

# Introducing: MY3 Suicide Prevention Mobile App

Hosted by the *Know the Signs* Campaign

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

[www.my3app.org](http://www.my3app.org)

November 19<sup>th</sup>, 2013

Presenter: Theresa Ly

# 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**

# 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



# 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



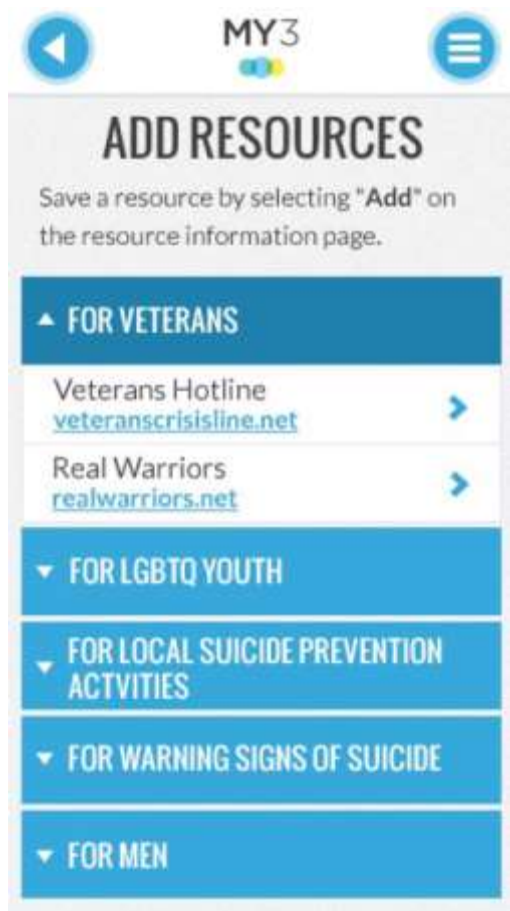
- Main page
- Add **3 primary contacts**
- Pre-loaded with buttons to call National Suicide Prevention Lifeline and 911

# 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


Visit [www.MY3App.org](http://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 Hotline (1.800.273.TALK [8255]) and 911 are there to help you. These numbers come pre-installed on MY3.

The National Suicide Prevention Hotline 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 rewrites to 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 Hotline (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) Touch the app on your device touch screen
- 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) Touch the app on your device touch screen
- 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  
**1.800.823.2900**  
Crisis Support Services of Alameda County Crisis Hotline  
**1.800.309.2131**  
Santa Clara County Suicide & Crisis Hotline  
**1.855.276.4204**  
Scar 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  
**1.877.463.5432**

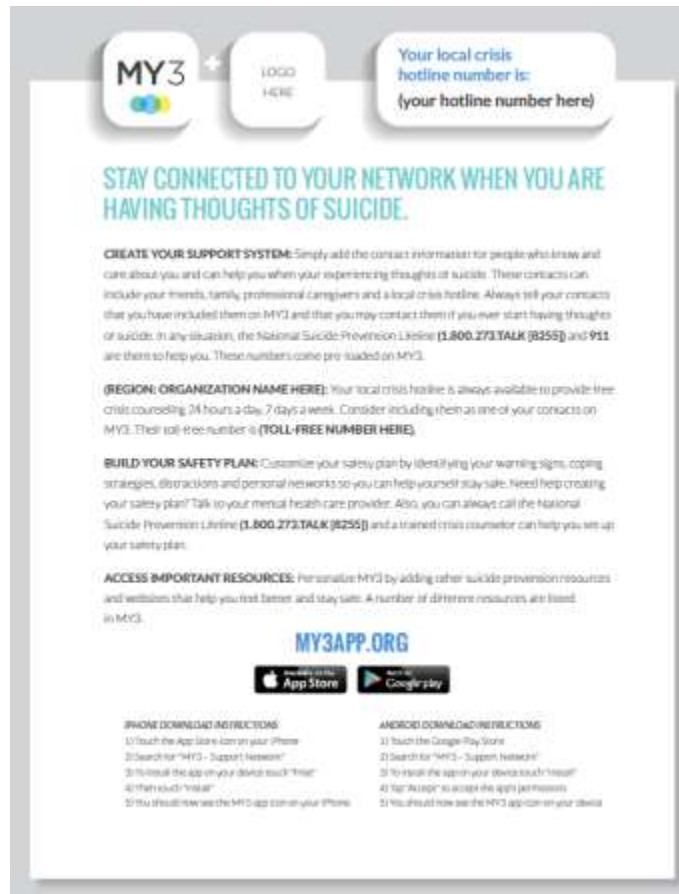
**CENTRAL VALLEY**  
Kingsview Central Valley Suicide Prevention Hotline  
**1.888.506.5991**  
Kern County Mental Health Department Crisis Services  
**1.800.991.5272**

**SOUTHERN CALIFORNIA**  
Dick Hirsch Suicide Crisis Line  
**1.877.727.4747**  
OpenHealth 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**



# Marketing MY3



The graphic features a light blue header with the MY3 logo and a 'LOGO HERE' placeholder. Below this, a white box contains the text 'Your local crisis hotline number is: (your hotline number here)'. The main body of the graphic is white with a light blue border and contains the following text:

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



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**(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 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.

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# Providing feedback about MY3

- For any technical issues and general feedback regarding MY3, please email [feedback@my3app.org](mailto: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](mailto:feedback@my3app.org)
- Share MY3 website ([www.my3app.org](http://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