Suicide Prevention Week 2019

Resources & Activities for

Suicide is Preventable.org

Pain Isn’t Always Obvious

Know The Signs
Know the Signs

Find the Words

Reach Out

Stan Collins
San Diego, CA

Jana Szczersputowski
San Diego, CA

Rosio Pedroso
Gilroy, CA

Sandra Black
Yolo, CA

Introductions
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, please type it into the "Questions" box or "raise your hand" by clicking the hand logo on your control panel.

Know the Signs >> Find the Words >> Reach Out
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 Know The Signs campaign was created by an expert panel to be adapted into a social marketing campaign that Californians are making more confident about the risk of suicide with someone they are concerned about. The campaign provides further evidence that the results about, and to reach out to resources.

The campaign's goal is to increase Californians’ capacity to prevent suicide by encouraging the overarching goal to increase statewide suicide prevention social marketing campaigns with the words "Find the Words" Refer to the "Reach Out" and "Know the Signs" sections for more information.
PAIN ISN’T ALWAYS OBVIOUS.
Know the Signs 

Find the Words 

Reach Out 

If any of these signs are present, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255). 

They give away prized or favorite possessions.
Know the Signs

Find the Words

Reach Out

Rabia o enfojo

"Mi esposo era bien calmado,
pero ahora vive enojado.
Era un hombre tranquilo.
Ahora es como un perro.
"

LAS SENALES

ADULTOS MAYORES

ADOLESCENTES

LAS SENALES

RECONOZCA
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
- Cambodian
- Lao
- Middle aged men
- Young adults
- LGBTQ youth and young adults
- Spanish-speaking
- Vietnamese
- Russian
- Punjabi
- Korean
- Individuals in crisis
- Hmong
- General public
- Filipino
- Chinese
- Lao

EMMResourceCenter.org

Tools and Resources
Resources for Older Adults

Available at EMVRResourceCenter.org
New Resource!
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)
- Pathways to Purpose and Hope: A guide to suicide prevention
- How to use social media for suicide loss
- Making Headlines: Preparing you to reach out and respond to local media for suicide prevention
- Training Resource Guide for Suicide Prevention in Primary Care Settings (Train the Trainer)
Know the Signs >> Find the Words >> Reach Out

Finding Purpose: Caring for Ourselves and Others

#SuicidePreventionweek2019
Know the Signs
Find the Words
Reach Out

The Activation Kit Includes:

• Activities, Proclamation, Emails, Social Media and More!
• Messaging and Working with the Media
• Suicide Prevention and First Responders
• Self-Care
• Activities and Resources for Schools
• Messaging and Working with the Media
• Activities, Proclamation, Emails, Social Media and More!

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/SPW2019

Suicide Prevention Week 2019
Know the Signs >> Find the Words >> Reach Out

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Online Resources:

- Various online resources
- Social Media
- Drop-in Article
- Self Care Self Assessment
- Self Care Flyer and Postcard

Self Care
Online Materials:

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

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

San Bernardino County
World Suicide Prevention Day

Sept 10, 2019

Email Sept 13: Self Care
Email Sept 12: Helping Others
Email Sept 11: Finding the Right Tool for the Job
Email Sept 10: World Suicide Prevention Day
Email Sept 9: Exploring Protective Factors
Email Sept 8: Daily Emails

Daily Emails

Working Together to Prevent Suicide

September 10, 2019

World Suicide Prevention Day

Reach Out

Find the Words

Know the Signs
Know the Signs
Find the Words
Reach Out

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 #SuicidePreventionWeek2019

Coffee Connections & Coaster Conversations

Activity Sheet:

- Pain isn’t always obvious. Even surrounded by family and friends, someone can feel isolated and alone.
- Even with a smile on their face, someone can feel hopeless and without purpose.

Activity: Coffee and Coasters
Please fill out the post survey and let us know what materials you are interested in. We have a small supply of Activation Kits available for webinar participants. (Limited while supplies last)

Easy to use templates to print the materials on your office computer or at your local printer are available.

All materials can be ordered at the Each Mind Matters Store: www.eachmindmatters.org/shop

Please do you access these materials?

Email: info@suicideispreventable.org
San Luis Obispo County

Tri-City

Monterey County

El Dorado County
Know the Signs. Find the Words. Reach Out.

Suicide Prevention Month 2018
EMM Toolkit Swag

Suicide Prevention Month 2018
Know the Signs. Find the Words. Reach Out.

Lotería: #1

Directing Change
Program & Film Contest
Big Brothers and Big Sisters
Chevonna Gaylor
Desert Recreation District
Family Health Support Network
Riverside County Black Chamber of Commerce
Suicide is Preventable
Val Verde Unified School District
Online Resources

- Drop-in Article
- Poster
- Leadership
- Letter Template for Responders
- Assessment/Resource Card

For Use by First Responders

- Data Briefing and Talking Points
- Drop-in Article

Suicide Prevention and First Responders
Know the Signs
Find the Words
Reach Out

Key Principles:
Messaging on Suicide Prevention:

- Provide a suicide prevention resource
- Educate: Discuss warning signs and risk factors
- Avoid over-simplifying images/statistics
- Avoid normalizing statistics
- Avoid information about suicide method
- Use a positive narrative

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SuicidePreventionMessaging.org

Key Considerations:

What messages are we using?

Why? Who is the audience?

What messages are we sending?

What messages are we using?
www.ReportingonSuicide.org
1. Work with youth to host a suicide prevention activity.


3. Engage youth by creating a film about suicide prevention or by implementing suicide prevention activity.

4. Create a Suicide Prevention Hand-out and distribute it to all staff.

5. Complete the postvention checklist for your school.

Online Resources:

- Suicide Prevention One-Pager for School Staff
- Suicide Prevention Tip Sheet
- School-based Suicide Prevention Guide
- What I Wish My Parents Knew Event
- Postvention: Responding to Suicide in Your School Community
- Social Media and Email Templates
- Online Resources for Schools, Parents and Youth
Social Media Posts and “Kits”

Directing Change Daily Email Templates
Create a Postvention Plan

Staff Hand-Outs

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

Focus: Men in the Middle Years

Create a Postvention Plan
Active Minds’ Suicide Prevention Week: Here For You is a positive campaign for mental health awareness and suicide prevention. If you’re not sure how to start the conversation, explore Active Minds’ easy, three-step V-A-R guide on what to say and do. Everyone wants to know — a conversation can be life-changing.

Focus: Men in the Middle Years

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

Active Minds

Here For You
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Please share!

www.eachmindmatters.org/store
To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

Mental health outreach and education across California. Your purchase helps ignite stigma in your community. All proceeds from the Each Mind Matters store go to support the Each Mind Matters Mental Health Movement. If you would like to order materials with a custom message, email us at info@eachmindmatters.org.

Shop

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Stories
Events
Partners
Blog

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

New Give-Aways
Add your event to the Each Mind Matters events page to attract a larger audience! If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience!

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

http://www.eachmindmatters.org/store
To access the toolkit online:

www.eachmindmatters.org/SPW2019

For questions email: info@suicideispreventable.org