

Marin County Suicide
Prevention Collaborative
Impact Report 2020-2025

Five
Years
of Hope
and
Healing

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At its core, the Collaborative is grounded in a circle of care—a symbol of compassion, action, hope, and healing. The circle represents the community’s strength and unity. The inside of the circle signifies a shared space for courageous conversations, connection, support and resources.



Circle of Care



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We've witnessed through both quiet, unseen acts of compassion and bold, far-reaching initiatives, that pathways toward healing, recovery, and resilience are being created every day in Marin.

Dear Reader,

Since the launch of the Suicide Prevention Collaborative in 2020, our county-wide prevention efforts have been guided, in part, by Marin's first strategic plan dedicated to reducing stigma, suicide attempts, and the painful suffering that touches many of us in our community after a suicide.

Over the past five years, the Collaborative has advanced a seven strategy plan that created a unified, coordinated approach to suicide prevention. It brings together a diverse network of dedicated public and private organizations and individuals working toward that goal. Many of these individuals are loss survivors, attempt survivors, community members, behavioral health providers, advocates, crisis intervention specialists, educators, students, first responders, and many others.

In our work, we acknowledge our community's loss survivors, allies, and families who shared their voices and strength to drive change in our community long before the Collaborative was created. Their advocacy helped shape and pave the way for the creation of the Collaborative and their efforts.

As you read this report, you'll see what becomes possible when a community comes together with a shared purpose. Through strong leadership and collaboration across many agencies, suicide prevention has gained momentum and awareness. We've witnessed through both quiet, unseen acts of compassion and bold, far-reaching initiatives, that pathways toward healing, recovery, and hope are being created every day in Marin.

We believe that suicide can be prevented. As the Dalai Lama reminds us, "It is not enough to be compassionate. You must act." Thank you for being an essential part of the Collaborative over the past five years and for transforming your compassion into action to help save lives.

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Strategic Plan Strategies

Marin's suicide prevention strategic plan builds upon the experience and expertise of public and private agencies engaged in suicide prevention activities in our community. With this plan, based on seven core strategies, Marin County aligns itself with the state's mission to strive for zero suicides.

STRATEGY 1.

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

STRATEGY 2.

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

STRATEGY 6.

Foster safe and healthy environments on all school campuses

STRATEGY 7.

Foster lethal means safety for those at risk of suicide

STRATEGY 3.

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

STRATEGY 5.

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

STRATEGY 4.

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

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I've been part of the Suicide Prevention Collaborative since the start and to me it's like coming 'home' every time we meet. A supportive group all working together to surround, uplift and care for those in our community who are struggling. The Collaborative meetings offer a place to learn and connect and being part of an action team allows for turning the caring into action. I look forward to all the meetings as a grounding experience and even necessary for my own well-being.

YOUTH ADVOCATE IN MARIN

Our Work Together: Key Milestones

Though not a full reflection of all we have accomplished together, the following milestones describe just some of the significant achievements within our prevention and intervention efforts.

2020-2021

- Launched the Suicide Prevention Collaborative in August 2020
- Established leadership and operational structure with co-chairs and leadership for each Community Action Team
- Launched 5 Community Action Teams: Schools, Youth, Data, Postvention, Training and Education
- Designed and launched the suicide prevention website
- Collected local suicide death, self-harm, and emergency room visit data
- Established the Buckelew Programs SOS Allies for Hope Loss Survivor Support Group
- Created Postvention Workflow Protocol for timely notification of suicides within BHRS as well as between BHRS and Marin County Office of Education
- Expanded Community Health Advocates and Promotores model to support suicide prevention efforts among mental health ambassadors in communities of color and vulnerable populations
- Led suicide prevention trainings with local first responders including law enforcement and fire fighters
- Hosted over 70 community mental health and suicide prevention events

Key Milestones

2021-2022

- Hosted presentations regarding Suicide Fatality Review for Marin County
- Awarded Local Outreach for Survivors of Suicide (LOSS) Team to the Felton Institute
- Finalized the MCOE School-based Suicide Risk Assessment Protocol
- Updated the MCOE School-based Suicide Postvention and Crisis Response Protocol and provided continued training for school counselors
- Released the first “From Compassion to Action” guide for community education
- Hosted over 50 different mental health and suicide prevention events
- Youth Action Team launched the Caring Card initiative with students across Marin County
- Launched the Men and Boys Action Team and the Redefining Strength campaign to promote help-seeking and connection
- Launched the Lethal Means Action Team with partners from OD Free Marin, SMART, the Golden Gate Bridge and the Gun Safety Collaborative

2022-2023

- Disseminated a survey for feedback on the Collaborative’s meeting effectiveness
- Enhanced postvention response with Marin County Mobile Crisis Response Team, Marin County Office of Education, and community partners
- Continued the Crisis Aftercare Team (CAT) pilot program
- Collected 550 firearms during the Gun Buy Back program
- Hosted 50+ mental health and suicide prevention events
- Launched the county’s first Suicide Prevention Data Dashboard
- 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
- Youth Action Team and Marin 9 to 25 launched the Find Your Way print and digital teen resource guide
- Provided LGBTQ+ Communities of Practices (CoPs) that support social and emotional learning (SEL) needs for LGBTQ+ students across school districts

Key Milestones

2023-2024

- Trained 20 BHRS clinicians in the Counseling for the Assessment and Management of Suicidality (CAMS), a gold-standard training
- Maintained membership in the Collaborative of 30-40 participants
- Received statewide recognition for the Caring Cards initiative as a model of follow-up care by the CA Zero Suicide initiative
- Nominated for the Redefining Strength campaign by the CA Zero Suicide initiative
- Men and Boys Action Team launched the “Learn Our Stories: Hope and Help” campaign to promote the 988 Suicide & Crisis Lifeline
- Hosted 50+ mental health and suicide prevention events
- Developed the Lethal Means Safety Caregiver brochure in multiple languages
- Marin County Transitions and Outreach Team/Crisis Aftercare Team served over 170 clients. Of those who participated in treatment and assessments, between 60%-70% were linked with the most appropriate level of care

2024-2025

- Launched the Suicide and Overdose Fatality Review (SOFR) Committee comprised of a diverse network of behavioral health providers, physicians, and clinicians
- Hosted 3rd annual International Survivors of Suicide Loss Day
- Continued offering English, Spanish and Vietnamese only language suicide prevention and safety planning trainings
- Continued multi-year support for Signs of Suicide (SOS) training for Marin school staff and students
- Hosted 40+ mental health and suicide prevention events
- Supported development of the Break the Stigma youth LGBTQIA+ survey and campaign
- Expanded the 988 Hope and Help campaign for teens and TAY and Bag Tag campaign
- Hosted and celebrated the fifth year of the Suicide Prevention Collaborative at Homeward Bound with 60 attendees
- Distributed over 1,000 lethal means safety brochures in multiple languages
- Produced the second suicide prevention guide for Marin County, “Compassion to Action: Allyship for Equity in Suicide Prevention” in English and Spanish

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The Suicide Prevention Collaborative has provided meaningful opportunities for our 988 Suicide & Crisis Lifeline Call Center as well as our outreach team by helping us connect with the community by sharing vital information through trainings or campaigns. It also means a great deal to me personally, as it has supported both my professional and personal growth, and shown how we can come together as a community to create resources that serve every population.

SUICIDE PREVENTION TRAINER

By the Numbers: Five Years of Impact

45

COLLABORATIVE
MEETINGS

600+

UNIQUE ATTENDEES
WHO ATTENDED
COLLABORATIVE
MEETINGS

260

SUICIDE PREVENTION
AND MENTAL HEALTH
EVENTS

13,333

PEOPLE WHO ATTENDED
MENTAL HEALTH AND SUICIDE
PREVENTION TRAININGS/
EVENTS

30,164

CALLS TO MARIN 988
SUICIDE & CRISIS LIFELINE

5,000

988 HOPE AND HELP
STICKERS DISTRIBUTED IN
ENGLISH AND SPANISH

15+

TRAININGS DELIVERED
IN SPANISH AND
VIETNAMESE

9,000

CARING CARDS
DISTRIBUTED

3,300+

UNIQUE SEARCHES FOR
THE YOUTH FIND YOUR WAY
RESOURCE GUIDE
(SINCE 2022)

21M

CAMPAIGN MEDIA
IMPRESSIONS

218

INDIVIDUALS SERVED
BY THE LOSS TEAM

34

GUN VIOLENCE RESTRAINING
ORDER (GVRO) TRAININGS
CONDUCTED

170+

BHRS CRISIS AFTERCARE
TEAM CLIENTS SERVED

31

MARIN COUNTY SCHOOLS
THAT HAVE COMPLETED
SUICIDE PREVENTION
STAFF TRAINING

35

UNIQUE NUMBER OF
PARTICIPANTS WHO HAVE
ATTENDED THE SOS ALLIES OF
HOPE SUPPORT GROUP

900+

SUCCESSFUL GOLDEN GATE
BRIDGE INTERVENTIONS

Patterns of Suicide Risk in Marin County (2015-2024)

For more information about suicide related data in Marin, please visit the [Marin County Suicide Prevention Data Dashboard](#) and [Compassion to Action: Allyship for Equity in Suicide Prevention in Marin](#).

FIREARMS AND SUICIDE

- Firearms account for 26% of all suicide deaths and are the second leading means of suicide among males
- Suicides make up nearly three in every four gun-related deaths
- Firearms are used in 69% of veteran suicide deaths

OVERDOSES AND SUICIDE DEATH

- Poisonings (overdoses) are the leading means of suicide death among females
- Women ages 45-64 years are at greater risk for suicide deaths compared to women in other age categories

SUICIDE AND SELF HARM RISK GROUPS

- During 2015-2024, there have been a total of 369 suicide deaths in Marin
- Males make up 3/4 (74%) of Marin County suicide deaths
- Female residents are about two times more likely than males to have an emergency department visit for self harm injuries
- White residents are over-represented among those dying by suicide
- African American/Black residents and residents between the ages of 15-24 are over-represented among those having an Emergency Departments visit for injuries from self harm
- Veterans are at four times greater risk than non-veteran adults of dying by suicide
- According to the 2021-23 CA Healthy Kids Survey data, one-third of 9th graders and half of 11th graders in Marin who identify as LGBTQIA+ have considered suicide in the past 12 months

Steps You Can Take to Prevent Suicide

1.

ASK

“Are you thinking about suicide or feeling that life may not be worth living?” and assess the person’s safety by asking if the person has a specific plan and any intent to act on that plan, or if they made a suicide attempt.

2.

LISTEN AND VALIDATE

The desire to die by suicide can be a frightening and isolating experience. Express compassionate care to emphasize they have a right to their feelings. “Your pain is understandable. Can you tell me more?”

3.

REACH OUT

Get support by calling the 988 Suicide & Crisis Lifeline. “You can begin to feel better with support. Who would you like to call together? (988, therapist, parent, coach, etc.)”

4.

FOLLOW-UP

Call, text, or visit to ask how the person is doing and if additional support is needed. “I’m thinking of you during your recovery.”

5.

IF YOU OR SOMEONE YOU KNOW IS IN DISTRESS, CONTACT:

- 24/7 Suicide & Crisis Lifeline: 988 (text, chat, call) or: Línea de Prevención del Suicidio y Crisis: 988 y presione 2
- Marin County Mobile Crisis Response Team: (415) 473-6392 (24 hours 7 days a week)

Thank You

We are grateful to our community for creating circles of care that support those in distress, and caregivers of those who may be struggling.

FIRST RESPONDERS

- Buckelew Programs 988 Suicide & Crisis Lifeline Counselors
- Felton LOSS Team
- First Responder Therapy Dogs
- Golden Gate Bridge Patrol Team
- Local city and town Police and Fire Departments
- Marin County BHRS Crisis Stabilization Unit
- Marin County BHRS Mobile Crisis Response Team
- Marin County Coroner's Office
- Marin County District Attorneys Office
- Marin County Emergency Medical Services
- Marin County Office of Education and Counselors
- Marin County Probation
- Marin County Sheriff's Office
- Responding to Our Own through Support (ROOTS, Marin City)
- SAFE Teams (Novato, San Rafael)

COMMUNITY PARTNERS

- Bolinas Community Center
- Buckelew Programs
- Break the Stigma
- Canal Alliance
- College of Marin
- Dominican University
- Empowerment Club House
- Felton Institute
- Find Your Way and Marin 9 to 25
- First Five Marin
- Gun Safety Collaborative
- Homeward Bound
- Huckleberry Youth Programs
- Jewish Family and Children's Services
- Kaiser Permanente
- Love is the Answer
- Marin Asian Advocacy Project
- Marin County Board of Supervisors
- Marin County Cooperation Team
- Marin County HHS Communications Team
- Marin County Office of Education
- Marin County Print Services
- Marin County Veterans Service Office
- MarinHealth
- Multicultural Center of Marin
- National Alliance of Mental Illness (NAMI)-Marin
- North Marin Community Services
- OD Free Marin
- Opening the World
- San Geronimo Community Center
- SMART Train
- West Marin Community Services
- Youth Leadership Institute

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