

CA Department of Public Health Office of Suicide Prevention

September 4, 2024
Suicide Prevention Awareness Month
Lunch and Learn
Council on Criminal Justice and Behavioral Health



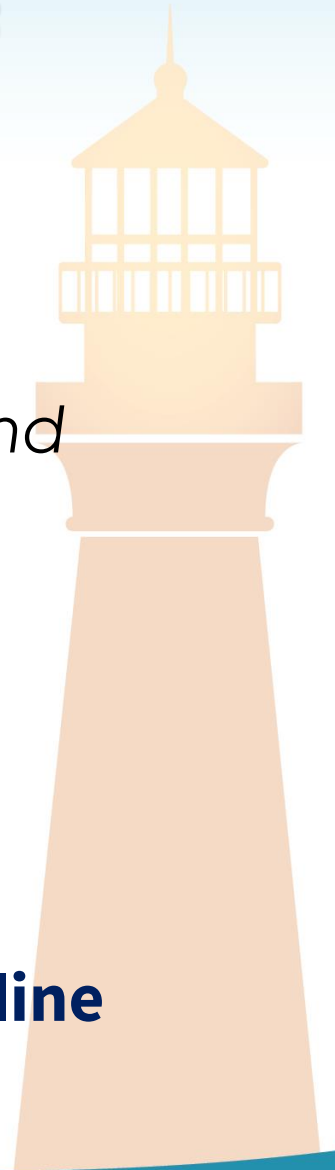
Please Take Care of Yourself

Suicide is a very delicate topic.
Emotions may rise to the surface.

*Many of us are loss survivors, attempt survivors, and
people with lived experience.*

Please make taking care of yourself a priority,
during and after the presentation.

If you or someone you know needs support
Call or text 988 to reach the Suicide and Crisis Lifeline



Office of Suicide Prevention (OSP) **Mission Statement**



The mission of the OSP is to address the root causes of suicide and self-harm injuries through strong partnerships, dissemination of data, and promotion of evidence-informed public health prevention strategies that create safe and healthy communities across California.

- Focus on groups disproportionately impacted by suicide, including youth, Native American youth, older adults, veterans, and LGBTQ people.



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Guiding Principles

- Connect partners with suicide prevention information, resources, expertise, and each other.
- Utilize data to understand conditions that contribute to or reduce suicide, and to inform program and policy planning, decision-making, and action.
- Focus on population-specific risk and protective factors to prevent suicides and self-harm from happening in the first place.
- Promote evidence-informed best practices to prevent suicide.
- Apply an equity lens to data collection, research, education, and programs.
- Promote a primary prevention approach within communities and systems of care.

Strategic Priorities



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Communications

Reduce stigma and promote suicide prevention strategies through effective public health communications.

Safe Environments

Promote lethal means safety, resiliency, and connectedness to minimize risk for self-harm and suicidal behavior.

Postvention

Support local level postvention support systems to rapidly and comprehensively respond to suicide attempts and deaths.

Continuing Education & Training

Promote workforce and gatekeeper suicide prevention training.

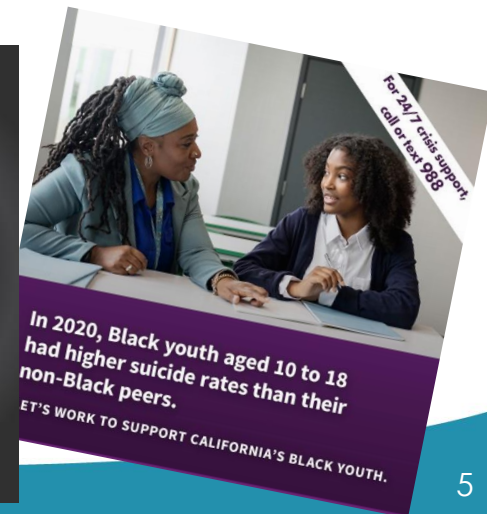
Strategic Priorities in Action

Communication



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- **Social Media Shareables**
 - Social media posts focused on suicide prevention education.
- **Informational Webinars and Quarterly Community of Practice**
 - Rotating topics based on stakeholder input, data updates, and OSP highlights.
- **Mental Health Thrival Kits**
 - ~167,930 [Mental Health Thrival Kits](#) purchased in OSP's 3-year history.
- **Active Listserv**
 - Resource sharing, webinar invites, and more
- **Youth Suicide Prevention Campaign**



Strategic Priorities in Action

Continuing Education & Training



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- **Zero Suicide Training**

- Online training for health and behavioral health organizations seeking to dramatically reduce suicides among those in their care.
- Two academies supporting a total of 24 teams in June & July 2024.
- Followed by Communities of Practice for both Academy cohorts

Strategic Priorities in Action



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Postvention

- **Youth Suicide Reporting and Crisis Response Pilot**
 - Supports models for rapidly and comprehensively responding to suicides and suicide attempts by providing crisis services and follow-up support in school and community settings.

Safe Environments

- **Lethal Means Safety - Lock Box Distribution**
 - 9,370 lockboxes distributed to in 2022 and 2023, with an additional ~3,350 planned for distribution in 2024.





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Upcoming Highlights

- **Biennial Needs Assessment**

- First needs assessment among OSP partners in 2023. Upcoming assessment in 2025, including a survey and key informant interviews. *Sign up for our listserv to participate!*

- **September 2024 Community of Practice (CoP)**

- [Thursday, September 26, 2024 | 1 pm to 2:30 pm \(PST\)](#)
- September's meeting will focus on suicide fatality review teams, including an overview from Dr. Kimberly Repp and representatives from two CA counties.

- **Partnership Development**

- OSP continually strives to develop and foster effective partnerships to better meet suicide prevention needs across the state. *Interested in connecting with the OSP Team? Please reach out!* Suicide.Prevention@cdph.ca.gov

OSP Programs:

Comprehensive Suicide Prevention (CSP)



CSP awarded funding to implement evidence-based suicide prevention strategies in three areas:

- Promotion of safe access to lethal means
- Promotion of gatekeeper trainings for healthcare providers
- Promotion of tele-mental health to address provider shortages

CSP offers training and technical assistance to 13 California counties:

- Amador, Butte, Humboldt, Kern, Lake, Lassen, Placer, Sacramento, Santa Cruz, Shasta, Siskiyou, Sonoma, and Tehama





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OSP Programs:

Youth Media & Outreach Campaign

A data-driven, targeted, community-based youth suicide prevention media and outreach campaign. The goal of the [Never a Bother](#) campaign is to reduce suicide ideation, attempts, and deaths by increasing awareness and utilization of resources, services, and supports among California youth up to age 25 who are disproportionately impacted by suicide.

Focus Populations: Youth through age 25 who are Black/AA, Hispanic/Latino, and Native American/Alaskan Native.

Key Activities:

- Media campaign in 46 CA counties (digital statewide)
- [33 local grantee programs](#) (24 CBOs and 9 Tribal Entities) amplifying the campaign and implementing local programming to reinforce and expand on messaging
- Comprehensive project evaluation

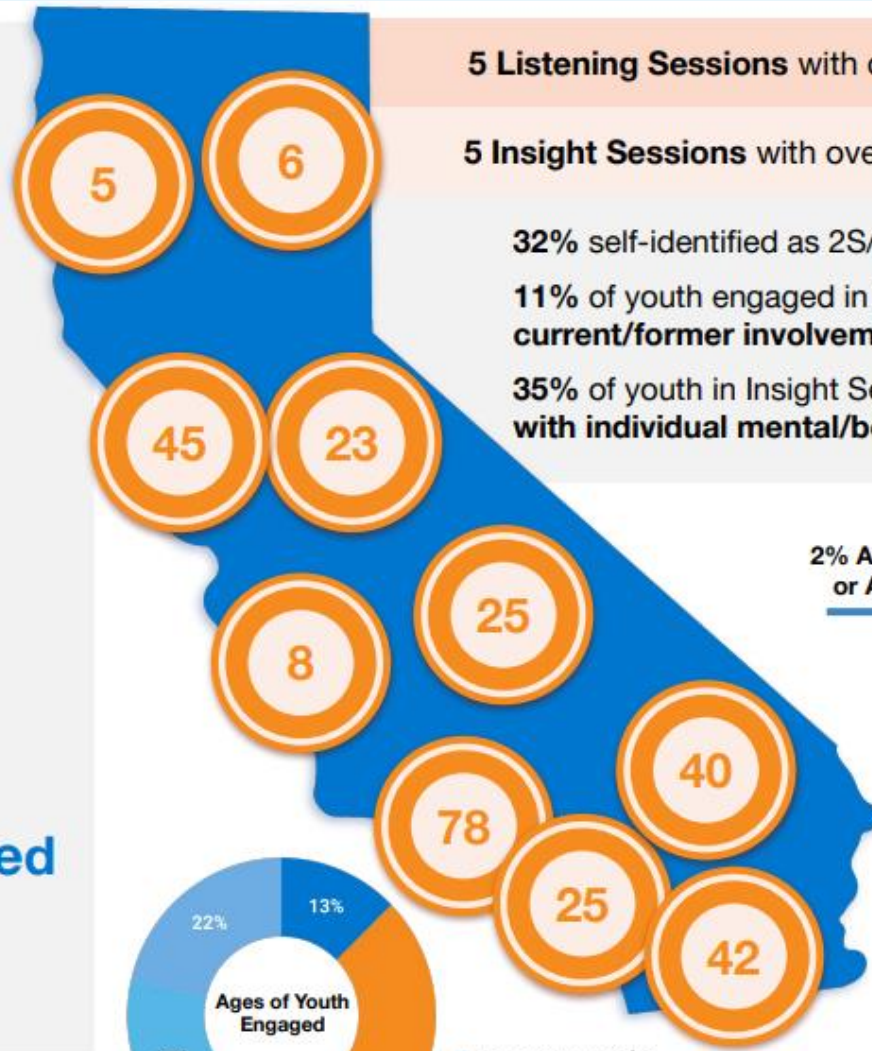


Youth Engagement: Formative Research

Los Angeles County	78
San Francisco Bay Area	45
San Diego Imperial County	42
Inland Empire	40
Orange County	25
Southern San Joaquin Valley	25
Northern San Joaquin Valley	23
Central Coast	8
Superior California	6
North Coast	5

Nearly 300 youth engaged
between May–July 2023

1. Insight Session Participants, n: 172



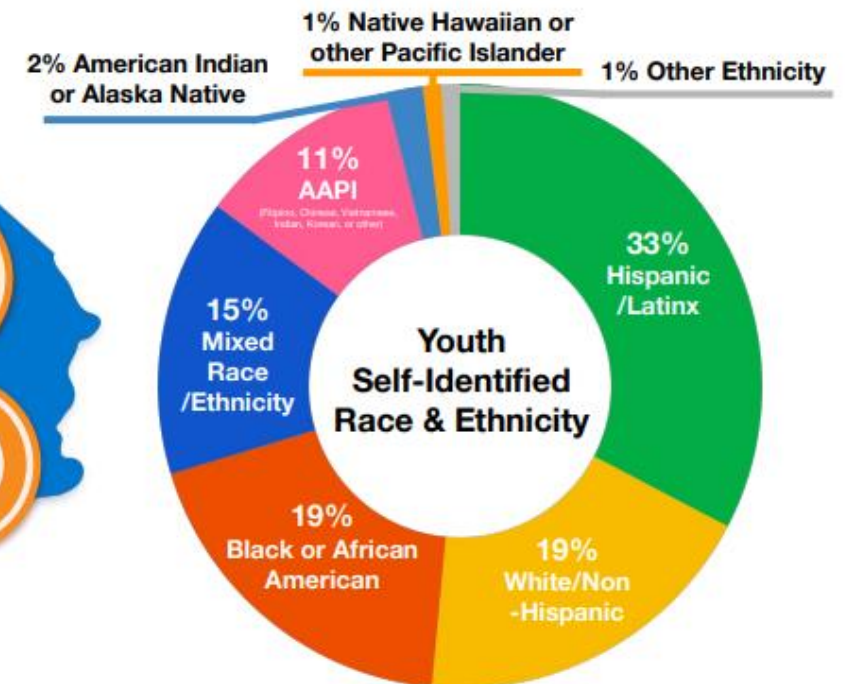
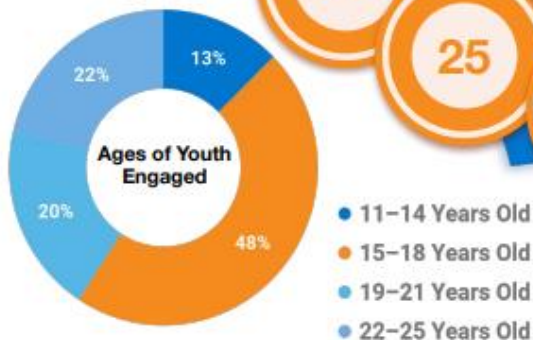
5 Listening Sessions with over **120 youth**

5 Insight Sessions with over **170 youth**

32% self-identified as 2S/LGBTQIA+¹

11% of youth engaged in Insight Sessions self-identified as having **current/former involvement with child welfare system**¹

35% of youth in Insight Sessions had **current or prior experience with individual mental/behavioral health counseling**¹



Program Spotlight:

Youth Leadership Institute (YLI)

City of Long Beach & Merced County

Objectives:

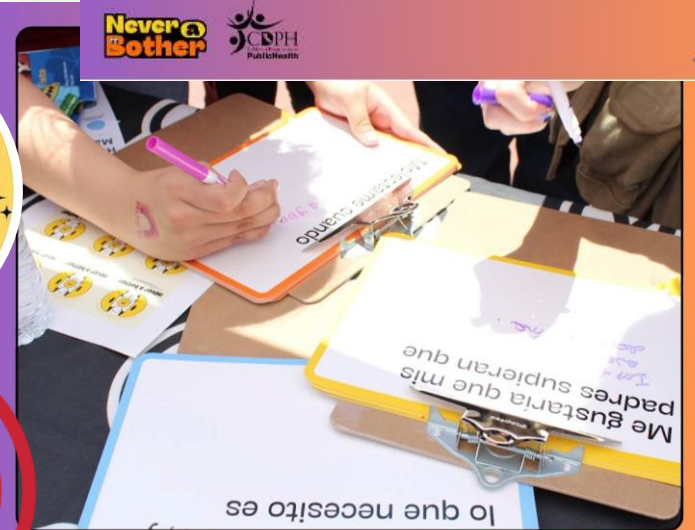
- Reduction in stigma
- Increase help-seeking behavior
- Increase healthy coping

Program: *You are Sacred*

YLI youth leaders are organizing educational events and campaigns in schools and on social media through the *You are Sacred* program. They are driving internal policy change efforts within YLI and working to support their peers out in the community.



You Are Sacred members tabling for
Mental Health week!



Never a Bother Youth Engagement Activity

Never a Bother

CDPH
Public Health



Program Spotlight:

Impact Sac

Sacramento & Placer Counties

Objectives:

- Reduction in stigma
- Reduction in feelings of depression, stress, and/or being overwhelmed
- Increase in help-seeking behaviors

Program: Bother me Whensdays

Weekly group meetings to develop skills and share resources to normalize conversations about suicidal ideation and mental wellness with their peers, behavioral health professionals, and others.



How Are You Feeling?



IMPACT SAC

Let us know how you're feeling so we can celebrate each other! TOMORROW at Bother Me Whensday we'll be talking about community to better support each others mental health.



Program Spotlight:

Youth Outreach and Learning Institute

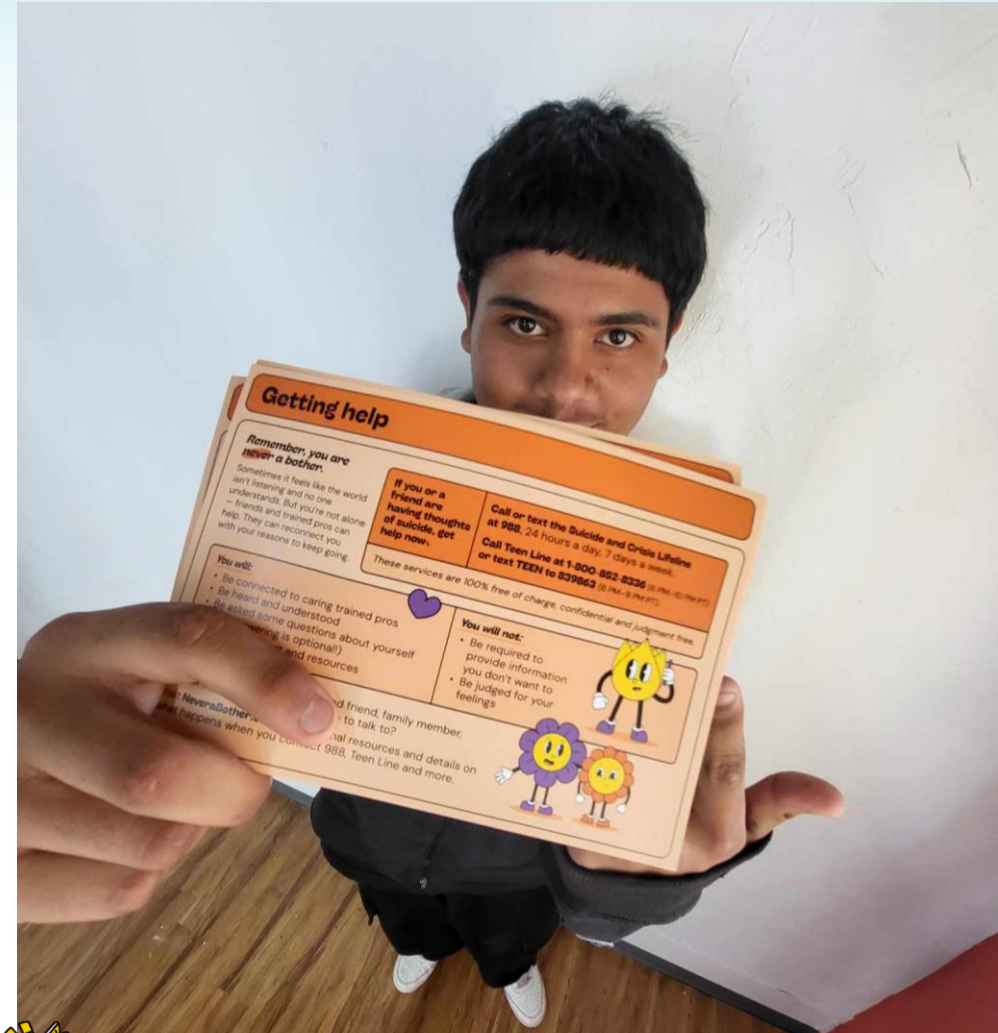
Merced County

Objectives:

- Reduction in youth self-harm
- Reduction in stigma
- Increase help-seeking behavior

Program:

YOALI uses youth-centered culturally relevant teachings, strong peer mentor relationships, and youth leadership development to promote help-seeking behavior and reduce the incidence of self-harm and suicide.



YOALI

Staying Connected



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- Learn about the **warning signs of suicide, crisis resources, and how to support yourself or a friend** at www.neverabother.org
- Check out the special considerations for **how to message** about suicide prevention safely and effectively.
- **Download campaign resources** such as logos, characters, icons and more at <https://neverabother.org/get-involved/>
- **Questions?** Contact the team at info@neverabother.org





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OSP Programs:

Youth Suicide Reporting and Crisis Response

County pilot program designed to develop and test models for rapidly reporting and comprehensively responding to youth suicides and suicide attempts at the county level by providing crisis services and follow-up supports within school and community settings.

Focus Populations: 10 CA counties selected based on the number of self-harm incidents, count and rate of youth suicide per county, rural versus urban county consideration, and measures of diversity to support health equity.

Participating Counties: Alameda, El Dorado, Humboldt, Kern, Los Angeles, Riverside, Sacramento, San Diego, San Joaquin, and Solano

Designed by counties to:

- Complement and expand upon existing services and supports
- Identify and shrink gaps in rapid reporting systems and protocols
- Strengthen rapid responses to suicide deaths and attempts
- Improve community collaboration and engagement

OSP Programs:

Youth Suicide Reporting and Crisis Response



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Rapid Reporting

Activities may include:

- Developing system maps to identify gaps within rapid reporting systems/structures
- Establish protocols for collection of data reporting

Crisis Response

Activities may include:

- Conducting a gap analysis to identify local resources (e.g., crisis response services/supports)
- implementation of screenings, wrap-around support, crisis mobilization services, crisis-response training, counseling, or peer-support services.

OSP Programs:

Youth Suicide Reporting and Crisis Response



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Intended Pilot Program Outcomes

- Comprehensive work plan to guide future implementation of rapid reporting and crisis response to youth suicide and attempts
- Progress toward comprehensive system for rapidly reporting and quickly responding to youth suicides and suicide attempts
 - Evidence of improved reporting processes and system
 - Robust county-level collaborative suicide prevention efforts
- Increased awareness and use of relevant services/supports/resources related to suicide prevention among youth disproportionately impacted by suicide and their peers, caregivers, and allies

OSP Programs:

Youth Suicide Reporting and Crisis Response



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County Examples

Kern

- Convening a weekly interdisciplinary meeting with educational and behavioral health stakeholders, healthcare providers, emergency department staff to coordinate follow up care for at risk youth following a suicide attempt, hospitalization, or related incident.

San Diego

- Partnered with Community Health Workers (CHWs) to help guide outreach strategies to help increase awareness of local crisis response services for youth, families, and community members following a youth suicide or suicide attempt.

Suicide Prevention Awareness Month



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Every person and organization in California can play a role in suicide prevention.

- Learn the **warning signs of suicide, crisis resources, and how to support yourself or a friend** and familiarize yourself with the [**988 Suicide & Crisis Lifeline**](#).
 - [Never a Bother](#)
 - [Substance Abuse and Mental Health Services Administration](#) (SAMHSA)
- Check out [**how to message**](#) about suicide prevention safely and effectively.

Did You Know? You don't have to be suicidal or in crisis to call the Lifeline.

People call to get help supporting a friend or loved one, and to talk about coping with a variety of struggles: substance use, economic worries, relationships, sexual identity, abuse, mental and physical illness, and loneliness.

Suicide Prevention Awareness Month



Office of Suicide Prevention

Every person and organization in California can play a role in suicide prevention.

September 2024

- **988 Day – Sunday, September 8th**



The [988 Day Digital Toolkit](#) is a SAMHSA resource designed to support the observance of 988 Day.

- **World Suicide Prevention Day – Tuesday, September 10th**

[World Suicide Prevention Day Toolkit](#) #ChangeTheNarrative

- **Suicide Prevention Week – Sunday, Sep 8th – Saturday, Sep 14th**

American Foundation for Suicide Prevention *Out of the Darkness Walks*:
[Find one near you](#)

Suicide Prevention Awareness Month



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Every person and organization in California can play a role in suicide prevention.

- OSP Social Media Shareables
- Collection of resources and promotional tools from suicide prevention partners

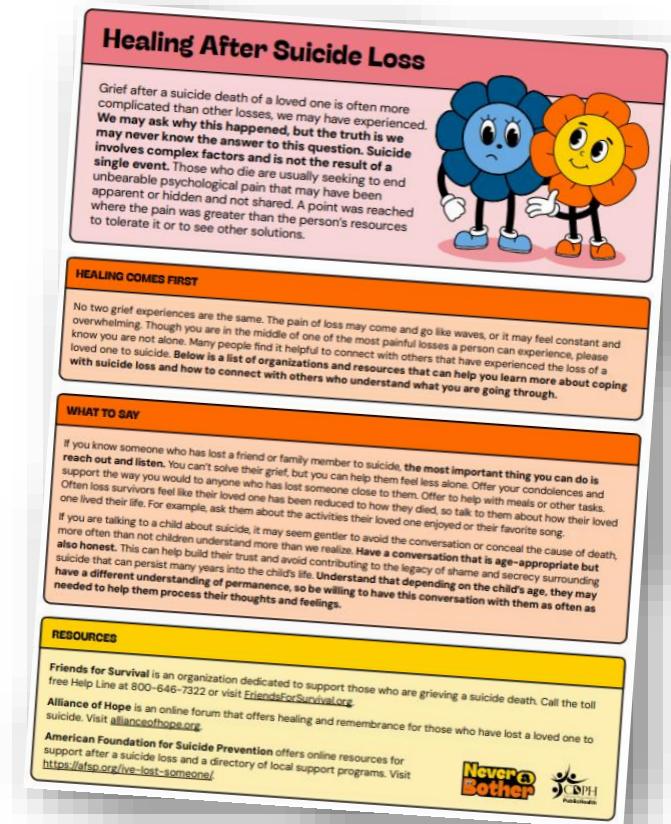
Protect your mental health.

Connect with friends, family and community.

Find coping skills that work for you, like exercise, deep breathing, or listening to music.



Understanding Why



Suicide Prevention Awareness Month

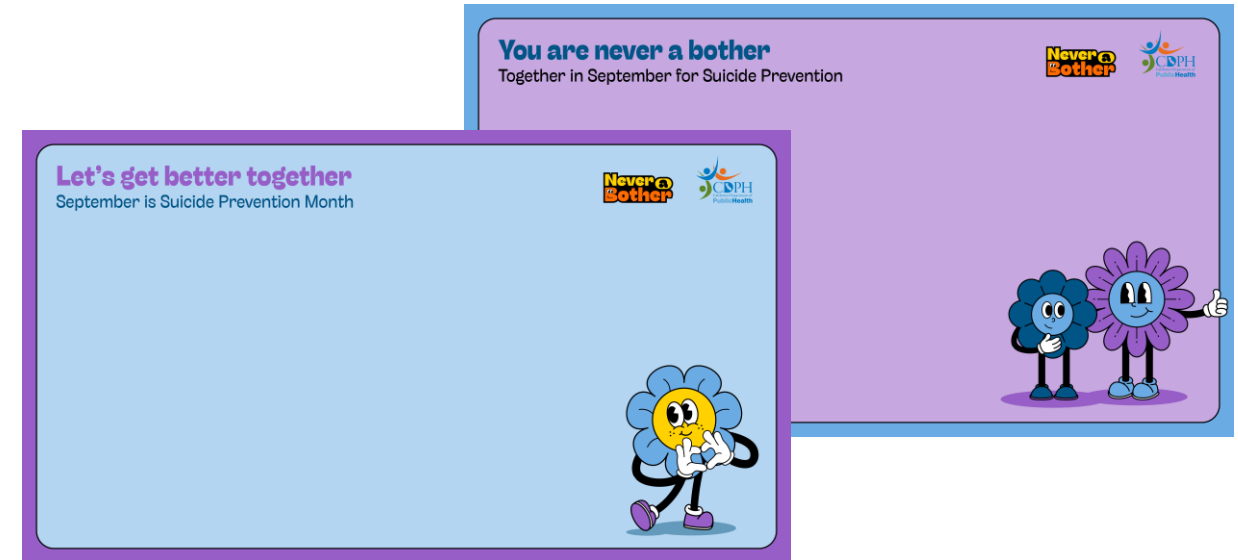


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Every person and organization in California can play a role in suicide prevention.

Never a Bother Materials

- Virtual Meeting Backgrounds
- Physical Toolkits to Grantees
- Digital Toolkit:
 - 5 social posts
 - Pocket card
 - Affirmation cards
 - Virtual Meeting Backgrounds
 - Posters (Warning Signs, How to Start the Conversation)
 - Training deck on educating caregivers
 - Activity Tip Sheet for Youth



Stay Connected with Us!



Office of Suicide Prevention

- Visit our [Suicide Prevention Program page](#)
- [Join our Suicide Prevention network listserv](#) to receive updates on new data and programmatic activities.
- If you have any questions, please contact CDPH's Suicide Prevention Team at Suicide.Prevention@cdph.ca.gov