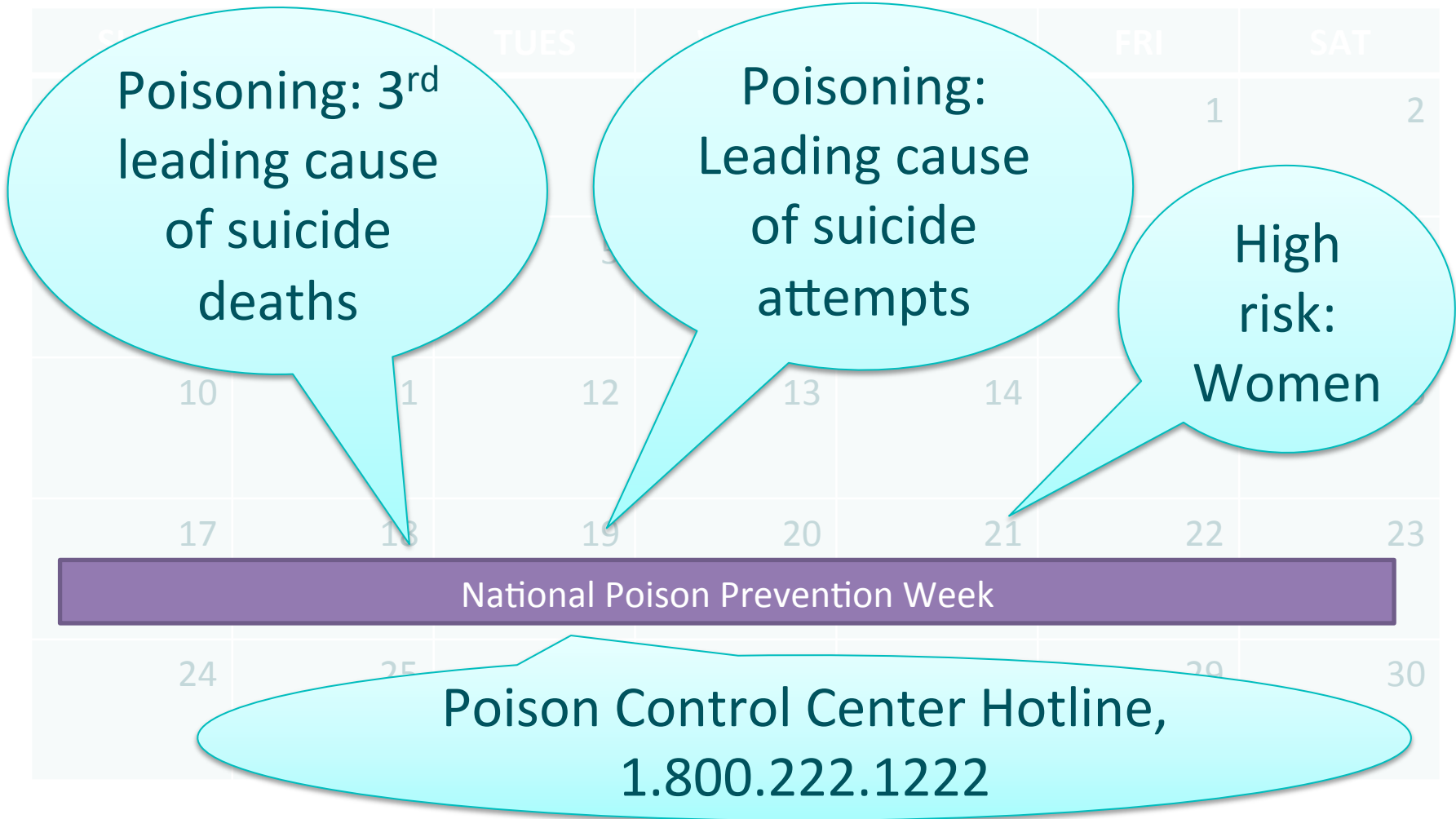
National  
Alcohol  
Awareness  
Month

# MARCH 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
National Sleep Awareness Week // National Problem Gambling Week						
10	11	12	13	14	15	16
17	18	19	20	21	22	23
National Poison Prevention Week // National Youth Violence Prevention Week						
24	25	26	27	28	29	30




# MARCH 2013



# APRIL 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	Alcohol Screen Day	11	12
14	15	16	17	18	19	20
National Stress OUT Week/Day						
21	22	23	24	25	26	27
28	29	30	Stress Awareness Month // National Alcohol Awareness Month			

# APRIL 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
			3	4	5	6
7			10	11	12	13
14			17	18	19	20
National Stress OUT Week/Day						
21	22	23	24	25	26	27
28	29	30				

At risk: College students, law enforcement

# June 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
National Men's Health Month						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	Natl ASK Day	22
23	24	25	26	27	28	29

Know the Signs >> Find the Words >> Reach Out

# June 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Firearm safety

High fatality rate

Natl ASK Day

# June 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
				6	7	8
					14	15
					21	22
					28	29

“Is there a dog in your house?”

“Did you know my child is allergic to peanuts?”

“How much television will they watch?”

“Is there a safety lock on the medicine cabinet?”

“Do you mind if my child doesn’t eat sweets?”

“Can I give you my phone number in case of emergency?”

“How many children will be there?”

“Will the children be playing in the pool?”

“Is there a gun where my child plays?”

“Will you be home?”

40% of homes with children have guns, many left unlocked or loaded, and more than 10 children are killed or injured with those guns every day. You may ask a lot of questions about your child’s safety when you send your child to another home. Next time, ask if there’s a gun where your child plays. For tips on asking go to [askingsaferkids.org](http://askingsaferkids.org).

ASKING SAFER KIDS  
1-800-383-1ASK  
ASKING SAFER KIDS

## SUICIDE PROOF YOUR HOME

**MEDICATIONS**  
Lock and limit.  
Fact: Teens who attempt suicide use medications more than any other method.  
SUICIDE-PROOF IT

Nat'l ASK Day

# June 2013

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
National Men's Health Month						
				6	7	8
		1		13	14	15
		1		20	21	22
		2		27	28	29

June is Men's Health Month

On average, men live about 5 years less than their female counterparts • Men have a higher death rate for most of the leading causes of death, including cancer, heart disease, diabetes and suicide • 1 in 2 men will develop cancer in their lifetime • Men make 1/3 as many physician visits for prevention as women

**WANT TO SEE THESE STATS CHANGE?  
SCHEDULE A CHECKUP TODAY!**

**Do it for yourself and for those who count on you.**

Learn more at  
[www.menshealthmonth.com](http://www.menshealthmonth.com)  
or call 1-866-543-6461 ext. 101

**Know the Signs >> Find the Words >> Reach Out**

# Questions so far?

Type it into the questions box!



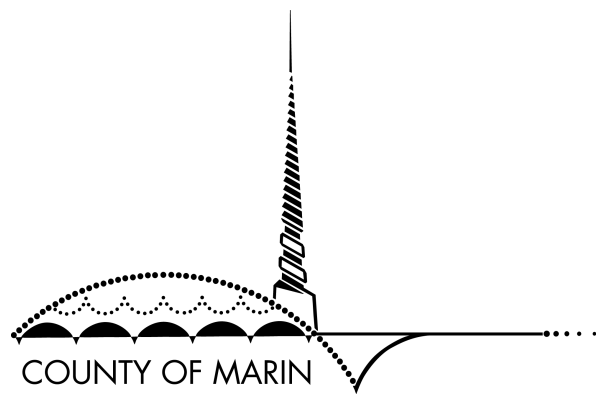


# County of San Bernardino: Addressing Suicide Prevention through Cultural Heritage Weeks

Veronica Kelley, LCSW  
Assistant Director

County of San Bernardino, Department of Behavioral Health  
[vkelly@dbh.sbcounty.gov](mailto:vkelly@dbh.sbcounty.gov)

For questions about our programs, email Michelle Dusick  
([mdusick@dbh.sbcounty.gov](mailto:mdusick@dbh.sbcounty.gov))



# Marin County Know the Signs Suicide Prevention and Mental Health Stigma Reduction

Cio Hernandez, MS, MFT, LPCCC

Cicily Emerson, MSW

Erin Farahi, MPA

March 19<sup>th</sup>, 2013

# Prevention Hub

- Virtual Prevention Unit: Formed in HHS in 2010
- Part of Restructuring Proposal from the County Administrator's Office
- Designed to reduce costs, eliminate duplications
- Key staff coordinate across department: Public Health, AOD, Tobacco, Mental Health, Nutrition, etc.
- Accomplishments include: Community training series, Information sharing, Joint projects

# Multi Issue Perspective Interdisciplinary Action

Success of Hub is working collaboratively across Divisions, Departments, and Jurisdictions

For example:

- Health Eating Active Living Strategic Plan: Nutrition and Improving Neighborhood conditions
- Safe Routes for Seniors: Injury Prevention & Community Health, Local City
- Healthy Retail: WIC/Tobacco/Nutrition coordinating on assessments and actions.
- Working with neighborhood based AOD Coalitions beyond immediate issue, e.g. bullying

Media & Public Relations is a key component of  
environmental level change

Community Partners are a Priority: and often better  
messengers

- Family Service Agency-Suicide Prevention & Know the Signs
- First 5 Communications
- San Geronimo Valley Senior Lunch Program
- Social Media-Kindness Campaign—TRUCE

# Media Efforts related to Mental Health are Ongoing (not just May)

- Videos
  - Know the signs video (English and Spanish)  
<http://www.youtube.com/watch?v=gE885jZjr8Q>
  - Teen Mental Health Resources (English and Spanish)
  - Family Service Agency (English and Spanish)
- Lobby Screens—Bilingual Key Messaging
- Press Releases & Op Eds
- In response to events (Arizona, Sandyhook)
- Bilingual Spokespersons
- Dual benefit—Dra. Marisol—Nuestros Ninos

# Beyond Health/Mental Health Department

- Bringing messaging to County and other Departments
- Shared Social Media efforts/cross promotion
  - County Wellness Program
  - Parks and Open Space
    - Improve mood by using trails and experiencing nature
  - Non-motorized and alternative transportation
    - Decrease stress by leaving the car at home
  - Probation
    - Restorative Justice includes decreasing disproportionate minority contact and confinement and increases emotional literacy

# In conclusion...

**You** have opportunities to talk about suicide prevention in all of these other health observances

**Explore** what other agencies are doing to raise awareness on related health topics and see if you can partner with them



# Questions & Discussion

If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



# Thank you!

Theresa Ly  
tly@edc.org



**Next small county webinar:**

“Means Restriction”

Wednesday, April 10<sup>th</sup>, 1:30-2:30pm

Please fill out  
the  
Evaluation!

Webinar will be archived on  
[www.yourvoicecounts.org](http://www.yourvoicecounts.org)