Pain Isn’t Always Obvious
Suicide Is Preventable.org

Messaging for Suicide Prevention
Introductions

Sandra Black
Yolo, CA

Tawny Porter
Alameda, CA

Jana Sczersputowski
San Diego, CA

Stan Collins
San Diego, CA
Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.

Know the Signs >> Find the Words >> Reach Out
Welcome!

• Please **mute** your line

• If you have a **question, technical problem or comment**, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel.
“Suicide Prevention and intervention require constant vigilance.”
### Correct Terminology

<table>
<thead>
<tr>
<th>Use</th>
<th>Don’t Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>“died by Suicide” or “took their own life”</td>
<td>“committed suicide”</td>
</tr>
<tr>
<td></td>
<td>Note: Use of the word commit can imply crime/sin</td>
</tr>
<tr>
<td>“attempted suicide”</td>
<td>“successful” or “unsuccessful”</td>
</tr>
<tr>
<td></td>
<td>Note: There is no success, or lack of success, when dealing with suicide</td>
</tr>
</tbody>
</table>
What are the causes of Suicide?

Cause: A reason for an action or a condition
Werther v. Papageno Effects

Certain presentations on the topic of suicide may influence a vulnerable person towards suicidal behavior.

But positive messaging about suicide prevention may have protective effects such as coverage of positive coping in adverse circumstances, or information about resources.
Effective Messaging on Suicide Prevention

Key Considerations:

What messages are we using?

What messages are we sending?

Why? Who is the audience?

SuicidePreventionMessaging.org
Safe and Effective Messaging

Safe and Effective Messaging for Suicide Prevention

This document offers evidence-based recommendations for creating safe and effective messages to raise public awareness that suicide is a serious and preventable public health problem. The following list of “Do’s” and “Don’ts” should be used to assess the appropriateness and safety of message content in suicide awareness campaigns. Recommendations are based upon the best available knowledge about messaging. They apply not only to awareness campaigns, such as those conducted through Public Service Announcements (PSAs), but to most types of educational and training efforts intended for the general public.

These recommendations address message content, but not the equally important aspects of planning, developing, testing, and disseminating messages. While engaged in these processes, one should seek to tailor messages to address the specific needs and help-seeking patterns of the target audience. For example, since youth are likely to seek help for emotional problems from the Internet, a public awareness campaign for youth might include Internet-based resources.

The Do’s—Practices that may be helpful in public awareness campaigns:

- Do emphasize help-seeking and provide information on finding help. When recommending mental health treatment, provide concrete steps for finding help. Inform people that help is available through the National Suicide Prevention Lifeline (1-800-273-TALK [8255]) and through established local service providers and crisis centers.

- Do emphasize prevention. Reinforce the fact that there are preventative actions individuals can take if they are having thoughts of suicide or know others who are or might be. Emphasize that suicides are preventable and should be prevented to the extent possible.

- Do list the warning signs, as well as risk and protective factors of suicide. Teach people how to tell if they or someone they know may be thinking of harming themselves. Include lists of warning signs, such as those developed through a consensus process led by the American Association for Suicidology (AAS). Messages should also identify protective factors that reduce the likelihood of suicide and risk factors that heighten risk of suicide. Risk and protective factors are listed on pages 35-36 of the National Strategy for Suicide Prevention.

- Do highlight effective treatments for underlying mental health problems. Over 90 percent of those who die by suicide suffer from a significant psychiatric illness, substance abuse disorder or both at the time of their death. The impact of mental illness and substance abuse as risk factors for suicide can be reduced by access to effective treatments and strengthened social support in an understanding community.
22 VETERANS COMMIT SUICIDE EVERY DAY

90% of those who died by suicide had a diagnosable psychiatric disorder.

{SUICIDE} IS 100% PREVENTABLE
RECOMMENDATIONS FOR REPORTING ON SUICIDE

1. PROVIDE A SUICIDE PREVENTION RESOURCE
   - Always include a prevention resource, for instance:
     - San Diego Access and Crisis Line: (888) 724-7240
     - Mental Health and Suicide Prevention Resources: Up2SD.org
   - Offer a description of the resources you provide

2. WARNING SIGNS AND RISK FACTORS
   - Include more than one warning sign or risk factor for suicide
     (warning signs on back)
   - Consider the fact that many risk factors can contribute to suicide

3. AVOID INFORMATION ABOUT SUICIDE METHOD
   - Avoid giving details about how the suicide was carried out
   - Avoid specific details about the weapon that was used

4. FOCUS ON COMPLEXITY OF SUICIDE
   - Make a broad statement about the complexity of suicide.
   - Avoid mentioning only one preceding event; don’t over-simplify.
     There is no easy answer.
   - Avoid speculation – rarely do we ever truly know the causes.

5. AVOID SENSATIONAL LANGUAGE
   - Use objective language (Avoid terms like “crazy” and “psycho”)
   - Use reliable data to describe suicide. Refrain from including statistics
     that make suicide seem common, normal or acceptable.
   - Maintain a hopeful tone

Provided on behalf of the San Diego County Suicide Prevention Council.
Messaging on Suicide Prevention: Key Principles

• Provide a suicide prevention resource
• Educate: Discuss warning signs and risk factors
• Create a positive narrative (Use positive images/statistics)
• Avoid over-simplifying
• Avoid information about suicide method
• Avoid “normalizing” statistics
Considerations for Messaging:

Provide a suicide prevention resource is one of most important components when messaging about suicide or suicide prevention.

Anyone who has suicidal thoughts or is in an emotional crisis can talk to counselors at the National Suicide Prevention hotline, (800) 273-8255 or the San Diego Access & Crisis hotline at (888) 724-7240.
Considerations for Messaging: Discuss warning signs and risk factors

Most people show one or more warning signs, so it is important to know the signs and take them seriously...

Especially if a behavior is new or has increased and if it seems related to a painful event, loss, or change.
Considerations for Messaging:
Create a Positive Narrative

• Share stories highlighting suicide PREVENTION
• Instead of sharing statements of suicide deaths/attempts, share information about helping seeking.
  • For example: In 2011, 105,142 calls to the National Suicide Prevention Lifeline were made from California.
• Last year, over 5,000 people attended suicide prevention trainings in San Diego County.
Considerations for Messaging: Avoid “normalizing” statements

Don’t normalize suicide by presenting it as a common event (e.g. epidemic)

Most people who consider suicide do not act on those thoughts.

Presenting suicide as common may unintentionally remove a protective bias against suicide.
Considerations for Messaging:
Avoid over-simplifying the “causes” of suicide, or pointing to a single event as “the cause”

Rather than offering single reasons for suicide (breakup, job loss, etc.), frame suicide as a complex issue influenced by multiple factors.

Oversimplification of suicide can mislead people to believe that it is a normal response to fairly common life circumstances.
Considerations for Messaging: Avoid detailed descriptions of method

• Avoid sharing details about how the suicide was carried out such as specific details about weapon or means used, location of wound, or the location of the incident.

Rashaan Salaam, Heisman Trophy winner and former Chicago Bear, committed suicide with gunshot to head
Suicide Prevention Week 2017
#BeThe1To Know the Signs. Find the Words. Reach Out.

Each Mind Matters: California’s Mental Health Movement supports that suicide prevention matters!

#BeThe1To
Know the Signs. Find the Words. Reach Out
Suicide Prevention Week: September 10-16, 2017  World Suicide Prevention Day September 10, 2017

Suicide Prevention Month 2017
#BeThe1To Know the Signs. Find the Words. Reach Out.

Each Mind Matters: California’s Mental Health Movement supports that suicide prevention matters!

Know the Signs >> Find the Words >> Reach Out
Suicide Prevention Week 2017

The toolkit includes:

• Suicide Prevention Tools & Resources
• Social Media Posts
• Resources and Activity Ideas for Men
• Resources and Activity Ideas for Youth & Schools

The toolkit can be found and **downloaded** at EachMindMatters.org
San Luis Obispo County Behavioral Health Department

The Behavioral Health Department is proud to join Transitions Mental Health Association, the San Luis Obispo Suicide Prevention Council, and the Board of Supervisors, in declaring September “Suicide Prevention Awareness Month” in SLO County!
#SuicidePreventionMonth2016
#knowthesigns #findthewords
#SPAW2016

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

---

In the Toolkit:
- Proclamation Template
- Drop In Articles
- Email Template
- Activity Tip Sheet
- Messaging Handout

Suicide Prevention Activity Tip Sheet

Suicide Prevention Week 2016

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

In collaboration with Each Mind Matters, the Know the Signs Suicide Prevention Campaign and the California Mental Health Services Authority, the Department of Behavioral Health (DBH) recognizes and promotes Suicide Prevention Week from September 5 – 11, 2016.

Each day during this week, DBH’s Public Information Office will web blast an informative message and activity (provided by Each Mind Matters) that you can participate in so that you may be informed, encouraged and perhaps start a personal conversation about suicide prevention.

Thank you for your participation!

---

Templates

San Luis Obispo County Behavioral Health Department

September 13 at 2:47 pm - San Luis Obispo, CA

The Behavioral Health Department is proud to join Transitions Mental Health Association, the San Luis Obispo Suicide Prevention Council, and the Board of Supervisors, in declaring September “Suicide Prevention Awareness Month” in SLO County!
#SuicidePreventionMonth2016
#knowthesigns #findthewords
#SPAW2016

---

In the Toolkit:
- Proclamation Template
- Drop In Articles
- Email Template
- Activity Tip Sheet
- Messaging Handout

Suicide Prevention Activity Tip Sheet

Suicide Prevention Week 2016

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

In collaboration with Each Mind Matters, the Know the Signs Suicide Prevention Campaign and the California Mental Health Services Authority, the Department of Behavioral Health (DBH) recognizes and promotes Suicide Prevention Week from September 5 – 11, 2016.

Each day during this week, DBH’s Public Information Office will web blast an informative message and activity (provided by Each Mind Matters) that you can participate in so that you may be informed, encouraged and perhaps start a personal conversation about suicide prevention.

Thank you for your participation!

---

Templates

San Luis Obispo County Behavioral Health Department

September 13 at 2:47 pm - San Luis Obispo, CA

The Behavioral Health Department is proud to join Transitions Mental Health Association, the San Luis Obispo Suicide Prevention Council, and the Board of Supervisors, in declaring September “Suicide Prevention Awareness Month” in SLO County!
#SuicidePreventionMonth2016
#knowthesigns #findthewords
#SPAW2016

---

In the Toolkit:
- Proclamation Template
- Drop In Articles
- Email Template
- Activity Tip Sheet
- Messaging Handout

Suicide Prevention Activity Tip Sheet

Suicide Prevention Week 2016

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

In collaboration with Each Mind Matters, the Know the Signs Suicide Prevention Campaign and the California Mental Health Services Authority, the Department of Behavioral Health (DBH) recognizes and promotes Suicide Prevention Week from September 5 – 11, 2016.

Each day during this week, DBH’s Public Information Office will web blast an informative message and activity (provided by Each Mind Matters) that you can participate in so that you may be informed, encouraged and perhaps start a personal conversation about suicide prevention.

Thank you for your participation!

---

Templates

San Luis Obispo County Behavioral Health Department

September 13 at 2:47 pm - San Luis Obispo, CA

The Behavioral Health Department is proud to join Transitions Mental Health Association, the San Luis Obispo Suicide Prevention Council, and the Board of Supervisors, in declaring September “Suicide Prevention Awareness Month” in SLO County!
#SuicidePreventionMonth2016
#knowthesigns #findthewords
#SPAW2016

---

In the Toolkit:
- Proclamation Template
- Drop In Articles
- Email Template
- Activity Tip Sheet
- Messaging Handout

Suicide Prevention Activity Tip Sheet

Suicide Prevention Week 2016

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

Suicide Prevention Week is a time to raise awareness about suicide prevention and to celebrate the lives of those who have lived through suicide prevention efforts.

In collaboration with Each Mind Matters, the Know the Signs Suicide Prevention Campaign and the California Mental Health Services Authority, the Department of Behavioral Health (DBH) recognizes and promotes Suicide Prevention Week from September 5 – 11, 2016.

Each day during this week, DBH’s Public Information Office will web blast an informative message and activity (provided by Each Mind Matters) that you can participate in so that you may be informed, encouraged and perhaps start a personal conversation about suicide prevention.

Thank you for your participation!
Partner with Take 5 to Save Lives

Actions to take:

- Link: [http://www.take5tosavelives.org/toolkit](http://www.take5tosavelives.org/toolkit)
- Become an official partner
- Share social media posts and graphics
- Share drop-in article
Share Content from #BeThe1To

Actions to take:

- Link: [http://www.bethe1to.com/join-the-movement/](http://www.bethe1to.com/join-the-movement/)
- Share social media posts and graphics using #BeThe1To
#BeThe1To #EachMindMatters

Know the Signs
Pain isn’t always obvious. You may sense something is wrong, but not realize how serious it is. Learn the warning signs for suicide and trust your instincts.

Find the Words
If you are concerned that someone is thinking about suicide ask them directly: “Are you thinking about suicide?”

Reach Out
Help is just a phone call away: 24 hours a day, 7 days a week. National Suicide Prevention Lifeline 1.800.273-TALK

Direct Change
Create 60-second films about suicide prevention and mental health. Raise awareness, change conversations, win prizes. Open to youth ages 14-25.

#BeThe1To

Suicide is preventable. Tough Times call for Tough Conversations. If you are concerned about a man in your life- father, brother, husband, buddy or co-worker- trust your instincts and learn the warning signs for suicide.

#BeThe1To

September 10-16 is Suicide Prevention Week and September 10 is World Suicide Prevention Day. suicideispreventable.org
San Bernardino County utilized the social media posts included in the Suicide Prevention Toolkit.

San Bernardino County Department of Behavioral Health
September 6 at 1:32pm

Pain isn’t always obvious. Most suicidal people show some signs that they are thinking about suicide. If you see even one warning sign, step in or speak up. Take the time to learn what to do now, so you’re ready to be there for a friend or loved one when it matters most. http://bit.ly/S9CbfP #NSPW16 #suicidepreventionweek #sbccounty Each Mind Matters

Suicide Prevention Awareness | Know the Warning Signs of Suicidal Behavior

Although the warning signs of suicide can be subtle, they are there. By recognizing these signs, knowing how to start a conversation and where to turn for help, you...
Los Angeles County

Los Angeles Unified School District featured the suicide prevention week toolkit on their website.
**Coffee Connections & Coaster Conversations**

Pain isn’t always obvious. Even surrounded by family and friends someone can feel isolated and alone; even successful in school and at work, someone can feel hopeless and without purpose; even with a smile on their face, someone can feel deep sadness and depression on the inside.

During September we emphasize that everyone can play a role in suicide prevention. This is an opportunity to learn the warning signs for suicide, find the words to express concerns to those we care about, connect with our friends, family and co-workers, and reach out for help.

During Suicide Prevention Week:

- Ask a local coffee shop to use the Know the Signs branded coffee sleeves.
- Ask local restaurants and bars to hand-out the Know the Signs branded coasters.

Take a picture and share it with the name of the business on your social media channels using #EachMindMatters and #Bethe1to
As part of their Suicide Prevention Month activities, Humboldt County implemented a community outreach campaign effort to local businesses utilizing Know the Signs coasters and a Know the Signs customized coffee sleeve.

- 3,750 coffee sleeves were disseminated. One local Starbuck’s branch distributed 200 on World Suicide Prevention Day.
- 14,000 drink coasters
- Posters with tear offs have been distributed in open door clinics, family resource centers, county offices and more.
Know the Signs >> Find the Words >> Reach Out
Men in the Middle Years

GET A FEW THINGS OFF YOUR HAIRY CHEST.

RESOURCES

LIFELINE CRISIS CHAT
The Lifeline Crisis Chat is a place to talk about problems and stress that may be difficult to talk about anywhere else. It's a place to find nonjudgmental support and help through a difficult time.

ONWARD!

TESTIMONIALS: JOE: ADDICTION
A first person look at addiction and recovery.

GENTLEMENTAL HEALTH® 101
Although men in the middle years (MIMY)—that is, men 35–64 years of age—represent 19 percent of the population of the United States, they account for 40 percent of the suicides in this country. The number of men in this age group and their relative representation in the U.S. population are both increasing.

Men in the Middle Years

• In the past decade, the rate and number of suicides among adults aged 35-64 increased by almost one third (28%).
• Although men in the middle years represent 19% of the U.S. population, they account for 40% of suicide deaths.


• In 2013 there were 3,990 suicide deaths in California. More than 75% of those deaths (3,054) were men.
• Among the men who died, more than one-third were between the ages of 45-64.

-California Department of Public Health EpiCenter data
Means Matter

Means/Methods of Suicide, California, 1993-2013

- Firearms (45,385)
- Hanging/Suffocation (18,286)
- Poisoning (14,202)
- Other
Means and Men

Means/Methods of Suicide, California, 1993-2013

Focus: Men in the Middle Years

Means/Methods of Suicide, California, 1993-2013

Know the Signs >> Find the Words >> Reach Out
The Gun Shop Project is a collaborative effort to engage gun shop and firing range owners, their employees and their customers on preventing suicide, the number one type of firearm death in the U.S.

In the Toolkit:
- Tip sheet for implementing a gun shop project locally
- Tip sheets for dealers and range owners
- “11 Commandments of Firearm Safety” brochure
- Customizable poster to distribute to gun shops and ranges
The 11 Commandments of Firearm Safety

**A Community Collaboration:** Supporting and promoting the traditional "10 Commandments of Firearm Safety", this brochure offers one more:

When someone in the home is experiencing a mental health crisis, removing firearms from the environment, even temporarily, may save a life.
Know the Signs >> Find the Words >> Reach Out

Solano County

THE 10 COMMANDMENTS OF GUN SAFETY

For 24 Hour SUICIDE PREVENTION, call National Suicide Prevention Lifeline:
(800) 273-TALK (8255)  
http://www.suicideprevention.org

For 24/7 CRISIS SERVICES, call the Solano County Crisis Stabilization Unit
2301 Courage Drive, Fairfield
(707) 428-1131

Mental Health Access
(500) 547-0905
School-based Activities

- Host a suicide prevention gatekeeper training for parents
- Host a screening of Directing Change films for youth/parents
- Share the Directing Change Suicide Prevention Prezi presentation with students
- Discuss current efforts to address AB2246
www.DirectingChange.org

The Empty Seat
https://www.youtube.com/watch?v=2JnSSZOJDVM&feature=youtu.be

Rising UP
https://youtu.be/aR7Rgo6tPU0

My Friend Tyler
https://youtu.be/gq4B8tB84io

Speak Out
https://youtu.be/17OYLzMV8_g

This isn’t the End
https://youtu.be/saUmM8_LXYY

www.DirectingChange.org

Know the Signs >> Find the Words >> Reach Out
Please view and download the amazing films created by our young and talented film makers and check out this tip sheet for ideas to use the films. You can also contact us to receive a DVD with the films and please let us know how you are using the films!

**Films by County**

**Films for Diverse Communities**
As part of Suicide Prevention “Month” efforts in San Diego County, NAMI San Diego hosted a films screening and informational meeting about Directing Change at a local high school. The event featured green ribbons, prizes and a mix of speakers. In addition the Board of Supervisor recognized students and declared “Directing Change Day”.

San Diego County
Know the Signs is a statewide suicide prevention social marketing campaign with the overarching goal to increase Californians’ capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.
PAIN ISN’T ALWAYS OBVIOUS.

Every day friends, family and co-workers suffer from the invisible wounds of emotional pain. Talking about this pain, feelings of suicide or the need for help may be too difficult and although their pain may go unseen most people thinking of suicide show some type of signs. They may be subtle, but they are there.

By recognizing those signs, finding the words, and reaching out you have the power to make a difference, and the power to save a life.
Tools and Resources

A wide range of mental health and suicide prevention educational resources are available for diverse communities across the lifespan:

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle aged men
- Native American
- Spanish-speaking
- Vietnamese
- Russian (coming soon)
- Punjabi

Suicide Prevention Resources: yourvoicecounts.org
Mental Health Resources: info@eachmindmatters.org
• MY3 mobile app
• Training Resource Guide for Suicide Prevention in Primary Care Settings (Train the Trainer)
• Making Headlines: Preparing you to reach out and respond to local media for suicide prevention
• Pathways to Purpose and Hope: A guide to create a sustainable program for survivors of suicide loss
• How to use social media for suicide prevention
The Each Mind Matters Shop provides promotional and educational materials for supporting California’s Mental Health Movement. If you would like to order materials with a Purchase Order, please review the Purchase Order Process. If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.
If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience!

http://www.eachmindmatters.org/events/

To order suicide prevention materials and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store
For questions email: info@suicideispreventable.org

To access the toolkit online:
http://www.eachmindmatters.org/get-involved/spread-the-word/