Introducing:
MY3 Suicide Prevention Mobile App

Hosted by the Know the Signs Campaign

www.suicideispreventable.org

www.my3app.org

November 19th, 2013

Presenter: Theresa Ly
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**
WHY DID WE INVEST IN MOBILE APP TECHNOLOGY?
The **majority** of Americans now use a smartphone

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<thead>
<tr>
<th></th>
<th>Adults</th>
<th>Youth</th>
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<tbody>
<tr>
<td>Uses smartphone</td>
<td>56%</td>
<td>40%</td>
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<tr>
<td>Accesses internet primarily through smartphone</td>
<td>15%</td>
<td>25%</td>
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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
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
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
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 if you are 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 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 resources so you can help yourself stay safe. 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

PHONE DEVICE INSTRUCTIONS
1. Reach the App Store icon on your phone.
2. Search for “MY3 - Support Network”.
3. Touch the item on your devices "free".
4. Touch "their phone".
5. Touch the app on your device twice.
6. Touch "Release" to accept your permissions.
7. Touch the app on your devices "free".
8. Touch the app on your device twice.
9. Touch "Release" to accept your permissions.
10. Touch the app on your device twice.

MY3APP.ORG

FIND YOUR NEAREST CALIFORNIA CRISIS HOTLINE

California has a number of crisis centers with hotlines so we can provide you with 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: 1.530.756.5800

SAN FRANCISCO BAY AREA

Family Services Agency of Marin North Bay Suicide Prevention Hotline: 1.855.587.6377
San Francisco Suicide Prevention Crisis Line: 1.415.781.0500
Costa County Crisis Center Hotline: 1.800.833.9900
Crisis Support Services of Alameda County Crisis Hotline: 1.800.309.2131
Santa Clara County Suicide & Crisis Hotline: 1.855.278.6204
Star Vista Crisis Hotline: 1.860.579.0350

CENTRAL COAST

Transitions Mental Health Association San Luis Obispo Hotline: 1.800.786.0407
Family Services Agency of the Central Coast Crisis Line: 1.877.663.5433

CENTRAL VALLEY

Kings County Mental Health Department Crisis Services: 1.800.991.5272

SOUTHERN CALIFORNIA

Dii-Hirsch Suicide Crisis Line: 1.877.727.4747
OpenHealthSan Diego Access & Crisis Line: 1.888.734.7240

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
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.TALK.TALK and 988) are there to help you. These numbers are pre-loaded on MY3.

(REGION/ORGANIZATION NAME HERE): Your local crisis hotline is always available to provide free crisis counseling 24 hours a day, 7 days a week. Consider including them as one of your contacts on MY3. Their toll-free number is (TOLL-FREE NUMBER HERE).

BUILD YOUR SAFETY PLAN: Customize your safety plan by identifying your warning signs, coping strategies, distractions and personal network so you can help yourself stay safe. Help keep checking your safety plan Talk to your mental health care provider. Also, you can always call the National Suicide Prevention Lifeline (1.800.TALK.TALK and 988) 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 additional resources are listed in MY3.

MY3APP.ORG

PHONE DOWNLOAD INSTRUCTIONS
1) Touch the App Store icon on your iPhone
2) Touch the “MY3 - Support Network”
3) Touch the app on your device icon
4) Touch “Install”
5) You should now have the MY3 app on your iPhone

ANDROID DOWNLOAD INSTRUCTIONS
1) Touch the Google Play Store
2) Search for “MY3 - Support Network”
3) Touch the app on your device icon
4) Tap “Install” to accept the app permissions
5) You should now have the MY3 app on your device
Providing feedback about MY3

- For any technical issues and general feedback regarding MY3, please email feedback@my3app.org

- Consider writing a positive comment 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 other 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 or if you would like to request a presentation about MY3 for your organization, please contact:

Theresa Ly

916.494.9616