

# MARIN COUNTY SUICIDE PREVENTION COLLABORATIVE

## COMMUNICATION TEAM

**Co-Leaders:**

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SUPPORT



UNITY



TRUST



EXCELLENCE

# Agenda

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- Ice breaker
- Updates
- Partnership list
- Create channels
- Campaigns
- Next steps
- Close

# Ice Breaker

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What gives you hope?

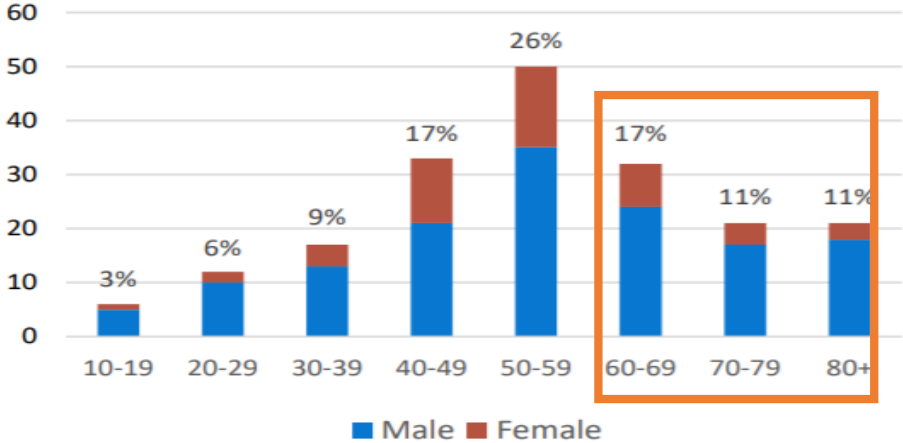


# Data: 2015-2018

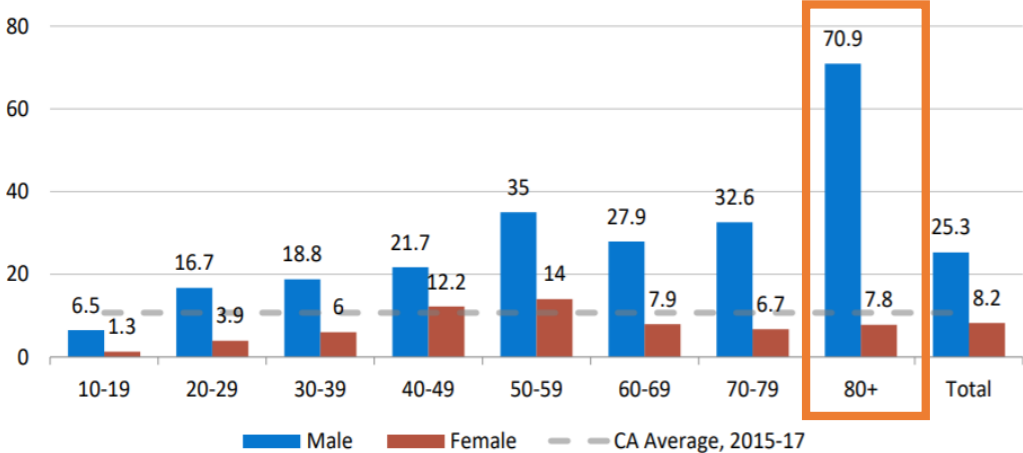
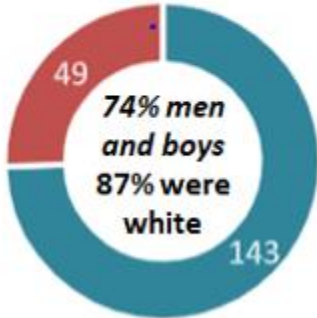
Marin County Behavioral Health and Recovery Services  
 Suicide Prevention Strategic Plan: Statistical Infosheet

## Suicides among Marin Residents: 192 Annual Average Deaths by Suicide: 39

Suicide Rates in Marin County by Age Group and Gender, 2014-2018 (Deaths by Suicide per 100,000 People)



## Suicides among Marin County Residents by Sex (2014-2018)<sup>2</sup>



# Above and Below the Water Line

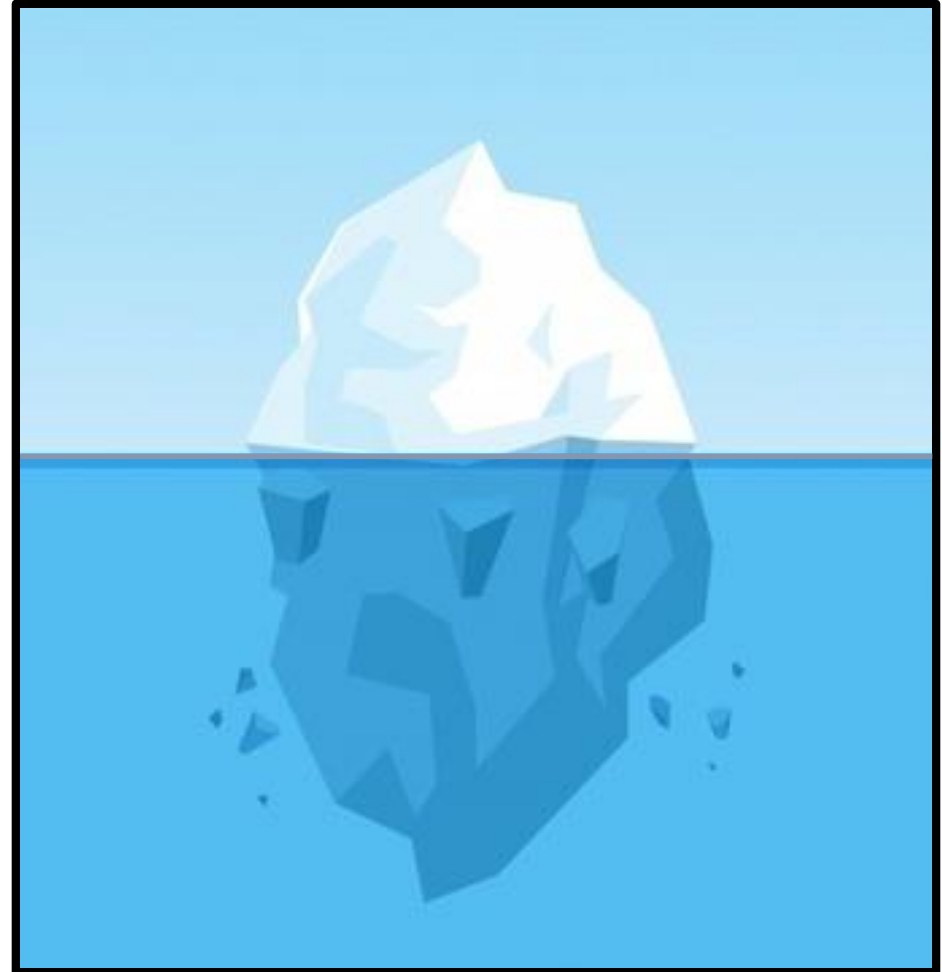
Reported suicides in 2018: 37  
Population in Marin: 260,955

Unreported suicides: 5% to 25% more suicides

Suicide behaviors: 40 to 100 times greater than  
the number of suicides

Number of people affected: Each suicide  
behavior may affect a few or a very large number

People with thoughts of suicide: 13,047 (5%)



Source: Living Works/ASIST Training, 2019

# Partnership List

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- What are the geographic areas telling us?
- Who/what is missing?
- Goal
- Timeline

# Creative Channels

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- What creative channels do you recommend? What is missing?
- Goal
- Timeline

# Advertisements



- Marin IJ: Upcoming
  - Marin IJ: 10/25 and 10/30
  - Marin IJ: November and December
- What key messages do you recommend for November and December Marin IJ creative?
- Not yet booked, design included in cost, will allow brief edits



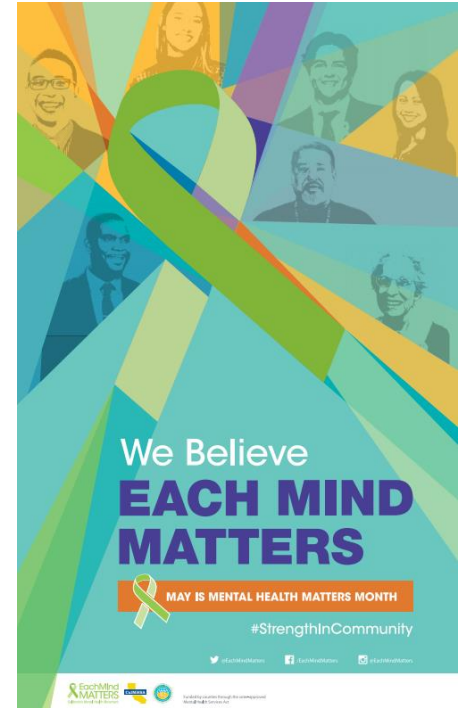
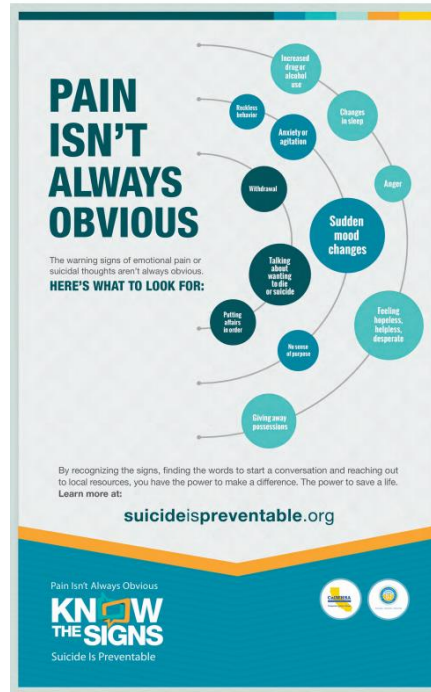
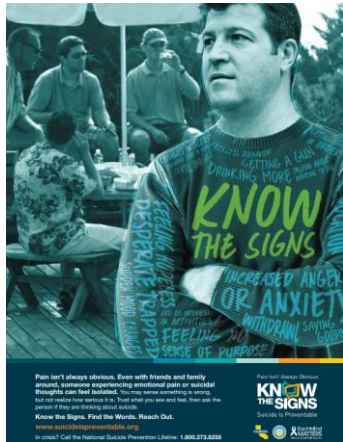
# Universal Campaigns: Jam Board

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- Thorns and Roses:
  - “You Are Not Alone”?
  - What would you like to see in future universal campaigns?

# Campaigns: Jam Board



# Ideas for Other Campaigns

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- Suicide Prevention is Everyone's Business
- What Would it Mean to Live Without Stigma?
- What Gives You Hope?

# Next Meetings:

December 17 at 11:30 am

January 28 at 12:00 pm

February 25 at 12:00 pm

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## December:

- Review universal campaign recommendations
- Review social media, print campaign timeline/calendar
- Review data to inform groups disproportionately impacted by suicide, ideation, etc.