Beyond September: Promoting suicide prevention throughout the year

March 19th, 2013
Welcome!

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

How confident are you that your community members are aware of suicide prevention resources?
What we know:
CA Baseline Awareness Survey

45% of Californians knew of a crisis line to call for help and support.
What we know:
CA Baseline Awareness Survey

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

What months do your community suicide prevention activities occur?

Type your answer into the “Questions” box.
What we know: County Needs Assessments

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec
What we know: County Needs Assessments

Jan  Feb  Mar  Apr  MAY  Jun  Jul  Aug  SEP  Oct  Nov  Dec

Mental Health Month

Suicide Prevention Week

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

How confident are you that your events are reaching new community members every time?
Questions that we’ll explore

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

What are some considerations when doing so?

What are some other relevant weeks and resources?

What are some local examples of taking suicide prevention messaging outside of May & September?
Do you have any other questions?

Type it into the question box!
An “upstream” focus

Upstream Vs. Downstream approach

Downstream

Crisis intervention

Promoting protective factors

Upstream

Know the Signs >> Find the Words >> Reach Out
Benefits of addressing suicide through other related health topics

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

Addressing suicide in the context of another health behavior might open doors
Benefits of addressing suicide through other related health topics

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

Addressing suicide in an event that captures at-risk individuals is a way of “meeting them where they are”
Benefits of addressing suicide through other related health topics

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

Partnering with other health topics demonstrates that suicide and suicide prevention is a multi-faceted issue
The *Know the Signs* Campaign can help

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**KNOW THE SIGNS**

*Pain Isn’t Always Obvious*

The warning signs of emotional pain or suicidal thoughts aren’t always obvious. Here’s what to look for:

- Increased drug or alcohol use
- Talking about wanting to die or suicide
- Visible signs of distress
- Changes in eating or sleeping patterns
- Increased irritability, angry outbursts
- Sudden mood changes
- Giving away possessions

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

suicideispreventable.org

In a crisis call the National Suicide Prevention Lifeline:

1.800.273.8255

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*Know the Signs >> Find the Words >> Reach Out*
Considerations when reaching out to new audiences

Who are you messaging to?

How do they want to “hear” about suicide?

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

Who does the audience want to talk to?
Considerations for National Youth Violence Prevention Week

Who are you messaging to?

Youth?
Parents?
Teachers?
Considerations for National Youth Violence Prevention Week

How do they want to “hear” about suicide?

“Suicide”

“Feeling down”
“Tough times”
Considerations for National Youth Violence Prevention Week

Your agency’s services?

Alex Project

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

TeenLine

ReachOutHere.com

Know the Signs >> Find the Words >> Reach Out
Considerations for National Youth Violence Prevention Week

Who does the audience want to talk to?

- Adults?
- Mental health professionals?
- County staff?
- Other youth!

Know the Signs >> Find the Words >> Reach Out
Questions so far?

Type it into the questions box!
## MARCH 2013

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**National Sleep Awareness Week // National Problem Gambling Week**

**National Poison Prevention Week // National Youth Violence Prevention Week**

**Know the Signs >> Find the Words >> Reach Out**
MARCH 2013

Poisoning: 3rd leading cause of suicide deaths

Poisoning: Leading cause of suicide attempts

High risk: Women

National Poison Prevention Week

Poison Control Center Hotline, 1.800.222.1222

Know the Signs >> Find the Words >> Reach Out
## APRIL 2013

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- **Alcohol Screen Day**: April 10
- **National Stress OUT Week/Day**: April 14-20
- **Stress Awareness Month // National Alcohol Awareness Month**: April 28-30

*Know the Signs >> Find the Words >> Reach Out*
# APRIL 2013

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**National Stress OUT Week/Day**

- **At risk:** College students, law enforcement

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*Know the Signs >> Find the Words >> Reach Out*
## June 2013

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**National Men’s Health Month**

**Natl ASK Day**
## June 2013

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- **29th**: Natl ASK Day

**Firearm safety**

**High fatality rate**
## June 2013

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**Natl ASK Day**

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**National Men’s Health Month**

June is Men’s Health Month

On average, men live about 5 years less than their female counterparts. **Men have a higher death rate for most of the leading causes of death, including cancer, heart disease, diabetes and suicide.**

1 in 2 men will develop cancer in their lifetime. Men make up as many physician visits for prevention as women.

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

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

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

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**Know the Signs >> Find the Words >> Reach Out**
Questions so far?

Type it into the questions box!
County of San Bernardino: Addressing Suicide Prevention through Cultural Heritage Weeks

Veronica Kelley, LCSW
Assistant Director
County of San Bernardino, Department of Behavioral Health
vkelley@dbh.sbcounty.gov

For questions about our programs, email Michelle Dusick (mdusick@dbh.sbcounty.gov)
Marin County
Know the Signs
Suicide Prevention and
Mental Health Stigma Reduction

Cio Hernandez, MS, MFT, LPCCc
Cicily Emerson, MSW
Erin Farahi, MPA
March 19th, 2013
Prevention Hub

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

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

For example:

– Health Eating Active Living Strategic Plan: Nutrition and Improving Neighborhood conditions

– Safe Routes for Seniors: Injury Prevention & Community Health, Local City

– Healthy Retail: WIC/Tobacco/Nutrition coordinating on assessments and actions.

– Working with neighborhood based AOD Coalitions beyond immediate issue, e.g. bullying
Media & Public Relations is a key component of environmental level change

Community Partners are a Priority: and often better messengers

- Family Service Agency-Suicide Prevention & Know the Signs
- First 5 Communications
- San Geronimo Valley Senior Lunch Program
- Social Media-Kindness Campaign—TRUCE
Media Efforts related to Mental Health are Ongoing (not just May)

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

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

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

**Explore** what other agencies are doing to raise awareness on related health topics and see if you can partner with them
If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel.
Thank you!

Theresa Ly

tly@edc.org

Next small county webinar:
  “Means Restriction”
  Wednesday, April 10th, 1:30-2:30pm

Please fill out the Evaluation!

Webinar will be archived on
www.yourvoicecounts.org