

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable.org

Resources & Activities for Suicide Prevention Week 2018



WELLNESS - RECOVERY - RESILIENCE



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

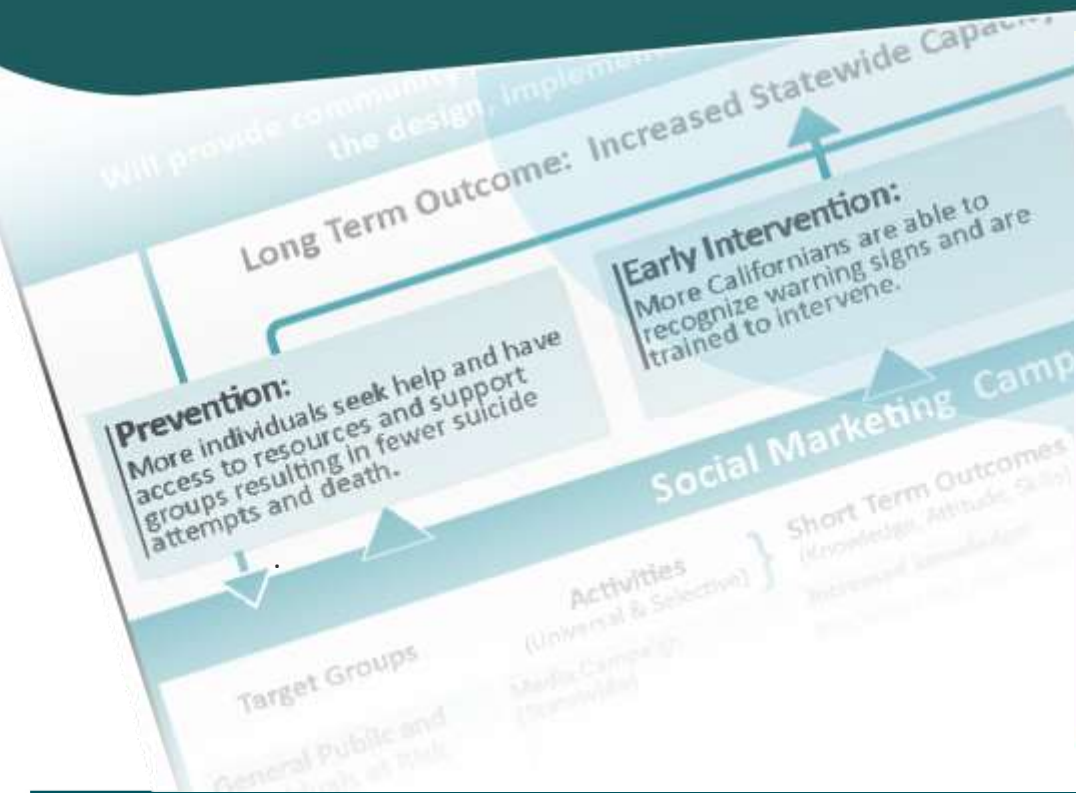
Welcome!

- 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



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.

KNOW THE SIGNS



50%

Californians were exposed to the Know the Signs campaign that was rated by an expert panel to be **aligned with best practices** and one of the best media campaigns on the subject.

"The results provide further evidence that the **Know the Signs** campaign is making Californians **more confident in their ability to intervene** with someone at risk of suicide."
(RAND Corporation, 2015)

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.

- Start
- Know
- Find
- Reach
- Share

RECOGNIZE THE
WARNING SIGNS

[Read On](#) +

LEARN HOW TO
HAVE A CONVERSATION

[Get Started](#) +

REACH OUT FOR
ADDITIONAL RESOURCES

[Learn More](#) +

SPREAD THE WORD



[Media](#) | [About](#) | [Contact Us](#)

suicideispreventable.org

elsuicidioesprevenible.org



- MY3 mobile app (my3app.org)
- 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



Working Together to Prevent Suicide

Suicide Prevention Week September 9 - 15, 2018 World Suicide Prevention Day September 10, 2018



suicideispreventable.org

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

Suicide Prevention Month 2018

Working Together to Prevent Suicide



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

Suicide Prevention Month 2018

Know the Signs. Find the Words. Reach Out.



suicideispreventable.org



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

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

Suicide Prevention Week 2018

The toolkit includes:

- Suicide Prevention Tools
- Social Media Posts
- Messaging and Working with the Media
- Suicide Prevention in the Workplace
- Young Latinas and Resources in Spanish
- Activities and Resources for Schools, Parents and Youth

The toolkit can also be found and **downloaded** at EachMindMatters.org by first going to Get Involved and then clicking on Spread the Word.

Direct Link: www.eachmindmatters.org/SPW2018

Mental Health

Stories

Get Involved

Events

Resources

Blog



Templates



San Luis Obispo County Behavioral Health Department

September 13 at 2:47pm · 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



Online Toolkit:

- Proclamation Template
- Activity Tip Sheet
- Drop In Articles
- Email Templates
- Social Media Posts
- Messaging Handout



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

Activity: Coffee and Coasters

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.



Partner with Take 5 to Save Lives



Actions to take:

- Link: <http://www.take5tosavelives.org/toolkit>
- Become an official partner
- Share social media posts and graphics
- Share drop-in article



Young Latinas and Resources in Spanish



Online Toolkit:

- Banners
- Data Briefing and Talking Points
- Spanish Resource Hand-Out
- Radio and TV Spot
- Drop In Article
- Email Templates
- Social Media Posts

Preventing Suicide Among Latinas

- Local approaches should be designed with both with Latinas and their families in mind.
- Preventative measures should include increasing awareness of suicide warning signs, developing safe places for Latinas to express themselves that help them navigate acculturation and cultural dissonance.



Trabajando Juntos Para Prevenir el Suicidio

Semana de Prevención del Suicidio, 9 a 15 de septiembre de 2018 Día mundial de Prevención del Suicidio, 10 de septiembre de 2018



RECONOZCA
LAS SEÑALES

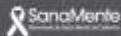
elsuicidio.esprevenible.org



SanaMente: ¡El Movimiento de Salud Mental de California apoya la importancia de prevenir el suicidio!

Semana de Prevención del Suicidio 2018

Trabajando Juntos Para Prevenir el Suicidio



RECONOZCA
LAS SEÑALES

elsuicidio.esprevenible.org



SanaMente: ¡El Movimiento de Salud Mental de California apoya la importancia de prevenir el suicidio!

Mes de Prevención del Suicidio 2018

Reconozca las Señales. Escuche y Dialogue. Busque Ayuda.



RECONOZCA
LAS SEÑALES

elsuicidio.esprevenible.org



SanaMente: ¡El Movimiento de Salud Mental de California apoya la importancia de prevenir el suicidio!

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

Website

Reconozca las señales >> Escuche y Dialogue >> Busque Ayuda

OBTEGA AYUDA AHORA

RECONOZCA LAS SEÑALES

El sufrimiento no siempre se nota, pero la mayoría de las personas suicidas muestran algunas señales de lo que están pensando. Si observa aunque sea una de estas señales, actúe o diga algo inmediatamente ahora para informarse de lo que tendrá que hacer. Estar preparado para ayudar a un amigo en un momento crucial como este.

Escoja una categoría

1 2 3

"Un amigo decía cosas como: 'No aguanto más, quiero acabar con todo.'"

Expresan el deseo de morirse o de suicidarse

Dicen cosas vagas o sutiles.

Comportamiento imprudente

Ponen sus asuntos en orden

Alteración del sueño

Regalo de pertenencias

Ansiedad

Sentirse sin esperanza, desesperado y atrapado

Cambios repentinos de humor

Aislamiento

Sentirse inútil

Sentimiento de culpa o enojo

Expresan el deseo de morirse o de suicidarse

Uso de alcohol o drogas

Comportamiento imprudente

COMPARTA LA INFORMACIÓN

Medios de Comunicación | Sobre Nosotros | Contáctenos | Resource Center | English

TV and Radio Spots

Radio ad:

<https://emmresourcecenter.org/resources/spanish-radio-que-harias-si-supieras-what-would-you-do-if-you-knew>



30 Second TV ad:

<https://emmresourcecenter.org/resources/spanish-tv>



ACTIVITY: Lotería or Bingo

<p>GRATIS</p>			<p>Con un tratamiento adecuado, el 70-90% de las personas que viven con un reto de salud mental se pueden recuperar</p>
	<p>Las personas que manejan sus retos de salud mental pueden llevar vidas felices</p>	 <p>www.sanamente.org</p>	
		 <p>www.ponteenmiszapatos.org</p>	<p>1.888. 628.9454</p>
	<p>www. <u>Elsuicidio</u> esprevenible. org</p>	<p>El sufrimiento no siempre se nota</p>	

Engaging Youth

The 2018
Directing Change
Program and Film Contest



SanaMente

Únete a SanaMente, el movimiento de salud mental de California.

JÓVENES ESTÁN INVITADOS A **CREAR PELÍCULAS EN ESPAÑOL DE 30 SEGUNDOS** SOBRE SALUD MENTAL. SERA ELEGIBLE PARA GANAR HASTA \$1,000 EN PREMIOS Y RECONOCIMIENTO. LAS PELÍCULAS SE USARÁN PARA PROMOVER LA SALUD MENTAL EN LAS **COMUNIDADES HISPANOHABLANTES DE CALIFORNIA.**

LAS PELÍCULAS DEBEN PRESENTARSE EL 1 DE MARZO DE 2018.

 **SanaMente**
Movimiento de Salud Mental de California

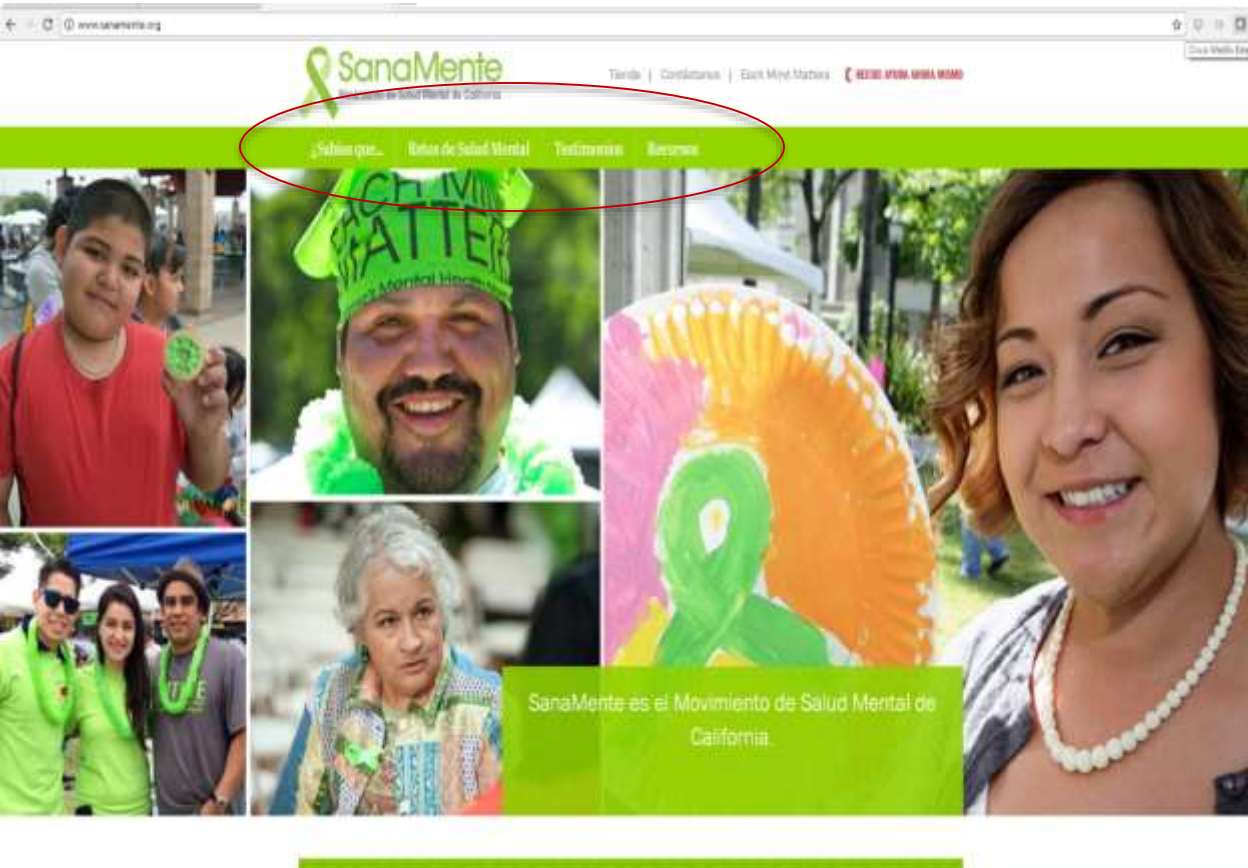


Visit www.DirectingChangeCA.org

Financiado por fondos a través de la Ley de Servicios de Salud Mental (Propuesta 63), aprobada por votantes.

SanaMente Mental Health Resources

<http://www.sanamente.org/>



- ¿Sabías que...
Did you know...?
- Retos de Salud Mental
Mental Health Challenges
- Testimonios
Personal Stories
- Recursos
Resources



SanaMente Mental Health Resources: Retos de Salud Mental / Mental Health Challenges

<http://www.sanamente.org/retos/>

SanaMente
Movimiento de Salud Mental de California

Tiende | Donaciones | Doné Mi Vida Mentera | [¡NECESITO AYUDA AHORA MISMO!](#)

¿Sabías que... **Retos de Salud Mental** Testimonios Recursos

Todos enfrentamos retos en nuestra salud mental a lo largo de nuestras vidas. De hecho, la mitad de nosotros enfrentará algún reto de salud mental en el transcurso de nuestras vidas. Lamentablemente, muchas veces estos retos pueden empeorarse y require mayor atención. Sin embargo, hay buenas noticias. Los tratamientos para los retos de salud mental pueden ser efectivos y la recuperación también ocurre. Todos podemos hacer algo para ayudarnos a nosotros mismos o a otras personas. Sigue leyendo para obtener más información sobre los retos de salud mental y cómo encontrar ayuda.

SanaMente / Retos de Salud Mental / ¿Qué es la depresión?

¿Qué es la depresión?

La depresión es una enfermedad real y frecuente que afecta no solo a quien la padece si no también a la familia. La depresión es la causa principal de incapacidad entre los principales grupos étnicos y raciales de los Estados Unidos, en especial entre los jóvenes latinos. Es más que la sensación de estar triste o aburrido durante unos días.

La depresión es una enfermedad grave que necesita tratamiento. Sin tratamiento adecuada los sentimientos asociados con la depresión no desaparecen si no que persisten e interfieren con las actividades de la vida diaria, las relaciones con la familia, amigos y con compañeros de trabajo y/o escuela.

Depresión

Todos nos sentimos tristes de vez en cuando, pero estos sentimientos generalmente desaparecen después de unos días. Cuando una persona padece de depresión, estos sentimientos en su vida duran durante semanas.

[Aprende más](#)

Ansiedad

Las personas con ansiedad o ataques de ansiedad responden a ciertos estímulos por ejemplo, aviones, lugares, etc.) o situaciones por ejemplo, lugares altos o cerrados con ruidos y terrores a veces extremos.

[Aprende más](#)

Prevención del suicidio

El suicidio genera sentimientos de culpa, aislamiento y pérdida reconocibles para las personas, familias y comunidades de todo el país. Pero el suicidio se puede prevenir: entonces es importante saber qué hacer.

[Aprende más](#)

Trauma

Hay eventos o eventos traumáticos en nuestra vida en los que nos damos cuenta que no sabemos cómo manejar. Nos llegan por sorpresa y no estamos preparados para enfrentarlos. Estos eventos nos pueden causar emociones fuertes y hasta traumas.

[Aprende más](#)

Abuso de alcohol y/o sustancias

¿Conoces a alguien que abuse de las drogas o el alcohol? ¿Cual es tu necesidad ayuda? La siguiente información lo ayudará a entender qué hacer o qué preguntas hacerle hacer si conoces a alguien que abuse de sustancias.

[Aprende más](#)

¿Cuáles son las señales y síntomas de la depresión?

- Tener sentimientos de tristeza profunda o "vacío" que dura al menos dos semanas, casi todos los días y casi todo el día
- Tener sentimientos de desesperanza, irritabilidad, ansiedad o culpa
- Perder el interés o placer en actividades que antes disfrutabas, como ir al cine o salir a comer y estar con familia o amigos
- Sentido muy cansado
- Tener dificultad para concentrarte o recordar detalles
- No poder dormir o dormir mucho
- Comer demasiado o no querer comer nada
- Tener pensamientos de muerte o suicidio, intentos de suicidio
- Tener dolores o molestias, dolores de cabeza, vómitos en el estómago (jirones) o problemas digestivos sin una causa física clara o que no mejoran ni con tratamiento

La depresión es un trastorno que afecta al cerebro. Existen varias causas, entre ellas factores genéticos, medioambientales, psicológicos y biológicos. La depresión por lo general se manifiesta por primera vez entre los 15 y los 30 años de edad y es más frecuente entre las mujeres. Además, las mujeres pueden padecer de depresión postparto luego del nacimiento de un bebé. Algunas personas sufren de trastorno afectivo estacional durante el invierno.

¿Cuáles son los diferentes tipos de depresión?

Existen varios tipos de depresión

Depresión grave:



SanaMente Mental Health Resources: Testimonios/Personal Stories

<http://www.sanamente.org/testimonios/?tipos-de-medio=video>

La Historia de Pedro y José



La Historia de Veronica



La Historia de Cristina



La Historia de Daniel



La Historia de Mercedes





SCHOOLS, PARENTS AND YOUTH



***“Suicide Prevention and intervention
require constant vigilance.”***

-Hayes Lewis, co-creator of Zuni Life Skills

Tips for Schools

1. Work with youth to host a **Suicide Prevention Activity**.
2. Host a **What I Wish My Parents Knew Event** to educate parents about suicide prevention and mental health.
3. Engage youth by **creating a film about suicide prevention** or by implementing a suicide prevention activity.
4. Create a **Suicide Prevention Hand-out** and distribute it to all staff.
5. Complete the **postvention checklist** for your school.

In the Toolkit:

- **What I Wish My Parents Knew Event Guide**
- **School-based Suicide Prevention Activity Tip Sheet**
- **Suicide Prevention One-Pager for School Staff**
- **Postvention: Responding to Suicide in your School Community**
- **Resources**

What I Wish My Parents Knew

Step by Step Guide for Hosting a *What I Wish My Parents Knew* Event

1 Form a Planning Committee

The planning committee should ideally include:

- Leadership from the district as well as school administration staff.
- Parents and youth. Engaging both parents and youth is important in order to gather information about what will help adapt the event to meet the needs of the culture of your school.
- Local subject matter experts: include experts from community-based organizations and behavioral health agencies when possible to better identify issues and resources in the community. For referrals, please contact Info@suicidepreventionable.org.

2 Send Out a Student Survey to Gain Input for Workshop Topics

Student input is the foundation of *What I Wish My Parents Knew* events. It is important to gather a diverse set of students to provide input to shape the event. For example, although including student groups such as ASB and Peer Counseling may be important since these groups work with a variety of students, many times these groups represent a fairly homogenous set of students.

- Consider use of online tools such as google surveys or survey monkey to conduct the survey.
- When gathering input from youth on topics related to their mental health, it is important to also provide resources. The survey should include a reminder of how to access support on campus, as well as in the community.

National Resources: Crisis Text Line: text "home" to 741-741
National Suicide Prevention Lifeline: 800.273.8255

3 Set a Date, Location, and Identify Speakers to Meet the Needs Expressed by Students

The events are intended to occur at least annually, preferably every semester. This allows for parents to attend multiple events and participate in each of the workshops over time.

- For the first event, consider utilizing a school that is central for the district. In subsequent events, consider rotating school sites to allow for more accessibility to parents around the district.
- Your district will want to identify individuals (preferably those already doing work in your district or at least in the school setting) to speak about the topics. Potential organizations to contact include your local county behavioral health agency, the National Alliance on Mental Illness, or the Trevor Project.

Sample Survey

(Insert High School/District Name) will be holding special events to further educate parents about challenges that students face in and out of school. Please thoughtfully consider the following topics and select which three would be essential for parents to know more about. Thank you!

- Handling Stress
- Suicide Prevention/Mental Health
- Substance Use/Abuse
- Pressures of Social Media
- Peer Pressure
- Managing Expectations
- Grades
- Dating/w/ Bullying/Harassment
- Other (allow for open ended responses)

Step by Step Guide for Hosting a *What I Wish My Parents Knew* Event

4 Student Presenters

As the title suggests, these events are centered around hearing from the youth perspective. To accomplish this, not only is it important to allow students to guide the topics covered in the breakout sessions, but it is vital to have youth co-present with subject matter experts during these sessions. During the workshops youth can offer insight into their experiences related to the topics.

There are a few considerations to keep in mind when identifying youth and young adults for the workshop presentations:

- For more trauma-related topics such as bullying and suicide prevention, it is vital to ensure the students who are tasked with presenting have strong support systems in place. Parent permission is key to this effort. You'll want to ensure all youth are recovering from the stressors and are in a "safe place" with their mental health.
- You can also consider recruiting youth and young adults who have recently graduated from the district.

5 Other considerations:

- Work with local organizations that reach youth and parents to assist with promotion of the events. This could include, but obviously is not limited to YMCAs, Boys and Girls Clubs, and Faith Institutions.
- Seek donations or funding to provide food for attendees at the event. Often the events will occur on a weeknight and parents will be coming straight from work. Pizza, water and cookies will be much appreciated.
- Consider opportunities for daycare and/or activities for older youth in case parents have concerns about leaving children at home. Engage students with providing these activities at the events.

Dear Parents,

It is no surprise that youth are carrying an enormous amount of stress these days. Many of us as parents and school staff would agree our youth are under more stress than we were at their ages. The American Psychological Association's "Stress in America" survey showed that not only are youth carrying more stress than they feel is healthy, the stressors and the bad habits that come with them are nothing less than stress at younger and younger ages.

To address the issues that youth are facing, and to help provide our children with the best support possible, we invite you to join us for a special event to discuss the issues they are facing. We recently sent a survey out to our students asking one simple question, "What do you wish your parents knew?" Our goal was to get honest feedback to gain a better understanding about what issues our youth are facing. We invited them to submit feedback and input on topics and issues that they would like to see discussed.

We invite you join us on [insert date] for the event "What I Wish My Parents Knew" which will feature multiple workshops on a variety of topics including [insert workshop topics]. In addition to the workshop sessions, we will have numerous community-based organizations in attendance to provide information on their programs and resources available to you.

The event is open to all parents within the district, and parents of younger children are encouraged to attend. Although the event is focused on parents, we will be providing childcare and will also host activities for "older" youth if you are not able to make other arrangements.

By coming together to discuss these important topics, we hope that as a community we can continue to better hear and answer the needs of our children.

We hope you will consider joining us.

(INSERT NAME/TITLE)

Staff Hand-Outs

Suicide Prevention: Recognizing Risk and Responding to Students

Warning Signs:

Warning signs are indications that someone may be in danger of suicide, either immediately or in the near future. **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.

[www.youthsuicidewarningsigns.org]

- Talking about or making plans for suicide.
- Expressing hopelessness about the future.
- Displaying severe/overwhelming emotional pain or distress.
- Showing worrisome behavioral cues or marked changes in behavior, particularly in the presence of the warning signs above. Specifically, this includes significant:
 - Withdrawal from or changing in social connections/situations
 - Changes in sleep (increased or decreased)
 - Anger or hostility that seems out of character or out of context
 - Recent increased agitation or irritability

Questions to Ask:

- **Are you thinking about suicide?**
 - Asking someone "Are you thinking about suicide?" will not put thoughts of suicide in his or her mind. In fact, asking this direct question is important.
- **Do you have a plan? Have you thought about how you might do this?**
 - This will help identify further information to assist with the risk assessment later.

Referral and Support:

Don't leave the student alone at any time. As soon as possible, either walk the student up to the counseling office or contact the following individuals (see list). No matter what time of day it is, **you are required to immediately ensure the student is connected to further support following district protocol.**

Referral Contact List (continue moving down the list until you've made direct contact to provide further assessment for the student):

1. Contact Name, phone number
2. Contact name, phone number
3. Contact name, phone number
4. Contact name, phone number
5. Contact name, phone number
6. Contact name, phone number
7. Contact name, phone number
8. Contact name, phone number
9. Contact name, phone number
10. Contact name, phone number

For additional information about suicide prevention visit: suicidepreventable.org
For educational resources visit: www.directingchange.org/schools/



Create a Postvention Plan

Steps to Take in Immediate Aftermath	Staff Responsible	External Contacts (Phone Numbers)	Tools
Notify key individuals			
1. Verify death	Lead: _____ Backup: _____	Police: _____ Medical examiner: _____	
2. Ensure that staff know how to respond to inquiries and manage the campus for safety	Lead: _____ Backup: _____		Tool 3.A.1: Sample Script for Office Staff
3. Notify superintendent's office	Lead: _____ Backup: _____	Superintendent: _____ Backup/weekends: _____	
4. Notify district crisis team*	Lead: _____ Backup: _____	District crisis team: _____ Weekend/vacation/late night contacts: _____	
5. Notify schools attended by family members of the deceased	Lead: _____ Backup: _____	Other schools in district: _____	
6. Contact and coordinate with external mental health professionals	Lead: _____ Backup: _____	Community mental health providers: _____ External crisis response professionals: _____	Tool 3.A.2: Sources of Postvention Consultation
7. Reach out to and work with the family of the deceased	Lead: _____ Backup: _____		Tool 3.A.3: Guidelines for Working with the Family

*The tribal communities, Bureau of Indian Education schools notify the main office and tribal schools notify the principal.

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

Additional Resources for Youth



Youth Suicide Warning Signs

Talk to a trusted adult or reach out to someone you are concerned about if you observe one or more of these warning signs, especially if the behavior is new, has increased or seems related to a painful event, loss or change:

1. Talking about or making plans for suicide
2. Expressing hopelessness about the future
3. Displaying severe/overwhelming emotional pain or distress
4. Showing worrisome behavioral cues or marked changes in behavior, particularly in the presence of the warning signs above.

Specifically, this includes significant:

- Withdrawal from or changing in social connections/situations
- Changes in sleep (increased or decreased)
- Anger or hostility that seems out of character or out of context
- Recent increased agitation or irritability

If you are concerned about someone, reach out and ask: "Are you thinking about suicide?"

Whatever you're going through, you're not alone. If you're in pain or concerned for someone else, call the National Suicide Prevention Lifeline: 800.273.8255 (TALK) or text HOPE to 741-741. You can also visit suicideispreventable.org for more information.



Organize a Screening of Youth-Produced Directing Change Films or Suicide Prevention-Focused Feature Films at Your School or Organization.



Case Study: Murrieta Valley High School
County: Riverside

Every day for a week Directing Change videos were screened on the school news, followed by students talking about where they can go for help. At lunch students passed out Each Mind Matters stickers and ribbons, encouraging students to pass it on to someone that might need it.



Case Study: Whitney High School
County: Placer

The school aired feature stories, resources, and information from Each Mind Matters about mental health in the student newspaper and films played during the daily morning announcement show. They also hosted a screening of Directing Change films in the theatre during lunch to raise awareness for suicide prevention.

Additional Resources for Youth

www.DirectingChangeCA.org

Sponsors and Partners | Judges | Watch and Use Films | 2018 Award Ceremony | Media | A

RULES AND FAQ | SUBMISSION CATEGORIES | FORMS AND COPYRIGHT

Each Mind MATTERS
presents
Directing Change
Program and Student Film Contest

Honorable Mention "Your Story"
Orange County
Filmmakers: Kenna Madrick & Paige Walker
Canyon High School
Advisor: Alex Graham

[View](#)
[Download](#)

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](#)



My Friend Tyler

<https://youtu.be/gq4B8tB84io>

Directing Change Daily Email Templates and Social Media Posts

"To those who feel alone, rejected, or marginalized, or who feel for any reason that taking their life might be the solution to their problems, know that you are loved, valued, and respected."

"Mormon Perspective"



www.DirectingChangeCA.org

View 60-Second Film: <https://vimeo.com/258210513>



"Don't be AFRAID to ASK"

"I wanted to ask him what was wrong, but I was scared... I waited, but then I made the decision that I'd rather be lashed out at for being wrong than risking losing a friend"



www.DirectingChangeCA.org

View 60-Second Film: <https://vimeo.com/258204827>





Suicide Prevention in the Workplace

Approximately **70% of suicides** are among **working age** adults.

In the last 10 years the rate of suicide has increased most rapidly among **adults ages 18-64**.

Most adults spend a **significant** portion of their lives at work.

For many adults, time spent at work is balanced, often precariously, against the need to care for children and aging parents.

In the Toolkit:

- Drop-In Article
- *Suicide Prevention in the Workplace* presentation
- *The Pitch for Workplace Suicide Prevention* presentation
- Data Briefing and Talking Points
- Resources
- Screening tools

The Financial Impact of Suicide



352 Suicide and Life-Threatening Behavior 46(3) June 2016
© 2015 The Authors. Suicide and Life-Threatening Behavior published by Wiley Periodicals, Inc. on behalf of American Association of Suicidology
DOI: 10.1111/sltb.12225

Suicide and Suicidal Attempts in the United States: Costs and Policy Implications

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The national cost of suicides and suicide attempts in the United States in 2013 was \$58.4 billion based on reported numbers alone. Lost productivity (termed indirect costs) represents most (97.1%) of this cost. Adjustment for under-reporting increased the total cost to \$93.5 billion or \$298 per capita, 2.1–2.8 times that of previous studies. Previous research suggests that improved continuity of care would likely reduce the number of subsequent suicidal attempts following a previous nonfatal attempt. We estimate a highly favorable benefit-cost ratio of 6 to 1 for investments in additional medical, counseling, and linkage services for such patients.

Prevention is a smart, and cost effective investment

- Estimated annual costs of suicide deaths and attempts: \$93.5 billion
- Cost of one suicide: \$1,329,553
 - 97% indirect (lost productivity), with the remainder in medical costs
- For every \$1 spent on interventions and linkages for care, \$2.50 is saved in the cost of suicides

Strategies for Workplace Suicide Prevention

Encourage self screening; Columbia Suicide Severity Rating Tool, Man Therapy

Host wellness events

Offer lunch and learn presentations and workshops



Implement training for managers, supervisors, HR, EAP at minimum

Develop a crisis plan that addresses access to lethal means and postvention

Give Workplace Suicide Prevention presentations

Share prevention messages & resources using social media, intranet, newsletters

Comprehensive Blueprint for Workplace Suicide Prevention adopted from the Air Force Model, the Jed Foundation/Suicide Prevention Resource Center, and Working Minds.

Action Items

- **Share** the presentation and resources with leadership, HR and EAP managers in your own department.
- **Engage** other county agencies and local employers and support them in integrating suicide prevention into their workplaces.

Emphasize:


- **Systematic Changes:** Suicide prevention training; inventory of behavioral health resources; crisis & postvention plan
- **Prevention:** Share self screening tools, offer education on warning signs and how to help in presentations and other venues, promote resources

Resources

- The Each Mind Matters (EMM) collection on Resources for Workplace Suicide Prevention
 - <https://www.eachmindmatters.org/change-agents/resources-for-workplace-suicide-prevention/>
- Comprehensive Blueprint for Workplace Suicide Prevention
 - <http://actionallianceforsuicideprevention.org/comprehensive-blueprint-workplace-suicide-prevention-1>
- Suicide prevention training
 - www.livingworks.net and qprinstitute.com



Messaging



MESSAGING MATTERS

Tips For Safe and Effective Messaging on Suicide Prevention

- 1. PROVIDE A SUICIDE PREVENTION RESOURCE**
 - Always include a resource such as:
 - National Suicide Prevention Lifeline: (800) 273-8255
 - Crisis Text Line: TEXT "Home" to 741-741
 - Describe the resources you are offering, and what to expect
- 2. EDUCATE THE AUDIENCE ABOUT WARNING SIGNS AND RISK FACTORS**
 - Include information about warning signs and life circumstances that can increase risk [risk factors]
 - Visit www.suicideispreventable.org for a list of warning signs
- 3. AVOID DISCUSSING DETAILS ABOUT THE METHOD OF SUICIDE**
 - Avoid details that describe the suicide including weapon/method used, the specific location, and the location of the wound
- 4. EXPLAIN COMPLEXITY OF SUICIDE, AVOID OVERSIMPLIFYING**
 - Reference the complexity involved in suicide
 - Avoid oversimplifying "causes" of suicide or pointing to one event as "the cause" of a suicide attempt or death
 - Don't speculate. It's natural to want to answer the "why" involved in a suicide but rarely do we fully understand the reasons behind a suicide
- 5. FOCUS ON PREVENTION: AVOID SENSATIONAL LANGUAGE AND IMAGES**
 - Don't use statistics that make suicide seem overly common
 - Consider using positive statistics that highlight help-seeking such as number of calls to the local crisis line, or visits to a prevention focused website
 - Use hopeful images that show people being supported, avoid images that show people suffering alone
- 6. HELPFUL RESOURCES**
 - Know the Signs - for the public www.suicideispreventable.org
 - Reporting on Suicide - for the news media www.factortlineinfo suicide.org
 - Framework for Successful Messaging, National Action Alliance for Suicide Prevention www.SuicidePreventionMessageLine.org
 - Each Mind Matters Resource Center- to find and download suicide prevention resources in multiple languages and formats www.EMMResourceCenter.org

Each Mind Matters logo | KN1W NEWS SIGNS logo | suicideispreventable.org

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Approved from County of San Diego Health & Human Services Agency

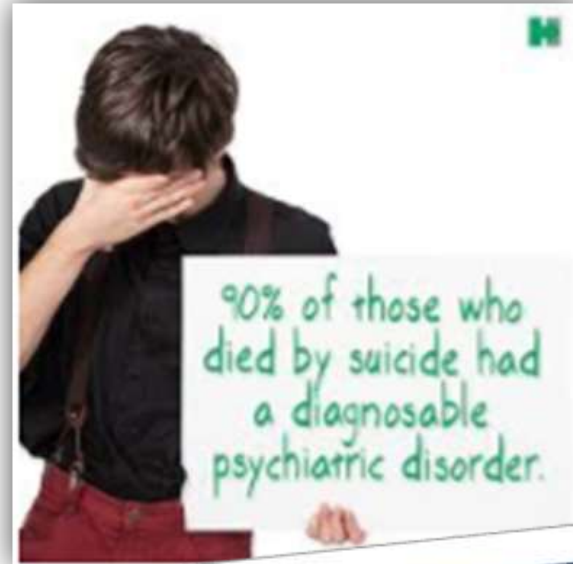
Know the Signs >> Find the Words >> Reach Out

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

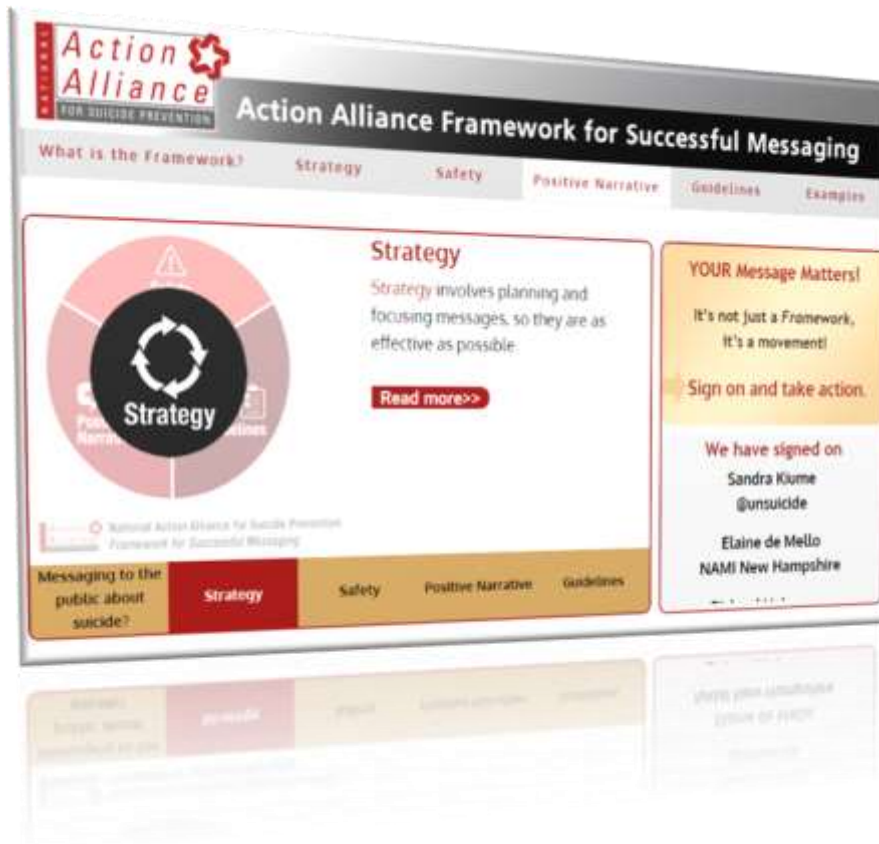


22
VETERANS
COMMIT
SUICIDE
EVERY DAY



{SUICIDE}
IS 100% PREVENTABLE

Effective Messaging on Suicide Prevention



Key Considerations:

What messages are we using?

What messages are we sending?

Why? Who is the audience?

SuicidePreventionMessaging.org

Reporting on Suicide

The screenshot shows the homepage of reportingonsuicide.org. At the top right is a search bar with the text "Search ReportingOnSuicide.org" and a magnifying glass icon. The main navigation menu includes: Recommendations, Online Media, Examples, Find an Expert, Research, About, and Other Languages. The featured article is titled "RECOMMENDATIONS FOR REPORTING ON SUICIDE" and includes a sub-heading "IMPORTANT POINTS FOR COVERING SUICIDE". The article text states: "Suicide is a public health issue. Media and online coverage of suicide should be informed by using best practices. Some suicide deaths may be newsworthy. However, the way media cover suicide can influence behavior negatively by contributing to contagion, or positively by encouraging help-seeking." Below the text are two buttons: "Download in English" and "See in Other Languages".

www.ReportingonSuicide.org



Each Mind Matters Resource Center

<https://emmresourcecenter.org/>



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Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.

Search Our Resources

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Featured

Mental Health Awareness Week Toolkit

A toolkit with resources for Mental Health Awareness Week.

[Explore »](#)

Explore Our Initiatives



Each Mind Matters
California's Mental Health Movement.
[EXPLORE »](#)



Know the Signs
Pain isn't always obvious. Suicide is preventable.
[EXPLORE »](#)



SanaMente
Movimiento de Salud Mental de California
[EXPLORE »](#)

[Know the Signs](#) >> [Find the Words](#) >> [Reach Out](#)

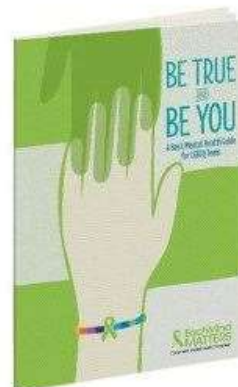
Shop

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.



"A New State of Mind"
Documentary DVD Toolkit



"Be True and Be You" Booklet for
LGBTQ Teens



"Stories of Hope, Resilience and
Recovery" Vignette DVD

New Give-Aways

FRONT



BACK



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

List Your Events

Mental Health

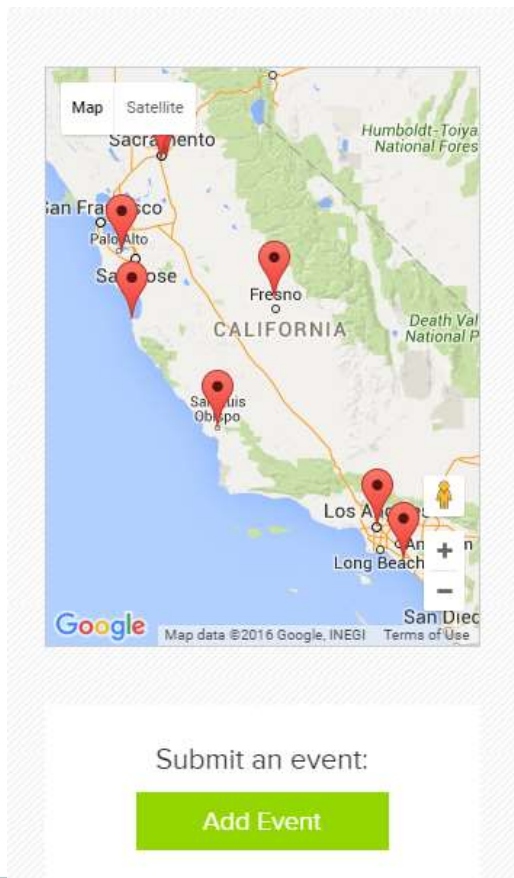
Stories

Get Involved

Events

Resources

Blog



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

Each Mind Matters Links at a Glance

SanaMente.org

ElSuicidioEsPrevenible.org

PonteEnMisZapatos.org

BuscaApoyo.org



EachMindMatters.org

SpeakOurMinds.org

SuicideisPreventable.org

YourVoiceCounts.org

WalkinOurShoes.org

DirectingChange.org



Twitter: @eachmindmatters



Facebook.com/eachmindmatters



Instagram: eachmindmatters



Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

Mental Health

Stories

Get Involved

Events

Resources

Blog



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Home / Shop / News / Contact / Sign Up / Resources

Get Involved

We all have mental health, and our voices are stronger when we speak up together. California's Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health. There are many ways to add your voice and strengthen the movement.



Spread the Word

Learn more about the movement and get tools to help inform others.

More



Learn the signs and find the words

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For questions email: info@suicideispreventable.org

To access the toolkit online:
www.eachmindmatters.org/SPW2018

