

Introducing: MY3 Suicide Prevention Mobile App

A Project of the Know the Signs Campaign

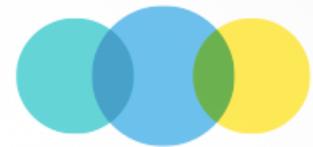
www.suicideispreventable.org

www.my3app.org

November 19th, 2014

Presenter: Theresa Ly (tly@edc.org)

MY3



Questions? Type them in!

- You are in **listen-only** mode
- Type all questions and comments into the Questions Box
- All questions and comments will be addressed **at the end of the webinar**
- This webinar is being recorded

WHY DID WE INVEST IN MOBILE APP TECHNOLOGY?

The **majority** of Americans now use a smartphone

	Adults	Youth
Uses smartphone	56%	40%
Accesses internet primarily through smartphone	15%	25%

Source: Pew Research on Smartphone Ownership, 2013

<http://pewinternet.org/Reports/2013/Smartphone-Ownership-2013/Findings.aspx>

Reaches **multiple** demographic groups

- Primary demographic groups
 - Younger
 - Have higher education
 - Urban & Suburban
 - Male
- Rural use is going **up**
- Smartphone & mobile app use is **rising** among demographics

How we got here



Lessons from Santa Clara County

Elena Tindall, MA

Former Suicide Prevention
Coordinator in Santa
Clara County

Partners



Pain Isn't Always Obvious



[Suicide Is Preventable.org](http://SuicideIsPreventable.org)



Know the Signs Campaign + MY3

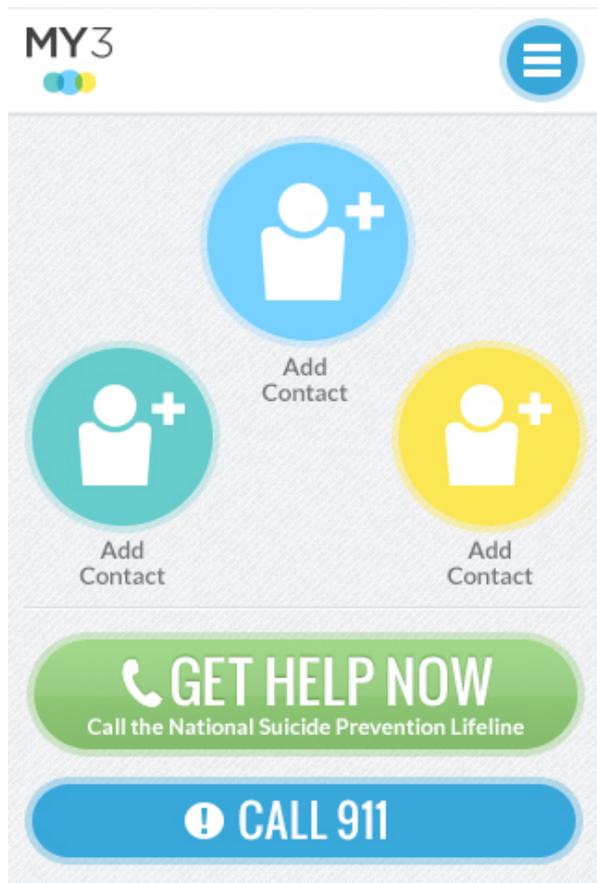
- ▣ Goals of *Know the Signs*
 - ▣ **That helpers** become more aware of warning signs for suicide, how to talk about suicide and how to help
 - ▣ **That individuals who are at risk for suicide** are helped by others and are aware of supportive resources

MY3 Basics

- Goal: Connect individuals who are at-risk for suicide or experiencing thoughts of suicide to their support network
- Cost: Free
- Highly customizable
- Where to download: App Store & Google Play
- Languages: English & Spanish
- Using Audience: **All** individuals who are at risk for suicide
- Promoting Audience: Mental health care providers, crisis counselors, survivor support groups etc... anyone who can identify individuals who may be at risk for suicide



MY3 Features: Homepage



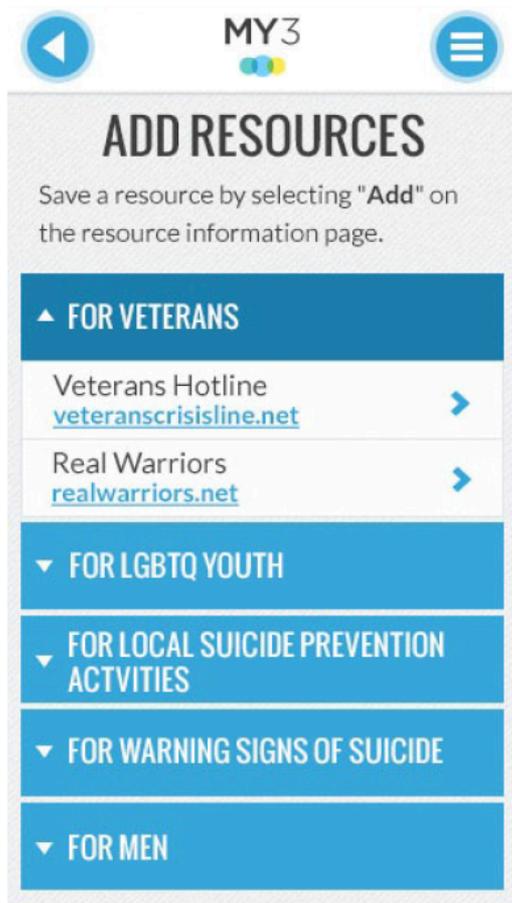
- Main page
- Add **3 primary contacts**
- Pre-loaded with buttons to call National Suicide Prevention Lifeline and 911

MY3 Features: Safety Plan



- Follows Safety Plan by Barbara Stanley & Gregory Brown (2008)
- A tiered plan that provides activities for distraction, and people to call on depending on degree of suicidality
- A **tool** in your therapeutic relationship; a **plan to stay safe** for the individual
- Can be emailed

MY3 Features: Resources



- Resources that the individual can choose depending on their needs
- Can be edited depending on individual needs

From a clinical point of view



Gillian Murphy, PhD
Director of Standards,
Training & Practices at the
National Suicide Prevention
Lifeline

Safety Planning Intervention (SPI)

- Safety Planning
 - Prioritized written list of coping strategies and resources for use during a suicidal crisis
 - Uses a brief, easy-to-read format in the individuals own words
 - Helps provide a sense of control
 - Can serve to motivate people to engage in treatment
- Safety Planning IS NOT a No-Suicide Contract
 - No-suicide contracts:
 - Ask people to promise to stay alive without telling them how to stay alive
 - Provide a false sense of assurance to the counselor

Safety Planning Intervention (SPI)

- Why Develop a Safety Plan
 - Development and implementation of a safety plan IS a form of intervention
 - Provides an opportunity for individuals to “tell their story” and identify warning signs and activities used to alleviate the crisis
 - Helps to immediately enhance individuals’ sense of control over suicidal urges and thoughts and conveys a feeling that they can “survive” suicidal feelings
 - Similar to fire drill or emergency escape plan

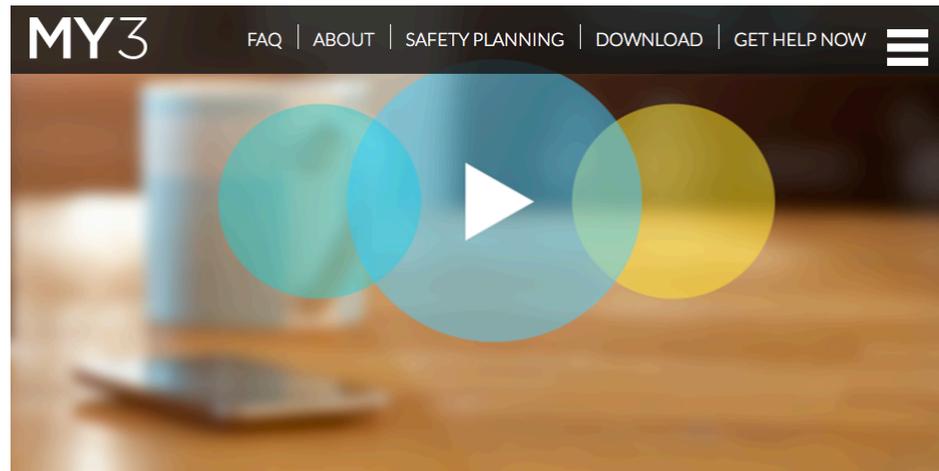
SP Intervention (Contd.)

- When possible, a Safety Plan should:
 - Be developed following a full suicide risk assessment
 - Not be developed for individuals at imminent risk of suicide or those with profound cognitive impairment
 - Adopt a collaborative, problem solving stance that engages the individual the safety planning activity
 - Take a flexible approach and be adapted to fit individual needs
 - Be written down
 - Be assessed for likelihood of use

Benefits of MY3

- Why develop safety planning as an app?
 - With you when you need it most
 - Easily accessible for update and review
 - Quick access to resources
 - Direct dial for emergency assistance
- Crisis hotline use:
 - Elicit resources and support and to encourage ongoing development with treating clinician
 - Complete before ending contact with an at risk caller
 - For review in follow-up calls

Visit www.MY3App.org



**STAY CONNECTED TO YOUR NETWORK WHEN
YOU ARE HAVING THOUGHTS OF SUICIDE
WITH MY3**



Marketing MY3



STAY CONNECTED TO YOUR NETWORK WHEN YOU ARE HAVING THOUGHTS OF SUICIDE.

CREATE YOUR SUPPORT SYSTEM: Simply add the contact information for people who know and care about you and can help you when you're experiencing thoughts of suicide. These contacts can include your friends, family, professional caregivers and a local crisis hotline. Always tell your contacts that you have included them on MY3 and that you may contact them if you ever start having thoughts of suicide. In any situation, the National Suicide Prevention Lifeline (**1.800.273.TALK [8255]**) and **911** are there to help you. These numbers come pre-loaded on MY3.

The National Suicide Prevention Lifeline is free, and connects you to your nearest crisis center staffed by trained crisis counselors. It is available any time, day or night, every single day.

BUILD YOUR SAFETY PLAN: Customize your safety plan by identifying your warning signs, coping strategies, distractions and personal networks so you can help yourself stay safe. Need help creating your safety plan? Talk to your mental health care provider. Also, you can always call the National Suicide Prevention Lifeline (**1.800.273.TALK [8255]**) and a trained crisis counselor can help you set up your safety plan.

ACCESS IMPORTANT RESOURCES: Personalize MY3 by adding other suicide prevention resources and websites that help you feel better and stay safe. A number of different resources are listed in MY3.

MY3APP.ORG



IPHONE DOWNLOAD INSTRUCTIONS

- 1) Touch the App Store icon on your iPhone
- 2) Search for "MY3 - Support Network"
- 3) To install the app on your device touch "Free"
- 4) Then touch "Install"
- 5) You should now see the MY3 app icon on your iPhone

ANDROID DOWNLOAD INSTRUCTIONS

- 1) Touch the Google Play Store
- 2) Search for "MY3 - Support Network"
- 3) To install the app on your device touch "Install"
- 4) Tap "Accept" to accept the app's permissions
- 5) You should now see the MY3 app icon on your device



FIND YOUR NEAREST CALIFORNIA CRISIS HOTLINE

California has a number of crisis centers with hotlines to serve you 24 hours a day, 7 days a week. Choose your closest crisis center and add their number as one of your primary contacts on MY3. Crisis hotline staff will be glad to assist you, and can connect you to other local services.

SUPERIOR REGION (NORTH OF SAN FRANCISCO BAY AREA)

Wellspace Health Suicide Crisis Line
1.800.368.3111

Suicide Prevention & Crisis Services of Yolo County
1.530.756.5000

SAN FRANCISCO BAY AREA

Family Services Agency of Marin North Bay Suicide Prevention Hotline
1.855.587.6373

San Francisco Suicide Prevention Crisis Line
1.415.781.0500

Contra Costa Crisis Center Hotline
1.800.833.2900

Crisis Support Services of Alameda County Crisis Hotline
1.800.309.2131

Santa Clara County Suicide & Crisis Hotline
1.855.278.4204

Star Vista Crisis Hotline
1.650.579.0350

CENTRAL COAST

Transitions Mental Health Association San Luis Obispo Hotline
1.800.783.0607

Family Services Agency of the Central Coast Crisis Line
1.877.663.5433

CENTRAL VALLEY

Kingsview Central Valley Suicide Prevention Hotline
1.888.506.5991

Kern County Mental Health Department Crisis Services
1.800.991.5272

SOUTHERN CALIFORNIA

Didi Hirsch Suicide Crisis Line
1.877.727.4747

OptumHealth San Diego Access & Crisis Line
1.888.724.7240

SERVING CALIFORNIA

Institute on Aging Friendship Line (for older adults)
1.800.971.0016

Trevor Lifeline (for Lesbian, Gay, Bisexual, Transgender, or Questioning Youth)
1.866.488.7386

Providing feedback about MY3

- For any technical issues and general feedback regarding MY3, please email feedback@my3app.org
- Consider writing a review about MY3 on the App Store or GooglePlay

How can **you** share MY3?

- Download MY3 – Get acquainted with its features
- Provide your feedback at feedback@my3app.org
- Share MY3 website (www.my3app.org) with mental health care providers and others who do mental health and suicide prevention outreach in the community
- Email community distribution lists about MY3 availability
- Distribute customized MY3 marketing materials throughout the community

Questions or Comments?

Type them into the questions box on
your Go2Webinar Control Panel

Thank you!

For any further questions about MY3 please contact:

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916.494.9616

A recording of this webinar can be found on the Your Voice Counts Resource Center (www.yourvoicecounts.org)

Please take a moment to fill out the *evaluation* and let us know your thoughts!