

Maging Alerto! Alamin ang mga babala ng suicide.

Kung ikaw ay may kapamilya o kaibigan na nagpapatapas nang mga babala, ito, lalo na kung may pagbabago sa kanilang pag-uugali, agad-agad niyo

- o Pagsasabi na gusto na nilang mamalay o wakasan ang kanilang buhay
- o Paghahanap ng mga parisan ng pagpapakatay o pananalak sa sarili
- o Kawalan ng pag-asa o pagiging deternado
- o Pamimigay ng mga an-antang mahalaga sa kanila
- o Paghirlo sa paggawa ng mga bagay na kinahihiligan o ibangen
- o Nakakadulang pag-sasayos ng mga habnin
- o Paglalagay sa sarili sa kopahamakan
- o Galit
- o Pagdami ng pagkonsumo ng pag-inom ng alak
- o Pag-iwas sa pamilya at mga kaibigan
- o Pagkabalisa at pagkabahala
- o Pagbabago sa pagtulog tulad ng pag-iinom ng mga alkohol o mictilas na droga
- o Biglaang pagbabago ng pakiramay at katutuhan
- o Pagsasabi na etla ay wala ng pakiramay at walang sibil o wala ng dahilan pagmamuhay

Pain Isn't Always Obvious

KNOW THE SIGNS

suicideispreventable.org

Targeted Suicide Prevention Materials for the Filipino Community in California

WORKGROUP REPORT FINAL

Know the Signs >> Find the Words >> Reach Out



WELLNESS • RECOVERY • RESILIENCE

I. Introduction

The Know the Signs suicide prevention social marketing campaign prepares Californian's to prevent suicide by encouraging them to **know the signs, find the words** to offer support to someone they are concerned about and reach out to **local resources**. Campaign materials range from print ads, TV and radio spots, to outreach materials available in several languages. All campaign materials refer individuals to the campaign websites:

- www.suicideispreventable.org
- www.elsuicidiodoesprevenible.org

All campaign materials can be viewed, customized and downloaded from the Resource Center on Your Voice Counts (www.yourvoicecounts.org). This is an online suicide prevention forum designed to facilitate a dialog about suicide prevention in California and to engage stakeholders in the development and distribution of the Know the Signs campaign materials. The Know the Signs campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63.

II. Background

Based on 2010 Census data, among the 10 counties with highest numbers of Filipino residents in California are **Los Angeles, San Diego, and Santa Clara**.

In California there are an estimated **1,195,580** Filipino community members. The following 10 counties have the highest concentrations in the state:

- **Los Angeles County:** 322,110
- **San Diego County:** 146,618
- **Santa Clara County:** 87,412
- **Alameda County:** 82,406
- **Orange County:** 71,060
- **San Mateo County:** 70,191
- **Riverside County:** 51,003
- **Contra Costa County:** 48,418
- **Solano County:** 43,366
- **San Bernardino County:** 41,702

Source: California Department of Finance. Demographic Research Unit. State Census Data Center 2010



III. Workgroup Members and Discussions

Members for the materials in Tagalog workgroup guided the development of a poster and brochure through their collaboration and participation in a webinar (October 16th) as well as periodic discussion posts on the Your Voice Counts website. A total of 5 members participated in the materials in Tagalog workgroup representing the counties of **Alameda, Napa, and San Diego** from agencies such as Alameda County Mental Health Services and the Union of Pan Asian Communities (see Appendix C Workgroup Member Roster). Members were recruited in several ways. Ethnic service managers, CalMHSA program partners and county liaisons were asked to refer community members representing this community or engaged in outreach to the Filipino community. In addition, organizations serving this population were contacted directly and provided with a workgroup recruitment flyer (see Appendix F).

Discussions during the webinar and Your Voice Counts included the following topics:

- How the topic of suicide is discussed or not discussed in the Filipino community
- Identifying the helper
- What language to use for the materials
- Identifying and reviewing existing materials

During YVC discussions workgroup members shared the view that the topic of suicide within the Filipino community is considered a “taboo” topic although there has been a trend (at least in the Bay area) to discuss the topic more openly in the media. Family and religion are very important to the Filipino community. Their faith and religious beliefs play a very important role and individuals in crisis or concerned about someone are likely to reach out to their church community or pastor who is considered an authority figure in the community. They suggested that outreach materials should include warning signs (especially urgent ones) and specific behaviors for which to be on alert. Workgroup members also provided feedback regarding places to where these materials could be distributed to and suggested placing the materials in doctor offices, community centers and Filipino markets such as Seafood City and Island Pacific. As an alternative to print materials, workgroup members also suggested using the Filipino TV Channel (DSC) as a way to communicate information about warning signs for suicide.

Further discussions with community members in a focus group facilitated by the Union of Pan Asian Communities (UPAC) in San Diego County revealed that although suicide is not an easy topic to talk about, the strong sense and connectedness of the extended family in the Filipino culture supports that individuals will bring up the topic if they are concerned about someone they care about. All of the individuals who participated in the focus group were aware of warning signs and agreed with the need to bring up the topic directly. They felt this was in large part due to news media coverage on the topic.

IV. Development of Materials

Language Adaptation

The Know the Signs campaign team contracted with Cristina Samaco-Zamora, a clinical psychologist who is fluent in English and Tagalog, to provide the language adaptation of the brochure and poster. The language adaptation and illustrations were further reviewed during a focus group and a small workgroup including community members Agnes Hajek from UPAC and community members Ruel Borghonia and Claire Florentino also incorporated the focus group suggestions into the language adaptation, which was then finalized and reviewed by Cristina Samaco-Zamora and posted to the initial workgroup on Your Voice Counts.

Both, workgroup participants and focus group participants, felt strongly that the materials should be bilingual or available in English and Tagalog. They noted that there are hundreds of different dialects, including Visayan and Tagalog. As a result of these many dialects English is sometimes the most common language. Ideally all materials should be bilingual (English/Tagalog) so that older generations can also understand the information and to aid the English speaker in communicating the information to the person they are concerned about.

“Due to the multi-generational aspect of the Filipino culture, I believe that providing information in English and Tagalog is key. I have worked with many Tagalog and Spanish speaking clients who, although may have Tagalog as their primary language, prefer materials in English. Perhaps this is due to the fact that most materials they will find in the United States are in English. We must, however, take into account those generations that reside here in the United States that speak very little English and have Tagalog as their primary language. This population would obviously benefit from materials in Tagalog.” (Workgroup Member)

Design

One poster features a middle-aged woman in the forefront who was identified as the most likely “helper” for younger and older generations and a second poster features a young adult. In both posters, family or close friends, are featured in the background.

Focus Group Testing

Three posters were tested during a focus group held in San Diego County on June 5, 2014. A total of 9 participants represented men and women, parents, middle aged women and older adults. The focus group was facilitated by Agnes Hajek from the Union of Pan Asian Communities (UPAC). During the focus group session participants were asked to provide input regarding the content, the images and the overall design approach (see Appendix D for Focus Group Protocol and Consent Form).



The Union of Pan Asian Communities (UPAC) is a nationally recognized non-profit organization offering multicultural, multilingual mental health services to Asian, Pacific Islander and other ethnic communities.

www.upacsd.com

According to the research, Asian American women between the ages of 65-84 had the highest rates of suicide, compared to women from other racial backgrounds. In addition, among all Asian American age groups the age group between the ages of 20-24 had the highest rate of suicide compared to all other age groups.

Source: *Suicide among Asian Americans*. American Psychological Association.
www.apa.org/pi/oema/resources/ethnicity-health/asian-american/suicide.aspx

Recent research conducted by the National Latino and Asian American Study (NLAAS) coincided with national overall findings in that **suicide ideation and attempts among APIs are among younger aged females with mental health issues.**

Source: *Lifetime Suicidal Ideation and Suicide Attempts in Asian Americans*. Asian American Journal of Psychology. (2010)
www.ncbi.nlm.nih.gov/pmc/articles/PMC2953852

Maging Listo, Aalamin ang mga babala ng suicide.

Ang mga pakikibahagi nang kaharap ng isang kaugaliang magmamay-ayag ay hindi nangangahulagang masama. (Do not judge behavior.)

- Pagpapaliwanag ng pagkakaibang mga karanasan.
- Pag-angkin ng mga pakikibahagi sa mga karanasan.
- Pagpapaliwanag ng mga pakikibahagi sa mga karanasan.
- Pagpapaliwanag ng mga pakikibahagi sa mga karanasan.
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- Pagpapaliwanag ng mga pakikibahagi sa mga karanasan.

Para sa karagdagang impormasyong, bantayan ang **1-800-273-8255**.

May mga eksperto na maari nating makuhaang **7 araw sa isang linggo 24-oras.**

suicidepreventable.org

Option 1

Maging Listo, Aalamin ang mga babala ng suicide.

Ang mga pakikibahagi nang kaharap ng isang kaugaliang magmamay-ayag ay hindi nangangahulagang masama. (Do not judge behavior.)

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Para sa karagdagang impormasyong, bantayan ang **1-800-273-8255**.

May mga eksperto na maari nating makuhaang **7 araw sa isang linggo 24-oras.**

suicidepreventable.org

Option 2

Do you know the warning signs for suicide?

There are people in our community who experience intense sadness every day. They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hide their pain. The warning signs of their call for help are there, but not always obvious. If you observe even just one of these signs, reach out to provide help to them.

WARNING SIGNS TO LOOK FOR:

- Talking about wanting to die or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Putting affairs in order
- Riskless behavior
- Anger
- Increased drug or alcohol use
- Withdrawal
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes
- No sense of purpose

National Suicide Prevention Lifeline:
1-800-273-8255

suicidepreventable.org

Option 3

KNOW THE SIGNS

There are people in our community who experience intense sadness every day.

They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hide their pain.

The warning signs of their call for help are there, but not always obvious. If you observe even just one of these signs, reach out to provide help to them.

- Talking about wanting to die or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Withdrawal
- Putting affairs in order
- Riskless behavior
- Increased drug or alcohol use
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes
- No sense of purpose

ALAMIN ANG BABALA

May mga taong nakakaranan nang matinding kaharapuhan sa buong buhay.

Pakikibahagi nang kaharap ng isang kaugaliang magmamay-ayag ay hindi nangangahulagang masama. (Do not judge behavior.)

Karamihan sa mga tao ay walang ideya ng mga pakikibahagi sa mga karanasan ng matinding kaharapuhan. Sila ay hindi makikilalang ng matinding kaharapuhan kaysa i-panic na tansing nila ang pakikibahagi.

Ang mga pakikibahagi nang kaharap ng isang kaugaliang magmamay-ayag ay hindi nangangahulagang masama. (Do not judge behavior.)

- Pagpapaliwanag ng pagkakaibang mga karanasan.
- Pag-angkin ng mga pakikibahagi sa mga karanasan.
- Pagpapaliwanag ng mga pakikibahagi sa mga karanasan.
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Maging Listo, Aalamin ang mga babala ng suicide.

PAIN ISN'T ALWAYS OBVIOUS

Brochure

44 Pamapasok ba sa iyong isip na magkamatay?

Maging batagan na ang isang malubhang pagpapaliwanag ng pakikibahagi sa mga karanasan ng matinding kaharapuhan. Suporta. Ito ay malubhang pangangailangan ng mga pakikibahagi sa mga karanasan ng matinding kaharapuhan. Kung ikaw ay may pakikibahagi sa mga karanasan ng matinding kaharapuhan, ito ay isang malubhang pangangailangan ng mga pakikibahagi sa mga karanasan ng matinding kaharapuhan.

- Ang mga pakikibahagi nang kaharap ng isang kaugaliang magmamay-ayag ay hindi nangangahulagang masama. (Do not judge behavior.)
- Pagpapaliwanag ng pagkakaibang mga karanasan.
- Pag-angkin ng mga pakikibahagi sa mga karanasan.
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PAGHINGI NG TULONG

Humawag sa National Suicide Prevention Lifeline sa **1-800-273-8255**.

May mga eksperto na maari nating makuhaang **7 araw sa isang linggo 24-oras.**

Para sa karagdagang impormasyong, bantayan ang www.suicide-preventable.org

REACH OUT

Call: **1-800-273-8255**

Trained counselors are available 24/7 to offer support at the National Suicide Prevention Lifeline.

Visit: www.suicide-preventable.org for more information and local resources.

FIND THE WORDS

I have to ask this question because I care about you. Are you are thinking about ending your life? **YES**

It is difficult to accept that someone we care about and who we care about that they are having such a hard time. It is important for us to be able to help them. If you are worried about someone, don't hesitate to start the conversation.

DO NOT UNDERSTAND "Are you thinking about suicide?" and ask to help them.

EXPRESS CONCERN, REASSURE, and ask to help them.

If you think a person is suicidal, don't know them alone. You can contact the National Suicide Prevention Lifeline (24/7) **1.888.724.7265**.

Here are the ways you can offer support:

- Stay to comfort them and let them know that you care and are willing to help them.
- Reassure them that there is no shame in seeking help.
- Talk to and discuss how steps with a mental health clinician or doctor, a community leader or other family members.

Know the Signs >> Find the Words >> Reach Out

Focus Group Feedback

- Participants agreed that all three posters were visually engaging, but needed modifications to be culturally appropriate. Most importantly, participants suggested that the images did not fully represent Filipino community members. They felt the images should include individuals looking deeply saddened, distressed or worried.
- Participants all agreed that the posters were speaking to the helpers of a person at risk. They agreed that the main message in the posters is to pay more attention to another person's behaviors and take action if warning signs are noticed.
- Participants liked the list of warning signs for suicide on the posters.
- Text edits were suggested by participants and incorporated into revised designs.
- Participants liked the materials overall and felt they would be helpful to the helpers in the Filipino community.

The images, colors and illustrations used for the materials were significant to capture the cultural characteristics of the Filipino community. To capture the essence of family and community the design elements of one poster included a background with a family image and a middle-aged female in the forefront. The second poster contained an image of a middle-age female on the forefront and three smaller images on the side representing community members from different genders and age groups. And whereas the young woman in the English language poster does not look particularly Filipino, participants felt this was appropriate as she could represent an Asian young person in general and would thereby be relevant to the larger API community. Overall, the layout and composition of poster option 1 was preferred. Participants felt the woman in the second option looked like a lawyer, whereas the first option communicated the sense of the extended family vital to the Filipino culture. They also felt the images showed that suicide can happen to any family that appears happy on the outside, because it is not always easy to notice warning signs and because people try to hide their pain. However, participants suggested that the image of the woman needed to be modified to be more representative of the physical features of the Filipino community.

Who is this poster relevant for?

- Everybody, especially Tagalog-speaking community members
- Talking to a concerned person
- Mothers
- At first, poster inspires curiosity, but the word suicide then informs what the poster is about
- Helpers in the Filipino community
- Concerned citizens

What is this poster asking you to do?

- Help someone in the situation
- Be vigilant
- Be more understanding
- Call the professionals/reach out to person

Final Materials

Suggestions from the focus group were used to create a final design. During the focus group participants acknowledged the challenge of finding individuals who visually represent the Filipino culture. For example, only two participants in the group were identified as truly “looking Filipino.” Pictures of these two individuals were shared with the designer to aid the photography selection. A small workgroup including community members Agnes Hajek from UPAC and community members Ruel Borghonia and Claire Florentino were provided a stipend to assist with image selection for the final materials.

VII. Distribution

As part of a partnership with UPAC, local outreach was conducted by approaching a wide range of organizations, including community clinics, primary care doctors, pharmacies, community-based organizations, churches and temples and supermarkets about them displaying the materials and disseminating them to the clients, members and congregations. In addition, UPAC planned and facilitated a suicide prevention community forum on November 10th in Escondido where a total of 19 participants (10 female, 9 male) between the ages of 30 and 60+ attended the 3-hour event. Virtud Oloan, Advance Practice Nurse, from Scripps Memorial Hospital presented information about the suicide prevention outreach brochure in both Tagalog and English and incorporated her professional experience in mental health as a nurse in a psychiatric ward. Dixie Galapon, Mental Health Director, opened the workshop by presenting information on wellness and the Filipino community. During the presentation participants learned about the warning signs for suicide and how to recognize these in someone who may be at risk for suicide. Community members also shared they have seen the outreach materials (posters and brochures) in several local venues including small shops and grocery stores. UPAC will also aim to include information about suicide prevention in community newsletters and church bulletins.

In addition, the campaign team will reach out to county behavioral health agencies, ethnic service managers and other CBOs for additional distribution of the materials as part of a more comprehensive, statewide outreach plan that will be developed for FY 2014/15.



Appendix A: Poster, Brochure and Customized Materials

Maging Alerto! Alamin ang mga babala ng suicide.

Kung ikaw ay may kapamilya o kaibigan na nagpapakatao nang mga babalang nakasaad dito, lalo na kung may pagbabago sa kanilang pag-uugali, agad-agad niyo silang tulungan.

- o Pagsasabi na gusto na nilang maramalay o walakasan ang kanilang buhay
- o Paghaharap ng mga paraan ng pagpepakatamlay o panerakti sa sarili
- o Kawalan ng pag-asa o pagiging desperado
- o Pamimigay ng mga ari-ariang mahalaga sa kanila
- o Paghinto sa paggawa ng mga bagay na kinahihilingan o ibang-ang
- o Nakakapudang pag-sasayoc ng mga hablín
- o Paglilagay sa sarili sa kapahamakan
- o Galit
- o Pagdami ng pagkonsuno ng droga o pag-inon ng alak
- o Pag-iwas sa pamilya at mga kaibigan
- o Pagkabalsa at pagkabahala
- o Pagbabago sa pag-iilog tulad ng pagdama ng isembiya o madras na pag-iilog
- o Biglaang pagbabago ng pakiramdam at kalcohan
- o Pagsasabi na sila ay wala ng pag-asa, walang silbi o wala ng dahilan para mabuhay

Tumawag sa
National Suicide Prevention Lifeline sa
1.800.273.8255

May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.

suicideispreventable.org

CalMeDCA
CALIFORNIA
Mental Health
Department

KNOW THE SIGNS

NATIONAL SUICIDE PREVENTION LIFELINE
1-800-273-8255

Approximate Translation from Tagalog to English

Be Alert! Know the Warning Signs of Suicide.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Telling/expressing that they want to die or end their life
- Seeking ways to end life by suicide or self-harm
- Loss of hope or being desperate
- Giving away their valued possessions
- Stop doing the things he/she enjoys doing or leisure
- Putting things into order suspiciously
- Putting himself/herself at risk or in dangerous situations
- Anger
- More frequent use of drugs or drinking alcohol
- Avoiding family and friends
- Anxiety or agitation
- Change in sleep for example experiencing insomnia or sleeping too much
- Sudden change of emotions or mood
- Expressing that he/she has no hope, useless or no reason to live

Call the National Suicide Prevention Lifeline at 1.800.273.8255
There are trusted and skilled counselors who are willing to help 7 days a week 24-hours a day.

Know the Signs >> Find the Words >> Reach Out

Do you know the warning signs for suicide?

There are people in our community who experience intense sadness every day. They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hide their pain. The warning signs are there, but not always obvious. If you observe even just one of these signs, reach out to provide help in time.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- Putting affairs in order
- Riskless behavior
- Anger
- Increased use of alcohol or other drugs
- Withdrawal
- Anxiety or agitation
- Change in sleep
- Sudden mood changes
- No sense of purpose

National Suicide
Prevention Lifeline:

1.800.273.8255

suicideispreventable.org



**KNOW
THE SIGNS**



Know the Signs >> Find the Words >> Reach Out

Brochure

KNOW THE SIGNS

There are people in our community who experience intense sadness every day.

They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hide their pain.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, desperate, trapped
- Giving away possessions
- No longer doing the things he or she usually enjoys
- Putting affairs in order
- Reckless behavior
- Anger
- Increased drug or alcohol use
- Sudden mood changes
- Anxiety or agitation
- Changes in sleep
- Sudden mood changes
- No sense of purpose



PAIN ISN'T ALWAYS OBVIOUS

Maging Alerto! Alamin ang mga babala ng suicide.



ALAMIN ANG MGA PALATANDAAN

May mga taong nakararanas nang matinding kalungkutan araw-araw.

Pakiramdam nila ay wala ng saysay at wala ng pag-asa ang kanilang buhay. Dahil sa hiya o hindi pag-intindi sa kanilang pinagtaraanan, hindi nila ibinabahagi ang kanilang problema sa ibang tao.

Kung ikaw ay may kapamilya o kaibigan na nagpapamalas nang mga babalang nakasaad dito, lalo na kung may pagbabago sa kanilang pag-uugali, agad-agad niyo silang tulungan.

- Pagssasabi na gusto na ilang mamatay o wakasan ang kanilang buhay
- Paghahanap ng mga paraan ng pagpapalakas o pananakit sa sarili
- Kawalan ng pag-asa o pagiging desperado
- Pamimigay ng mga an-anting mahalaga sa kanila
- Paghinto sa paggaya ng mga bagay na kinakailangan o libangan
- Nakakadudang pag-sasabayos ng mga habalin
- Paglalagay sa sarili sa kapahamakan
- Galiit
- Pagdami ng pagkonsumo ng droge o pag-inom ng alak
- Pag-iwas sa pamilya at mga kaibigan
- Pagkabalisa at paglabohala
- Pagbabago sa pagluho tulad ng pagdanas ng insomniya o madalas na paglalag
- Diglaang pagbabago ng pakiramdam at katauhan
- Pagssasabi na sila ay wala ng pag-asa, waiting sila o waiting dahil para mabuhay

Mahalaga ka sa akin at ako'y nagmamalasakit sa iyong kapakanan, kaya't nais kong tanungin ka kung ikaw ay nag-iisip na wakasan na ang iyong buhay? 35

Mahirap tanggapin na ang taong mahalaga sa atin ay nakararanas ng krisis at nais magpakamatay. Subalit, ang pakikinig at pagtanggap ng panginging kinais ay mahalaga upang sila ay ating matutulongan. Kung ikaw ay nag-maalala sa isang taong nasa ganitong kalagayan, huwag mag-atubiling simulan ang pakikipag-usap.

Kausapin ang taong nasa krisis.	Tanungin kang pagnais na ba nilang magpakamatay o wakasan ang kanilang buhay.	Makinig. Ipasaila ang iyong pag-salita para sa sarili. Subilin na maunawaan mo ang kanilang pangkalahat na ibig-angitang ng suporta.
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- Itong mga paraan upang makatulong sa taong nasa krisis:
- Manatili sa kanilang tabi at ipadama ang iyong pagmamalasakit at pagnais na makatulong.
 - Huwag ninyo silang iwanan na nag-iisip.
 - Magbigay-diwa na hindi nakakahiyaing humingi ng tulong.
 - Kausapin ang mental health clinician, doktor, o mga kapamilya at taalakin sa kanila ang mga susunod na hakbang.

PAGHINGI NG TULONG

Tumawag sa National Suicide Prevention Lifeline sa **1.800.273.8255**

May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.

Para sa karagdagang impormasyon, biatnin ang: www.suicidepreventable.org

REACH OUT

Call. **1.800.273.8255**

Trained counselors are available 24/7 to offer support at the National Suicide Prevention Lifeline.

Visit: www.suicidepreventable.org for more information and local resources.

I have to ask this question because I care about you. Are you thinking about ending your life? 35

It is difficult to accept that someone we care about wants to end their life. However, acceptance is important for us to be able to help them. If you are worried about someone, don't hesitate to start the conversation.

START THE CONVERSATION	ASK ABOUT SUICIDE	LISTEN
Mention the warning signs that you noticed in their actions and words.	"Are you thinking about suicide?"	Express concern, reassure, and ask to help them.

If you think a person is suicidal, don't leave them alone. You can contact the National Suicide Prevention Lifeline (24/7): **1.800.273.8255**

- Here are the ways you can offer support:
- Stay to comfort them and let them know you care and are willing to help.
 - Reassure them that there is no shame in seeking help.
 - Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family members.



---Poster---	
What the Tagalog says in English approximately	TAGALOG
Be alert! Know the warning signs of suicide.	Maging Alert! Alamin ang mga babala ng suicide.
<p>If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.</p> <ul style="list-style-type: none"> Telling/expressing that they want to die or end their life Seeking for ways to end life by suicide or self-harm. Loss of hope and being desperate Giving away their valued possessions Stop doing the things he/she enjoys doing or leisure Putting things into order suspiciously Putting himself/herself at risk or in dangerous situations Anger More frequent use of drugs or drinking alcohol Avoiding family and friends Anxiety or agitation Change in sleep for example experiencing insomnia or sleeping too much. Sudden change of emotions or mood Expressing that he/she has no hope, useless or no reason to live 	<p>Kung ikaw ay may kapamilya o kaibigan na nagpapamalas nang mga babalang nakasaad dito, lalo na kung may pagbabago sa kanilang pag-uugali, agad-agad niyo silang tulungan.</p> <ul style="list-style-type: none"> Pagsasabi na gusto na nilang mamatay o wakasan ang kanilang buhay Kawalan ng pag-asa, pagiging desperado Pamimigay nang mga ari-ariang mahalaga sa kanila Paghinto sa paggawa ng mga bagay na kinahihiligan o libangan Nakakadudang pag-sasaayos ng mga habilin Paglalagay ng sarili sa kapahamakan Matinding galit Madalas na paggamit ng droga o pag-inom ng alak Pag-iwas sa pamilya at mga kaibigan Pagkabalisa Pagbabago sa pagtulog tulad ng pagdanas ng insomniya Biglaang pagbabago ng kalagayan, kilos at anyo Pagsasabi na sila ay wala ng pag-asa, walang silbi o wala ng dahilan para mabuhay
<p>Call the National Suicide Prevention Lifeline at 1.800.273.8255</p> <p>There are trusted and skilled counselors who are willing to help 7 days a week 24-hours a day.</p>	<p>Tumawag sa National Suicide Prevention Lifeline sa 1.800.273.8255</p> <p>May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.</p>
---Brochure---	
What Tagalog says in English (approximately)	TAGALOG
Be Alert! Know the signs of suicide.	Maging Alert! Alamin ang mga babala ng suicide.
Know the signs	ALAMIN ANG MGA PALATANDAAN
There are people who experience extreme sadness every day.	May mga taong nakararanas nang matinding kalungkutan araw-araw.

They feel there is no reason and no hope for them to live. Because of shame or not understanding what they are going through, they don't tell/share what their problems are to others.	Pakiramdam nila ay wala ng saysay at wala ng pag-asa ang kanilang buhay. Dahil sa hiya o hindi pag-intindi sa kanilang pinagdaraan, hindi nila ibinabahagi ang kanilang problema sa ibang tao.
If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.	Kung ikaw ay may kapamilya o kaibigan na nagpapamalas nang mga babalang nakasaad dito, lalo na kung may pagbabago sa kanilang pag-uugali, agad-agad niyo silang tulungan.
<ul style="list-style-type: none"> Telling/expressing that they want to die or end their life Seeking for ways to end life by suicide or self-harm. Loss of hope and being desperate Giving away their valued possessions Stop doing the things he/she enjoys doing or leisure Putting things into order suspiciously Putting himself/herself at risk or in dangerous situations Anger More frequent use of drugs or drinking alcohol Avoiding family and friends Anxiety or agitation Change in sleep for example experiencing insomnia or sleeping too much. Sudden change of emotions or mood Expressing that he/she has no hope, useless or no reason to live 	<ul style="list-style-type: none"> Pagsasabi na gusto na nilang mamatay o wakasan ang kanilang buhay Paghahanap ng mga paraan ng pagpapakamatay o pananakit sa sarili Kawalan ng pag-asa o pagiging desperado Pamimigay ng mga ari-ariang mahalaga sa kanila Paghinto sa paggawa ng mga bagay na kinahihiligan o libangan Nakakadudang pag-sasaayos ng mga habilin Paglalagay sa sarili sa kapahamakan Galit Pagdami ng pagkonsumo ng droga o pag-inom ng alak' Pag-iwas sa pamilya at mga kaibigan Pagkabalisa at pagkabahala Pagbabago sa pagtulog tulad ng pagdanas ng insomniya o madalas na pagtulog. Biglaang pagbabago ng pakiramdam at kalooban Pagsasabi na sila ay wala ng pag-asa, walang silbi o wala ng dahilan para mabuhay
"You are important to me and I am concerned about your welfare, that is why I want to ask you if you are thinking of ending your life?"	"Mahalaga ka sa akin at ako'y nagmamalasakit sa iyong kapakanan, kaya't nais kong tanungin ka kung ikaw ay nag-iisip na tapusin na ang iyong buhay?"
It is hard to accept that important people in our life are experiencing crisis and wanting to suicide/die. But listening and accepting this kind of crisis is important to help them. If you are worried about a person who is in this situation, don't hesitate to start talking to them.	Mahirap tanggapan na ang taong mahalaga sa atin ay nakararanas ng krisis at nais magpakamatay. Subalit, ang pakikinig at pagtanggap ng ganitong krisis ay mahalaga upang sila ay ating matulungan. Kung ikaw ay nag-aalala sa isang taong nasa ganitong kalagayan, huwag mag-atubiling simulan ang pakikipag-usap.

<p>Talk to the person in crisis. Mention the signs you have been noticing in their actions and words of your friends or family members.</p> <p>Ask if they want to end their life.</p> <p>Listen.</p> <p>Inform them that you are worried about them. Tell them that you understand what they are going through. Give all your support.</p>	<p>Kausapin ang taong nasa krisis. Banggitin ang mga palatandaan na iyong napupuna sa kilos at pananalita ng iyong kaibigan or kapamilya.</p> <p>Tanungin kung ninanais na ba nilang Magpakamatay o wakasan ang kanilang buhay</p> <p>Makinig. Ipaalam ang iyong pag-aalala para sa kanila. Sabihin na nauunawaan mo ang kanilang pinagdaraan. Ibigay ang lahat ng suporta.</p>
<p>Here are the ways to help a person in crisis:</p> <ul style="list-style-type: none"> • Stay beside them and make them feel your concern and wanting to help. • Don't leave them alone. • Assure them not to be ashamed to ask for help. • Talk to a mental health clinician, doctor, or other family members, and discuss the next steps with them. 	<p>Ito ang mga paraan upang makatulong sa taong nasa krisis:</p> <ul style="list-style-type: none"> • Manatili sa kanilang tabi at ipadama ang iyong pagmamalasakit at pagnanais na makatulong. • Huwag ninyo silang iwanan na nag-iisa. • Magbigay tiwala na hindi nakakahiyang humingi ng tulong. • Kausapin ang mental health clinician, doktor, o mga kapamilya at talakayin sa kanila ang mga susunod na hakbang.
<p>Asking for help</p>	<p>PAGHINGI NG TULONG</p>
<p>Call the National Suicide Prevention Lifeline at 1.800.273.8255 There are trusted and skilled counselors who are ready to help 7 days a week 24-hours</p> <p>For more information, visit: www.suicideispreventable.org</p>	<p>Tumawag sa National Suicide Prevention Lifeline sa 1.800.273.8255</p> <p>May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.</p> <p>Para sa karagdagang impormasyon, bisitahin ang: www.suicideispreventable.org</p>

Customized materials for San Diego County (UPAC)

LỰA LỜI GỢI CHUYỆN

“Tôi phải hỏi bạn điều này và tôi quan tâm đến bạn. Tôi muốn biết bạn đang suy nghĩ đến việc kết liễu đời mình phải không?”

Có những câu hỏi tế nhị mà chúng ta rất ngại hỏi. Nhưng nếu chúng ta muốn phòng ngừa tự tử thì không có gì quan trọng hơn những câu hỏi này. Xin bạn đừng ngần ngại.

Hãy nhắc đến những dấu hiệu cảnh báo bạn đang nhận thấy	Bạn đang suy nghĩ đến việc tự tử phải không?	Thể hiện sự quan tâm, trấn an, và đề nghị để giúp họ
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ĐỀ NGHỊ GIÚP ĐỠ

Đừng lo là bạn đơn độc trong việc giúp đỡ, không đủ khả năng, hoặc không biết phải làm gì trong tình huống này. Sau đây là những cách bạn có thể giúp đỡ họ:

- Hãy ở lại an ủi họ và cho biết là bạn quan tâm và sẵn sàng để giúp họ.
- Đảm bảo với họ là không có gì xấu hổ khi tìm sự giúp đỡ.
- Sau đó hãy tìm đến và tham khảo với bác sĩ sức khỏe tâm thần, hoặc một người lãnh đạo trong cộng đồng hoặc người thân trong gia đình.

Tìm Đến Sự Giúp Đỡ

Hãy gọi đến đường dây Tiếp Cận và Trợ Giúp Không Hoàng 24 giờ tại số:

1.888.724.7240

Các cố vấn đã được huấn luyện đang sẵn sàng 24/24 để hỗ trợ bạn và có nhân viên nói tiếng Việt Nam khi yêu cầu.

Trên trang web: www.suicidepreventable.org

có thêm thông tin về các cơ quan giúp đỡ tâm thần trong quận của các bạn ở phần “Đề Nghị Giúp Đỡ”

REACH OUT

Call: **1.888.724.7240**
Trained counselors 24/7 to offer support. Access & Crisis Line

Visit: www.suicidepreventable.org for more information. Local resources available.

FIND THE WORDS

“I have to ask this question because I care about you. Are you thinking about ending your life?”

Do you know the warning signs for suicide?

There are people in our community who experience intense sadness every day. They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experiences, they hide their pain. The warning signs of their call for help are there, but not always obvious. Visit suicidepreventable.org to learn the signs, find the words and reach out.

Maging Alerto! Alamin ang mga babala ng suicide.

Access & Crisis Line:
1.888.724.7240

Trained counselors are available 24/7.
suicidepreventable.org

Tumawag sa **Access & Crisis Line** sa **1.888.724.7240**

May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.
suicidepreventable.org

na nagpapamalas nang mga babalang nakasasabing pang-uugali, agad-agad niyo silang tulungan

- Galiit
- Pagdami ng pagkonsamo ng droga o pag-inom ng alak
- Pag-wala sa pamilya at mga kasabing
- Pagbabalala at pagbabahala
- Pagbabago sa pagtulog tulad ng pagdanas ng insomniya o madalas na pagtulog
- Siyang pagbabago ng paliramdam at talabutan
- Pag-aasabi na sila ay wala ng pag-asa, walang labi o wala ng dahilan para mabuhay

Know the Signs >> Find the Words >> Reach Out

Customized materials for Los Angeles County (LADMH)

Maging Alerto! Alamin ang mga babala ng suicide.



“Mahalaga ka sa akin at ako’y nagmamalasakit sa iyong kapakanan, kaya’t nais kong tanungin ka kung ikaw ay nag-iisip na wakasan na ang iyong buhay?”

Mahirap tanggapin na ang taong mahalaga sa atin ay nakararanas ng krisis at nais magpakamatay. Subalit, ang pakikinig at pagtanggap ng ganitong krisis ay mahalaga upang sila ay ating matulungan. Kung ikaw ay nag-aalala sa isang taong nasa ganitong kalagayan, huwag mag-atubiling simulan ang pakikipag-usap.

- | | | |
|---|--|--|
| <p>Kausapin ang taong nasa krisis. Banggitin ang mga palatandaan na iyong napupuna sa kilos at pananalita nang iyong kaibigan o kapamilya.</p> | <p>Tanungin kung ninanais na ba nilang magpakamatay o wakasan ang kanilang buhay.</p> | <p>Makinig. Ipaalam ang iyong pag-aalala para sa kanila. Sabihin na nauunawaan mo ang kanilang pinagdaranan. Ibigay ang lahat ng suporta.</p> |
|---|--|--|

Ito ang mga paraan upang makatulong sa taong nasa krisis:

- Manatili sa kanilang tabi at ipadama ang iyong pagmamalasakit at pagnanais na makatulong.
- Huwag ninyo silang iwanan na nag-iisa.
- Magbigay-liwata na hindi nakakahiya humingi ng tulong.
- Kausapin ang mental health clinician, doktor, o mga kapamilya at talakayin sa kaniya ang mga susunod na hakbang.

- Kung ikaw ay may kapamilya o kaibigan na nagpapamalas nang mga babala, lalo na kung may pagbabago sa kanilang pag-iisip, agad-agad na:
- | | |
|---|---|
| <ul style="list-style-type: none"> o Pag-iisip na gusto na nitong mamatay o wakasan ang kanilang buhay o Paghahanap ng mga paraan ng pagpapakamatay o pananalita sa sarili o Kawalan ng pag-iisa o pagiging desperado o Pawiingay ng mga anti-antang mahalaga sa kanila o Paghinto sa paggawa ng mga bagay na kinahihilingan o libangan o Nakakadulaing pag-sasabayos ng mga trabaho o Paglalabag sa sarili sa kapamamagitan | <ul style="list-style-type: none"> o Galit o Pagdami ng pagkamu-pag-inom ng alak o Pag-iwas sa pamilya at kaibigan o Pagkabalisa at pagkabigat o Pagbabago sa pag-iisip ng insomniya o madal na pag-iisip o Biglaang pagbabago ng atakapoban o Pag-iisip na sila ay wala ng pang-aral ng wakang alibi o wala ng dahilan para maduroy |
|---|---|

suicideispreventable.org

PAGHINGI NG TULONG

Tumawag sa National Suicide Prevention Lifeline sa **1.800.273.8255**

May mga mapagkakatiwalaan at sanay na tagapayo na handang makatulong 7 araw sa isang linggo 24-oras.

Para sa karagdagang impormasyon, bisitahin ang: www.suicideispreventable.org

REACH OUT

Call: **1.800.273.8255**

Trained counselors are available 24/7 to offer support at the National Suicide Prevention Lifeline.

Visit: www.suicideispreventable.org for more information and local resources.

Suicide Prevention Crisis Line:
1.877.727.4747
24 hours a day; 7 days a week

Los Angeles County Department of Mental Health ACCESS Hotline:
1.800.854.7771
24 hours a day; 7 days a week

“I have to ask this question because I care about you. Are you thinking about ending your life?”

It is difficult to accept that someone we care about wants to end their life. However, acceptance is important for us to be able to help them. If you are worried about someone, don't hesitate to start the conversation.

START THE CONVERSATION	ASK ABOUT SUICIDE	LISTEN
Mention the warning signs that you noticed in their actions and words.	"Are you thinking about suicide?"	Express concern, reassure and ask to help them.

If you think a person is suicidal, don't leave them alone. You can contact the National Suicide Prevention Lifeline (24/7): **1.800.273.8255**

- Here are the ways you can offer support:
- Stay to comfort them and let them know you care and are willing to help.
 - Reassure them that there is no shame in seeking help.
 - Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family members.



Appendix B: Your Voice Counts Discussions

Welcome! Please respond to this post.



WORKGROUP DISCUSSION

Welcome! Please respond to this post.



[Jiana YourSocialMa...](#)

Welcome! Please let us know you are here by introducing yourself to the group.

PRIVATE FEEDBACK (4)

5 comments

POST COMMENT
(#COMMENT-FORM)



jd77

November 15, 2013 - 11:49am

Hello, I'm James Diokno and I am Program Supervisor for Children & Youth Development with the Union of Pan Asian Communities, the lead Health and Human Service Provider for the Asian/Pacific Islander Community in San Diego since 1974. The focus of the programs I run is prevention and early intervention of high-risk behaviors as well as emphasizing safe, positive, and empowering choices, activities, and lifeways for our children and youth.

I am interested in suicide prevention for several reasons. I am Filipino American and Filipino youth have traditionally ranked at the top in San Diego county for suicide ideation and attempts. Although I did not grow up in San Diego (I was raised in Washington, D.C.), I battled with suicidal thoughts and attempted several times as a youth but found reasons to move forward with my life and embrace the positives. I hope to help others do the same. I have also known colleagues and friends who have left us as a result of suicide and hope to be a part of preventing further tragedies in our communities.



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Joanie

September 27, 2013 - 10:37am

My name is Joanie and I am also very excited to be a part of this group! I work for Napa County. My two best friends from childhood are Filipino and I have grown up with that culture as part of my life. I also have numerous friends who are Filipino and have such respect for the kindness and generosity that seems to be so predominant in all of their lives.

I lost a brother to suicide and have lost a few friends along the way. It is always heartbreaking.

I am very enthusiastic about being a part of this group and appreciate the opportunity to possibly make a difference for someone in pain.

As a sideline, please make sure my contact email is violetblue69@gmail.com (mailto:violetblue69@gmail.com) -this is the best way to reach me. I am available during my lunch hour (usually 12-1 pm) and after work (5-9 pm)

Thanks!



Medardo Tomaquin

September 27, 2013 - 8:21am

Hi! My name is Medardo Tomaquin and am happy to be selected as a participant of the "Know the Signs Campaign Filipino Workgroup.



instuka

September 26, 2013 - 10:36am

Hi group :)

My name is Nicole, I am a Public Health Nurse that works for Napa County. Many of my clients are Filipino as well as many of my friends. I was interested in joining this group after the loss of a close friend and former nursing school classmate from suicide. Since requesting to join this group a few months back, another friend has been lost as a result of suicide as well. Through the years and losses, I have begun to really see how important suicide prevention and resources are for those that are struggling. Suicide does not have to happen, although I am sure for those in pain, they see it as the only option at that given time.

I am very excited to participate in this work group and am really looking forward to the experience. Thank you for allowing me to participate.

POST NEW COMMENT

YOUR NAME:

em



Know the Signs >> Find the Words >> Reach Out

Notes from our webinar today (Oct 16th)



WORKGROUP DISCUSSION

Notes from our webinar today (Oct 16th)



Jana YourSocialMa...

Thank you for your time today. Here are a few notes from our webinar discussion today. Please add additional thoughts!

- Suicide is general a “taboo” topic although there has been a trend (at least in the Bay area) to discuss the topic more openly in the media.
- The Filipino community is very family centered and very religious. Their faith and religious beliefs play a very important role and individuals in crisis or concerned about someone are likely to reach out to their church community or pastor who is considered an authority figure.
- The Filipino community is very family centered. Generally middle-aged women (30-50) are the glue of the family, supporting both their children and their elderly parents. These women are likely “helpers” for both (their children and their elders). There are also generational differences to consider, in that older generations are going to be much less open to discussing a topic such as suicide.
- We talked about the type of information that would be helpful to someone concerned about another person. Suggestions included warning signs (especially urgent ones) and information about symptoms of depression such as the questions in the sample brochure we looked at.
- Since these materials are available on a statewide level, we talked about possible places who could distribute these materials. (Given that we don't have the resources to do outreach ourselves). Suggestions included doctor offices, community centers, Filipino markets such as Seafood City and Island Pacific.
- As an alternative to print materials, using the Filipino TV Channel (DSC) as a way to communicate information about warning signs for suicide.

Please offer additional thoughts!

PRIVATE FEEDBACK (6)

Attachment:

[Filipino Workgroup Orientation_Oct 16_2013.pdf](#)

http://www.yourvoicecounts.org/sites/default/files/online/Filipino_Workgroup_Orientation_Oct 16_2013.pdf

4 comments

POST COMMENT

(# COMMENT-FORM)



jd77

November 20, 2013 - 1:50pm

A couple of other thoughts:

-Materials can also be distributed (if this hasn't been mentioned already) through county HHS and non-profit mental and social service providers. The organization I work for (Union of Pan Asian Communities) is the lead advocate and provider of health and human services for the A/PI community in San Diego and would be a good resource to connect with for distribution of outreach materials. However, there are other reputable organizations as well such as Kalusugan Community Services, Operation Samahan, and Cultural Resource Foundation. Another idea is to possibly partner with relevant programs to this project at local universities, such as the School of Public Health at San Diego State University, and also college and university Filipino and other A/PI student groups, fraternities, and sororities.

-Rather than a catch-all type of outreach, I'm wondering what the capabilities are to create

materials catered towards different age-groups. Working with youth, I know it would be especially helpful for middle and high schoolers particularly if they need to know how to provide support for their peers and where to turn to for help.

-Will materials also include preventative topics related to current themes related to suicide such as texting/sexting, bullying, substance abuse etc.? What about for military vets suffering from PTSD etc.?



jd77

November 15, 2013 - 12:09pm

I think it's important to keep in mind that we are dealing with, really, several kinds of Filipino families currently.

- 1) 2nd/3rd Generation families (who may or may not be bi-lingual, and may or may not even be bi-cultural)
- 2) 1st generation families who immigrated here recently and are in transition (ESL, primary Philippine language speakers, difficulty in navigating services and assistance)
- 3) 1st generation families who immigrated here and have been established for several years (ESL, bi-lingual, culturally-acclimated to life in the US)

These are just some examples to keep in mind in terms of materials production and outreach.

Filipino communities here in San Diego also tend to be divided between lower socio-economic strata (working class/active military/newly arrived; South San Diego County and Mira Mesa) and more affluent areas (2nd generation young professionals/retired military/entrepreneurs/small business owners/medical profession North County, Rancho Penasquitos, Poway, Mt. Carmel area).

We should also consider that military families in addition to the what was previously mentioned. Half of the Filipino population in San Diego is here because of the military, through enlistment or petitioned family. Working with medical providers affiliated with the military (Tri-Care) and veteran's administration services is essential to getting the word out about suicide prevention awareness.



Medardo Tomaquin

October 17, 2013 - 10:35am

the tv channel is tfc (the filipino channel)

I also enjoyed the webinar and am looking forward to the next one.

thanks,
medardo



Joanie

October 16, 2013 - 6:27pm

I think alot of valuable information was shared today and it was really a good idea to brainstorm. I really like the way the webinar was set up, once I got through the glitches on my phone!

Thank you!

Joanie

What language should materials be in?



WORKGROUP DISCUSSION

What language should materials be in?



Jana YourSocialMa...

During our webinar today we discussed what language materials should be in. Here are a few key points from our discussion.

- There are hundreds of different dialects, including Visayan and Tagalog, but Tagalog is probably the most common. As a result of these many dialects English is sometimes the common language.
- If we look at women (ages 20-mid 40s) as the most likely "helpers" then English might be the best English if bilingual materials are not possible, e.g. for a poster. Ideally all materials should be bilingual (English/Tagalog) so that older generations can also understand the information and to aid the English speaker in communicating the information to the person they are concerned about.

Please offer additional thoughts!

PRIVATE FEEDBACK (#)

4 comments

POST COMMENT (#COMMENT-FORM)



nstula

November 27, 2013 - 9:43am

The overall goal of the campaign is to disseminate suicide prevention information to as many Filipino community members as possible, while communicating this information in a culturally competent manner. Due to the multi-generational aspect of the Filipino culture, I believe that providing information in English and Tagalog is key. I have worked with many Tagalog and Spanish speaking clients who, although may have Tagalog as their primary language, prefer materials in English. Perhaps this is due to the fact that most materials they will find in the United States are in English.

We must, however, take into account those generations that reside here in the United States that speak very little English and have Tagalog as their primary language. This population would obviously benefit from materials in Tagalog.

I think it is also important to consider the other common dialects that exist. Visayan was mentioned as another dialect, although I have read that there are a few other major dialects. Perhaps a reference can be made on the English/Tagalog materials referring clients that speak other dialects to a website or phone number, where they could receive materials specific to their dialect.



nstuka

November 27, 2013 - 9:42am

The overall goal of the campaign is to disseminate suicide prevention information to as many Filipino community members as possible, while communicating this information in a culturally competent manner. Due to the multi-generational aspect of the Filipino culture, I believe that providing information in English and Tagalog is key. I have worked with many Tagalog and Spanish speaking clients who, although may have Tagalog as their primary language, prefer materials in English. Perhaps this is due to the fact that most materials they will find in the

United States are in English.

We must, however, take into account those generations that reside here in the United States that speak very little English and have Tagalog as their primary language. This population would obviously benefit from materials in Tagalog.

I think it is also important to consider the other common dialects that exist. Visayan was mentioned as another dialect, although I have read that there are a few other major dialects. Perhaps a reference can be made on the English/Tagalog materials referring clients that speak other dialects to a website or phone number, where they could receive materials specific to their dialect.



Joanie

November 22, 2013 - 2:54pm

I think bilingual information for the community would be the most helpful if possible! I am not Filipino, but from my perspective having access to both languages would be useful for the older generation who feel more comfortable with their first language.

It is so true that the middle aged women do tend to be the helpers with both generations. My best friend, who is Filipino, had to travel about 200 miles to her mother's house to help her coordinate relief effort for their relatives in the Philippines who were drastically affected by the disaster of Typhoon Haiyan. Her mother is 80 years old and not savvy enough with computers to be able to communicate well with her loved ones. This is just an example of how women are the ones often tending to the needs of the children AND the parents, especially it seems, in the Filipino culture, where family is so very important. Therefore, I believe that having the information available bilingually, so that everyone can clearly understand the issues around suicide, the signs and how to get help would be extremely valuable.



jd77

November 21, 2013 - 3:28pm

Publications should definitely be in English. Filipino-Tagalog is our national language so materials should be published in that language as well. Here in San Diego, I actually find that there are more speakers of Ilocano and Kapampangan than Visayan. The real key in publishing in those languages is not just the language itself, but what kind of wording should be used as suicide discussion (and all mental health-related issues) are still very much wrought by stigma, misconception, and seen as a very "Western" issue.

POST NEW COMMENT

YOUR NAME:

em



Please review: Workgroup Report and Poster and Brochure Drafts!



WORKGROUP DISCUSSION

Please review: Workgroup Report and Poster and Brochure Drafts!



Jana YourSocialMa...
Dear Workgroup Members,

Attached please find the report from this workgroup and the development of the

http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_poster_6.20.14_Page_1.jpg



http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_poster_6.20.14_Page_2.jpg



materials to reach Filipino community members along with the most current poster and brochure drafts.

We contracted with Christina Samaco-Zamora, a clinical psychologist who is fluent in English and Tagalog, to provide the language adaptation of a brochure and poster. The language adaptation and illustrations were further reviewed during a focus group on June 5th. A small workgroup including community members Agnes Hajek from UPAC and community members Ruel Borbonia and Claire Florentino incorporated the focus group suggestions into the language adaptation.

We also partnered with the Union of Pan Asian Communities (UPAC) in San Diego to conduct outreach and approach a wide range of organizations, including community clinics, primary care doctors, pharmacies, community-based organizations, churches and temples and supermarkets about them displaying the materials and disseminating them to the clients, members and congregations. In addition, UPAC will plan and facilitate a suicide prevention community forum and aim to include information about suicide prevention in community newsletters and church bulletins.

We would greatly appreciate it if you could take a few minutes to review the attached (as a pdf below) poster and brochure and provide your input.

PRIVATE FEEDBACK (P)

Attachment:

- [Filipino Workgroup Report_draft_6.20.14.pdf](http://www.yourvoicecounts.org/sites/default/files/topic/issf/FilipinoWorkgroupReport_draft_6.20.14.pdf) (http://www.yourvoicecounts.org/sites/default/files/topic/issf/FilipinoWorkgroupReport_draft_6.20.14.pdf)
- [KTS Filipino poster_6.20.14_Page_1.pdf](http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_poster_6.20.14_Page_1.pdf) (http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_poster_6.20.14_Page_1.pdf)
- [KTS Filipino poster_6.20.14_Page_2.pdf](http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_poster_6.20.14_Page_2.pdf) (http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_poster_6.20.14_Page_2.pdf)
- [kts filipino brochure 6.18.14.pdf](http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_brochure_6.18.14.pdf) (http://www.yourvoicecounts.org/sites/default/files/topic/images/KTS_Filipino_brochure_6.18.14.pdf)

0 comments POST COMMENT
(COMMENT FORM)

Appendix C: Member Roster

Name	Organization	County	Qualifications
John Zamora, Clinician	ACMHS	Alameda	I am currently an MFTi working towards my licensure. Part of my experience includes a few years working as a volunteer at San Francisco Suicide Prevention. For the past few years gaining hours, I have worked with a very diverse population, not only in terms of age and race but gender as well.
Nicole Stuka, Public Health Nurse	Napa County	Napa	I am a Public Health Nurse who works daily with a diverse population, often Tagalog-speaking clients. I am interested in this as a result of suicide. I'd like to understand more about suicide prevention and contribute to the process of developing culturally competent materials.
Joan Dudding (Joanie), Medical Secretary	Napa County	Napa	I am very interested in participating in this workgroup as I have a very vested interest in helping those with a mental illness that leads (or could lead) to suicide. My sister has a mental disorder that has led to suicide attempts throughout her life - I feel very compassionate towards anyone who is suicidal or families that have to deal with it. I would be grateful to be in a position to help others deal with the suicidal issues that are so prevalent in society now.
Medardo Tomaquin	Bucklew Programs	Napa	I have worked with the mental health population for more than 20 years, where suicide prevention is a main focus. I could speak Tagalog and Visayan, two main dialects in the Philippines. TFC, the Filipino channel broadcasting in the US, reports an increase in the suicide rate among Filipinos living here in the US.
James Diokno, Program Supervisor - Youth Development	Union of Pan Asian Communities	San Diego	I have worked with local San Diego API youth for over 5 years in providing mentorship and prevention services for at-risk behaviors while also working to provide positive resources and activities as alternatives to high-risk behavior.

Appendix D: Focus Group Protocol and Consent Form

Focus Group Protocol

Introduction/Welcome

Introduction statement for the group: (Thank everyone for being present):

*We want to welcome you to today's focus group. The purpose of today's meeting is to learn how we can reach the Lao community with information about suicide prevention. We will explore suggestions for creating materials in Lao to reach the **helpers**, meaning someone who is in a position to recognize warning signs and offer support, **NOT** the person at-risk.*

Please emphasize to participants that their input and feedback are invaluable in ensuring we produce materials that are user friendly and effective.

Remind participants that we have provided food and beverages for their enjoyment and to please feel comfortable to get up and get something to drink or eat if they haven't already.

Background

Campaign background: The materials that will be created for the *Know the Signs* campaign are part of statewide efforts to prevent suicide and are funded by counties through the Mental Health Services Act.

Focus group objective: The goal is to review 3 posters designed to reach the Laotian community with information about suicide prevention.

SECTION 1: Discussion about Suicide Prevention

- 1) If you were concerned that a friend or family member is having thoughts of suicide, what would you do? Who would you turn to for support? What information do you need to help you support a friend you are concerned about?
- 2) If you were having thoughts of suicide, who do you think would notice warning signs? A family member? A close friend?
- 3) What is the best way to reach the Lao community members with this type of information? (Confirm that through temples is a good strategy).

SECTION 2: Poster Feedback

1. Poster 1

Hand out one poster. Ask participants to take a few minutes to review the poster and the content.

- In 10 words or less, what is this poster about?
- Who is this poster trying to speak to? Who is it relevant for?
- What is this poster asking you to do?
- Does it appropriately reflect the Lao community and culture?

(For the facilitator: This poster is designed to reach helpers of a person at risk, not the person at risk themselves.)

2. Compare poster 1, 2 and 3

Hand out additional 2 posters. Please take a few minutes to review the posters.

- Raise your hand if your first choice is poster 1
- Raise your hand if your first choice is poster 2
- Raise your hand if your first choice is poster 3

Ask participants to share what they liked/didn't like about each of the posters.

Thank everyone for participating and hand out gift cards

**Know the Signs Campaign
Consent to Participate in Focus Group**

You have been invited to participate in a focus group to inform materials for the statewide suicide prevention social marketing campaign *Know the Signs*. The campaign is funded through counties by the voter approved Mental Health Services Act (MHSA) (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA). You were selected as a possible participant because you are Lao and speak Lao.

PURPOSE

The purpose is to help us understand how we can reach the Lao community with information about suicide prevention and to offer feedback on printed materials.

PROCEDURES

If you choose to participate, you will be asked to participate in a group discussion about the outreach needs in your community and about the appropriate strategies to reach members of your community. This type of group meeting is called a focus group. The focus group will last about 1 and 2 hours. The focus group will not be audiotaped and no identifying information will be collected. There are no right or wrong answers to the questions that will be asked in the group; the important thing is for you to share your experience and opinions.

POTENTIAL RISKS AND DISCOMFORTS

We ask that you share only as much information as you wish. Other people in the focus group discussion will know what you say.

POTENTIAL BENEFITS

Your answers will help the Know the Signs campaign to develop culturally appropriate outreach materials for the Lao community. You will receive no direct benefit from being in the focus group although you will be compensated for your time.

COMPENSATION FOR PARTICIPATION

You will receive a gift for being in the focus group that is worth approximately \$25 in value. If you decide to leave before the focus group is over, you will still receive the gift.

CONFIDENTIALITY

Your identity will be unknown. We will not disclose any information that can be identified with you, nor connect your name to any information we present.

PARTICIPATION AND WITHDRAWAL

Your decision whether or not to participate will not affect any services you now receive or will receive from The Center for Lao Studies or CHAA. If you decide to participate, you are free to discontinue participation at any time. You may choose not to answer questions that you do not want to answer. The facilitator may withdraw you from this meeting if circumstances arise which in the opinion of the presenters warrant doing so. If this happens, you will still receive the gift for being in the focus group.

QUESTIONS

If you have any questions or concerns about the focus group please feel free to ask now. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights, or remedies because of your participation in this focus group.

Your signature indicates that you have read the information provided above and have decided to participate. You can keep a copy of this form.

Name of Participant _____ Signature of Participant _____ Date _____

Appendix E: Workshop Flyer

Know the Signs Wellness Workshop

Filipino Communities

Learn about sustaining health and wellness in your communities!

Participants will learn some tips on maintaining a healthy lifestyle for children, adults and older adults. Participants will also learn about maintaining mental health wellness in their communities, and learn to identify potential warning signs for suicide in a loved one.

When: November 10, 2014
Monday
4:00pm—7:00pm

Where: UPAC EMASS Office
200 N. Ash, Suite 100
Escondido, CA 92027
(760) 233-1984





RSVP: To Ms. Lolita Gatmaitan
RSVP by 11/6/14
(619) 791-5423
lgatmaitan@upacsd.com

Light dinner provided!

Workshop facilitated in Tagalog and English.

Participants are eligible to win a \$25 gift card.

This event is facilitated by the Union of Pan Asian Communities (UPAC) and Know the Signs, funded by Proposition 63 – Mental Health Services Act (MHSA) and the California Mental Health Services Authority (CalMHSA).



Appendix F: Recruitment Flyer



Workgroup Participants Needed

Contact: Jana Sczersputowski – jana@yoursocialmarketer.com – 858 740 4381.

The Know the Signs suicide prevention social marketing campaign is looking for workgroup participants to assist in the development of culturally and linguistically competent materials. Please recommend yourself, a colleague or community member. Responsibilities include:

- ✓ An estimated time commitment of 10-15 hours between July 1, 2013 and September 30, 2013.
- ✓ Participation in one-on-one phone calls with campaign team members.
- ✓ Participation in conference calls as needed.
- ✓ Provide input and review creative materials.
- ✓ Assist with the development of a distribution plan

We are looking for approximately 5-8 participants in each workgroup. Participants who are selected will be compensated for their time with a \$300 stipend.

First and Last Name:	
Organization (if applicable):	Title (if applicable):
Email:	Phone:
Briefly describe your qualifications for this workgroup and why you are interested in participating.	

We are looking for individuals with experience working with or conducting outreach to these different groups. **Please mark which of these 11 workgroup(s) you are interested in**

- African American
- API Youth
- LGBTQ Youth
- Low literacy Spanish-speaking individuals.

Workgroups for the development of materials reaching individuals who speak these languages:

- Vietnamese
- Tagalog
- Cantonese/Mandarin
- Hmong
- Khmer
- Korean
- Lao

The Know the Signs campaign is part of statewide efforts to prevent suicide, eliminate stigma about mental illness and improve student mental health. The Know the Signs suicide prevention social marketing campaign prepares Californian's to prevent suicide by encouraging them to **know the signs, find the words** to offer support to someone they are concerned about and reach out to **local resources**.



Know the Signs >> Find the Words >> Reach Out
suicideispreventable.org