

MARIN COUNTY SUICIDE PREVENTION COLLABORATIVE

COMMUNICATION AND OUTREACH TEAM MEETING

January 28, 2021

Co-Leaders:

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Senior Program Coordinator for Suicide Prevention

BHRS



SUPPORT



UNITY




TRUST



EXCELLENCE

Agenda

- Icebreaker
- Priorities
- Updates
- Timeline overview
- Website feedback
- Campaign for older adults
- Next steps



Whatever is good
for the soul,

do that.

Priorities

- **Support and expand utilization of statewide efforts to reach diverse communities including Each Mind Matters and Know the Signs**
- Promote, distribute and provide trainings on guidelines for safe reporting and messaging practices following a death by suicide or suicide attempt
- Support and expand youth-led awareness campaigns such as the Directing Change Program and Film Contest, NAMI on Campus, Active Minds, and others

Updates and Upcoming

- Partnership List (keep adding!). Rx Safe Marin and Palm Card.
- Messaging presentation by Stan: March
- Website launch: March
- You Are Not Alone ads and social media continue
- Population reach campaigns (January-June)
 - Older adults
 - Latinx/Hispanic
 - LGBTQ+
 - Youth intern updates
- May Mental Health Month
- September Suicide Prevention and Recovery Month

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE-JULY	AUGUST	SEPTEMBER
COLLABORATIVE								
	LOSS Team	Data Team, Lived Experience	Youth Speaker, Messaging, Communication Team	Race, Equity Rx Safe Marin	Older adult speaker, May Mental Health Month Topic			September Suicide Prevention and Recovery Month
CAMPAIGNS		Random Acts of Kindness	National Drug and Alcohol Facts Week (3/22-28)	Public Health Week	Mental Health Month; Older Americans Month			
You Are Not Alone (Umbrella Campaign)								
Older Adults	Pre-planning	Pre-planning						
LGBTQ+ Youth						Pride Month		
Latinx/Hispanic, universal								
EVENTS								
Safety Planning	Held Jan. 21							
Safety Planning with focus on LGBTQ						X		
Lethal Means Task Force: Gun Restraining Order Training (TBD)								
Parent Education with Rodef Shalom				X				
Building Connection, Spreading Hope: A Community Conversation Series on Mental Health <ul style="list-style-type: none"> Lessons from Covid (Moderator: Kelechi Ubozo, 2 CBO's, youth leader LGBTQ) Older Adult (Patrick Arbore, Melissa Feldman, AAI) First Responders (Lisa Santora, Police, other) Youth Engagement and Advocacy (Caring cards, youth wellness series, directing change) 					X			
Scattering CJ, Film and Parents: Boys, Veterans						X, if not here then September		X
Safe Reporting				X				X

Website Feedback

- What do you like?
- Recommendations?

Older Adults Feedback on Images and Messaging



Depression is not a normal part of aging. Let's connect.
We are here to help.
1-888-818-1115
Behavioral Health and Recovery Services

- **Liked:** Collage images, messaging around connection, talking, and depression, faces that were happy but not overly happy, educates the population and family/caregivers. Articles, brochures, ads.
- **Did not like:** Messaging indicating they are not alone. "We are alone." Images that are overly concerning.



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Behavioral Health and Recovery Services

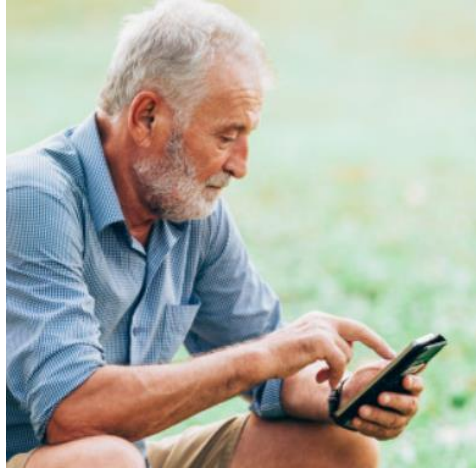
1-888-818-1115

Friendship Line

1-888-670-1360

Marin County Suicide Prevention Hotline

415-499-1100



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Brochures: Can Be Adapted

'T OBVIOUS

Depression and thoughts of suicide are not a necessary or normal part of aging. There is help – effective treatments are available, and there is hope to re-connect with life and the joys of living. By recognizing the signs of depression and suicide risk among the older adults in your life, you have the power to make a difference. The power to save a life.

In crisis call the National Suicide Prevention Lifeline
1.800.273.8255

If you or someone you care about needs immediate help, call the Suicide Prevention Lifeline right away.

Your call will be answered by a trained counselor in your area.

Services are free, confidential, and available 24/7.

To learn the warning signs of suicide, visit:
suicideispreventable.org

Pain Isn't Always Obvious
KNOW THE SIGNS
Suicide Is Preventable

PAIN ISN ALWAYS

Older adults have the highest rate of suicide of any age group, especially men. Aging can bring many challenges and losses—the deaths of loved ones, loss of income and employment identity, or disability and illness. Older adults may be reluctant to burden their loved ones by asking for help.

suicideispreventable.org

suicideispreventable.org

KNOW THE SIGNS

The most critical warning signs of suicide are:

- Talking about wanting to die or about suicide
- Talking about feeling hopeless or having no reason to live
- Looking for ways to kill oneself

Additional warning signs among older adults include:

- Loss of interest in activities that used to be enjoyable.
- Cutting back on self-care and grooming.
- Being alone for long periods of time, becoming isolated.
- Breaking medical regimens (going off prescriptions) or skipping appointments.
- When combined with other warning signs, giving things away, or making changes in wills.
- Obtaining lethal means such as firearms or stock-piling medication.
- Preoccupation with death or a lack of concern about personal safety.

FIND THE WORDS

How to start the conversation

Here are some suggestions for starting the conversation. Listen to your intuition; if you have a feeling something is wrong, ask directly about suicide.

“I’m worried about you. You haven’t been showing up to watch the games or coming out to the coffee shop like you used to. It seems like you’ve given up on life. Can you tell me what’s going on?”

“Dad, you just don’t seem yourself lately and the other day you made a comment about not needing any more appointments. Will you tell me what’s going on? Are you thinking about suicide?”

REACH OUT

You are not alone. Help is available!

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Discussion

- What images and messaging do you like?
- Partners, Age Friendly and others you recommend?
- What's happening already to plug into?
- Let's define campaign elements
 - Write article
 - Brochure
 - Social media

Next Steps
