



Marin County Suicide Prevention Collaborative

ANNUAL REPORT 2022-2023

*Marin County Department of Health and Human Services
Division of Behavioral Health and Recovery Services*





Marin County Suicide Prevention Collaborative





This annual report honors those lives lost to suicide, families bereaved by suicide, and allies.

IF YOU OR SOMEONE YOU KNOW IS IN DISTRESS, THERE IS HELP. CONTACT:

Suicide and Crisis Lifeline/Linea de Prevención del Suicidio y Crisis: 988

Veteran's Suicide & Crisis Lifeline: 988, then press 1

Crisis Text Line (text HOME to 741741)

Marin County Behavioral Health and Recovery Services Access Line: 888-818-1115

Additional support resources can be found on the BHRS website: www.marinbhros.org



Marin County Suicide Prevention Collaborative

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“Thank you for your courage and hard work in all that we are doing to address this preventable and challenging health issue. Each one of us can be a connection to safety—and together, a reflection of hope to someone in distress.”

*Todd Schirmer, PhD, CCHP
Director, Behavioral Health and Recovery Services*

Reflections of Year Three

By Todd Schirmer, PhD, CCHP

Suicide is a complex health issue that is often difficult to understand. When we first learn of a suicide, a common reaction is shock, anguish, confusion, anger, and grief. Compounding these overwhelming emotions are questions that we struggle with to try and understand the unimaginable. The Marin County Suicide Prevention Collaborative is one resource in our community that helps create a pathway to compassion and connection after a sudden loss. We are fortunate to work closely with the Felton Institute and Buckelew Programs who provide necessary support services for bereaved families. Central to our efforts in understanding the impact of suicide in our community is collecting and analyzing data that may reveal insights and direction into our prevention and intervention strategies. Suicide data fluctuates and is not attributable to any one factor or event. However, after having seen a three-year decline from 2019 to 2021, our community experienced an increase in deaths in 2022. You can review more about this data on page 24.

As part of our data narrative, it is important to find measures of hope. This year, we began the pre-launch of the Suicide and Overdose Fatality Review (SOFR). The focus of this review process is to track near real-time trends, determine who is most at risk, and consider systemic changes or interventions that could potentially prevent future suicide and overdose deaths. In addition to the SOFR process, we continue to collect annual data from several sources, including the Golden Gate Bridge. Over the last five years, nearly 90% of individuals who received a successful intervention by the Bridge Patrol were led to safety. With the completion of the Safety Net, we can expect to see a reduction in suicides at the bridge. This is promising news!

Looking ahead, the Collaborative will continue to address the needs of those most vulnerable, including middle-age and older adult men, LGBTQ+ populations and youth across race/ethnicity. This report outlines examples of some of our successes in expanding our county-wide reach to prevent suicide and foster overall mental health, well-being, and connection.

Thank you for your courage and hard work in all that we are doing to address this preventable and challenging health issue. Each one of us can be a connection to safety—and together, a reflection of hope to someone in distress.

Todd Schirmer, PhD, CCHP

Director, Marin County Behavioral Health and Recovery Services

Talking About Suicide Can Be Life-Saving

Pain is not always obvious. Check in with those around you, prioritize and normalize conversations around mental health and suicide prevention, and learn tips on how to initiate a conversation. Remember: not talking about suicide can keep someone at risk. Visit our website or download [From Compassion to Action: A Community Guide to Prevent Suicide in Marin](#) to learn more about the facts of suicide. Here are steps you can take to keep you or someone you know, safe.

1. KNOW THE SIGNS

Pay attention to any sudden changes in feelings, words, or actions of those around you such as: increased substance use, difficulty sleeping, acting recklessly, feeling depressed, talking about suicide, feeling like a burden, access to firearms, etc. Consider those signs expressed through a sociocultural lens that may inform your concern.

2. ASK DIRECTLY

"I'm concerned about you. You've seemed really withdrawn/angry. Are you thinking of suicide? Can we remove your firearm/substances until your feelings are resolved?" Consider unique sociocultural factors for prevention messages.

3. LISTEN AND SHOW SUPPORT

"I'm sorry you're in this much pain. I'm here for you." Let them talk.

4. REFER FOR HELP

Find resources together. Do not assume a person will get help on their own and assume you can help. "I'd like to sit with you while you call your (hotline, therapist, hospital) for help."

5. FOLLOW-UP

"Let's make a plan to connect again." A phone call or note to show you care can help in the healing.

6. IF YOU OR SOMEONE YOU KNOW IS IN DISTRESS, PLEASE CONTACT:

Suicide & Crisis Lifeline: 988 and in Spanish: Línea de Prevención del Suicidio y Crisis: 988

Crisis Text Line (text HOME to 741741)

Additional support resources can be found on the BHRS Prevention and Outreach [website](#).

Overview

Marin County Suicide Prevention Collaborative strategic plan

- 1 Establish infrastructure to provide leadership, oversight, and accountability to the strategic plan*
- 2 Develop a coordinated system of care to promote suicide prevention and wellness*
- 3 Implement public campaigns to raise awareness about warning signs, promote available resources, and increase help-seeking*
- 4 Provide evidence-based training and education to Marin County residents*
- 5 Provide outreach, engagement, and support to all residents with targeted efforts to groups disproportionately affected by suicide*
- 6 Foster safe and healthy environments on all school campuses*
- 7 Reduce access to lethal means for those at risk of suicide*

The Collaborative continues to pursue a comprehensive socio-ecological framework to provide a structured approach to implementing prevention, intervention and postvention strategies at the individual, community, and institutional levels. In the past three years, many of the goals have been accomplished by some of the Community Action Teams, allowing for those Teams to become more “advisory” in nature and laying the groundwork for new Teams to develop. As of 2023, the Community Action Teams include: Postvention, Data, Lethal Means, Youth, Schools, Training/Education, and Men and Boys. Expansion of partnerships with law enforcement, fire, EMS, and health care providers are underway.

The Collaborative has established key partnerships to advance the plan’s strategies and which are outlined in more detail in this report, including:

- The Marin County Schools Wellness Collaborative (Schools Action Team). This Collaborative is dedicated to developing, coordinating, implementing, and improving policies and programs impacting the mental health and wellbeing of students and support providers. The Wellness Collaborative focuses on Strategy 6 of the suicide prevention strategic plan.
- Lethal Means Action Team: Comprising representatives from the Marin Gun Safety Collaborative, OD Free Marin, Marin Healthy Youth Partnerships (and other CBO’s addressing substance use prevention), SMART Train, and Golden Gate Bridge Patrol, this team collaborates to address Strategy 7 of the suicide prevention strategic plan.

A Snapshot Of Year Three Accomplishments And A Look Into Our Next Steps:

The Collaborative's Community Action Teams provide key leadership in advancing the strategic plan goals. Throughout this past year, the Teams have worked hard to stay on top of trends impacting our community, achieving important milestones and expanding our efforts. The following summary describes examples of the Collaborative's year three accomplishments and a look into our next steps for the year ahead. The Collaborative meetings are open to the public. Please join us!

Strategy 1

Establish infrastructure to provide leadership, oversight, and accountability to the strategic plan

ACCOMPLISHMENTS:

- Maintained leadership in the Collaborative with two Co-Chairs and Team Action Leads.
- Maintained membership in the Collaborative of 30-40 participants attending monthly meetings.
- Disseminated a survey for feedback on the Collaborative's meeting effectiveness and overall implementation and created improvements based on feedback.
- Continued the partnership, support and recommendations for the Marin Schools Wellness Collaborative and Gun Safety Collaborative.
- Continued participation in the state-wide Mental Health Services Oversight and Accountability Commission (MHSOAC) Training and Technical Assistance Program.
- Collected and monitored local data to identify existing trends, help inform priorities, implementation, and effectiveness. Presented key data to the Collaborative on deaths, attempts, and emergency room visits in partnership with the Golden Gate Bridge Patrol and Gun Safety Collaborative.
- Hosted the Chief Epidemiologist of Washington County recognized for implementing a suicide surveillance system in WA state and led a training for the pre-launch for the Marin County Suicide and Overdose Fatality Review Team.
- Pre-developed a data dashboard for launch in 2024 that will increase public access to and awareness about trends in deaths by suicide in Marin County.
- Continued efforts to address specific populations including Black, Indigenous and People of Color (BIPOC), LGBTQ+ youth and adults, and boys and middle age/older men.
- Centralize information about suicide prevention and the Collaborative on the website and coordinate with key partners on information dissemination.

NEXT STEPS:

- Compile year three data for presenting to the Collaborative and community.
- Launch a suicide data dashboard.
- Implement evaluation of trainings and events hosted by the Collaborative.
- Launch the Suicide and Overdose Fatality Review process.
- Expand the Lethal Means Action Team.
- Attend state conference hosted by Mental Health Services Oversight and Accountability Commission (MHSOAC).

Strategy 2

Develop a coordinated system of care to promote suicide prevention and wellness

ACCOMPLISHMENTS:

- Continued the Local Outreach to Survivors of Suicide (LOSS) program for Marin County. Trained support group facilitators and pre-launched the Youth Loss Survivor Support Group and Attempt Survivor Support Group.
- Increased recruitment numbers for volunteers, hosted informational recruitment sessions, maintained dispatch workflow for the timely notification for and arrival of LOSS Team volunteers to site immediately after a suicide. Trained 18 LOSS Team Volunteers for Postvention Support and/or Peer Support Facilitators.
- Maintained partnership with Marin County Mobile Crisis and Marin Medical Reserve Corps (MMRC) Trauma Response Team to augment postvention response with BHRS and Marin County Office of Education.
- Hosted a community-wide presentation on the national 988 Suicide & Crisis Lifeline.
- Continued support for the Buckelew SOS Allies for Hope Loss Survivor Support Group to provide essential community support for suicide loss survivors, twice monthly.
- Continued the implementation of the School-based Suicide Risk Assessment Protocol for training and implementation by school-based mental health providers and clinicians.
- Continued the delivery of the Crisis Aftercare Team (CAT) pilot program spearheaded by the BHRS Crisis Continuum to provide additional support for clients who presented with a suicide attempt. The goal of CAT is to follow up with clients within 48 hours of discharge from CSU or inpatient psychiatric hospital to offer additional support and linkage to ongoing services if needed.



WHAT'S NEXT:

- Launch the Counseling for the Assessment and Management of Suicidality (CAMS) training for a cohort of ten behavioral health clinicians in Fall 2023.
- Implement the School-based Suicide Risk Assessment Protocol for school-based providers and clinicians in Summer 2023.
- Develop and launch a county-wide Suicide & Crisis Lifeline 988 campaign in 2024.
- Continue support of the Felton youth loss survivor group and adult attempt survivor support groups and Buckelew Programs adult loss survivor support group.
- Develop primary care and pediatric health professional skills and knowledge in suicide prevention and care through at least three trainings, including Counseling for the Assessment and Management of Suicide (CALM), suicide prevention foundation, and safety planning.
- Host a training with BHRS clinicians and Mobile Crisis on the Columbia-Suicide Severity Rating Scale (C-SSRS).

Accomplishment Spotlight:

Continued the delivery of the Crisis Aftercare Team (CAT) pilot program spearheaded by the BHRS Crisis Continuum to provide additional support for clients who presented with a suicide attempt. The goal of CAT is to follow up with clients within 48 hours of discharge from CSU or inpatient psychiatric hospital to offer additional support and linkage to ongoing services if needed.

Strategy 3

Implement public campaigns to raise awareness about warning signs, promote available resources, and increase help-seeking

ACCOMPLISHMENTS:

- Planned for the continued implementation of the men and boy's mental health, grassroots county-wide campaign, Redefining Strength, during May Mental Health Month 2023. Led a Redefining Strength youth session at the Youth Wellness Festival examining questions addressing help seeking and what it means to be strong.
- Partnered in the development and launch of a county-wide youth wellness campaign, Find Your Way.
- Launched September Suicide Prevention and Recovery Month and May Mental Health Month campaigns utilizing multiple communication strategies. Presented to the Marin County Board of Supervisors who passed Resolutions for both mental health and suicide prevention awareness.
- Initiated pre-planning for the launch of a grassroots county-wide Suicide & Crisis Lifeline 988 campaign, including a campaign Toolkit.

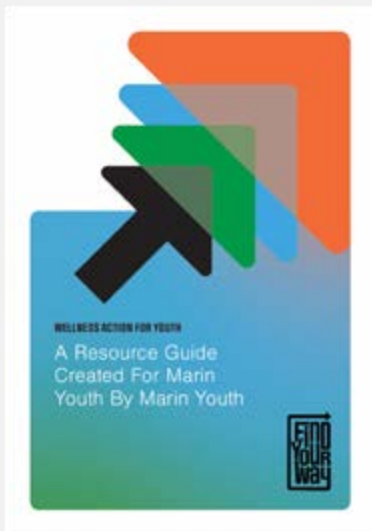
WHAT'S NEXT:

- Host a Redefining Strength event during September Suicide Prevention and Recovery Month 2023 with national educator and advocate for men and boy's well-being.
- Expand the implementation of the Find Your Way campaign digital and print resource guide across the county.
- Launch a county-wide Suicide & Crisis Lifeline 988 campaign addressing key demographic groups.
- Continue campaigns for suicide prevention and mental health awareness.



Accomplishment Spotlight:

Partnered in the development and launch of a county-wide youth wellness campaign, Find Your Way. Find Your Way and the digital and print resource guide are key campaign elements designed by youth, for youth.



Find Your Way Resource Guide.



Strategy 4

Provide evidence-based suicide prevention trainings and education to Marin County residents

ACCOMPLISHMENTS:

- Hosted over 50 different community events (trainings, presentations, meetings) with BHRS and local/regional community-based partners, including Spanish language only trainings, Mental Health First Aid, September Suicide Prevention and Recovery Month and May Mental Health Month events reaching over 2400 attendees. In partnership with MCOE, hosted a series of twelve American Foundation for Suicide Prevention Talk Saves Lives events attended by a total of 182 people.
- Continued sensitivity trainings for the development and dissemination of Caring Cards with youth in school and community-based settings.
- Continued to implement training programs including: Buckelew Programs, Mental Health First Aid, AFSP Talk Saves Lives, Kognito and Signs of Suicide for school districts.
- Implemented the online School-Based Suicide Risk Assessment Protocol for Marin County school-based providers and clinicians.
- Distributed 250 Spanish-language copies of “From Compassion to Action: A Community Guide for Suicide Prevention and Support in Marin County.”
- Co-hosted a parent-teen/young adult event focusing on peer to peer support and skills to talk about mental health and suicidality.

WHAT’S NEXT:

- Host trainings during September Suicide Prevention Month and May Mental Health Month events in collaboration with BHRS and community-based organization partners.
- Create awareness and education for media groups reporting on or writing about mental health and suicide prevention across social media, digital, print, or radio platforms.
- Distribute 500 marketing postcards of “From Compassion to Action: A Community Guide for Suicide Prevention and Support in Marin County” throughout Marin healthcare and community settings in English and Spanish.
- Develop trainings for healthcare providers working with older adults to support them in identifying dementia, depression and suicide risk.
- Expand Spanish and Vietnamese only language suicide prevention and safety planning trainings and education materials in partnership with community-based partners.

Accomplishment Spotlight:

Hosted over 50 different community events (trainings, presentations, meetings) with BHRS and local/regional community-based partners, including Spanish language only trainings, Mental Health First Aid, September Suicide Prevention and Recovery Month and May Mental Health Month events reaching over 2400 attendees. In partnership with MCOE, hosted a series of twelve American Foundation for Suicide Prevention Talk Saves Lives events attended by a total of 182 people.



Images from community events.



Strategy 5

Provide outreach, engagement, and support to all residents with targeted efforts to groups disproportionately affected by suicide

ACCOMPLISHMENTS:

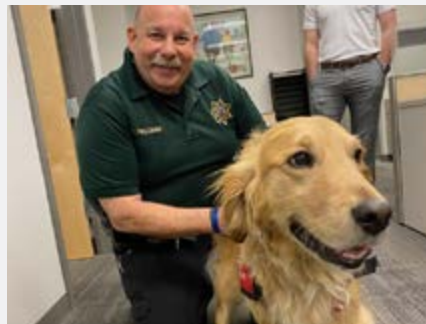
- Partnered in developing high school-wide youth led wellness festival addressing suicide prevention, mental health, help seeking and support.
- Delivered an LGBTQ+ Allyship Training facilitated by the Spahr Center addressing bias, justice, and common terminology.
- Served 112 individuals through the Felton LOSS Team postvention outreach efforts. Pre-launched the Felton Institute Youth Loss Support Group and Attempt Survivor Support Group. Facilitators completed Suicide Bereavement Facilitator training for Children, Teens, and Young Adults and Survivor of Suicide Attempt groups.
- Continued the Buckelew Programs SOS Allies for Hope Support Group.
- Hosted a series of Conversation Circles addressing topics related to parents/caregivers, LGBTQ+ youth, first responders, older adults, men, and parents/caregivers utilizing the Compassion to Action Guide.
- Continued the Caring Card initiative distributing over 1,000 cards in English and Spanish to those transitioning from a treatment/recovery center, psychiatric unit, and/or support groups.
- Hosted the International Survivors of Suicide Loss Day with Felton Institute, Buckelew Programs, and Marin County Office of Education.
- Contracted with NAMI-Marin to deliver a speaker's series by those with lived experiences with mental health, suicidality and substance use. Contracted with [Opening the World](#) to produce a digital story telling series for online distribution.
- Pre-developed a resource guide as a campaign element for Find Your Way to help youth navigate essential resources.
- Provided LGBTQ+ Communities of Practices (CoPs) that support social and emotional learning (SEL) needs for LGBTQ+ students across school districts.
- Co-hosted the College of Marin Equity in Mental Health Symposium: Creating a Culture of Community attended by 240 people. This event focuses on culturally responsive pedagogy, healing, and mental health to create an equitable community.

WHAT'S NEXT

- Launch the Youth Wellness Digital Resource Guide with a county-wide strategy.
- Host a Redefining Strength event in September 2023 and May 2024 for men and boys.
- Provide at least two events addressing topics related to grief and older adults in Fall 2023.
- Co-host the International Survivors of Suicide Loss Day in November 2023.
- Partner in outreach events for PRIDE with Spahr Center in Fall 2023.
- Continue loss survivor and suicide attempt support groups for youth and adults.

Accomplishment Spotlight:

Served 112 individuals through the Felton LOSS Team postvention outreach efforts. Pre-launched the Felton Institute Youth Loss Support Group and Attempt Survivor Support Group. Facilitators completed Suicide Bereavement Facilitator training for Children, Teens, and Young Adults and Survivor of Suicide Attempt groups.



The Felton Institute LOSS Team co-hosted International Survivors of Suicide Loss Day and led a visit with the County Coroner's Office.

Strategy 6

Foster safe and healthy environments on all school campuses

ACCOMPLISHMENTS

- Updated the [MCOE Marin Schools Wellness website](#) and the Marin Schools Gun Safety website to ensure centralized and coordinated information on mental health, wellness and suicide prevention resources in alignment with Marin County BHRS website on suicide prevention.
- Provided four options for educators to complete at least one of the following suicide awareness and prevention training resources to meet the state mandate under [California Education Code 215](#), including: [Kognito](#), [More Than Sad](#), [American Foundation for Suicide Prevention](#), [School-based Suicide Risk Assessment Protocol Online Training](#), and [Signs of Suicide \(SOS\)](#).
- Implemented mental health service delivery through a key initiative School Wellness Ambassadors Program (SWAP) in a pilot cohort of five school districts (San Rafael High, Terra Linda High, Davidson MS, Tomales High, Lagunitas, Bolinas-Stinson) in Fall 2022.
- Implemented [Crisis Response: Suicide Prevention and Postvention Protocol](#) based on key literature, resources and best practice guidance. Hosted a training for school staff.
- Provided mental health and wellness training and initiatives such as [Mental Health First Aid](#) (adults and youth).
- Hosted a May Mental Health Art and Film Showcase to increase awareness and conversations around youth mental health and well-being, including [Directing Change](#).
- Continued the dissemination of 988 and Crisis Text Line, as well as supportive resources to the parent community on grief.
- Developed and supported a pilot program to utilize evidence-based wellness screeners in three Marin County school districts through the CalHOPE grant.
- Received additional Mental Health Student Services Act (MHSSA) funding to expand wellness supports in Novato and San Rafael. Funding implemented in FY 2022-23 and will run through 2024/25 school years.
- Provided LGBTQ+ Communities of Practices (CoPs) that support Social Emotional Learning (SEL) needs for LGBTQ+ students. CoPs and direct coaching supported school site and district staff, families, parents/caregivers, and allies. Four districts (Novato, Shoreline, Lagunitas, Bolinas-Stinson) continued to receive ongoing professional development in building inclusive learning environments.

WHAT'S NEXT

- Support districts in the implementation of evidence-based wellness screeners.
- Continue to provide regularly scheduled events available to the Marin educational community with key resources to support youth mental health.
- Host and support suicide prevention and awareness training for all public schools across Marin County. Lead customized school trainings on suicide prevention and intervention, as requested.
- Continue to host monthly Marin County Wellness Collaborative meetings which provides a space for mental health providers across county public schools to share helpful resources, problem solve, and foster community.
- Continue to support staff crisis response teams of qualified mental health professionals to support school sites when crises arise.

Accomplishment Spotlight:

Implemented mental health service delivery through a key initiative School Wellness Ambassadors Program (SWAP) in a pilot cohort of five school districts (San Rafael High, Terra Linda High, Davidson MS, Tomales High, Lagunitas, Bolinas-Stinson) in Fall 2022.



Strategy 7

Reduce access to lethal means for those at risk of suicide

ACCOMPLISHMENTS:

- Coordinated data for presentation by the Golden Gate Bridge Patrol and the Gun Safety Collaborative.
- Hosted community forum, Striving for Zero Suicide: Preventing Access to Lethal Means, with local and national experts in Fall 2022.
- Conducted three different social media gun safe storage/suicide prevention campaigns, including End Family Fire 30-day digital campaign.
- Collaborated with grassroots organizations in outreach events, including Wear Orange Day in recognition of Gun Violence Awareness month.
- Partnered in the Gun Buyback Event led by the Gun Safety Collaborative and county law enforcement agencies resulting in over 500+ firearms turned in by community members.
- Conducted a series of Gun Violence Restraining Order (GVRO) trainings to community members.
- Maintained the Marin Gun Safety Resources for the School Community website.
- Partnered with Marin County Office of Education in distributing gun safety promoting messages to all schools.
- Trained a BHRS staff person in Counseling and Assessment for Lethal Means (CALM) training to provide virtual/live presentations to health care and behavioral health providers.
- Advise SMART campaign with 988 Suicide & Crisis Lifeline awareness and signage and outreach to vulnerable populations.

WHAT'S NEXT:

- Host training for SMART Train staff on suicide prevention and grief.
- Provide at least one CALM training for health care providers and one for non traditional providers (eg., juvenile probation).
- Host a community-wide event to increase community awareness on lethal means safety with the Lethal Means, Men and Boys, and Youth Action Teams.
- Develop a caregiver education brochure on lethal means safety in the home.
- Host at least 3-4 GVRO trainings with community agencies and staff.
- Integrate lethal means safety messaging in the 988 county-wide campaign in Spring 2024.



Accomplishment Spotlight:

Conducted three different social media gun safe storage campaigns including End Family Fire 30 day digital campaign.

ASK
ASKING SAVES KIDS ★

***Is there an unlocked
gun in the home?***

It's a simple question, but has
the power to save a life.



*Gun safety campaign
element examples
and partnership with
Marin Moms Demand
Action.*

What Role Can You Play?

As the Collaborative reflects on our accomplishments and looks ahead to our next year, we invite your continued role in this collective and community-wide effort. What role would you like to play? There is a role for everyone in working together to prevent injury and save lives.

Contact us :

Behavioral Health and Recovery Services

www.prevention.marinBHRS.org

BHRSPreventionandOutreach@marincounty.gov



Actions You Can Take

While suicide is a complex public health issue, we know that it can be prevented. It takes a whole community to prevent suicide. Let's work together to create a safe and healthy community for all. Here are a few actions each of us can take:

- Attend the [Marin County Suicide Prevention Collaborative](#) meetings and join a [Community Action Team](#).
- Share important telephone numbers such as the national 988 Suicide & Crisis Line, the Crisis Text Line (text HOME to 741741) and the BHRS Access Line (888-818-1115) with your family and friends.
- Learn more about [safety planning](#) for yourself or your loved one. Ask your care team for a safety plan.
- Take a [suicide prevention training](#).
- Support survivors and those who have suffered loss by checking in, offering assistance, supporting their grief process, and/or sharing resources. Attend the International Survivors of Suicide Loss Day each November.
- Attend a suicide [loss survivor support group](#).
- Develop greater health literacy, share the facts about suicide and create conversation around suicide prevention. Download a copy of "[From Compassion to Action: A Community Guide to Suicide Prevention and Support in Marin 2022](#)" or use the information in this report to create conversation!
- Promote personal stories of recovery and learn from others, such as [NAMI-Marín's](#) or [Opening the World's](#) story telling series.
- Help promote lethal means safety in the home by downloading the [Caregiver Guide for Lethal Means Safety](#).
- Be a fearless ally and take a stand against stigma (ie., language, social media).
- Spread positive messages around help seeking for groups disproportionately impacted by suicide.
- Engage in suicide prevention and mental health community events hosted by our community-based partners.
- Stay informed of state and federal legislation for mental health and suicide prevention.
- Become a phone counselor for the [Buckelew Suicide Prevention Phone Counseling Team](#) at HR@buckelew.org.
- Join the [Felton Institute Local Outreach to Suicide Survivors \(LOSS\) Team](#).

Appendices

APPENDIX A

The Status of Suicide in Marin County: A Review of the Data (2018-2023)

The following summary is created in sacred honor to those who these statistics represent. Numbers, graphs, and charts are a way to help us see the big picture of how tragedy and suffering might be prevented in our community. Each 'data point' represents a life, a family, loved ones, pain, and in some cases, recovery. Please take care of yourself when reviewing this data as it may be activating.

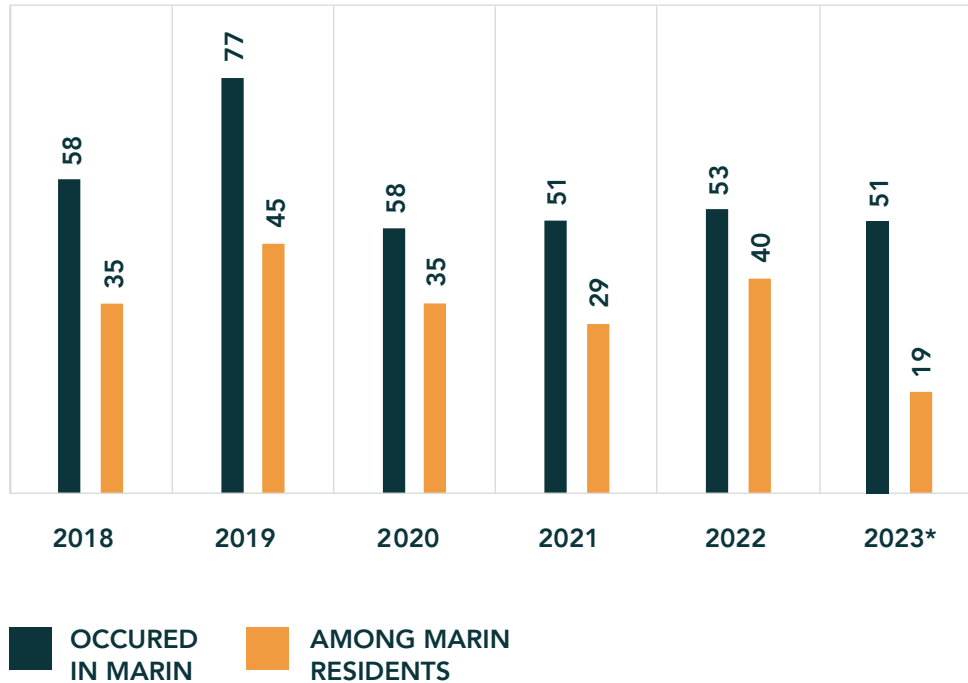
- Between 2018-2023, there were 203 suicides among Marin residents. (Note: 2023 data is pending). After having seen a three-year decline from 2019 to 2021, deaths by suicide slightly increased in 2022.
- Suicide and suicidal thoughts and behaviors in our community impact individuals across race, life span, and gender. However, between 2018-2023 white middle age and older adult men and youth/young adults are disproportionately impacted by suicide which follows national trends. Men in Marin make up 49% of the population of Marin and 74% of deaths by suicide. Adults age 45 and older represent 53% of the population and 70% of deaths by suicide.
- While youth between the ages of 15-24 represent 10% of the population, they represent 46% of emergency room visits, 31% of hospitalizations, and 8.5% of deaths by suicide.
- The methods used by males and females result in different rates of fatality. For example, teenage girls disproportionately engage in non-fatal self-harm and suicide attempts that result in ER visits or hospitalizations while boys—though they attempt less frequently—die at higher rates than girls. Data indicate that race and ethnicity is somewhat proportional for ER visits and hospitalizations, but Caucasians make up a significantly higher proportion of the deaths (86%) compared to proportion of the population (70%) in Marin County.



APPENDIX A CONTINUED

Understanding the Data Around Deaths

Figure 1. Deaths by Suicide: Coroner's Data and Public Health Data



WHAT DOES EACH DATA SOURCE SHOW?

Deaths in Marin: Represents data for all deaths investigated by the Marin County Coroner where suicide was determined to be immediate cause of death—regardless of county of residency of the individual who died.

Deaths Among Marin Residents: Shows deaths of Marin County residents where suicide was listed as the immediate cause of death on their death certificate—regardless of where the death occurred. Note, chart does not include SQ deaths.

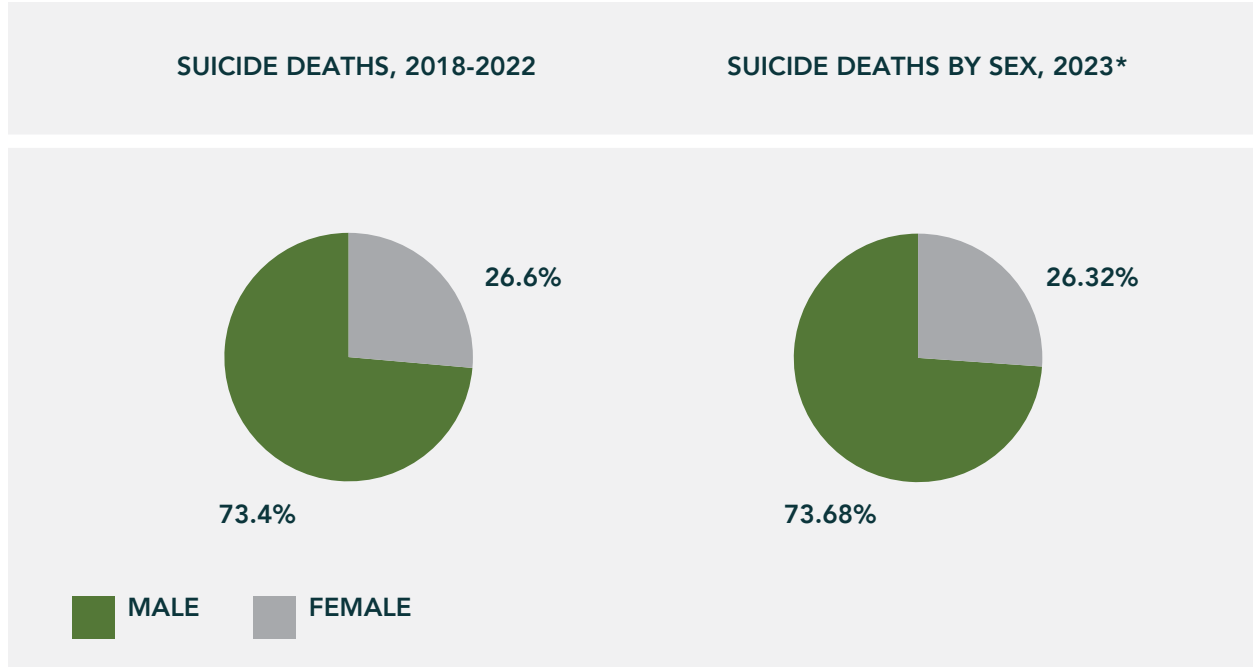
DATA SOURCES

Marin County Sheriff's Office, reported in 2022 report.

CDPH Center for Health Statistics, Accessed via Cal IVRS, accessed on 11/22/23

APPENDIX A CONTINUED

Figure 2. Proportion of Deaths by Gender



DATA SOURCES

Population of Marin: California Department of Finance (DOF) Population Estimates, 2021

Death of Marin County Residents: CDPH Center for Health Statistics, Accessed via Cal IVRS, accessed on 11/22/23

Population of Marin: N=258, 553

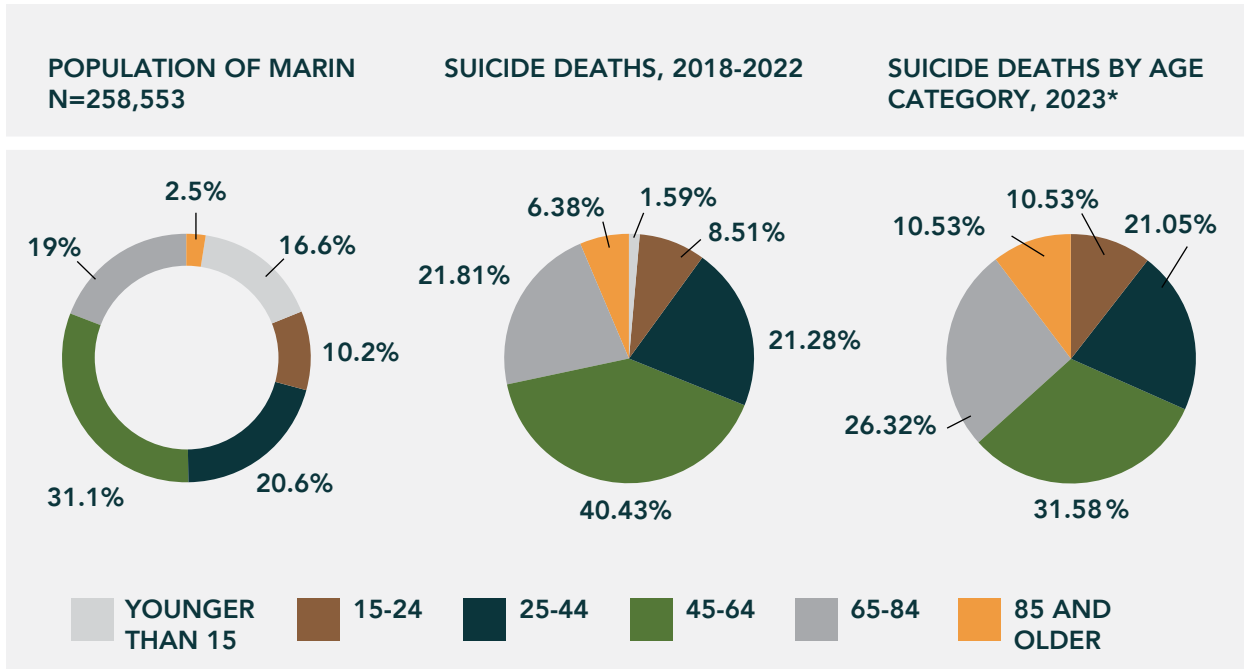
Males: 49%

Females: 51%

*Provisional

APPENDIX A CONTINUED

Figure 3. Deaths by Suicide of Marin County Residents by Age Group



DATA SOURCES

Population of Marin: California Department of Finance (DOF) Population Estimates, 2021

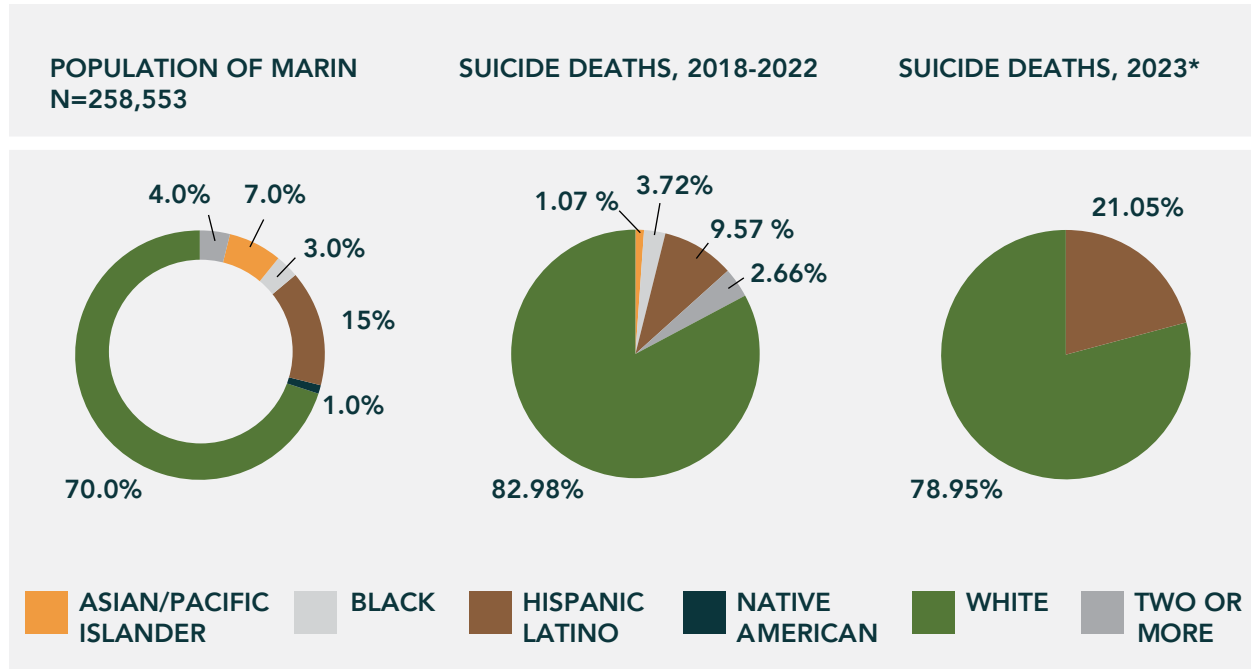
Deaths: VRBIS, CDPH Center for Health Statistics, Accessed via Cal IVRS, accessed on 11/22/23

*Provisional



APPENDIX A CONTINUED

Figure 4. Deaths by Suicide of Marin County Residents by Race/Ethnicity



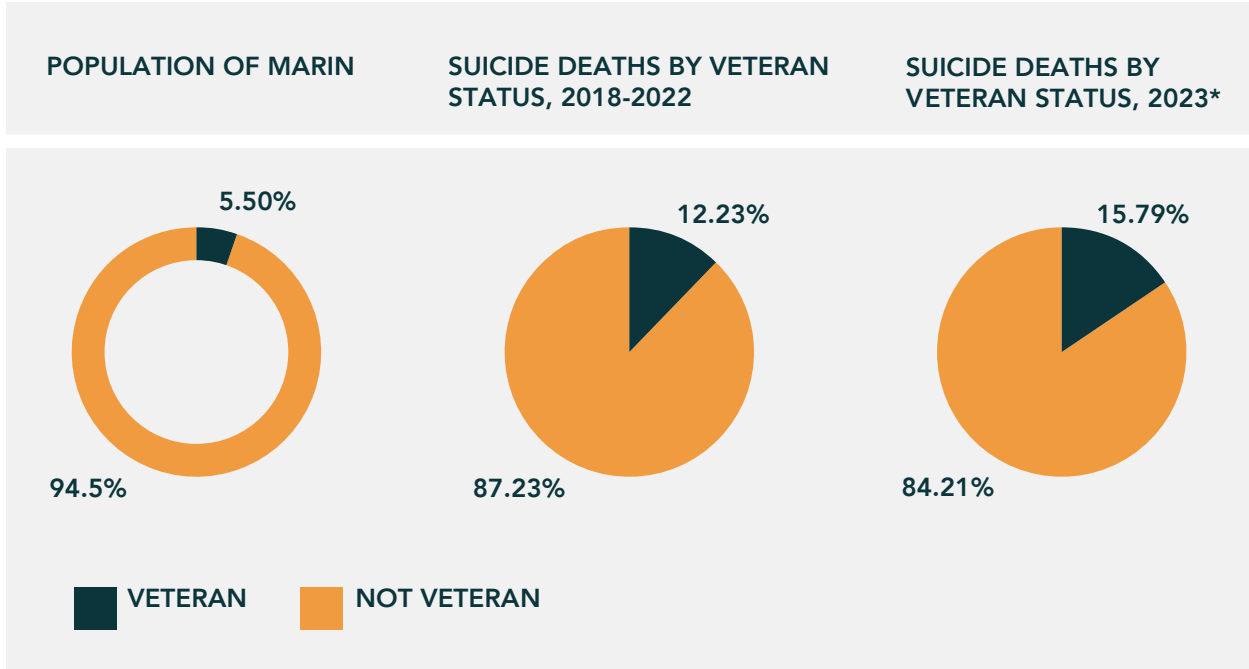
DATA SOURCES

*Provisional



APPENDIX A CONTINUED

Figure 5. Deaths by Suicide of Marin County Residents by Veteran Status



DATA SOURCES

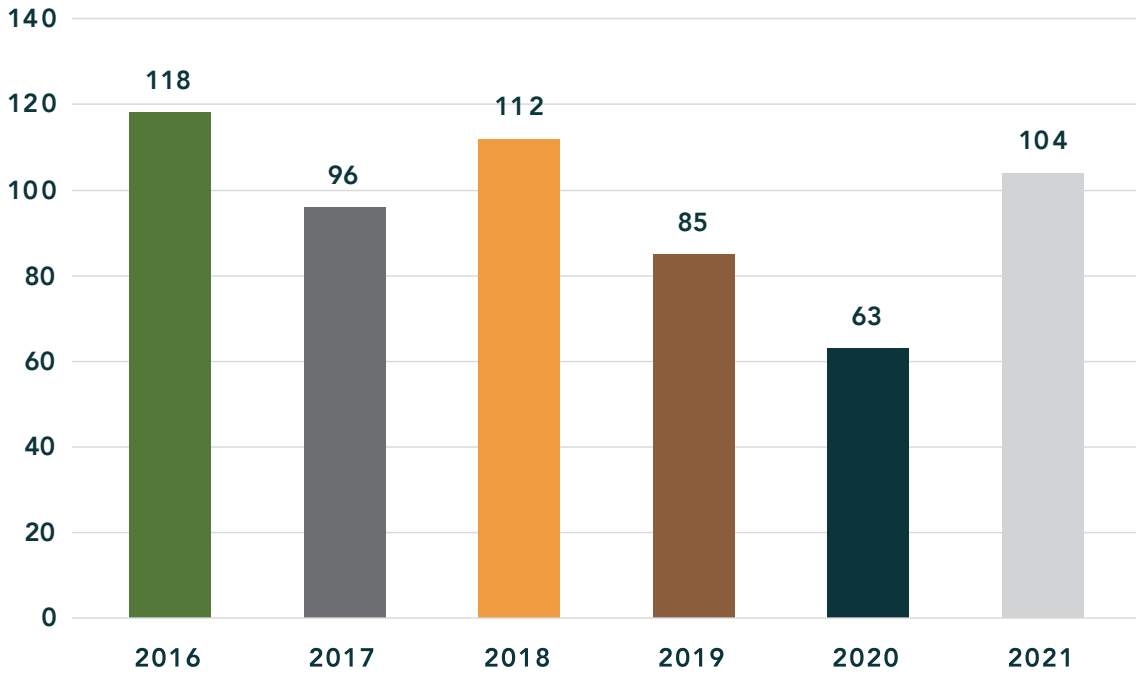
Veteran Population of Marin: American Community Survey, Measurement period: 2014-2018, Last update: March 2020

Deaths: VRBIS, CCDF, 2016-2021, and preliminary 2022 accessed on 2/7/23

*Provisional

APPENDIX A CONTINUED

Figure 6. Annual Hospitalizations of Marin County Residents Related to Intentional Self-Harm or Attempted Suicide



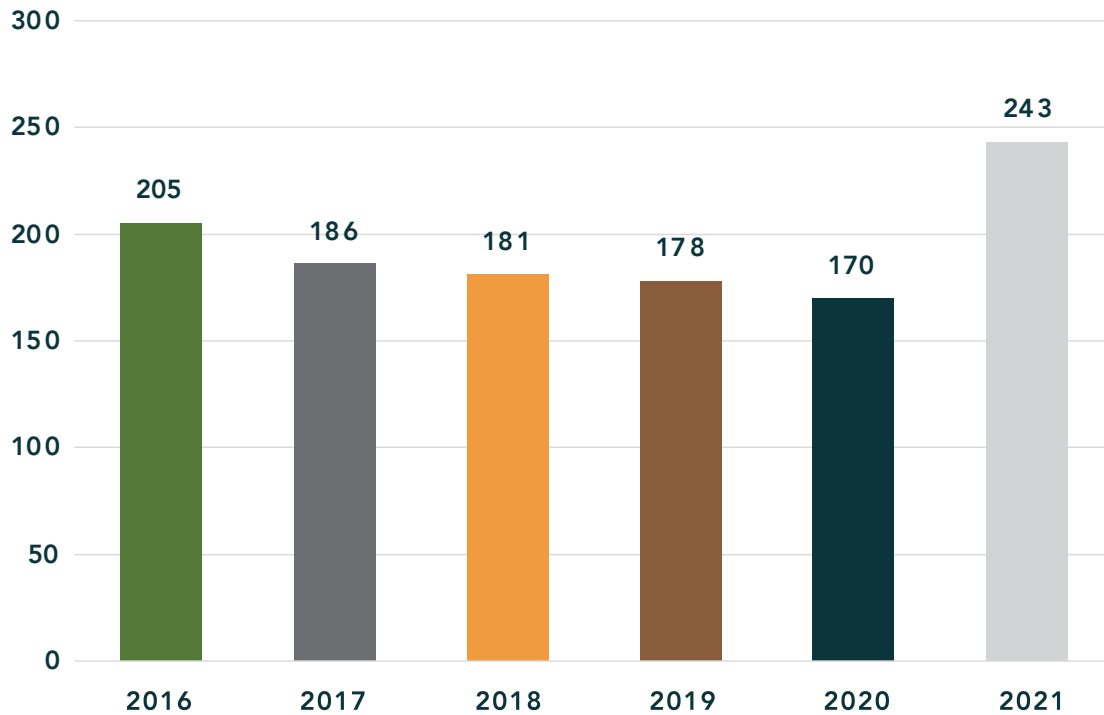
DATA SOURCES

California Department of Health Care Access and Information (HCAI) emergency department data.

The chart above represents non-fatal hospital admissions where any ICD-10 code on the record indicated that the visit related to intentional self-harm or attempted suicide.

APPENDIX A CONTINUED

Figure 7. Annual Non-Fatal Emergency Department Visits Related to Intentional Self-Harm or Attempted Suicide



DATA SOURCES

Office of Statewide Health Planning and Development (OSHPD) emergency department data.

The chart above represents non-fatal emergency department visits where any ICD-10 code on the record indicated that the visit related to intentional self-harm or attempted suicide.

APPENDIX B

Communication Data

The following communication data is an example of campaign reports delivered for September 2022 and May 2023.

MAY MENTAL HEALTH 2023 CAMPAIGN:

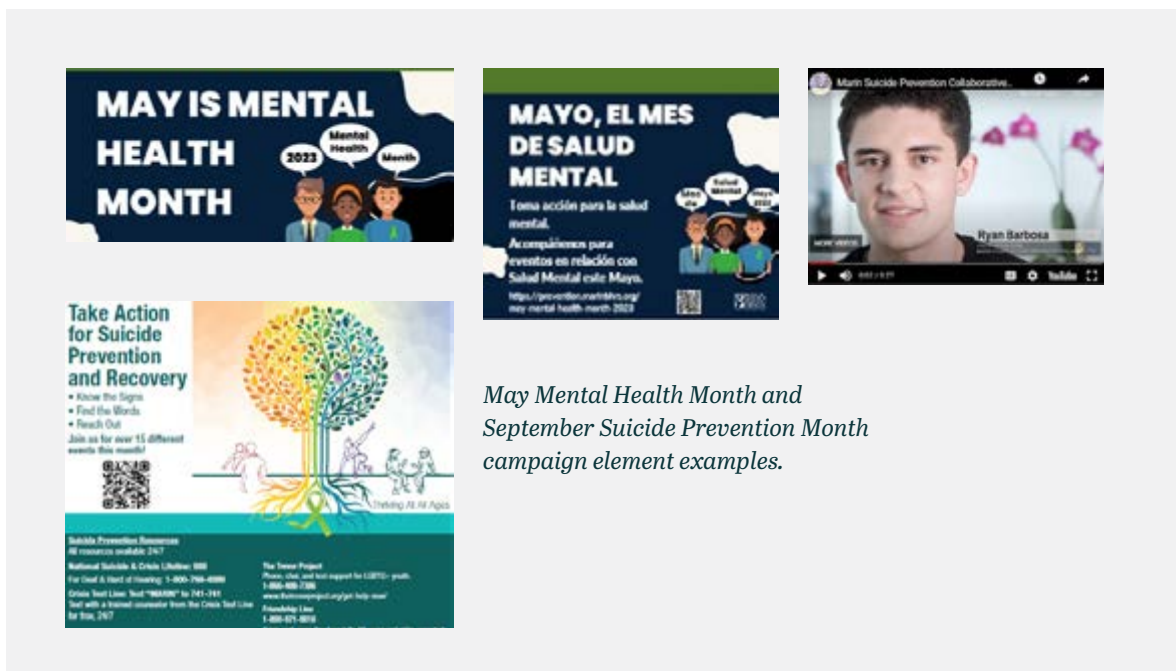
Strategies included English and Spanish radio and PSA's, Marin IJ print/digital ads, posters, email and YouTube e-blasts. Only data reports on the digital campaign are available.

Digital:

- Video Pre-roll are clickable impressions that target Marin County with various behavioral categories. Delivered 76,537 impressions with 235 clicks with 17 view throughs of campaign video. View throughs are identified as those who did not click on the ads, but who were served the ad and later went to the BHRS campaign website.
- Over 50% of impressions were delivered for video pre-roll, meaning people watched the videos more than halfway through the video.
- OTT are non-clickable impressions (eg., connected devices, such as the Firestick, Roku, Apple TV etc.) and included 37,900 impressions served with a video rate of nearly 100%.

SEPTEMBER SUICIDE PREVENTION AND RECOVERY MONTH CAMPAIGN 2022:

Marin IJ: During the month of September, (4) 1/2 page ads with QR code were placed to drive the audience to the website which attracted 2,000 new users and delivered 100,000 impressions. Digital display banners (and e-blasts of newsletters) were also placed in English (estimated 100,000 impressions) and Spanish (estimated 50,000) in the Marin IJ.



May Mental Health Month and September Suicide Prevention Month campaign element examples.

APPENDIX C

Resources and Support

HOTLINES AND WARMLINES

- [Marin County BHRS Access Line](#): 1-888-818-1115
- [National Suicide & Crisis Lifeline \(text/call/chat\)](#): 988
- [Veteran’s Suicide & Crisis Lifeline](#): 988, then press 1
- [Crisis Text Line](#): Text HOME to 741741
- [The Friendship Line](#) (60 years old+): 1-888-670-1360
- [Peer-Run Warm Line](#): 1-855-845-7415
- [California Youth Crisis Line](#): 1-800-843-5200
- [The Trevor Project](#): 1-866-488-7386
- [Trans Lifeline](#): 877-565-8860
- [NAMI-Marin Family Support Group](#): 415-444-0480

POSTVENTION RESPONSE AND GRIEF SUPPORT

- [Felton Institute and LOSS Team](#): Email: sbalestreri@felton.org or 415-726-4685
- [Buckelew Programs SOS Allies for Hope](#): Support Group for Loss Survivors.
Email: sosinfo@buckelew.org
- [By the Bay](#): 415- 526-5699
- [Compassionate Friends–Marin Chapter](#): 415-457-3123
- [Josie’s Place](#): 415-513-6343
- Visit the [BHRS website](#) for additional support group and postvention resources

SUPPORT AFTER A SUICIDE ATTEMPT

- [After an Attempt: A Guide for Taking Care of Yourself after Treatment in the Emergency Department](#)
- [A Journey Toward Health and Hope: Your Handbook for Recovery After a Suicide Attempt](#)

NATIONAL ORGANIZATIONS

- [Alliance of Hope Support Group for New Survivors and Counseling and Consultations](#): 847-868-3313
- [American Foundation for Suicide Prevention Healing Conversations](#):
Email: healingconversations@afsp.org
- [Center for Complicated Grief](#): 212-851-2107
- [The Dougy Center](#): 503-775-5683
- [Samaritans SafePlace Support Groups](#): 617-536-2460





Marin County Suicide Prevention Collaborative

Division of Behavioral Health and Recovery Services
www.BHRSPrevention.org
BHRSPreventionandOutreach@marincounty.gov

