

# Cultural Adaptations of Materials for Asian/Pacific Islander Populations

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## Audio Trouble Shooting

- **If you are using the audio on our computer (meaning you did not call-in on your phone),** check the status of your microphone – it should be unmuted.
- **To participate via phone** go to the Go2Webinar control panel and under "Audio" and for "Use", click "Telephone" instead of "Mic & Speakers". Then use a telephone to call into the webinar using the phone number provided. **You must include the Audio Pin #**

Pain Isn't Always Obvious

**KNOW  
THE SIGNS**

Suicide Is Preventable.org

# Cultural Adaptations of Materials for Asian/Pacific Islander Populations

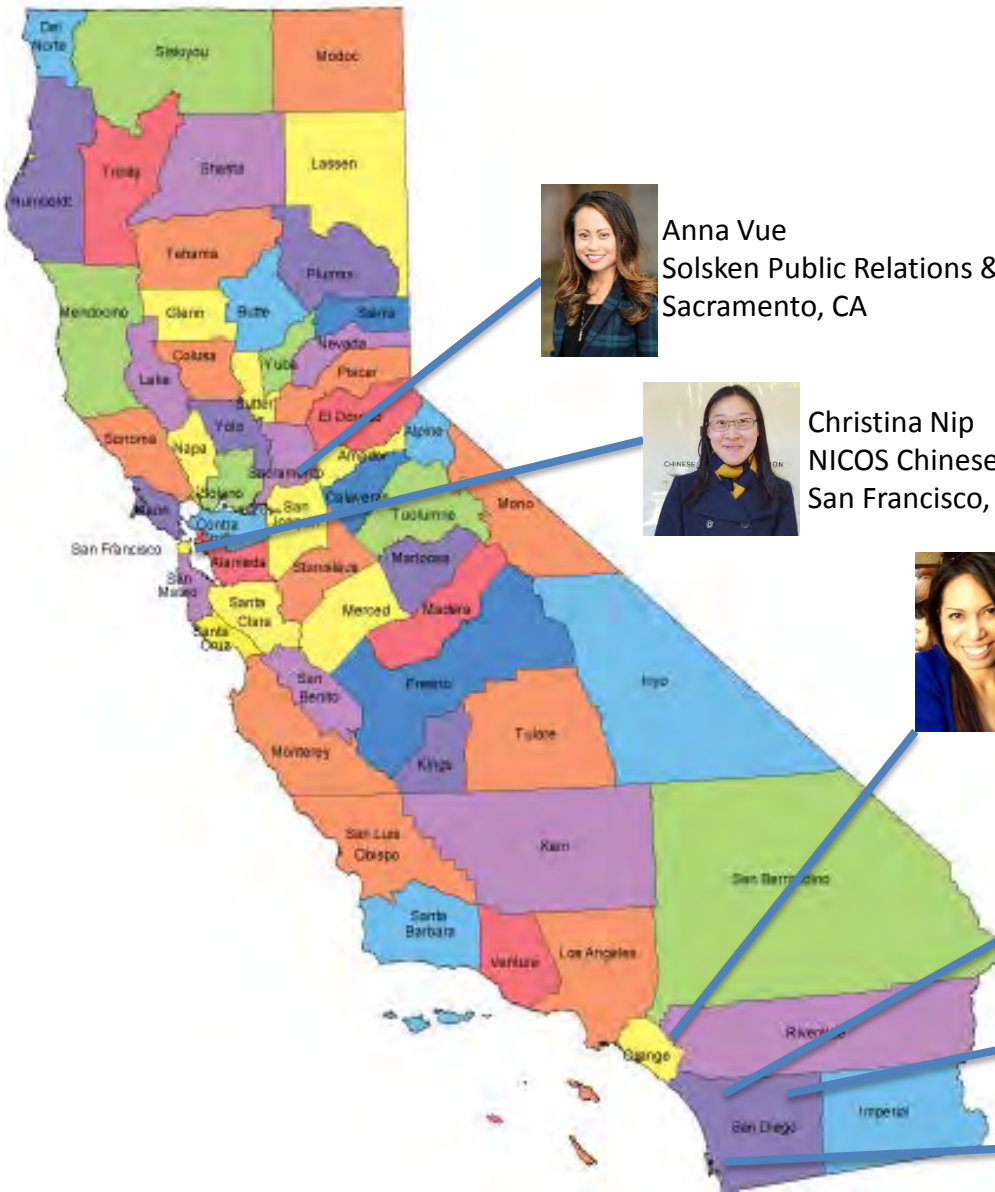


**EACH MIND  
MATTERS**  
California's Mental Health Movement



WELLNESS • RECOVERY • RESILIENCE

# Introductions



Anna Vue  
Solsken Public Relations & Marketing  
Sacramento, CA



Christina Nip  
NICOS Chinese Health Coalition  
San Francisco, CA



Eunice Miranda  
Your Social Marketer  
Orange County, CA



Jana Sczersputowski  
Your Social Marketer  
San Diego, CA



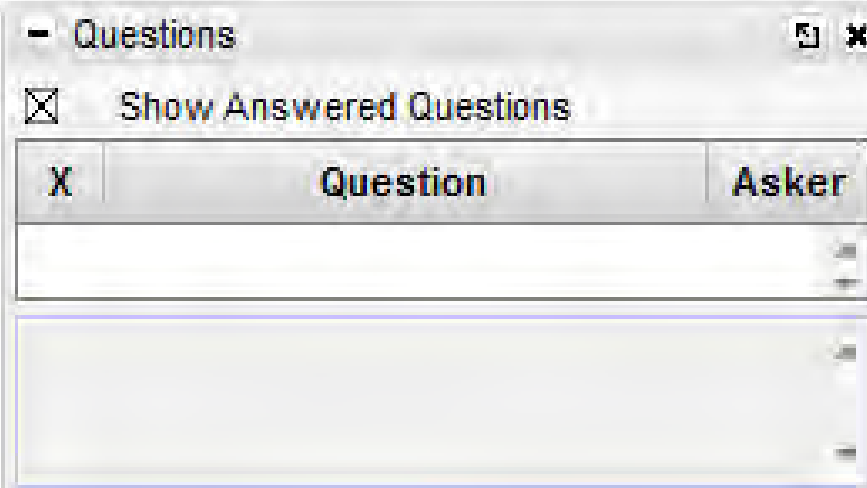
Stan Collins  
Your Social Marketer  
San Diego, CA



Dixie Galapon  
Union of Pan Asian Communities (UPAC)  
San Diego, CA

# Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box.



The image shows a window titled "Questions" with a close button. Below the title bar is a checkbox labeled "Show Answered Questions" which is checked. Below this is a table with three columns: "X", "Question", and "Asker". The "X" column contains a small 'x' icon. Below the table are two empty text input fields, each with a small icon on the right side.

X	Question	Asker

# Agenda

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- Share details about the collaborative community input process used for the development of the materials
- Provide an overview of available materials
- Case studies from community partners who aided in the development and distribution of the materials
- Discuss ideas for potential partnerships for future dissemination of the materials

Please tell us a little bit about yourself.  
Which of the following do you represent?

- Community-based organization
- County agency
- Educational institution
- Research
- Other

# EACH MIND MATTERS

California's Mental Health Movement

[www.eachmindmatters.org](http://www.eachmindmatters.org)



The Know the Signs 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.

**KNOW  
THE SIGNS**

For more information visit the campaign websites:  
[www.suicideispreventable.org](http://www.suicideispreventable.org)  
[www.elsuicidiodesprevenible.org](http://www.elsuicidiodesprevenible.org)



WELLNESS • RECOVERY • RESILIENCE



# Do you work in Suicide Prevention or Mental Health?

- Suicide Prevention
- Mental Health
- Both
- Neither

# Using a Community Participatory Process to Culturally Adapt Suicide Prevention Materials

# Workgroup Process

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1. Identify areas with highest population concentration
2. Recruit participants
3. Provide stipends and clear participation parameters and expectations



# Workgroup Discussion Questions

- Who is at risk in this community and who are potential helpers?
- How is the topic of suicide discussed or not discussed in this community?
- What are existing suicide prevention materials aimed to reach this group?
- What types of materials would resonate or work most effectively for the helper? In what settings/format can we reach the helper?
- What resources should be listed?
- What kind of image/setting would be most appropriate? (e.g. Photo or Illustration?)
- Discuss strategies for distribution of outreach materials.

1. All discussions are housed on Your Voice Counts

2. Introductory Webinar

3. Engagement through different formats

- ✓ Email
- ✓ Phone
- ✓ Online discussions and voting
- ✓ Webinars

4. Community Partnerships

- ✓ Focus groups
- ✓ In language copywriters
- ✓ Partnership with community-based organizations
- ✓ Design

WORKGROUP DISCUSSION

Vote on illustration style



Jana YourSocialMa...  
Hello,

Since we cannot create the "perfect" poster with stock images, we are going to move

[http://www.yourvoicecounts.org/sites/default/files/topic-images/CALM\\_Illustrator\\_Page\\_1.jpg](http://www.yourvoicecounts.org/sites/default/files/topic-images/CALM_Illustrator_Page_1.jpg)



[http://www.yourvoicecounts.org/sites/default/files/topic-images/CALM\\_Illustrator\\_Page\\_3.jpg](http://www.yourvoicecounts.org/sites/default/files/topic-images/CALM_Illustrator_Page_3.jpg)



towards an illustration. We have narrowed it down to two illustrators. Please let me know which style you prefer. The illustrator will then create the setting of the young woman looking into the mirror and the helper supportive observing her.

In addition I just attended an API conference where I attended a workshop featuring posters and brochures developed to educate the Chinese community about depression. I liked how their poster lists symptoms on the bottom and a path leading towards wellness.

Requested Action:

1. Vote on preferred illustration style. **Click on the images above to enlarge them. Then vote.**
2. Do you recommend that we move forward with the mirror setting we chose or do you prefer the direction of adapting the path towards wellness poster for suicide prevention? **See pdfs below.**

Which direction do you recommend?

OPTION ONE (JAN FEINDT) ON LEFT

OPTION TWO (RALPH VOLTZ) ON RIGHT

VOTE

PRIVATE FEEDBACK (x)

Attachment:

 [DEPRESS\\_Poster\\_All\\_Ages.pdf](http://www.yourvoicecounts.org/sites/default/files/topics/DEPRESS_Poster_All_Ages.pdf) ([http://www.yourvoicecounts.org/sites/default/files/topics/DEPRESS\\_Poster\\_All\\_Ages.pdf](http://www.yourvoicecounts.org/sites/default/files/topics/DEPRESS_Poster_All_Ages.pdf))

 [Poster\\_Options\\_Looking\\_into\\_Mirror\\_0.pdf](http://www.yourvoicecounts.org/sites/default/files/topics/Poster_Options_Looking_into_Mirror_0.pdf) ([http://www.yourvoicecounts.org/sites/default/files/topics/Poster\\_Options\\_Looking\\_into\\_Mirror\\_0.pdf](http://www.yourvoicecounts.org/sites/default/files/topics/Poster_Options_Looking_into_Mirror_0.pdf))

6 comments

POST COMMENT

(#) COMMENT FORM

**Questions?**

# Overview of Materials

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Lao

Hmong

Chinese (Traditional)

Korean

Cambodian (Khmer)

Filipino (Tagalog)

Vietnamese



A subsidiary of Hmong American Partnership



**Southeast Asian Assistance Center, Inc.**



**KOREAN COMMUNITY SERVICES**





# Materials for the Lao Community

## Materials:

- A bilingual brochure (English/Lao)
- A poster reaching helpers of all ages (Lao)

## Community Partner: Center for Lao Studies



**ຊອກຫາຄຳເວົ້າທີ່ເໝາະສົມ**

ຖ້າທ່ານກຳລັງຮຽນພາສາອັງກິດ, ທ່ານອາດຈະມີຄຳເວົ້າທີ່ເໝາະສົມທີ່ຈະໃຊ້ເພື່ອຊ່ວຍໃຫ້ຄົນອື່ນເຂົ້າໃຈຄຳທີ່ທ່ານກຳລັງສອນ.

**ການສຶກສາ**

ນີ້ແມ່ນບັນດາຄຳທີ່ເໝາະສົມທີ່ທ່ານອາດຈະໃຊ້ເພື່ອຊ່ວຍໃຫ້ຄົນອື່ນເຂົ້າໃຈຄຳທີ່ທ່ານກຳລັງສອນ.

- ອີກຄຳອື່ນທີ່ທ່ານອາດຈະໃຊ້ແມ່ນ:

ຖ້າທ່ານກຳລັງສອນຄຳທີ່ເໝາະສົມ, ທ່ານອາດຈະມີຄຳເວົ້າທີ່ເໝາະສົມທີ່ຈະໃຊ້ເພື່ອຊ່ວຍໃຫ້ຄົນອື່ນເຂົ້າໃຈຄຳທີ່ທ່ານກຳລັງສອນ.

### KNOW THE SIGNS

“Heaven and hell are both located in one’s heart.”  
Lao Proverb

The warning signs of emotional pain are not always obvious, but if you do observe them, do not “assume” or “infer” pain.

“A friend or family member shows any of the following, especially if they are smiling in ways that are not typical, reach out to provide help or give...”

- Talking about death, risk, or suicide
- Looking for a way to kill oneself
- Planning, preparing, or discussing suicide
- Giving away or discarding important items
- Giving away or discarding important items
- Giving away or discarding important items

Pain Isn't Always Obvious

## KNOW THE SIGNS

Suicide Is Preventable

TAKE THE FIRST STEP AND OPEN UP

## ສັນຍານເຕືອນເຫຕ

KNOW THE SIGNS

KNOW THE SIGNS

www.suicideprevention.org

ສູນລາວສຶກສາ

### ສັນຍານເຕືອນເຫຕ

“ຊຳລຳ ຫຼື ໃນອິນ ບາຣິກຢູ່ໃນໃຈ”

ສັນຍານເຕືອນເຫຕເປັນສັນຍານທີ່ບໍ່ເປັນກຳລັງໃຈ ທີ່ບາງຄົນອາດຈະມີກ່ອນທີ່ຈະເຮັດການອອກອາວິກາລ.

- ຕ້ອງການຊ່ວຍເຫຼືອ
- ຕ້ອງການຊ່ວຍເຫຼືອ
- ຕ້ອງການຊ່ວຍເຫຼືອ

ຖ້າທ່ານກຳລັງສອນຄຳທີ່ເໝາະສົມ, ທ່ານອາດຈະມີຄຳເວົ້າທີ່ເໝາະສົມທີ່ຈະໃຊ້ເພື່ອຊ່ວຍໃຫ້ຄົນອື່ນເຂົ້າໃຈຄຳທີ່ທ່ານກຳລັງສອນ.

KNOW THE SIGNS

ສູນລາວສຶກສາ



## “ສັນຍານໃນອິນ ບາຣິກຢູ່ໃນໃຈ”

### ສັນຍານເຕືອນເຫຕ

ສັນຍານບອກຄວາມອຸກອັ່ງທາງຈິດໃຈ ບສາມາດຈະເຫັນໄດ້ຊັດເຈນ ສເມີໄປ, ແຕ່ທ່ານສັງເກດພົບເຫັນກໍ່ຄວນໃຫ້ການຊ່ອຍເຫຼືອ.

ຖ້າທ່ານກຳລັງສອນຄຳທີ່ເໝາະສົມ, ທ່ານອາດຈະມີຄຳເວົ້າທີ່ເໝາະສົມທີ່ຈະໃຊ້ເພື່ອຊ່ວຍໃຫ້ຄົນອື່ນເຂົ້າໃຈຄຳທີ່ທ່ານກຳລັງສອນ.

KNOW THE SIGNS

ສູນລາວສຶກສາ

ຖ້າທ່ານກຳລັງສອນຄຳທີ່ເໝາະສົມ, ທ່ານອາດຈະມີຄຳເວົ້າທີ່ເໝາະສົມທີ່ຈະໃຊ້ເພື່ອຊ່ວຍໃຫ້ຄົນອື່ນເຂົ້າໃຈຄຳທີ່ທ່ານກຳລັງສອນ.

KNOW THE SIGNS

ສູນລາວສຶກສາ



# EMM: Materials for the Lao Community

## Materials in Lao:

- Television PSAs
- Myth vs. Facts Mental Health Fact Sheet
- Vocabulary Matrix
- Mini-documentary

## Community Partners:

- Center for Lao Studies
- Wat Lao Phosiesattanak
- FIRM

**Fresno Interdenominational  
Refugee Ministries**



### Mental Health Terms

Term	English Definition	Lao Translation/Description
Aggressive	Tending toward unprovoked offenses, attacks or invasions	ມີພຶດຕະໂນຳກະທຳ, ຕຸກຄູາກູ້ໄພ, ກ້າວຳລຳດ
Anxiety	A state of apprehension and psychic tension; illness or uneasiness of mind caused by fear of danger or misfortune	ສະພາບຈິດຕະໂນຳກະທຳ, ສະພາບຈິດຕະໂນຳກະທຳ ມີຄວາມກັງວົນ ມີຄວາມກັງວົນ ມີຄວາມກັງວົນ
Attitude	Manner, disposition, feeling, position with regard to person or thing; tendency of the mind	ຜູ້ສຶກສະໄຫມ, ຜູ້ສຶກສະໄຫມ, ຜູ້ສຶກສະໄຫມ, ຜູ້ສຶກສະໄຫມ
Balance	Mental steadiness or emotional stability; habit of calm behavior, judgment	ຄວາມສະຫງົບສະຫງົບ, ຄວາມສະຫງົບສະຫງົບ, ຄວາມສະຫງົບສະຫງົບ
Bipolar	Major affective disorder that is characterized by episodes of mania and depression	ຄວາມສະຫງົບສະຫງົບ, ຄວາມສະຫງົບສະຫງົບ, ຄວາມສະຫງົບສະຫງົບ
Blame	To hold responsible find fault with; to place the responsibility for	ຖືກຮຽນສິດສະໄຫມ, ມອດຄວາມສະຫງົບສະຫງົບ
Borderline Personality	A personality disorder characterized by instability in many areas, of mood, identity, self-image, and behavior, and other manifested by impulsive actions, suicide attempts, inappropriate anger, or depression	ຄວາມສະຫງົບສະຫງົບ, ຄວາມສະຫງົບສະຫງົບ, ຄວາມສະຫງົບສະຫງົບ
Coping	To deal successfully with or handle a situation; manage	ຜູ້ສຶກສະໄຫມ, ຜູ້ສຶກສະໄຫມ, ຜູ້ສຶກສະໄຫມ

Resource: <http://www.eachmindmatters.org/great-minds-gallery/>  
<http://www.speakourminds.org/resource-language/lao/>

# Materials for the Hmong Community

## Materials:

- A bilingual postcard (English/Hmong)
- A bilingual tent card (English/Hmong)
- 60-second TV and radio spots (Hmong)

<https://www.dropbox.com/s/45soqc18khju3p3/Suicide%20is%20Preventable%20Hmong%20TV60.MPG?dl=0>

## Community Partners:

Hmong National Development, Inc.



**Southeast Asian Assistance Center, Inc.**

*A subsidiary of Hmong American Partnership*

### Txoj Kev Mob Yeej Ib Txwm Yuav Tsis Pom Tau

Cov kev qhia pom ua ntej (Warning Signs) ntawm lawv txoj kev hu kom pab yeej muaj nyob rau ntawm, tabsis tsis yog ib qho ib txwm yooj yim pom. Yog tias txawm koj tsuas yog pom ib qhov kev qhia no xwb los, xub cev tes mus pab ua ntej.

**Cov Kev Qhia Pom Ua Ntej (Warning Signs) uas Yuav Ua Zoo Saib:**

- Tham hais bxog xav tuag los yog txoj sia
- Mloog tsis muaj txoj kev cia siab, tag kev, tws kev
- Muab cov khoom tseem ceeb pub rau lwm tus
- Npaj tus kheej rau txoj kev tuag
- Coj tsis tus
- Kev npau ntaws
- Muaj siv yeeb tshuaj los yog dej cawv ntxiv
- Tsis xav ua dabtsi/xis mus koom lwm tus li
- Txhawj heev thiab siab tsis tus li
- Kev pw hloov
- Cwj pwm hloov tam sim ntawd
- Yeej tsis paub muaj lub hom phiaj

### PAIN ISN'T ALWAYS OBVIOUS

By recognizing the warning signs of suicide, knowing how to start a conversation and where to turn to for help, you have the power to make a difference—the power to save a life.

**WARNING SIGNS TO LOOK FOR:**

- Talking about wanting to die or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Putting affairs in order
- Reckless
- Anger
- Increased drug or alcohol use
- Withdrawal
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes

Cov kev qhia pom ua ntej (Warning Signs) ntawm lawv txoj kev hu kom pab yeej muaj nyob rau ntawm, tabsis tsis yog ib qho ib txwm yooj yim pom. Yog tias txawm koj tsuas yog pom ib qhov kev qhia no xwb los, xub cev tes mus pab ua ntej.

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- Npaj tus kheej rau txoj kev tuag
- Coj tsis tus
- Kev npau ntaws
- Muaj siv yeeb tshuaj los yog dej cawv ntxiv
- Tsis xav ua dabtsi/xis mus

[www.suicideispreventable.org](http://www.suicideispreventable.org)  
National Suicide Prevention Lifeline: 1.800.273.8255



[www.suicideispreventable.org](http://www.suicideispreventable.org)  
National Suicide Prevention Lifeline: 1.800.273.8255



www.suicideispreventable.org  
800.273.8255



# EMM: Materials for the Hmong Community

## Materials in Hmong:

- Radio PSAs
- Myth vs. Facts Mental Health Fact Sheet
- Vocabulary Matrix
- Culturally stories – bilingual
- Radio/TV interviews

## Community Partners:

- Southeast Asian Assistance Center
- Fresno Center for New Americans



**Southeast Asian Assistance Center, Inc.**



FRESNO CENTER OF NEW AMERICANS

Resource: <http://www.eachmindmatters.org/blog/category/story-of-hope-hmongmien/>  
<http://www.speakourminds.org/resource-language/hmong/>

**EACH MIND MATTERS**  
California's Mental Health Movement



### UA KOM TAU IB QHOV ZOO RAU IB TUG NEEG

By Kouat Van

Kuv tiv pav hrog lej yam uas muaj thwm n thaum lub sij hawm Nplog lub bhoov neeg f thab mox noj li. Nws kuj zoo ib yam li coob muaj hnuab nyooj ib yam li nws, uas tau kev rog thaum lub aghawm thov rog nyabliq nyooj ib tug lub hlab nyooj rau hauv kev nws sab xyuas rau cov yau. Nws muaj kev tsam li muaj lej habsob ze nyob rau hauv kev neeg f thwm nws. qab li sab li

### Qhov Xav & Qhov Tseeb

Kev hrog muaj ntawm kev mob puas sab ntawm thab muaj kev sab li tau.

#### Keeb kw

Mob puas sab ntaw yag lej yam uas raug rau "tvm cov li neeg"

#### Qhov tseeb

Ib ts ntawm hlab ts neeg kias uas nyob hauv Khab-Lucania tau ua xov nws rau thov kev pob coam rau qhov teeb meem kev nyooj sab li. Kev yes li 9,000,000 ts menyuam nyob hauv U.S no muaj teeb meem kev nyooj sab li. Tabas tabs muaj li ts ntawm tab ts menyuam thiag tau kias kev pob hwm nyooj. Cov menyuam thab cov kias piv leej muaj ntaw yam teeb meem kev nyooj sab yob ts ts los, alhau ua kev nyooj sab mus rau qhov nyooj



**EACH MIND MATTERS**  
California's Mental Health Movement

### TXHOB NTSAL. KAV TSIJ MUS.

by Chomee Moua

Tshais lam hej tweg mus nyooj ntawm ib ntu kev uas thuas tsawm ntawm nws hauv plog sab tug nws ib kab ntawm. Lub suab thab thov neeg mob quaj ntaw heev ze zuj zus ntiab nkhaus rau cov li neeg nyob ze ntawm lub pob nteeg uas pom qhov xwm thov piam sij ntawd. Thaum lub 11 hls, tm 22, 2003, yog hnuab uas Hnuab Hl Yaj ts hluas rauq uas nws hlab thuas los tau 3 xyoo thab hwb yuav los mus thais los nkawv hws mo ab



ntshais Paj Na uas hwb yuav yug thwm sim los ua neeg. Lub suab qab qud ua rau nws tsim dhev hauv nruab dlab ntu uas zoo li hwb tau 10 xyoo tsawm, tab sis thuas yog tau 1 lim piam tom qab uas huj kev piam sij tau thwm sim xwb. Nws lig



# Materials for the Chinese Community

## Materials:

- A poster reaching helpers of Chinese Mandarin-speaking community
- A bilingual brochure
- Print Ads

## Community Partner: NICOS Chinese Health Coalition

### 笑容的另一面 也許暗藏痛苦

你身邊的朋友、家人同事等，都有可能正在痛苦的情緒中掙扎。基於內心產生自殺的想法，他們有可能只想尋求精神上的慰藉及支持，甚至外求類似于諮詢服務。

若你擔心親朋好友出現以下任何警告徵兆，並出現不尋常的行為，請伸出援手，及時提供協助。

- 表達想尋死自殺的想法
- 尋找傷害自己的方法
- 深感寂寞、不擅壓力負荷或陷入情緒困境
- 一直感嘆過去
- 經常感到憂鬱、情緒低落
- 對自己原本喜愛的單物失去興趣
- 作隨性的行為讓自己陷入危險之中
- 增加酒精藥物的用量
- 對自己的藥物過度依賴
- 感覺自己已成為別人的負擔
- 突然整理自己的事務

如果你觀察到身邊的朋友有任何上述徵兆，則代表你表露投入更多時間、精力甚至金錢或勞力去來自殺預防生命線1.800.273.8255 獲得更多資訊。

KNOW THE SIGNS

suicideispreventable.org

自殺是可以預防

### 笑容的另一面 也許暗藏痛苦

尋找適當言語

請你關心的人 儘量避免談論自傷、自死、尋死或自殺等。這些話可能令關心你的人 感到不安或增加他們的憂鬱感。與其討論自傷或自死的方法或談及如何、以下這一些更實際的建議。

• 傾聽與尋求自殺的想法  
• 尋求專業自己的方法  
• 深感寂寞、不擅壓力負荷或陷入情緒困境  
• 一直感嘆過去  
• 經常感到憂鬱、情緒低落  
• 對自己原本喜愛的單物失去興趣  
• 作隨性的行為讓自己陷入危險之中  
• 增加酒精藥物的用量  
• 對自己的藥物過度依賴

KNOW THE SIGNS

### KNOW THE SIGNS

Every one, their friends, family or coworkers around you could be struggling with emotional pain. They may even have suicidal feelings, but don't show them or they may only complain or physically abuse and harm.

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

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, overwhelmed or crushed, trapped
- Changes in sleep
- Mood swings, anger, anxiety
- Withdrawal
- Riskless behavior
- Increased drug or alcohol use
- Ongoing secret possessions
- Finding little things harden to others
- Putting affairs in order

此外，亦可瀏覽英文網站 [suicideispreventable.org](http://suicideispreventable.org) 上 "Reach Out" 專欄。

### PAIN ISN'T ALWAYS OBVIOUS

### THE SHADOW IN THE HEART NEEDS SOMEONE TO GIVE A HAND!

心中的陰影，需要有人伸出援手！

KNOW THE SIGNS

### 瞭解徵兆

每天，身體的疲累、家人的疏離、都有可能正在深處的幽暗中掙扎。基於內心產生自殺的想法，他們有可能只想尋求精神上的慰藉及支持，甚至外求類似于諮詢服務。

若你擔心這個人出現以下任何警告徵兆，並出現不尋常的行為，請伸出援手，及時提供協助。

- 傾聽與尋求自殺的想法
- 尋求傷害自己的方法
- 深感寂寞、不擅壓力負荷或陷入情緒困境
- 一直感嘆過去
- 經常感到憂鬱、情緒低落
- 對自己原本喜愛的的事物失去興趣
- 作隨性的行為讓自己陷入危險之中
- 增加酒精藥物的用量
- 對自己的藥物過度依賴
- 感覺自己已成為別人的負擔
- 突然整理自己的事務

KNOW THE SIGNS

### 請撥打全美自發預防生命線 1,800.273.8255

多語種服務熱線為您提供自發預防生命線服務。請撥打免費中文熱線查詢。

Call 1,800.273.8255  
Toll-free, 24-hour support at the National Suicide Prevention Lifeline.

START THE CONVERSATION  
Meaning the warning signs you are noticing.

ASK ABOUT SUICIDE  
It only takes a few words to start a conversation. It's important that you speak with the person right away if they show any warning signs. Finding the words to begin this conversation can be difficult. Here are some practical suggestions.

LISTEN WITH YOUR HEART  
EITHER concern or reassurance.

The following are some ways you can help and support them:

- Stay with them and know that you can help in their efforts.
- Reassure them that there is no shame in getting help.
- Talk to your doctor's help with a mental health diagnosis, doctor's community health center or other health members.

此外，亦可瀏覽英文網站 [suicideispreventable.org](http://suicideispreventable.org) 上 "Reach Out" 專欄。

Visit [www.nicospreventable.org](http://www.nicospreventable.org)

NICOS Chinese Health Coalition 華人健康組織聯盟

**NICOS**  
Chinese Health Coalition  
華人健康組織聯合會  
1208 Mason Street

## NICOS Chinese Health Coalition

*Mission: To Enhance the Health and Well-Being of San Francisco's Chinese Community.*

- Founded in 1985
- Located in San Francisco Chinatown
- Public-private-community partnership of 30+ groups



# NICOS Chinese Health Coalition

## Community Partnership

From June 15 through October 15 NICOS developed and implemented a multi-tiered outreach effort reaching the Chinese community with a primary focus on the San Francisco Bay Area.

- Enlist the assistance of community-based agencies/sites/venues for KTS promotion
- Conduct direct consumer outreach to build awareness
- Conduct media outreach
- Build agency capacity in suicide prevention



# Outreach to Community-based agencies



Wu Yee Children's Services Center



Chinatown Child Development Center



Chinatown Public Library



Chinatown Recreation Center

# Outreach to Community-based agencies

- 23 Community and Public Agencies located in San Francisco and Bay Area
- Agencies included:
  - **Community based social service agencies** (Self-Help for the Elderly, Chinese Newcomers Services)
  - **Public community spaces** (Chinatown Recreation Center, Chinatown Public Library)
  - **Primary healthcare providers/ health centers** (Chinatown Public Health Center)
  - **Physician Association** (Asian Physician Advisory Committee)
  - **Mental health services** (Chinatown North Beach Mental Health Services, Richmond Area Multi-Services Inc.)
  - **Community Tenant Buildings** (Chinatown Community Development Center sites)





# Direct Consumer Outreach



19<sup>th</sup> Annual  
Chinatown  
Community  
Health Fair



# Agency Capacity Building

- Through partnership, NICOS received a 2-hour training on suicide prevention from San Francisco Suicide Prevention.
- Through training, NICOS was able to provide introductory presentations on the topic to community partners and community members.
- Conducted three presentations to 114 Chinatown CDC building tenants.
- Facilitated presentations to staff of the Asian Women's Shelter and medical staff of the Chinatown Public Health Center.



# EMM: Materials for the Mien Community

## Materials in Mien:

- Myth vs. Facts Mental Health Fact Sheet
- Vocabulary Matrix
- Culturally stories – bilingual

## Community Partner:

- United Iu-Mien Community Center



### MAIV DUNGX BUNGX NINH HAIN ZAIH MAANZ

by Vincent Sanchez

Jiang-xing duay zanz yiem yiem mbuo nyel ni naqngxi dex hnyangx zingh maath musk kuv hoi nyel ka-hnaanax, caux vialo zungv muo-dac, muoc-maac, nax-maac, juoh, t langx jak duay hmuangv hoi; hain baxx yielc muc raangxi buangx dxih zanz yiem gar nyielc zoux mbuo naiang-quo zong daal zuov jam bun nyang. Ma buangv buav naangv zo zungv lurx korv naac ni.

Yie mbuo jang faux dxih yauz loai maath nyungv g gauh hoi dxih mangx, yie nyel kome-bulmbungv ga hnyangv ninh mikal duay la nih nyel buav kungv gaax gau. Lemh zungv souv ma

### Waac Daauh & Zien Sic

Waac Daauh	Zien Sic
Cangh zingh boengx bexx yielc nyungv kungv hah buv zuge 'ganh dxih mieh hnyangv'	Danh mieh yiem California 5 laanh maath yielc laanh tong mbuax maath cangh zingh boengx. Ia hnyov ging boengx nyel sic-kav qiem zuag tengx! Leih mav go 9 zuh h' jaei yiem Meiv Guoq maath hnyov ging hniev nyel sic-kav, mv baac fun daah 5 laanh kungv maath 1 laanh naac dex h' jaei gengh zien duay zipv zanz nyel jauv hnyangv!

### Mental Health Terms

Term	English Definition	Mien Translation/Description
Aggressive Clou/beyr	Tending toward unprovoked offenses, attacks or invasions	Zoux clou bun mav duay dox dxih nyel mieh, zoux daag, fa qaangv maath sic
Anxiety Kuox Hnyov	A state of apprehension and psychic tension; distress or uneasiness of mind caused by fear of danger or misfortune	Yielc yungv naah hev nyel jauv zanz yiem hnam nyel eix, nyov yiev fa hnyov mav hesh ziaic laox gam-nax zoux hev sic fa ga naath sic
Attitude Fiemfings	Manner, disposition, feeling, position with regard to person or thing; tendency of the mind	Zoux nyel sic, quex nyel jauv, hnam nyel jauv, dangh maath zoux dxih mieh nyel sic fa ga naav; hnam nyel eix dau.
Balance Baengh dangv	Mental steadiness or emotional stability; habit of calm behavior, judgment	Hnyov dang nyel fa zoux sic wuov nyel; suox eix nyel hnyov, semv nyel sic
Bipolar bung-weic	Major affective disorder that is characterized by episodes of mania and depression	Ho nyel loah lunc oapv zuag nyel sic duay bux mehng maath ziox yiemv mav ranz nyel jauv caux kuox hnyov nyel sic.
Blame Guavdaauh	To hold responsible first fault with; to place the responsibility for	Hah zoxv zuag luc leiz nyel bivv dangv bun; zoxv zuag daoandong nyel or weic
Borderline Personality Taux bin/ Cagvax Mieh nyel jauc sefv	A personality disorder characterized by instability in many areas, as mood, identity, self-image, and behavior, and often manifested by impulsive actions, suicide attempts, inappropriate anger, or depression	Yielc laanh mieh loah lunc nyel jauc sefv duay bux mehng taux mav ding nyel camv wuov; dangv hnyov eix dau, dox dxih, ganh nyel mau zex, caux cangh zingh, zoux o' lox zoux cuvy daah nyel sic, hnam oix dau, ganh leiz, fa naah huangv nyel sic
Coping Mlic zih	To deal successfully with or handle a situation, manage	Hah hec bunvov duq cing cov nyel caux fa hah zangv duq sic daah nyel jauv nyel, gurv duay gang nyel

- Resource:
- <http://www.eachmindmatters.org/blog/category/story-of-hope-hmongmien/>
  - <http://www.speakourminds.org/resource-language/iu-mien/>

**Questions?**



# Materials for the Korean Community

## Materials:

- A bilingual brochure (English/Korean)
- A poster reaching helpers of all adults and older adults (Korean)
- Print ads (Korean)

Community Partner: Los Angeles Department of Mental Health



### 자살, 우리가 예방할 수 있습니다

만약 친구나 가족이 절망이나 다른 다음과 같은 행동들 보인다면 즉시 다가가서 도움을 제공해 주십시오.

- 최근 살과 죽기에 관련된 대화
- 자해 관련 도구들 구매
- 사람들이 어떻게 되겠냐고 주고 싶을때 그렇게 해서 물어 보았다는 말을 할
- 삶의 목표 상실
- 주변 사람들에게 계속 실망을 받게 되고 싶다고 생각함
- 절망적인 행동이나, 분노, 자살을 기도
- 자기 해를 끼칠 수 있는 행위
- 사람들이 두려워하는 행동
- 주변에 대해 비판적인 행동
- 주변에 대해 불만 표현
- 절망적인 분노도도 수면
- 기도의 갑작스런 변화

**미국 자살예방 생명의 전화**  
1.800.273.8255

주 7일, 매일 24시간 상담서비스가 제공됩니다.

**KNOW THE SIGNS**  
suicideispreventable.org

### KNOW THE SIGNS

People at risk of taking their own life often feel very isolated and alone.

They may feel that no one can help them and they don't want to burden others with their problems. When they think there is no other way to deal with such pain, they may regard suicide as the only option. 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.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Making comments indicating they wish they could provide more for their loved ones
- No contact with loved ones
- Giving away possessions
- Withdrawal
- Putting affairs in order
- Reckless behavior
- Anger

### 어떻게 도움을 받을 수 있을까요?

1. 증상 전문가에게 문의해 주거나 전문가를 만나 상담을 받으십시오. (전화번호는 뒷페이지를 참조하십시오.)

1기 위험은 사람이 삶을 끝내지 않아서입니다. 사살을 시도하는 것은 두 번의 기회입니다. 우리가 그들을 돕기 위해서는, 다른 날이 오는 데 도움이 필요합니다.

**어떻게 도와줄 수 있습니다:**

- 고통을 함께 나누고, 이해시켜 주거나 그들이 이해하지 못하는 것을 도와주세요.
- 도움을 구할려는 것이 아니라면 그들이 어떤 도움을 원하는지 물어주세요.
- 절망적 생각이나 분노, 걱정과 두려움 같은 것들을 계속적으로 감정을 다루어 줄 수 있도록 도와주세요.

### Pain Isn't Always Obvious

## KNOW THE SIGNS

### Suicide Is Preventable

**자살의 위험 신호들**  
자살을 생각하는 사람들은 심한 절망감을 느낍니다.

아무도 자신을 도울 수 없다는 생각과 다른 사람에게 짐이 되지 않고 싶은 마음에 자살을 고려했던 유일한 해결책으로 여기는 상황이 발생할 수 있습니다.

만약 친구나 가족이 절망이나 다른 다음과 같은 행동들을 보인다면 즉시 다가가서 도움을 제공해 주십시오.

- 죽고 싶다고 하거나 자살에 대해 언급
- 자해나 자살 도구들 구매
- 사람들이 어떻게 되겠냐고 주고 싶을때 그렇게 해서 물어 보았다는 말을 할
- 삶의 목표 상실
- 주변 사람들에게 계속 실망을 받게 되고 싶다고 생각함
- 절망감, 자부심, 공포, 분노
- 자기 해를 끼칠 수 있는 행위
- 사람들에게 불만 표현
- 절망적인 분노도도 수면
- 기도의 갑작스런 변화

**도움을 요청하십시오**

전화: 1.800.273.8255  
주 7일, 매일 24시간 상담서비스가 제공됩니다.

Call: 1.800.273.8255  
Trained operators are available 24/7 to offer support at the National Suicide Prevention Lifeline.

**REACH OUT**

It is difficult to accept that someone we care about wants to end their life. However, acceptance is important for us to be able to help. If you are worried about someone, do not hesitate to start the conversation.

**FIND THE WORDS**

Here are some ways you can offer support:

- Stay to comfort them and let them know you care and are willing to help them.
- Reassure them that there is no shame in getting help.
- Talk to end disposal next steps with a mental health clinician or doctor, a community leader or family members.

**자살, 우리가 예방할 수 있습니다**

만약 친구나 가족이 절망이나 다른 다음과 같은 행동들을 보인다면 즉시 다가가서 도움을 제공해 주십시오.

- 최근 살과 죽기에 관련된 대화
- 자해 관련 도구들 구매
- 사람들이 어떻게 되겠냐고 주고 싶을때 그렇게 해서 물어 보았다는 말을 할
- 삶의 목표 상실
- 주변 사람들에게 계속 실망을 받게 되고 싶다고 생각함
- 절망적인 행동이나, 분노, 자살을 기도
- 자기 해를 끼칠 수 있는 행위
- 사람들이 두려워하는 행동
- 주변에 대해 비판적인 행동
- 주변에 대해 불만 표현
- 절망적인 분노도도 수면
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**suicideispreventable.org**

**KNOW THE SIGNS**





## Community Workshop: June 26, 2014 | The Cambodian Family, Orange County



## Outreach Event: October 4, 2014 | The Cambodian Family, Long Beach



# EMM: Materials for the Cambodian Community

## Materials in Khmer:

- Radio PSAs
- Mini Documentary
- Myth vs. Facts Mental Health Fact Sheet
- Vocabulary Matrix
- Khmer TV interviews, Dr. Keo



## Community Partners:

- United Cambodian Community
- The Cambodian Family



Resource: <http://www.eachmindmatters.org/great-minds-gallery/>  
<http://www.speakourminds.org/resource-language/cambodian/>

**EACH MIND MATTERS**  
California's Mental Health Movement

## Mental Health Terms

Term	English Definition	Khmer Translation/Description
Aggressive ឃោតាវ	Tending toward unprovoked offensives, attacks or invasions	ជែសមាងនៃការប្រឈមនឹងវិវាទដោយគ្មានហេតុផល ឬប្រហារ ឬប្រឈមនឹងការបោកបញ្ឆោត។
Anxiety ការភ័យខ្លាច	A state of apprehension and psychic tension; distress or uneasiness of mind caused by fear of danger or misfortune	ស្ថានភាពនៃការភ័យខ្លាច និងការភ័យខ្លាចខ្លួនឯង ឬការភ័យខ្លាចអ្វីៗ។
Attitude សីលធម៌	Manner; disposition, feeling, position with regard to person or thing; tendency of the mind	ស្ថានភាពចិត្តសម្រាប់ការប្រឈមនឹងអ្វីៗ និងការប្រឈមនឹងអ្វីៗ។
Balance គុណភាព	Mental steadiness or emotional stability; habit of calm behavior, judgment	ការធូលីយកចិត្តទុកដាក់ ដែលមិនមានការប្រែប្រួល ឬការប្រែប្រួលខ្លាំង។
Bipolar ជំងឺផ្លូវចិត្ត	Major affective disorder that is characterized by episodes of mania and depression	ជំងឺផ្លូវចិត្តដែលមានលក្ខណៈប្រែប្រួលខ្លាំង រវាងស្ថានភាពខ្លាំង និងស្ថានភាពទាប។
Blame ស៊ីប្រធាន	To hold responsible (and fault with); to place the responsibility for	ការដាក់ទោសលើអ្នកដទៃ ដោយមិនយល់ពីហេតុផល។
Borderline Personality បុគ្គលិកគ្រោះថ្នាក់	A personality disorder characterized by instability in many areas, as mood, identity, self-image, and behavior, and often transfected by impulsive actions, suicide attempts, inappropriate anger, or depression	ជំងឺផ្លូវចិត្តដែលមានលក្ខណៈប្រែប្រួលខ្លាំង រវាងស្ថានភាពខ្លាំង និងស្ថានភាពទាប ដោយមានលក្ខណៈប្រែប្រួលខ្លាំង និងស្ថានភាពទាប។
Coping	To deal successfully with or	ការដោះស្រាយបញ្ហាបានជោគជ័យ ដោយមិនមានការប្រែប្រួលខ្លាំង។

### ការនិយាយគ្នាគ្នាដែលមិនពិត និងការរើសអើង

ការនិយាយគ្នា ដែលមិនពិត	ការរើសអើង
ជំងឺផ្លូវចិត្តជាជំងឺផ្លូវចិត្តដែលមិនអាចប្រកាន់បានហើយនិងស្ថានភាពមិនល្អ។	ការប្រកាន់កាន់កាប់ មនុស្សម្នាក់ៗដែលមានជំងឺផ្លូវចិត្ត គ្រប់គ្នាមានលក្ខណៈខុសគ្នា ដូចជាមានលក្ខណៈខុសគ្នា ក្នុងការប្រកាន់កាន់កាប់ និងការប្រកាន់កាន់កាប់។
គ្មានរសំដូចគ្នាដែលមានលក្ខណៈប្រែប្រួលខ្លាំង និងស្ថានភាពទាប។	ការប្រកាន់កាន់កាប់ គឺជាជំងឺផ្លូវចិត្តដែលមានលក្ខណៈប្រែប្រួលខ្លាំង និងស្ថានភាពទាប។
មនុស្សដែលមានជំងឺផ្លូវចិត្តគួរតែប្រកាន់កាន់កាប់ និងស្ថានភាពទាប។	ជំងឺផ្លូវចិត្តគឺជាជំងឺផ្លូវចិត្តដែលមានលក្ខណៈប្រែប្រួលខ្លាំង និងស្ថានភាពទាប។



# Cultural Adaptation Project for the Filipino Community

## Materials:

- A bilingual brochure (English/Tagalog)
- A poster reaching helpers of adult/older adults (Tagalog)

Community Partner: Union of Pan Asian Communities (UPAC)



### Maging Alerto! Alamin ang mga babala ng suicide.

**Know the Signs**  
There are people in our community who experience intense sadness every day.

They believe that their 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.

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.

- Talking about wanting to die or suicide
- Writing a will or suicide note
- Seeking methods for self-harm or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Change in sleep patterns (too little or too much)
- Pulling affairs together
- Reckless behavior
- Anger
- Increased drug or alcohol use
- Sudden mood changes
- Anxiety or agitation
- Sudden mood changes
- No sense of purpose

**Alamin ang mga Palatandaan**  
May mga tao sa ating komunidad na may malalim na kagalang-galang sa buhay.

Palatandaan ng pag-iisip na walang kahulugan at walang harapan. Sila ay nahahati ng karamdang pang-emosyonal, agad-agad na pag-iisip na walang pag-asa, agad-agad na pag-iisip na walang pag-asa, agad-agad na pag-iisip na walang pag-asa.

Kung ikaw ay may kapamilya o kaibigan na nagpapakita ng mga babala ng suicide, sila ay nangangailangan ng pag-tulong, agad-agad na pag-tulong.

Kung ikaw ay may kapamilya o kaibigan na nagpapakita ng mga babala ng suicide, sila ay nangangailangan ng pag-tulong, agad-agad na pag-tulong.

**May mga mapagkakataonan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.**

**suicideispreventable.org**

### KNOW THE SIGNS

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They believe that their 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.

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**suicideispreventable.org**

### PAIN ISN'T ALWAYS OBVIOUS

### Maging Alerto! Alamin ang mga babala ng suicide.

**KNOW THE SIGNS**

**PANGHINGI NG TULONG**

Turnkey sa National Suicide Prevention Lifeline sa **1.800.273.8255**

May mga mapagkakataonan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.

Para sa karagdagang impormasyon, bisitin ang [www.suicide-preventable.org](http://www.suicide-preventable.org)

**KNOW THE SIGNS**

### REACH OUT

Call **1.800.273.8255**

Trained counselors are available 24/7 to offer support on the National Suicide Prevention Lifeline.

Visit [www.suicide-preventable.org](http://www.suicide-preventable.org) for more information and local resources.

**KNOW THE SIGNS**

### ALAMIN ANG MGA PALATANDAAN

May mga tao sa ating komunidad na may malalim na kagalang-galang sa buhay.

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**KNOW THE SIGNS**





# Materials for the Vietnamese Community

## Materials:

- A bilingual brochure (English/Vietnamese)
- A poster reaching helpers of older adults (Vietnamese).
- A poster reaching parents of youth and young adults (Vietnamese)



## Community Partner: Union of Pan Asian Communities UPAC

### Khám Phá Những Nỗi Đau Bí Ẩn Một Câu Hỏi Có Thể Cứu Một Mạng Sống.

**Bạn có người thân nào có các hành động, hoặc nói với bạn:**

- Nói là họ chán sống
- Gây tổn hại cho chính họ
- Họ đang chán nản, bị căng thẳng hay bế tắc
- Mang tài sản của mình cho người khác
- Sắp cắt công việc của họ theo thư từ
- Họ tự đặt mình vào tình trạng nguy hiểm
- Họ giận dữ hay lo lắng, và hoặc là thay đổi tâm trạng đột ngột
- Họ gia tăng số lượng rượu và thuốc hiện đang sử dụng
- Họ thường kiểm soát xã hội một người
- Họ ngu lẩn tránh hoặc mất ngủ
- Không ăn những điều họ thường ăn thích
- Nói rằng họ là một gánh nặng cho những người khác

**Liên lạc Đường Dậy Cứu Sinh Quốc Gia về Ngăn Ngừa Từ Số: 1.800.273.8255**  
Các số vấn đề được huấn luyện đang sẵn sàng 24/24 để hỗ trợ bạn và có nhân viên nói tiếng Việt Nam khi yêu cầu.

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

### Con cái của bạn có nghĩ đến việc tự tử

Các dấu hiệu cảnh báo đau khổ tinh thần cũng rõ ràng. Nếu bạn xin hãy lưu ý và nhận diện.

**KNOW THE SIGNS**

By recognizing the warning signs, finding the words to start a conversation and reaching out for help, you give the person to make a difference. The power to save is in:

- Talking about emotions, moods or moods
- Seeking reassurance or advice
- Feeling hopeless, despair, hopelessness, trapped
- Giving away possessions
- Pulling others in
- Risky behavior
- Anger, anxiety, sudden mood changes
- Increased alcohol and drug use
- Withdrawal
- Changes in sleep
- No longer caring for things or interests usually enjoys
- No sense of purpose

**LỰA LỜI GỢI CHUYỆN**

1. Tôi gần như luôn luôn suy nghĩ về cái chết. Tôi muốn biết làm thế nào để ngăn chặn điều này.

**Liên hệ Sinh Quốc Gia về Ngăn Ngừa Từ Số: 1.800.273.8255**

**DE NGHI GIÚP ĐỠ**

• Hành vi tự tử là một hành vi khẩn cấp, cần sự can thiệp ngay lập tức.

**KNOW THE SIGNS logo**

### PAIN ISN'T ALWAYS OBVIOUS

**NHỮNG KHÓ ĐAU GIẤU KÍN**

Đừng chờ đợi một người thân hoặc bạn thân nói với bạn về nỗi đau của họ. Hãy chú ý đến những dấu hiệu cảnh báo.

**NHỮNG KHÓ ĐAU GIẤU KÍN**

Hàng ngày chúng ta sống chung với rất nhiều người bạn, hàng xóm hoặc người thân. Đôi khi chúng ta không nhận ra những dấu hiệu cảnh báo của họ.

- Họ nói chuyện với bạn về nỗi đau của họ
- Họ nói chuyện với bạn về nỗi đau của họ
- Họ nói chuyện với bạn về nỗi đau của họ
- Họ nói chuyện với bạn về nỗi đau của họ
- Họ nói chuyện với bạn về nỗi đau của họ

**Tìm Đến Sự Giúp Đỡ**

Liên hệ Đường Dậy Cứu Sinh Quốc Gia về Ngăn Ngừa Từ Số: 1.800.273.8255

**REACH OUT**

Call us at 1.800.273.8255. We're here 24/7 to help you.

**FIND THE WORDS**

This is not an easy question to ask, but it's one that's worth asking. If you're unsure, it's better to ask than not to ask.

What to say	What to avoid	What to do
"How are you?"	"Are you okay?"	Express concern and offer support.
"It's going to be okay."	"Just snap out of it."	Listen and let them talk.
"I'm here for you."	"You should just get on with it."	Offer practical help if you can.

**Offer support:**

- Stay to comfort them and let them know you're not on their own.
- Reassure them that there is no shame in seeking help.
- Try to connect them with a doctor, their family leader or family member.

**Community Partnership:  
Union of Pan Asian Communities (UPAC)  
San Diego County**

# Union of Pan Asian Communities (UPAC)




## Community Partnership:

A partnership was established with the Union of Pan Asian Communities (UPAC) for a pilot implementation to reach the Filipino and Vietnamese communities in San Diego County.

- Hosted a focus group
- Promoted KTS to local businesses by placing materials in their venues
- Assigned staff to perform ongoing venue checks
- Hosted a suicide prevention community workshop







## Do you know the warning signs for suicide?

There are people in our community who experience intense sadness every day. They believe that their 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 are there, but not always obvious. If you observe even just one of these signs, reach out to provide help in time.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Putting affairs in order
- Reckless behavior
- Anger
- Increased drug or alcohol use
- Withdrawal
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes
- No sense of purpose

National Suicide  
Prevention Lifeline:

**1.800.273.8255**

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



**KNOW  
THE SIGNS**



**Questions?**

Do you think you will be able to use at least one of these materials?

Yes

No

Maybe

Please type into your **Questions** box  
one idea of how you will use these  
materials or who you will share them  
with.



# Request Materials

All campaign materials can be viewed, customized and downloaded from the Resource Center in the online forum:



**YOUR VOICE COUNTS**

[www.yourvoicecounts.org](http://www.yourvoicecounts.org)

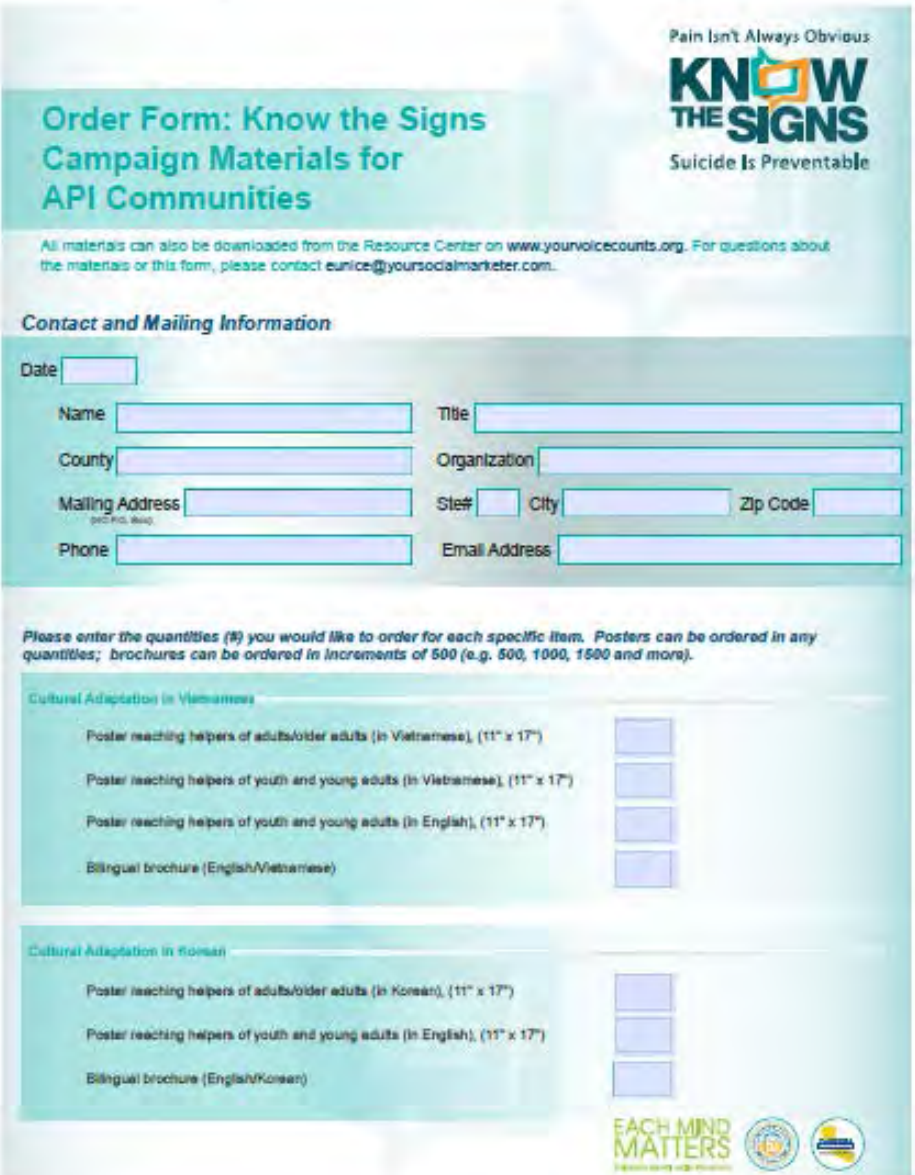
For more information or to receive materials  
**(order form available)** please contact  
**[eunice@yoursocialmarketer.com](mailto:eunice@yoursocialmarketer.com)**

# Order Form:

Please enter the quantities you would like to order for each specific item. Posters can be ordered in any quantities; brochures can be ordered in increments of 500.

Submit form to:

[eunice@yoursocialmarketer.com](mailto:eunice@yoursocialmarketer.com)



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

### Order Form: Know the Signs Campaign Materials for API Communities

All materials can also be downloaded from the Resource Center on [www.yourvoicecounts.org](http://www.yourvoicecounts.org). For questions about the materials or this form, please contact [eunice@yoursocialmarketer.com](mailto:eunice@yoursocialmarketer.com).

#### Contact and Mailing Information

Date

Name  Title

County  Organization

Mailing Address  State  City  Zip Code

Phone  Email Address

Please enter the quantities (#) you would like to order for each specific item. Posters can be ordered in any quantities; brochures can be ordered in increments of 500 (e.g. 500, 1000, 1500 and more).


#### Cultural Adaptation in Vietnamese

Poster reaching helpers of adults/older adults (in Vietnamese), (11" x 17")	<input type="text"/>
Poster reaching helpers of youth and young adults (in Vietnamese), (11" x 17")	<input type="text"/>
Poster reaching helpers of youth and young adults (in English), (11" x 17")	<input type="text"/>
Bilingual brochure (English/Vietnamese)	<input type="text"/>

#### Cultural Adaptation in Korean

Poster reaching helpers of adults/older adults (in Korean), (11" x 17")	<input type="text"/>
Poster reaching helpers of youth and young adults (in English), (11" x 17")	<input type="text"/>
Bilingual brochure (English/Korean)	<input type="text"/>

EACH MIND MATTERS  
Suicide Prevention & Support



**Questions?**

Jana Sczersputowski: [jana@yoursocialmarketer.com](mailto:jana@yoursocialmarketer.com)

Stan Collins: [stan@yoursocialmarketer.com](mailto:stan@yoursocialmarketer.com)

Eunice Miranda: [eunice@yoursocialmarketer.com](mailto:eunice@yoursocialmarketer.com)

Anna Vue: [avue@solskenpr.com](mailto:avue@solskenpr.com)

Dixie Galapon: [dgalapon@upacsd.com](mailto:dgalapon@upacsd.com)

Christina Nip: [christinanip@nicoschc.org](mailto:christinanip@nicoschc.org)



EACH MIND  
MATTERS  
California's Mental Health Movement

Pain Isn't Always Obvious

**KNOW**  
THE **SIGNS**

Suicide Is Preventable