



## 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.elsuicidiooesprevenible.org](http://www.elsuicidiooesprevenible.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 U.S. Census data, there are approximately 102,317 Cambodian residents in California.

*Source: U.S. Census Bureau, 2010 Census.*

Khmer is recognized as a threshold language in **Los Angeles** and **San Joaquin** counties.

*DHCS. Research and Analytic Studies Branch. Medi-cal Statistical Brief 2012.*

### Cambodian American Populations by Metro Area

**Los Angeles-Long Beach-Santa Ana** 44,522  
**Stockton** 12,557  
**San Francisco-Oakland-Fremont** 8,580  
**Riverside-San Bernardino-Ontario** 7,395  
**San Diego-Carlsbad-San Marcos** 5,963  
**San Jose-Sunnyvale-Santa Clara** 5,865  
**Fresno** 5,618  
**Modesto** 3,934  
**Sacramento-Arden-Arcade-Roseville** 3,188  
**Santa Rosa-Petaluma** 1,316

*Source: U.S. Census Bureau, 2010 Census, Summary File 1. In Cambodian American Populations by Metro Area 2010 Census. Compiled by Mark E. Pfeifer, editor@hmongstudies.org*

### III. Development of Materials

The Know the Signs campaign team contracted with The Cambodian Family in Orange County to facilitate a focus group and oversee the development of outreach materials for this community. An initial focus group to discuss existing beliefs about suicide prevention and to discuss the best strategies to reach the Khmer speaking community was hosted on May 1<sup>st</sup> in Santa Ana. Discussions revealed that participants felt there was a tremendous need for this type of information in their community. They noted that their community is impacted by loss, such as loss of economic status and loss of relationships. They suggested that an individual would never initiate to share their feelings of despair with others, but instead would prefer to be asked about their problems. Participants suggested that middle aged women are at particular risk, carrying heavy burdens of caring for their children and older adults, while also working or struggling financially. They also noted the prevalence of domestic violence and the hardships for women raising a family on their own.

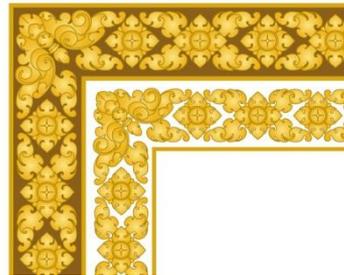
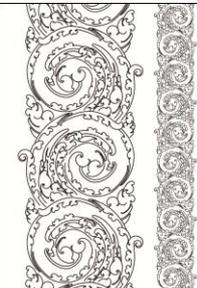
The most preferred method to share information with this community was to host a community workshop in a trusted community center to allow community members to ask questions and have a dialogue about this important topic. In addition, the group suggested that posters should be placed in local community venues.

#### Language Adaptation

The Know the Signs campaign team contracted with Eria Meyers, Rong Be and Pisey Sok from Pacific Asian Counseling Services in Long Beach to provide the language adaptation of the brochure and poster. The language adaptation was further reviewed by Vattana Peong and Phalen Lim from The Cambodian Family and several community members.

#### Design

Focus group participants suggested using colors and images representative of the palm tree, national symbol of Cambodia. Initially two poster directions were shared. Out of the two options presented, community members preferred option 2. They shared a variety of sample symbols and sample borders that represent their culture, which were integrated into a revised design. A small group of Cambodian community members guided the development of the final poster, tear-off card and brochure.





#### IV. Distribution

The Cambodian Family in Santa Ana (Orange County) hosted a suicide prevention workshop on June 26 to educate community members about this topic and make them aware of the warning signs and available resources. Assist and safeTALK trainer Minh-Ha Pham, Psy.D, from Orange County Health Care Agency Behavioral Health Services was present to offer support and answer any difficult questions. A total of 20 participants, male and female, between the ages of 26-68 attended the two-hour educational workshop and offered their thoughts about what suicide means to them and their loved ones. Participants shared personal experiences as they answered questions about their awareness of warning signs and provided feedback as to why they believe it is important for the Cambodian community to discuss suicide prevention efforts. Participants requested information for further reading. Following this pilot's success, the model will be duplicated in other cities reaching this community.

In addition, beginning in November 2014 posters with tear-off pads and brochures were distributed to community businesses, faith venues and community centers throughout Orange County serving the Cambodian community. And The Cambodian Family has also promoted campaign materials at outreach events including the Annual Khmer Health Forum in Long Beach, the Health in the Park community event in Long Beach and Health Education and Thanksgiving Celebration at The Cambodian Family.

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.



The Cambodian Family is a community based organization providing a variety of resources and enrichment programs for the Cambodian community in Orange County.

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





### Approximate Translation from Khmer to English

Ask me if I want to live still or not.

If you know that behavior of your family or friends has changed like the list below, you have an opportunity to help them.

- Talking about hurting themselves or wanting to die
- Looking for a way to kill themselves
- Having no hope, desperate, and feeling stuck
- Giving away their belongings to others
- Planning to prepare their will message for the end of life
- They are careless
- Quickly angered
- Using more drugs and drinking more alcohol
- Staying by themselves a lot
- Spending less time with their friends and family
- Changing their sleep habits
- Having feelings that change quickly
- Thinking that their life has no meaning to live

If you are worried about friends and family of yours, please trust your instincts. Please log in to [suicideispreventable.org](https://suicideispreventable.org) to learn how to communicate with your family and friends.



## Approximate English Translation of Khmer Brochure

Ask me if I still want to live or not.

### Understanding the Signs:

Having pain is real, but we have an opportunity to heal that pain.

Good opportunity is not only within yourself, but there is also opportunity with your family and the legacy to make your family and friends feel safe.

If you realize any behavior changes in your family and friends, you have an opportunity to help them.

- Talking about hurting themselves or wanting to die
- Looking for a way to kill themselves
- Having no hope, desperate, and feeling stuck
- Giving away their belongings to others
- Planning to prepare their will message for the end of life
- They are careless
- Quickly angered
- Using more drugs and drinking more alcohol
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If you are worried about friends and family of yours, please trust your instincts. Please log in to [suicideispreventable.org](http://suicideispreventable.org) to learn how to communicate with your family and friends.

### Know what questions to Ask.

“I have to ask this question because I care about you. Are you thinking of killing yourself?”

Loving yourself, loving your friends and loving your family means that you have respect and are honest. You have a good opportunity to save lives.

### Start a discussion with each other

Talk about the signs that are warnings in their actions and words

### Ask about killing themselves

“Are you thinking about killing yourself or not?”

### Listen

Express about your worry, make them believe, and ask so you can help them

Here are the ways that you can give support:

- Be there to comfort them and let them know that you are worried about them and have keep close attention to help them.
- Make them believe that there is no embarrassment in getting help.
- Talk and discuss next steps with mental health counselors or doctors, community leaders, and family members.

### Looking for help

There are professional counselors available 24 hours a day and 7 days a week to help you through the National Suicide Prevention Lifeline. All information is kept confidential.

Please log in [suicideispreventable.org](http://suicideispreventable.org) for more information and regional/local network.

**សួរខ្ញុំថា រស់ទៀត**

**សួរខ្ញុំថា តើខ្ញុំចង់ រស់ទៀតឬអត់**

**ដឹងអំពីអ្វីដែលត្រូវសួរ**

“តើខ្ញុំត្រូវសួរអ្នកដទៃអំពីប្រព្រឹត្តិការណ៍ស្លាប់ ឬអ្វីដែលពួកគេបានធ្លាប់ធ្វើ? តើពួកគេអាចនិយាយអំពីវាបានឬទេ?”

ប្រសិនបើអ្នកចង់សួរអ្នកដទៃអំពីប្រព្រឹត្តិការណ៍ស្លាប់ ឬអ្វីដែលពួកគេបានធ្លាប់ធ្វើ អ្នកគួរតែសួរអ្នកដទៃអំពីប្រព្រឹត្តិការណ៍ស្លាប់ ឬអ្វីដែលពួកគេបានធ្លាប់ធ្វើ ដោយប្រុងប្រយ័ត្ន និងយល់ច្បាស់ពីអារម្មណ៍របស់ពួកគេ។

**ស្វែងរកការជួយ**

សូមទូរស័ព្ទ: **1.800.273.8255**

មាត់ប្រែសម្រាប់ភាសាខ្មែរ និងភាសាខ្មែរស្រី 24 ម៉ោងក្នុងមួយថ្ងៃ ទូទាំងប្រទេស។

សូមទូរស័ព្ទហៅទូរស័ព្ទ: [www.suicide-preventable.org](http://www.suicide-preventable.org)

**REACH OUT**

Call: **1.800.273.8255**

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

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

**FIND THE WORDS**

“I have to ask this question because I care about you. Are you thinking about ending your life?”

Loving yourself, family and friends means that you're respectful and honest. You have an opportunity to save a life.

**START THE CONVERSATION**  
Mention the warning signs that you noticed in their actions and words.

**ASK ABOUT SUICIDE**  
“Are you thinking about suicide?”

**LISTEN**  
Express concern, reassurance and ask to help them.

Here are the ways you can offer support:

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

National Suicide Prevention Lifeline: **1.800.273.TALK (8255)**



**ដឹងអំពីអ្វីដែលត្រូវសួរ**  
*"I just want to ask you because I care about you. Are you thinking about ending your life?"*

ស្រឡាញ់ខ្លួនឯង ស្រឡាញ់គ្នា ក្នុងគ្រួសារ ជាមិត្តភក្តិ ជាមិត្តភក្តិ គ្រួសារ មានន័យថា លោកអ្នកមានការពារពិបាក និងមានសេចក្តីស្មោះត្រង់។ លោកអ្នកមានការសន្សំសម្រាប់សង្គ្រោះជីវិត។

**ចាប់ផ្តើមការជំរាញក្លា**  
 និយាយអំពីសញ្ញាដែលស្រដៀងគ្នា ឬអាការៈណាមួយដែលអ្នកបានឃើញឬសង្កេតឃើញ។

**សួរអំពីការសម្លាប់ខ្លួន**  
 "តើលោកអ្នកកំពុងគិតថាសម្លាប់ខ្លួនដែរឬទេ?"

**ស្តាប់**  
 លឺអ្វីដែលអ្នកកំពុងនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។

- នេះគឺជាចម្បាំង ប្រយោជន៍លើការសម្លាប់ខ្លួន ឬការប្រយោជន៍ផ្សេងៗទៀត៖
- ទៅដើម្បីប្តូរចិត្តអ្នកនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។
  - ធ្វើអោយពួកគេទុកចិត្តបាន ទិញសម្ភារៈសម្រាប់ការសម្លាប់ខ្លួន។
  - ជំរាញអោយពួកគេកំពុងនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។

**ស្វែងរកការជួយ**

**សូមទូរស័ព្ទ៖**  
**1.800.273.8255**  
 មានក្រុមអ្នកជំនាញ ដែលមានបទពិសោធន៍ ប្រចាំថ្ងៃ 24 ម៉ោង ៧ ថ្ងៃ ក្នុងមួយសប្តាហ៍ ដើម្បីជួយអ្នកទទួលបានការជួយ។ National Suicide Prevention Lifeline។ ដើម្បីទទួលបានការជួយបន្ថែមទៀត។

**សូមទូរស័ព្ទតាមរយៈប្រព័ន្ធបណ្តាញ**  
**www.suicideispreventable.org**  
 សម្រាប់ព័ត៌មានបន្ថែម ឬការជួយបន្ថែម។

**REACH OUT**

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

Visit:  
**www.suicideispreventable.org**  
 for more information and local resources.

**Suicide Prevention Crisis Line:**  
**1.877.727.4747**  
 24 hours a day, 7 days a week

**Los Angeles County Department of Mental Health ACCESS Hotline:**  
**1.800.854.7774**  
 24 hours a day, 7 days a week

**FIND THE WORDS**  
*"I have to ask this question because I care about you. Are you thinking about ending your life?"*

Loving yourself, family and friends means that you're respectful and honest. You have an opportunity to save a life.

**START THE CONVERSATION**  
 Mention the warning signs that you noticed in their actions and words.

**ASK ABOUT SUICIDE**  
 "Are you thinking about suicide?"

**LISTEN**  
 Express concern, reassure and ask to help them.

- Here are the ways you can offer support:
- Stay to comfort them and let them know that you care and are willing to help them.
  - Reassure them that there is no shame in seeking help.
  - Talk to and discuss next steps with a mental health clinician or doctor, a community leader or other family members.

- ប្រសិនបើលោកអ្នកកំពុងគិតថាសម្លាប់ខ្លួន ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន ឬការប្រយោជន៍ផ្សេងៗទៀត មានន័យថា លោកអ្នកមាននិរន្តរភាព ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។
- ជំរាញអោយពួកគេកំពុងនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។
  - ទៅដើម្បីប្តូរចិត្តអ្នកនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។
  - ធ្វើអោយពួកគេទុកចិត្តបាន ទិញសម្ភារៈសម្រាប់ការសម្លាប់ខ្លួន។
  - ជំរាញអោយពួកគេកំពុងនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។
  - ជំរាញអោយពួកគេកំពុងនិយាយ ឬអ្វីដែលអ្នកកំពុងនិយាយស្តីអំពីការសម្លាប់ខ្លួន។

ស្វែងរកការជួយ  
 សូមទូរស័ព្ទតាមរយៈប្រព័ន្ធបណ្តាញ  
**suicideispreventable.org**  
 ដើម្បីទទួលបានការជួយបន្ថែម ឬការជួយបន្ថែម។



National Suicide Prevention Lifeline:  
 1.800.273.TALK (8255)

# Appendix B: Focus Group Protocol

## 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 Cambodian community with information about suicide prevention. We will explore suggestions for creating materials in Khmer to reach the **helpers**, 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 the California Mental Health Services Authority (CALMHSA).

Focus group objective: The goal is to develop materials that will reach the Cambodian community in California; especially the helpers of persons at-risk for suicide.

Process: Discuss a series of questions about suicide prevention and then review the copy draft provided by bilingual staff at The Pacific Asian Counseling Center in Long Beach. Staff at this organization referenced existing campaign materials in English as a guide in developing a translated version that could effectively communicate the campaign message to the Khmer speaking community.

### SECTION 1: Discussion about Suicide Prevention

- 1) How is suicide discussed or not discussed in the Cambodian community?
- 2) In your opinion, who in the Cambodian population is most at-risk for suicide? Is it youth? Elders?
- 3) Who are the 'helpers' of persons at-risk for suicide?
  - Discuss for each of the suggestions made. A helper is the person who can notice warning signs and who would be the most likely to reach out and offer support.
- 4) What is the best way to reach Cambodians with this type of information?
- 5) What type of materials would be helpful?
  - Posters
  - Items to keep on-hand such as a tent cards or brochures?
  - Items to keep for future reference such as a refrigerator magnet?

- Poster displays in Cambodian neighborhoods including markets, community centers and clinics?
- Other suggestions?

### SECTION 2: Poster Design

- **Image design--Ask participants:** "If you were to design a poster, what would it look like?"
  - a. Should the image be a life-like illustration or a photo?
    - i. Who would be in the poster? (Be specific to gender and ages)
    - ii. What would they be wearing? What would be their facial expression?
    - iii. What would be the setting? Indoors? Outdoors? Public place?
    - iv. What type of activity would be taking place? Would they be having a meal? Having a celebration? Having a conversation?

### SECTION 3: Review of Language Adaptation

*(Hand-out copies of the translation)*

**-Ask participants to please take some time to read the copy and note that:** The Pacific Asian Counseling Center in Long Beach developed this first draft. Staff at this organization referenced existing campaign materials in English as a guide in developing a translated version that could effectively communicate the campaign message to the Khmer speaking community.

- **Review copy draft**—Go through the brochure section by section.
  - i. Introduction
    - Any comments?
  - ii. Warning signs
    - Any comments?
  - iii. Offering Support
    - Any comments?
  - iv. Resources
    - Since there is no organization that offers suicide prevention services in Khmer what resources should be listed? Or where should we advise people who read the materials to go and learn more?
      - a. Prompt for National Suicide Prevention Lifeline
      - b. Prompt for English website.

\*Thank everyone for participating and hand out gift cards\*

# Appendix C: Consent Form

## 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 Cambodian and speak Khmer.

### PURPOSE

The purpose is to help understand how we can reach the Cambodian 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 ½ 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 Cambodian 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 about \$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 Cambodian Family. 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 \_\_\_\_\_

## Appendix D: Focus Group Recruitment Flyer



**The Cambodian Family**  
A Multi-Ethnic Human Services Agency Promoting Social Health  
1626 East Fourth Street, Santa Ana, CA 92701

### Participants Needed For A Small Group Meeting !

*Help us understand how we can reach the Cambodian community with information about suicide prevention.*

*Thursday, May 1, 2014  
from 10:30am to 12pm*

- Participate in a group discussion
- The group will be in Khmer
- 1 hour and a half
- Lunch will be provided
- A \$25 Gift Card will be provided in appreciation for your participation

**Requirements:**

- Must be 18 years of age or older
- Must be Cambodian
- Must speak and read Khmer

*Call Us To Sign up or For More Information!*  
*Please contact: Vattana at (714) 571 1966 ext.115*  
*or [vattanap@cambodianfamily.org](mailto:vattanap@cambodianfamily.org)*

# Appendix E: Workshop Recruitment Flyer

## Suicide Prevention Workshop for Cambodian Community

Join us for a session with Ms. Phalen Lim, MS, Executive Director, The Cambodian Family



on **Suicide Prevention** - to learn about the warning signs for suicide and to reach out to available resources for someone you are worried about .

**Thursday, June 26, 2014**  
 10:30am-12:30pm  
 The Cambodian Family  
 1626 E.4<sup>th</sup> Street, Santa Ana, CA 92701

"Workshop conducted in Khmer"  
 "Lunch will be provided"

For registration, please call Vattana (speak Khmer) at (714) 571 1966 ext. 115

## សិក្ខាសាលា ស្តីអំពី ការការពារ ការសម្លាប់ខ្លួនសំរាប់សហគមន៍ខ្មែរ

សូមអញ្ជើញមកចូលរួមស្តាប់ និងរៀន ជាមួយ អ្នកនាង Phalen Lim, MS, នាយកប្រតិបត្តិ សមាគមគ្រួសារខ្មែរ



អំពី **ការការពារ ការសម្លាប់ខ្លួន** - តាមរយៈការរៀនអំពី សញ្ញាមាននាទាត់ទងនិងការសម្លាប់ខ្លួន និង ទទួលយកព័ត៌មាននានា សំរាប់ជួយ មនុស្សដែលលោកអ្នក មានការបារម្ភចំពោះ។

**ថ្ងៃ ព្រហស្បតិ៍ ទី 26 ខែ មិថុនា ឆ្នាំ 2014**  
 ម៉ោង 10:30 ព្រឹក ដល់ 12:30 ថ្ងៃត្រង់  
 ទីកន្លែង៖ សមាគមគ្រួសារខ្មែរ  
 1626 E.4th Street, Santa Ana, CA 92701

"សិក្ខាសាលា និងធ្វើឡើងជា ភាសាខ្មែរ-  
 មានផ្តល់ជូនអាហារ ថ្ងៃត្រង់"

សំរាប់ការចុះឈ្មោះចូលរួម និងព័ត៌មានបន្ថែម សូមទាក់ទងមក Vattana លេខ (714) 571 1966 ext. 115

