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)
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

<table>
<thead>
<tr>
<th></th>
<th>Adults</th>
<th>Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses smartphone</td>
<td>56%</td>
<td>40%</td>
</tr>
<tr>
<td>Accesses internet primarily through smartphone</td>
<td>15%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: Pew Research on Smartphone Ownership, 2013

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
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

- 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
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 your experience 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 are 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

ONE-TOUCH DIAL INSTRUCTIONS
1) Touch the app store version of your phone
2) Search for “MY3 - Support Network”
3) Touch the app icon your device
4) Then wait “install”
5) You should now access the MY3 app on your device

Android Download Instructions
1) Touch the Google Play Store
2) Search for “MY3 - Support Network”
3) Touch the app icon your device
4) Tap “INSTALL” to accept the app permissions
5) You should now access the MY3 app 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 hotlines will be ready to help you, and can connect you to other local services.

Superior Region (North of San Francisco Bay Area)
WellSpace Health Suicide Crisis Line: 1.800.348.3111
Suicide Prevention & Crisis Services of Napa County: 1.530.754.5900

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: 1.800.832.2900
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: 1.855.579.6390

Central Coast
Transitions Mental Health Association San Luis Obispo Hotline: 1.800.783.6007
Family Services Agency of the Central Coast Crisis Line: 1.877.665.5433

Central Valley
Kingsview Central Valley Suicide Prevention Hotline: 1.888.596.5991
Kern County Mental Health Department Crisis Services: 1.800.995.5372

Southern California
Cullin High’s Suicide Prevention Hotline: 1.877.727.4747
OpusHealth San Diego Access & Crisis Line: 1.888.734.7340

Serving California
Institute on Aging’s Friendship Line (for older adults): 1.800.973.0056
Teenvolunteerline (for Lesbian, Gay, Bisexual, Transgender, or Questioning Youths): 1.866.488.7366
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 Google Play
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:

Theresa Ly

tly@edc.org

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!