Pain Isn’t Always Obvious

Targeted Suicide Prevention Materials for the Filipino Community in California

WORKGROUP REPORT FINAL

Know the Signs >> Find the Words >> Reach Out
I. Introduction

The Know the Signs suicide prevention social marketing campaign prepares Californian’s to prevent suicide by encouraging them to **know the signs**, **find the words** to offer support to someone they are concerned about and reach out to **local resources**. Campaign materials range from print ads, TV and radio spots, to outreach materials available in several languages. All campaign materials refer individuals to the campaign websites:

- [www.suicideispreventable.org](http://www.suicideispreventable.org)
- [www.elsuicidioesprevenible.org](http://www.elsuicidioesprevenible.org)

All campaign materials can be viewed, customized and downloaded from the Resource Center on Your Voice Counts ([www.yourvoicecounts.org](http://www.yourvoicecounts.org)). This is an online suicide prevention forum designed to facilitate a dialog about suicide prevention in California and to engage stakeholders in the development and distribution of the Know the Signs campaign materials. The Know the Signs campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63.

II. Background

Based on 2010 Census data, among the 10 counties with highest numbers of Filipino residents in California are **Los Angeles, San Diego, and Santa Clara**.

In California there are an estimated **1,195,580** Filipino community members. The following **10 counties** have the highest concentrations in the state:

- **Los Angeles County**: 322,110
- **San Diego County**: 146,618
- **Santa Clara County**: 87,412
- **Alameda County**: 82,406
- **Orange County**: 71,060
- **San Mateo County**: 70,191
- **Riverside County**: 51,003
- **Contra Costa County**: 48,418
- **Solano County**: 43,366
- **San Bernardino County**: 41,702

*Source: California Department of Finance. Demographic Research Unit. State Census Data Center 2010*
III. Workgroup Members and Discussions

Members for the materials in Tagalog workgroup guided the development of a poster and brochure through their collaboration and participation in a webinar (October 16th) as well as periodic discussion posts on the Your Voice Counts website. A total of 5 members participated in the materials in Tagalog workgroup representing the counties of Alameda, Napa, and San Diego from agencies such as Alameda County Mental Health Services and the Union of Pan Asian Communities (see Appendix C Workgroup Member Roster). Members were recruited in several ways. Ethnic service managers, CalMHSA program partners and county liaisons were asked to refer community members representing this community or engaged in outreach to the Filipino community. In addition, organizations serving this population were contacted directly and provided with a workgroup recruitment flyer (see Appendix F).

Discussions during the webinar and Your Voice Counts included the following topics:

- How the topic of suicide is discussed or not discussed in the Filipino community
- Identifying the helper
- What language to use for the materials
- Identifying and reviewing existing materials

During YVC discussions workgroup members shared the view that the topic of suicide within the Filipino community is considered a “taboo” topic although there has been a trend (at least in the Bay area) to discuss the topic more openly in the media. Family and religion are very important to the Filipino community. Their faith and religious beliefs play a very important role and individuals in crisis or concerned about someone are likely to reach out to their church community or pastor who is considered an authority figure in the community. They suggested that outreach materials should include warning signs (especially urgent ones) and specific behaviors for which to be on alert. Workgroup members also provided feedback regarding places to where these materials could be distributed to and suggested placing the materials in doctor offices, community centers and Filipino markets such as Seafood City and Island Pacific. As an alternative to print materials, workgroup members also suggested using the Filipino TV Channel (DSC) as a way to communicate information about warning signs for suicide.

Further discussions with community members in a focus group facilitated by the Union of Pan Asian Communities (UPAC) in San Diego County revealed that although suicide is not an easy topic to talk about, the strong sense and connectedness of the extended family in the Filipino culture supports that individuals will bring up the topic if they are concerned about someone they care about. All of the individuals who participated in the focus group were aware of warning signs and agreed with the need to bring up the topic directly. They felt this was in large part due to news media coverage on the topic.
IV. Development of Materials

Language Adaptation
The Know the Signs campaign team contracted with Cristina Samaco-Zamora, a clinical psychologist who is fluent in English and Tagalog, to provide the language adaptation of the brochure and poster. The language adaptation and illustrations were further reviewed during a focus group and a small workgroup including community members Agnes Hajek from UPAC and community members Ruel Borgonia and Claire Florentino also incorporated the focus group suggestions into the language adaptation, which was then finalized and reviewed by Cristina Samaco-Zamora and posted to the initial workgroup on Your Voice Counts.

Both, workgroup participants and focus group participants, felt strongly that the materials should be bilingual or available in English and Tagalog. They noted that there are hundreds of different dialects, including Visayan and Tagalog. As a result of these many dialects English is sometimes the most common language. Ideally all materials should be bilingual (English/Tagalog) so that older generations can also understand the information and to aid the English speaker in communicating the information to the person they are concerned about.

“Due to the multi-generational aspect of the Filipino culture, I believe that providing information in English and Tagalog is key. I have worked with many Tagalog and Spanish speaking clients who, although may have Tagalog as their primary language, prefer materials in English. Perhaps this is due to the fact that most materials they will find in the United States are in English. We must, however, take into account those generations that reside here in the United States that speak very little English and have Tagalog as their primary language. This population would obviously benefit from materials in Tagalog.” (Workgroup Member)
Design
One poster features a middle-aged woman in the forefront who was identified as the most likely “helper” for younger and older generations and a second poster features a young adult. In both posters, family or close friends, are featured in the background.

Focus Group Testing
Three posters were tested during a focus group held in San Diego County on June 5, 2014. A total of 9 participants represented men and women, parents, middle aged women and older adults. The focus group was facilitated by Agnes Hajek from the Union of Pan Asian Communities (UPAC). During the focus group session participants were asked to provide input regarding the content, the images and the overall design approach (see Appendix D for Focus Group Protocol and Consent Form).

According to the research, Asian American women between the ages of 65-84 had the highest rates of suicide, compared to women from other racial backgrounds. In addition, among all Asian American age groups the age group between the ages of 20-24 had the highest rate of suicide compared to all other age groups.


Recent research conducted by the National Latino and Asian American Study (NLAAS) coincided with national overall findings in that suicide Ideation and attempts among APIs are among younger aged females with mental health issues.


Know the Signs >> Find the Words >> Reach Out
KNOW THE SIGNS

- Talking about death or suicide
- New or lasting mood swings
- New or worsening physical health problems

Finding the Words

- Reaching Out

Do you know the warning signs for suicide?

Maging Listo, Aalamin ang mga babala ng suicide.

PAIN ISN'T ALWAYS OBVIOUS

Maging Listo, Aalamin ang mga babala ng suicide.

ALAMIN ANG BABALA

Maging Listo, Aalamin ang mga babala ng suicide.

Brochure

KNOW the SIGNS >> Find the WORDS >> Reach Out
Focus Group Feedback
• Participants agreed that all three posters were visually engaging, but needed modifications to be culturally appropriate. Most importantly, participants suggested that the images did not fully represent Filipino community members. They felt the images should include individuals looking deeply saddened, distressed or worried.
• Participants all agreed that the posters were speaking to the helpers of a person at risk. They agreed that the main message in the posters is to pay more attention to another person’s behaviors and take action if warning signs are noticed.
• Participants liked the list of warning signs for suicide on the posters.
• Text edits were suggested by participants and incorporated into revised designs.
• Participants liked the materials overall and felt they would be helpful to the helpers in the Filipino community.

The images, colors and illustrations used for the materials were significant to capture the cultural characteristics of the Filipino community. To capture the essence of family and community the design elements of one poster included a background with a family image and a middle-aged female in the forefront. The second poster contained an image of a middle-age female on the forefront and three smaller images on the side representing community members from different genders and age groups. And whereas the young woman in the English language poster does not look particularly Filipino, participants felt this was appropriate as she could represent an Asian young person in general and would thereby be relevant to the larger API community. Overall, the layout and composition of poster option 1 was preferred. Participants felt the woman in the second option looked like a lawyer, whereas the first option communicated the sense of the extended family vital to the Filipino culture. They also felt the images showed that suicide can happen to any family that appears happy on the outside, because it is not always easy to notice warning signs and because people try to hide their pain. However, participants suggested that the image of the woman needed to be modified to be more representative of the physical features of the Filipino community.

Who is this poster relevant for?
-Everybody, especially Tagalog-speaking community members
-Talking to a concerned person
-Mothers
-At first, poster inspires curiosity, but the word suicide then informs what the poster is about
-Helpers in the Filipino community
-Concerned citizens

What is this poster asking you to do?
-Help someone in the situation
-Be vigilant
-Be more understanding
-Call the professionals/reach out to person

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

Suggestions from the focus group were used to create a final design. During the focus group participants acknowledged the challenge of finding individuals who visually represent the Filipino culture. For example, only two participants in the group were identified as truly “looking Filipino.” Pictures of these two individuals were shared with the designer to aid the photography selection. A small workgroup including community members Agnes Hajek from UPAC and community members Ruel Borgonia and Claire Florentino were provided a stipend to assist with image selection for the final materials.

VII. Distribution

As part of a partnership with UPAC, local outreach was conducted by approaching a wide range of organizations, including community clinics, primary care doctors, pharmacies, community-based organizations, churches and temples and supermarkets about them displaying the materials and disseminating them to the clients, members and congregations. In addition, UPAC planned and facilitated a suicide prevention community forum on November 10th in Escondido where a total of 19 participants (10 female, 9 male) between the ages of 30 and 60+ attended the 3-hour event. Virtud Oloan, Advance Practice Nurse, from Scripps Memorial Hospital presented information about the suicide prevention outreach brochure in both Tagalog and English and incorporated her professional experience in mental health as a nurse in a psychiatric ward. Dixie Galapon, Mental Health Director, opened the workshop by presenting information on wellness and the Filipino community. During the presentation participants learned about the warning signs for suicide and how to recognize these in someone who may be at risk for suicide. Community members also shared they have seen the outreach materials (posters and brochures) in several local venues including small shops and grocery stores. UPAC will also aim to include information about suicide prevention in community newsletters and church bulletins.

In addition, the campaign team will reach out to county behavioral health agencies, ethnic service managers and other CBOs for additional distribution of the materials as part of a more comprehensive, statewide outreach plan that will be developed for FY 2014/15.
Appendix A: Poster, Brochure and Customized Materials

Be Alert! Know the Warning Signs of Suicide.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Telling/expressing that they want to die or end their life
- Seeking ways to end life by suicide or self-harm
- Loss of hope or being desperate
- Giving away their valued possessions
- Stop doing the things he/she enjoys doing or leisure
- Putting things into order suspiciously
- Putting himself/herself at risk or in dangerous situations
- Anger
- More frequent use of drugs or drinking alcohol
- Avoiding family and friends
- Anxiety or agitation
- Change in sleep for example experiencing insomnia or sleeping too much
- Sudden change of emotions or mood
- Expressing that he/she has no hope, useless or no reason to live

Call the National Suicide Prevention Lifeline at 1.800.273.8255. There are trusted and skilled counselors who are willing to help 7 days a week 24-hours a day.
Do you know the warning signs for suicide?

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

**What the Tagalog says in English (approximately) | TAGALOG**

**Be alert! Know the signs of suicide.**

Maging Alerto! Alamin ang mga babala ng suicide.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Telling/expressing that they want to die or end their life
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- Expressing that he/she has no hope, useless or no reason to live

Kung ikaw ay may kapamilya o kaibigan na nagpapamalas ng mga babala nakasaad dito, lalo na kung may pagbabago sa kanilang pag-uugali, agad-agad niyo silang tulungan.

- Pagasabi na gusto ng nilang mamatay o wakasan ang kanilang buhay
- Kawalan ng pag-aso, pagiging desperado
- Pamimigay ng mga ari-arian mahalaga sa kanila
- Paghinto sa paggawa ng mga bagay na kinahihilig ni o ibibang Kaynak
- Nakakadudong pag-sasayos ng mga habol
- Paglalagay ng sarili sa kahamakan
- Matinding galit
- Madalas na paggamit ng droga o pag-inom ng alak
- Pag-iwas sa pamilya at mga kaibigan
- Pagkabalista
- Pagbabago sa pagtulog tulad ng pagdaan na insomniya
- Biglaang pagbabago ng kalagayan, kilos at anyo
- Pagasabi na sila ay wala ng pag-aso, walang silbi o wala ng dahilan para mabuhay

Call the National Suicide Prevention Lifeline at 1.800.273.8255

There are trusted and skilled counselors who are willing to help 7 days a week 24-hours a day.

Turnaw sa National Suicide Prevention Lifeline sa 1.800.273.8255

Mga mpagpakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang lingo 24-oras.

---Brochure---

**What Tagalog says in English (approximately) | TAGALOG**

**Be Alert! Know the signs of suicide.**

Maging Alerto! Alamin ang mga babala ng suicide.

Know the signs

ALAMIN ANG MGA PALATANDAAN

There are people who experience extreme sadness every day.

May mga taong nakaranas nang matinding kalungkutan, araw-araw.

They feel there is no reason and no hope for them to live. Because of shame or not understanding what they are going through, they don’t tell/share what their problems are to others.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Telling/expressing that they want to die or end their life
- Seeking for ways to end life by suicide or self-harm.
- Loss of hope and being desperate
- Giving away their valued possessions
- Stop doing the things he/she enjoys doing or leisure
- Putting things into order suspiciously
- Putting himself/herself at risk or in dangerous situations
- Anger
- More frequent use of drugs or drinking alcohol
- Avoiding family and friends
- Anxiety or agitation
- Change in sleep for example experiencing insomnia or sleeping too much.
- Sudden change of emotions or mood
- Expressing that he/she has no hope, useless or no reason to live


- Pagasabi na gusto ng nilang mamatay o wakasan ang kanilang buhay
- Paghahanap ng mga paraan ng pagpapakamatay o pananakit sa sarili
- Kawalan ng pag-aso o pagiging desperado
- Pamimigay ng mga ari-arian mahalaga sa kanila
- Paghinto sa paggawa ng mga bagay na kinahihilig ni o ibibang Kaynak
- Nakakadudong pag-sasayos ng mga habol
- Paglalagay ng sarili sa kahamakan
- Galit
- Pagdami ng pagkonsomo ng droga o pag-inom ng alak
- Pag-iwas sa pamilya at mga kaibigan
- Pagkabalista at pagkabalaha
- Pagbabago sa pagtulog tulad ng pagdaan na insomniya
- Biglaang pagbabago ng pakiramdam at kalooan
- Pagasabi na sila ay wala ng pag-aso, walang silbi o wala ng dahilan para mabuhay

“Mahalaga ka sa akin at ako’y nagmamalasakit sa iyong kapakanan, kaya’t nais kong tanungin ka kung ikaw ay nag-iisip na tapusin na ang iyong buhay?”

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<tr>
<th>Know the Signs &gt;&gt; Find the Words &gt;&gt; Reach Out</th>
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### Talk to the person in crisis.

- Mention the signs you have been noticing in their actions and words of your friends or family members.
- Ask if they want to end their life.
- Listen.
- Inform them that you are worried about them. Tell them that you understand what they are going through. Give all your support.

### Kausapin ang taong nasa krisis.

- Banggitin ang mga palatandaan na iyong napupuna sa kilos at pananalita ng iyong kaibigan or kapamilya.
- Tanungin kung ninanais na ba nilang Magpakamatay o wakasan ang kanilang buhay
- Makinig.
- Ipaalam ang iyong pag-aalala para sa kanila. Sabihin na naunawaan mo ang kanilang pinagdaraanan.
- Ibigsay ang lahat ng suporta.

### Here are the ways to help a person in crisis:

- Stay beside them and make them feel your concern and wanting to help.
- Don’t leave them alone.
- Assure them not to be ashamed to ask for help.
- Talk to a mental health clinician, doctor, or other family members, and discuss the next steps with them.

### Ito ang mga paraan upang makatulong sa taong nasa krisis:

- Manatili sa kanilang tabi at ipadama ang iyong pagmamalasakit at pagnanais na makatulong.
- Huwag ninyo silang iwanan na nag-iisa.
- Magbigay tiwala na hindi nakakahiyang humingi ng tulong.
- Kausapin ang mental health clinician, doktor, o mga kapamilya at talakayin sa kanila ang mga susunod na hakbang.

### Asking for help

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<th>PAGHINING NG TULONG</th>
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- Call the National Suicide Prevention Lifeline at 1.800.273.8255
- There are trusted and skilled counselors who are ready to help 7 days a week 24-hours
- For more information, visit: www.suicideispreventable.org

- Tumawag sa National Suicide Prevention Lifeline sa 1.800.273.8255
- May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.
- Para sa karagdagang impormasyon, bisitahin ang: www.suicideispreventable.org
Customized materials for San Diego County (UPAC)

Maging Alerto! Alamin ang mga babala ng suicide.

Do you know the warning signs for suicide?

There are people in our community who experience intense sadness every day. They believe that life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hide their pain. The warning signs of their suffering are there, but not always obvious. Visit suicidepreventable.org to learn the signs, find the words and reach out.

Access & Crisis Line: 1.888.724.7240

suicidepreventable.org

K n o w  t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t
Customized materials for Los Angeles County (LADMH)
Appendix B: Your Voice Counts Discussions

Welcome! Please respond to this post.

Kay
November 19, 2013 - 16:16am

Hello, I am Nane Delacato and I am Program Supervisor for Children and Youth Development with the Union of Pan Asian Communities, the local Health and Human Service Provider for the Asian/Pacific Islander Community in San Diego since 1979. The focus of the program I run is prevention and early intervention of high risk behaviors as well as onquia planning, substance use, and empowering choices, activities, and lifeskills for our children and youths.

I am interested in suicide prevention for several reasons. I am Filipino American and Filipino youth have traditionally ranked at the top in San Diego county for suicide ideation and attempts. Although I did not grow up in San Diego I was raised in Washington D.C. I battled with suicidal thoughts and attempted several times as a youth but found reason to move forward with my life and embrace the present. I hope to help others do the same. I have also known colleagues and friends who have left this world as a result of suicide and hope to be a part of preventing further tragedies in our communities.

Kay
November 19, 2013 - 16:16am

Hello, I am Nane Delacato and I am Program Supervisor for Children and Youth Development with the Union of Pan Asian Communities, the local Health and Human Service Provider for the Asian/Pacific Islander Community in San Diego since 1979. The focus of the program I run is prevention and early intervention of high risk behaviors as well as onquia planning, substance use, and empowering choices, activities, and lifeskills for our children and youths.

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Jovita
March 27, 2013 - 18:31am

My name is Jovita and I am also very excited to be a part of this group. I work for Napa County. My two best friends from childhood are Filipino and I have grown up with that culture as part of my life. I also have numerous friends who are Filipino and have such respect for the kindness and generosity that seems to be so predominant in all of their lives.

I lost a brother to suicide and have lost a few friends along the way. It is always heartbreaking. I am very excited about being a part of this group and appreciate the opportunity to possibly make a difference for someone in pain.

As a addition, please make sure you contact email is written@jovita.com

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As a addition, please make sure you contact email is written@jovita.com

Thank you!

Medardo Tomaquin
September 27, 2013 - 6:28 am

Hi! My name is Medardo Tomaquin and am happy to be selected as a participant in the Know the Signs Campaign Filipino Workgroup.

Nihika
September 29, 2013 - 10:06 am

Hi group :) My name is Nihika, I am a Public Health Nurse that works for Napa County. Many of my clients are Filipino as well as many of my friends. I was interested in joining this group after the loss of a close friend and former nursing school classmate from suicide. I was requesting to join this group after a few month, another friend had been (not as a result of suicide so) though the years and losses, I have begun to really see how important suicide prevention and resources are for those that are struggling. Suicide does not have to happen, although I answer for those in pain, they see it as the only option at the given time.

I am very excited to participate in this work group and am really looking forward to the experience. Thank you for allowing me to participate.

I am very excited to participate in this work group and am really looking forward to the experience. Thank you for allowing me to participate.

Know the Signs >> Find the Words >> Reach Out
Notes from our webinar today (Oct 16th)

WORKGROUP DISCUSSION

**Anna, Your Social:**
Thank you for your input today. Here are a few notes from our webinar discussion today. Please add additional thoughts:

- Suicide is a general "taboo" topic although there has been a trend (at least in the Bay area) to discuss the topic more openly in the media.
- The Filipino community is very family centered and very religious. Their faith and religious beliefs play a very important role and individuals in crisis or concerned about someone are likely to reach out to their church community or pastor who is considered an authority figure.
- The Filipino community is very family centered. Generally middle-aged women (35-50) are the glue of the family, supporting both their children and their elderly parents. These women are likely "helpers" for both (their children and their elders). There are also generational differences to consider, in that older generations are going to be much less open & discussing a topic such as suicide.
- We talked about the type of information that would be helpful to someone concerned about another person. Suggestions included warning signs (especially pertinent cases) and information about symptoms of depression such as the questions in the simple brochure we looked at.
- Since these materials are available on a statewide level, we talked about possible places who could distribute these materials. (Given that we don’t have the resources to do outreach ourselves). Suggestions included doctor offices, community centers, Filipino markets such as Seaworld and Island Pacific.
- As an alternative to print materials, using the Filipino TV Channel (CGO) as a way to communicate information about warning signs for suicide.

Please offer additional thoughts!

**Attachment:**

PRIVATE FEEDBACK (pdf)

[Notes from our webinar today (Oct 16th).pdf]


**Post Comment**

4 comments

**Jay**
November 19, 2013 - 10:15am

A couple of other thoughts:

- Materials can also be distributed (if this hasn’t been mentioned already) through county 1865 and non-profit mental and social service providers. The organization I work for (Chico’s Pan Asian Community) is the lead advocate and provider of health and human services for the API community in San Diego and would be a good resource to connect with for distribution of outreach materials. However, there are other reputable organizations as well such as Kalngasar Community Resource, Operation Sanabian, and Cultural Resource Foundation. Another idea is to possibly partner with relevant programs to this project at local universities, such as the School of Public Health at San Diego State University, and also college and university Filipino and other API student groups, fraternal, and community.
- Rather than a catch-all type of outreach, I’m wondering what the capabilities are to create materials catered towards different age-groups. Working with youth, I know it could be especially helpful for middle and high schoolers particularly if they need to know how to provide support for their peers and where to turn to for help.

Still materials also include preventative topics related to current themes related to suicide such as substance use, bullying, alcohol abuse etc. What about for military vets suffering from PTSD etc.?

**Judy**
November 19, 2013 - 12:10pm

I think it’s important to keep in mind that we are dealing with, really, several kinds of Filipino families currently:
1) Extended Generation families (who may or may not be bi-lingual), and may or may not even be bi-cultural
2) 1st generation families who immigrated here recently and are in transition (ESL, primary Filipino language speakers, difficulty in navigating services and assistance)
3) 2nd generation families who immigrated here and have been established for several years (ESL, bi-lingual, culturally-acculturated to life in the US)

These are just some examples to keep in mind in terms of materials production and outreach.

Filipino communities here in San Diego also tend to be divided between lower socio-economic status (working class/active military) newly arrived (South San Diego County and Mira Mesa) and more affluent areas (1st generation young professionals/retired military/entrepreneur, small business owners, medical professionals, North County, Rancho Penasquitos, Poway, Miramar area).

We should also consider that military families in addition to what was previously mentioned, make up the Filipino population in San Diego is large because of the military through enlistment or partnership family. Working with medical providers affiliated with the military (CHC) and veteran’s administration services is most essential in getting the word out about suicide prevention resources.

**Medardo Yumaoqui**
October 17, 2013 - 16:19m

the tv channel is CGO (the Filipino channel)

I also enjoyed the webinar and am looking forward to the next one.

thanks,

medardo

**Joanie**
October 16, 2013 - 02:47am

I think all of valuable information was shared today and it was really a good idea to have done. I really like the way the webinar was set up. Can’t get through the slideshow on my phone! Thank you!

Joanie
What language should materials be in?

WORKGROUP DISCUSSION

What language should materials be in?

Jana_YounSocialMe.. During our webinar today we discussed what language materials should be in. Here are a few key points from our discussion.

- There are hundreds of different dialects, including Visayan and Tagalog, but Tagalog is probably the most common. As a result of these many dialects English is sometimes the common language.
- If we look at women (age 20-29) it is the most likely “helpers” than English might be the best English bilingual materials are possible. e.g. for a poster. Ideally all materials should be bilingual (English/Tagalog) so that older generations can also understand the information and be able to direct the English speaker in communicating the information to the person they are concerned about.

Please offer additional thoughts?

PRIVATE FEEDBACK (0)

4 comments POST COMMENT @COMMENTS.COM

Jnt1ka
November 27, 2013 - 9:26am

The overall goal of the campaign is to disseminate suicide prevention information to as many Filipino community members as possible, while communicating this information in a culturally competent manner. Due to the multi-generational aspect of the Filipino culture, I believe that providing information in English and Tagalog is key. I have worked with many Tagalog and Spanish speaking clients who, although they may have Tagalog as their primary language, prefer materials in English. Perhaps this is due to the fact that most materials they will find in the United States are in English.

We must, however, take into account those generations that reside here in the United States that speak very little English and have Tagalog as their primary language. This population would obviously benefit from materials in Tagalog.

I think it is also important to consider the other common dialects that exist. Visayan was mentioned as another dialect, although I have read that there are a few other major dialects. Perhaps a reference can be made on the English/Tagalog materials referring clients that speak other dialects to a website or phone number, where they could receive materials specific to their dialect.

Jnt1ka
November 27, 2013 - 9:26am

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What language should materials be in?
Please review: Workgroup Report and Poster and Brochure Drafts!

WORKGROUP DISCUSSION

Please review: Workgroup Report and Poster and Brochure Drafts!

Dear Workgroup Members,

Attached please find the report from this workgroup and the development of the materials to reach Filipino community members along with the most current poster and brochure drafts.

We contacted with Dr. Aranita Sanago-Cavos, a clinical psychologist who is fluent in English and Tagalog, to provide the language adaptation of a brochure and poster. The language adaptation and illustrations were further reviewed during a focus group on June 9th.

A small workgroup including community members Agnes Hauk from UPAC and community members Noe Borgo and Carle Flores incorporated the focus group suggestions into the language adaptation.

We also partnered with the Union of Pan Asian Communities (UPAC) in San Diego to conduct outreach and approach a wide range of organizations, including community clinics, primary care doctors, pharmacies, community-based organizations, churches, temples, and supermarkets about them displaying the materials and disseminating them to clients, members and congregations. In addition, UPAC will plan and facilitate a media presentation community forums and aim to include information about suicide prevention in community newsletters and church bulletins.

We would greatly appreciate it if you could take a few minutes to review the attached (as a pdf below) poster and brochure and provide your input.

PRIVATE FEEDBACK

Attachment:
- Filipino Workgroup Report.pdf 0.20 MB
- Filipino Poster.pdf 0.85 MB
- Filipino Brochure.pdf 0.85 MB

K n o w  t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t
# Appendix C: Member Roster

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>County</th>
<th>Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Zamora, Clinician</td>
<td>ACMHS</td>
<td>Alameda</td>
<td>I am currently an MFTi working towards my licensure. Part of my experience includes a few years working as a volunteer at San Francisco Suicide Prevention. For the past few years gaining hours, I have worked with a very diverse population, not only in terms of age and race but gender as well.</td>
</tr>
<tr>
<td>Nicole Stuka, Public Health Nurse</td>
<td>Napa County</td>
<td>Napa</td>
<td>I am a Public Health Nurse who works daily with a diverse population, often Tagalog-speaking clients. I am interested in this as a result of suicide. I’d like to understand more about suicide prevention and contribute to the process of developing culturally competent materials.</td>
</tr>
<tr>
<td>Joan Dudding (Joanie), Medical Secretary</td>
<td>Napa County</td>
<td>Napa</td>
<td>I am very interested in participating in this workgroup as I have a very vested interest in helping those with a mental illness that leads (or could lead) to suicide. My sister has a mental disorder that has to suicide attempts throughout her life. I feel very compassionate towards anyone who is suicidal or families that have to deal with it. I would be grateful to be in a position to help others deal with the suicidal issues that are so prevalent in society now.</td>
</tr>
<tr>
<td>Medardo Tomaquin</td>
<td>Buckelew Programs</td>
<td>Napa</td>
<td>I have worked with the mental health population for more than 20 years, where suicide prevention is a main focus. I could speak Tagalog and Visayan, two main dialects in the Philippines. TFC, the Filipino channel broadcasting in the US, reports an increase in the suicide rate among Filipinos living here in the US.</td>
</tr>
<tr>
<td>James Diokno, Program Supervisor - Youth</td>
<td>Union of Pan Asian</td>
<td>San Diego</td>
<td>I have worked with local San Diego API youth for over 5 years in providing mentorship and prevention services for at-risk behaviors while also working to provide positive resources and activities as alternatives to high-risk behavior.</td>
</tr>
<tr>
<td></td>
<td>Communities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix D: Focus Group Protocol and Consent Form

Focus Group Protocol

Introduction/Welcome

Introduction statement for the group: (Thank everyone for being present):

We want to welcome you to today's focus group. The purpose of today's meeting is to learn how we can reach the Lao community with information about suicide prevention. We will explore suggestions for creating materials in Lao to reach the helpers, meaning someone who is in a position to recognize warning signs and offer support, NOT the person at-risk.

Please emphasize to participants that their input and feedback are invaluable in ensuring we produce materials that are user friendly and effective.

Remind participants that we have provided food and beverages for their enjoyment and to please feel comfortable to get up and get something to drink or eat if they haven't already.

Background

Campaign background: The materials that will be created for the Know the Signs campaign are part of statewide efforts to prevent suicide and are funded by counties through the Mental Health Services Act.

Focus group objective: The goal is to review 3 posters designed to reach the Lao community with information about suicide prevention.

SECTION 1: Discussion about Suicide Prevention

1) If you were concerned that a friend or family member is having thoughts of suicide, what would you do? Who would you turn to for support? What information do you need to help you support a friend you are concerned about?
2) If you were having thoughts of suicide, who do you think would notice warning signs? A family member? A close friend?
3) What is the best way to reach the Lao community members with this type of information? (Confirm that through temples is a good strategy).

SECTION 2: Poster Feedback

1. Poster 1
   Hand out one poster. Ask participants to take a few minutes to review the poster and the content.
   - In 10 words or less, what is this poster about?
   - Who is this poster trying to speak to? Who is it relevant for?
   - What is this poster asking you to do?
   - Does it appropriately reflect the Lao community and culture?
   (For the facilitator: This poster is designed to reach helpers of a person at risk, not the person at risk themselves.)

2. Compare poster 1, 2 and 3
   Hand out additional 2 posters. Please take a few minutes to review the posters.
   - Raise your hand if your first choice is poster 1
   - Raise your hand if your first choice is poster 2
   - Raise your hand if your first choice is poster 3
   Ask participants to share what they liked/didn't like about each of the posters.

*Thank everyone for participating and hand out gift cards*
Know the Signs Campaign
Consent to Participate in Focus Group

You have been invited to participate in a focus group to inform materials for the statewide suicide prevention social marketing campaign "Know the Signs." The campaign is funded through counties by the voter approved Mental Health Services Act (MHSA) (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA). You were selected as a possible participant because you are Lao and speak Lao.

PURPOSE
The purpose is to help us understand how we can reach the Lao community with information about suicide prevention and to offer feedback on printed materials.

PROCEDURES
If you choose to participate, you will be asked to participate in a group discussion about the outreach needs in your community and about the appropriate strategies to reach members of your community. This type of group meeting is called a focus group. The focus group will last about 1 and 2 hours. The focus group will not be audiotaped and no identifying information will be collected. There are no right or wrong answers to the questions that will be asked in the group; the important thing is for you to share your experience and opinions.

POTENTIAL RISKS AND DISCOMFORTS
We ask that you share only as much information as you wish. Other people in the focus group discussion will know what you say.

POTENTIAL BENEFITS
Your answers will help the Know the Signs campaign to develop culturally appropriate outreach materials for the Lao community. You will receive no direct benefit from being in the focus group although you will be compensated for your time.

COMPENSATION FOR PARTICIPATION
You will receive a gift for being in the focus group that is worth approximately $25 in value. If you decide to leave before the focus group is over, you will still receive the gift.

CONFIDENTIALITY
Your identity will be unknown. We will not disclose any information that can be identified with you, nor connect your name to any information we present.

PARTICIPATION AND WITHDRAWAL
Your decision whether or not to participate will not affect any services you now receive or will receive from The Center for Lao Studies or CHAA. If you decide to participate, you are free to discontinue participation at any time. You may choose not to answer questions that you do not want to answer. The facilitator may withdraw you from this meeting if circumstances arise which in the opinion of the presenters warrant doing so. If this happens, you will still receive the gift for being in the Focus group.

QUESTIONS
If you have any questions or concerns about the focus group please feel free to ask now. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights, or remedies because of your participation in this focus group.

Your signature indicates that you have read the information provided above and have decided to participate. You can keep a copy of this form.

Name of Participant __________________ Signature of Participant __________________ Date __________
Know the Signs Wellness Workshop

Filipino Communities

Learn about sustaining health and wellness in your communities!

Participants will learn some tips on maintaining a healthy lifestyle for children, adults and older adults. Participants will also learn about maintaining mental health wellness in their communities, and learn to identify potential warning signs for suicide in a loved one.

When: November 10, 2014
Monday
4:00pm—7:00pm

Where: UPAC EMAS Office
200 N. Ash, Suite 100
Escondido, CA 92027
(760) 233-1984

RSVP: To Ms. Lolita Gatmaitan
RSVP by 11/6/14
(619) 791-5423
lgatmaitan@upacsd.com

Light dinner provided!

Workshop facilitated in Tagalog and English.
Participants are eligible to win a $25 gift card.

Know the Signs >> Find the Words >> Reach Out
Appendix F: Recruitment Flyer

Pain Isn't Always Obvious
Suicide Is Preventable

Workgroup Participants Needed
Contact: Jana Szczepaniak - jana@yoursocialmarketer.com – 858 740 4381.

The Know the Signs suicide prevention social marketing campaign is looking for workgroup participants to assist in the development of culturally and linguistically competent materials. Please recommend yourself, a colleague or community member. Responsibilities include:

- An estimated time commitment of 10-15 hours between July 1, 2013 and September 30, 2013.
- Participation in one-on-one phone calls with campaign team members.
- Participation in conference calls as needed.
- Provide input and review creative materials.
- Assist with the development of a distribution plan.

We are looking for approximately 5-8 participants in each workgroup. Participants who are selected will be compensated for their time with a $300 stipend.

<table>
<thead>
<tr>
<th>First and Last Name</th>
<th>Organization (if applicable)</th>
<th>Title (if applicable)</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
</table>

Briefly describe your qualifications for this workgroup and why you are interested in participating.

We are looking for individuals with experience working with or conducting outreach to these different groups. Please mark which of these 11 workgroups you are interested in:
- African American
- API Youth
- LGBTQ Youth
- Low literacy Spanish-speaking individuals.

Workgroups for the development of materials reaching individuals who speak these languages:
- Vietnamese
- Tagalog
- Cantonese/Mandarin
- Hmong
- Khmer
- Korean
- Lao

The Know the Signs campaign is part of statewide efforts to prevent suicide, eliminate stigma about mental illness and improve student mental health. The Know the Signs suicide prevention social marketing campaign prepares Californians to prevent suicide by encouraging them to know the signs, find the words to offer support to someone they are concerned about and reach out to local resources.

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

suicidepreventable.org