Resources & Activities for Suicide Prevention Week 2018
Introductions

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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.
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.

"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.

Recognize the Warning Signs

Learn How to Have a Conversation

Reach Out for Additional Resources

suicideispreventable.org

elsuicidioesprevenible.org

Know the Signs >> Find the Words >> Reach Out
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
- Spanish-speaking
- Vietnamese
- Russian
- Punjabi

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

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

Suicide Prevention Month 2018

Working Together to Prevent Suicide

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
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 as Suicide Awareness Month in SLO County! 
#SuicidePreventionMonth2016
#knowthesigns #findthewords
#SPAW2016

Templates

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

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

Know the Signs >> Find the Words >> Reach Out
Preventing Suicide Among Latinas

- Local approaches should be designed with both 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.
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 alguno de estos signos, actúe o diga algo inmediatamente para informarse de lo que está pasando y estar preparado para ayudar a un amigo en un momento crucial como este.

Escoja una categoría

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

Expresan el deseo de morirse o de suicidarse

Dígan cosas vagas o sutiles.
TV and Radio Spots

Radio ad:

30 Second TV ad:
https://emmresourcecenter.org/resources/spanish-tv
## ACTIVITY: Lotería or Bingo

<table>
<thead>
<tr>
<th>GRATIS</th>
<th>Las personas que manejan sus retos de salud mental pueden llevar vidas felices</th>
<th>Con un tratamiento adecuado, el 70-90% de las personas que viven con un reto de salud mental se pueden recuperar</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.sanamente.org">www.sanamente.org</a></td>
<td><a href="http://www.ponteenmiszapatos.org">www.ponteenmiszapatos.org</a></td>
<td>1.888.628.9454</td>
</tr>
<tr>
<td><a href="http://www.elsuicidioesprevenible.org">www.elsuicidioesprevenible.org</a></td>
<td>El sufrimiento no siempre se nota</td>
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</table>

**Know the Signs >> Find the Words >> Reach Out**
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. SERÁ 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.

Visit www.DirectingChangeCA.org
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 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
“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**.


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

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
   - 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@suicidepreventable.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.

3. Set a Date, Location, and Identify Speakers to Meet the NeedsExpressed 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 to 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

- Handling Stress
- Suicide Prevention/Mental Health
- Substance Use Abuse
- Symptoms of Social Media
- Peer Pressure
- Managing Expectations
- Grief
- Driving or Bullying/Intervention
- Other (allow for open-ended responses)

Dear Parents,

If you are aware that your youth are carrying an enormous amount of stress these days. Many of us as parents and school staff would agree our youth are under a great deal of stress that we were at their ages. The American Psychological Association “Stress in America” survey showed that not only are youth carrying more stress than they feel is healthy, the stresses and the habits that come with them are evolving through age groups and younger ages.

To address the issues that youth are facing, and to help provide our children with the most support possible, we are joining forces with a special event to discuss the issues they are facing. We recently sent a survey to our students asking the single question, “What do you wish your parents knew?” Our goal was to get honest feedback to gain a better understanding about what issues your youth are facing. We invited them to submit feedback and input on topic and issues that they would like to be discussed.

We invite parents to attend event details for the event “What I Wish My Parents Knew” which will feature multiple workshops on a variety of topics including: stress, social media, mental health, and more. In addition to the workshops, we will have various 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 children’s activities for children.

Thank you for attending and we look forward to seeing you there.

[INSERT NAME/TITLE]
Suicide Prevention: Recognizing Risk and Responding to Students

**Warning Signs:**
- 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**
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: suicidespreventable.org
For educational resources visit: www.directingchange.org/schools/

Create a Postvention Plan

**Steps to Take in Immediate Aftermath**

<table>
<thead>
<tr>
<th>Modify key individuals</th>
<th>Staff Responsible</th>
<th>External Contacts (Phone Numbers)</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Verify suicide</td>
<td>Lead:</td>
<td>Medical examiner:</td>
<td>Tool 3A.1 Sample Script for Office Staff</td>
</tr>
<tr>
<td>2. Ensure that staff know how to respond to suicides and manage the aftermath for safety</td>
<td>Lead:</td>
<td>Superintendent:</td>
<td></td>
</tr>
<tr>
<td>3. Notify superintendent’s office</td>
<td>Lead:</td>
<td>Superintendent:</td>
<td></td>
</tr>
<tr>
<td>4. Notify district crisis team</td>
<td>Lead:</td>
<td>District crisis team:</td>
<td></td>
</tr>
<tr>
<td>5. Notify schools attended by family members of the deceased</td>
<td>Lead:</td>
<td>Other schools in district:</td>
<td></td>
</tr>
<tr>
<td>6. Contact and communicate with family members of the deceased</td>
<td>Lead:</td>
<td>Community mental health providers:</td>
<td></td>
</tr>
<tr>
<td>7. Reach out to and work with the family of the deceased</td>
<td>Lead:</td>
<td>External crisis response professionals:</td>
<td></td>
</tr>
</tbody>
</table>

In initial conversations, the person of initial contact should notify the main office and initial school staff notify the principal.
Additional Resources for Youth

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

Youth Suicide Warning Signs

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.

Create. Compete.
Direct Change
to Save Lives.
Youth create films to promote social justice in schools and communities

Directing Change
Program and Film Contest
Calling all young filmmakers and filmmakers looking to make a difference and make a positive impact in our communities through the lens of cinema.

Visit www.DirectingChangeCA.org

Submissions are due March 1 every year
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.
“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”

“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/258210513

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

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**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
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
Focus: Men in the Middle Years

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

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

• 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 MATTERS
Tips for Safe and Effective Messaging on Suicide Prevention

1. PROVIDE A SUICIDE PREVENTION RESOURCE
   - Always include a resource such as:
     o National Suicide Prevention Lifeline: (800) 273-8255
     o 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.suicideprevention.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.suicideprevention.org
   - Reporting on Suicide - for the news media: www.ReportingOnSuicide.org
   - Each Mind Matters Resource Center to find and download suicide prevention resources in multiple languages and formats: www.EachMindMatters.org

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

22 VETERANS COMMIT SUICIDE EVERY DAY

{SUICIDE} IS 100% PREVENTABLE

90% of those who died by suicide had a diagnosable psychiatric disorder.
Effective Messaging on Suicide Prevention

Key Considerations:

What messages are we using?

What messages are we sending?

Why? Who is the audience?

SuicidePreventionMessaging.org

Know the Signs >> Find the Words >> Reach Out
Reporting on Suicide

www.ReportingonSuicide.org
Each Mind Matters Resource Center

https://emmresourcecenter.org/

Search Our Resources

Featured

Explore Our Initiatives

Know the Signs

SanaMente

Each Mind Matters

K now t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t
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
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
For questions email: info@suicideispreventable.org

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