

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable.org

Messaging for Suicide Prevention



WELLNESS - RECOVERY - RESILIENCE



Introductions



Sandra Black
Yolo, CA



Tawny Porter
Alameda, CA



Jana Sczersputowski
San Diego, CA



Stan Collins
San Diego, CA

Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.



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

Welcome!

- Please mute your line
- If you have a question, technical problem or comment, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



“Suicide Prevention and intervention require constant vigilance.”

Correct Terminology

<i>Use</i>	<i>Don't Use</i>
<i>“died by Suicide” or “took their own life”</i>	<i>“committed suicide”</i> <i>Note: Use of the word commit can imply crime/sin</i>
<i>“attempted suicide”</i>	<i>“successful” or “unsuccessful”</i> <i>Note: There is no success, or lack of success, when dealing with suicide</i>

What are the causes of Suicide?

¹ cause 
noun | \ˈkôz\

Cause: A reason for an action or a condition

Werther v. Papageno Effects

Certain presentations on the topic of suicide may influence a vulnerable person towards suicidal behavior.

But positive messaging about suicide prevention may have protective effects such as coverage of positive coping in adverse circumstances, or information about resources.

Effective Messaging on Suicide Prevention



Key Considerations:

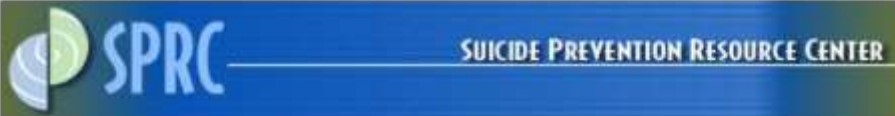
What messages are we using?

What messages are we sending?

Why? Who is the audience?

SuicidePreventionMessaging.org

Safe and Effective Messaging



Safe and Effective Messaging for Suicide Prevention

This document offers evidence-based recommendations for creating safe and effective messages to raise public awareness that suicide is a serious and preventable public health problem. The following list of "Do's" and "Don'ts" should be used to assess the appropriateness and safety of message content in suicide awareness campaigns. Recommendations are based upon the best available knowledge about messaging.^{1,2,3} They apply not only to awareness campaigns, such as those conducted through Public Service Announcements (PSAs), but to most types of educational and training efforts intended for the general public.

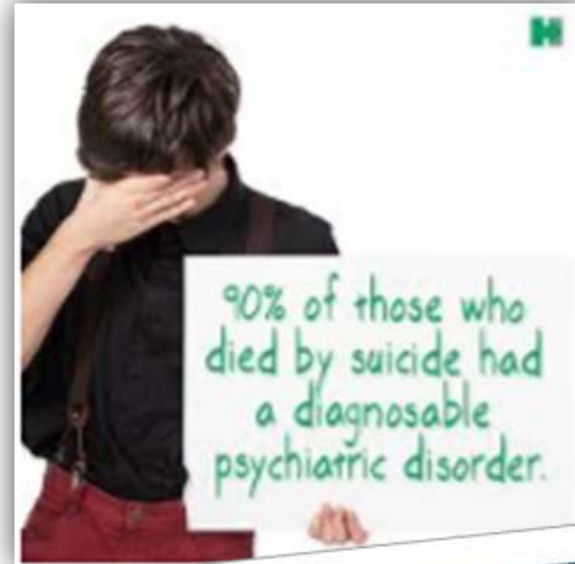
These recommendations address message content, but not the equally important aspects of planning, developing, testing, and disseminating messages. While engaged in these processes, one should seek to tailor messages to address the specific needs and help-seeking patterns of the target audience. For example, since youth are likely to seek help for emotional problems from the Internet, a public awareness campaign for youth might include Internet-based resources.⁴

The Do's—Practices that may be helpful in public awareness campaigns:

- **Do emphasize help-seeking and provide information on finding help.** When recommending mental health treatment, provide concrete steps for finding help. Inform people that help is available through the National Suicide Prevention Lifeline (1-800-273-TALK [8255]) and through established local service providers and crisis centers.
- **Do emphasize prevention.** Reinforce the fact that there are preventative actions individuals can take if they are having thoughts of suicide or know others who are or might be. Emphasize that suicides are preventable and should be prevented to the extent possible.⁵
- **Do list the warning signs, as well as risk and protective factors of suicide.** Teach people how to tell if they or someone they know may be thinking of harming themselves. Include lists of warning signs, such as those developed through a consensus process led by the [American Association of Suicidology \(AAS\)](#).⁶ Messages should also identify protective factors that reduce the likelihood of suicide and risk factors that heighten risk of suicide. Risk and protective factors are listed on pages 35-36 of the [National Strategy for Suicide Prevention](#).
- **Do highlight effective treatments for underlying mental health problems.** Over 90 percent of those who die by suicide suffer from a significant psychiatric illness, substance abuse disorder or both at the time of their death.^{7,8} The impact of mental illness and substance abuse as risk factors for suicide can be reduced by access to effective treatments and strengthened social support in an understanding community.⁹



22
VETERANS
COMMIT
SUICIDE
EVERY DAY



{SUICIDE}
IS 100% PREVENTABLE

Reporting on Suicide

The screenshot shows the homepage of reportingonSuicide.org. At the top right is a search bar with the text 'Search ReportingOnSuicide.org' and a magnifying glass icon. Below the search bar is the website's logo 'reporting on suicide.org'. A horizontal navigation menu contains the following links: 'Recommendations', 'Online Media', 'Examples', 'Find an Expert', 'Research', 'About', and 'Other Languages'. The main content area features a large article titled 'RECOMMENDATIONS FOR REPORTING ON SUICIDE' with a background image of a keyboard. Below the title is a section titled 'IMPORTANT POINTS FOR COVERING SUICIDE' with a bulleted list of key findings. To the right of the article is a text block that reads: 'Suicide is a public health issue. Media and online coverage of suicide should be informed by using best practices. Some suicide deaths may be newsworthy. However, the way media cover suicide can influence behavior negatively by contributing to contagion, or positively by encouraging help-seeking.' At the bottom of this text block are two buttons: 'Download in English' and 'See in Other Languages'.

www.ReportingOnSuicide.org



RECOMMENDATIONS FOR REPORTING ON SUICIDE

1. PROVIDE A SUICIDE PREVENTION RESOURCE

- ▶ Always include a prevention resource, for instance:
 - San Diego Access and Crisis Line: (888) 724-7240
 - Mental Health and Suicide Prevention Resources: Up2SD.org
- ▶ Offer a description of the resources you provide

2. WARNING SIGNS AND RISK FACTORS

- ▶ Include more than one warning sign or risk factor for suicide (warning signs on back)
- ▶ Consider the fact that many risk factors can contribute to suicide

3. AVOID INFORMATION ABOUT SUICIDE METHOD

- ▶ Avoid giving details about how the suicide was carried out
- ▶ Avoid specific details about the weapon that was used

4. FOCUS ON COMPLEXITY OF SUICIDE

- ▶ Make a broad statement about the complexity of suicide.
- ▶ Avoid mentioning only one preceding event; don't over-simplify. There is no easy answer.
- ▶ Avoid speculation – rarely do we ever truly know the causes.

5. AVOID SENSATIONAL LANGUAGE

- ▶ Use objective language (Avoid terms like “crazy” and “psycho”)
- ▶ Use reliable data to describe suicide. Refrain from including statistics that make suicide seem common, normal or acceptable.
- ▶ Maintain a hopeful tone

Up2SD.org
San Diego's Premier Mental Health Resource

CHUP
a project led by
COMMUNITY HEALTH
IMPACT PARTNERS
making a difference together

**LIVE WELL
SAN DIEGO**

OHHS
COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES
Provided by the County of San Diego

Provided on behalf of the San Diego County Suicide Prevention Council.

Messaging on Suicide Prevention: Key Principles

- Provide a suicide prevention resource
- Educate: Discuss warning signs and risk factors
- Create a positive narrative (Use positive images/statistics)
- Avoid over-simplifying
- Avoid information about suicide method
- Avoid “normalizing” statistics

Considerations for Messaging: Provide a suicide prevention resource

Providing a suicide prevention resource is one of most important components when messaging about suicide or suicide prevention.

Anyone who has suicidal thoughts or is in an emotional crisis can talk to counselors at the National Suicide Prevention hotline, (800) 273-8255 or the San Diego Access & Crisis hotline at (888) 724-7240.

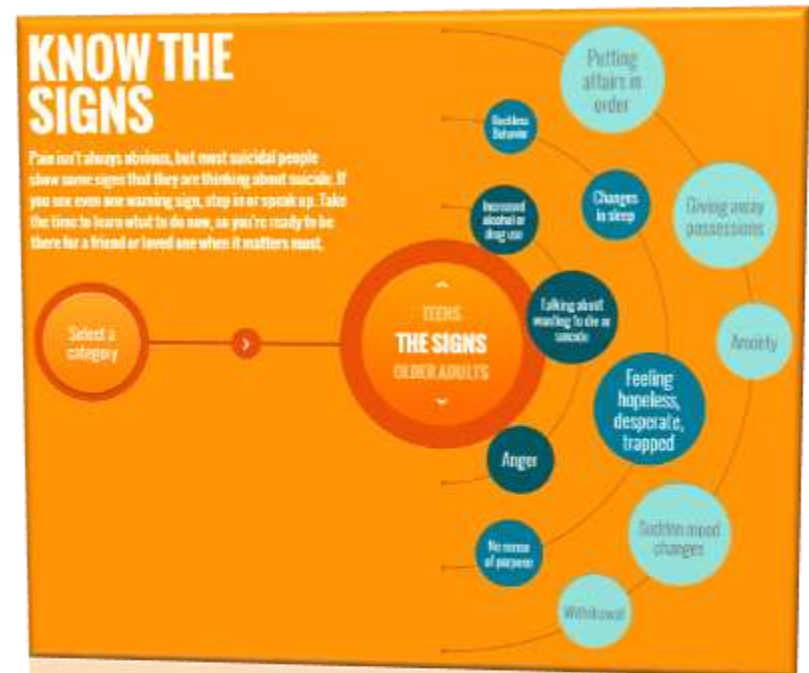


Considerations for Messaging:

Discuss warning signs and risk factors

Most people show one or more warning signs, so it is important to know the signs and take them seriously...

Especially if a behavior is new or has increased and if it seems related to a painful event, loss, or change.



Considerations for Messaging: Create a Positive Narrative

- Share stories highlighting suicide PREVENTION
- Instead of sharing statements of suicide deaths/attempts, share information about helping seeking.
 - For example: In 2011, 105,142 calls to the National Suicide Prevention Lifeline were made from California .
 - Last year, over 5,000 people attended suicide prevention trainings in San Diego County.



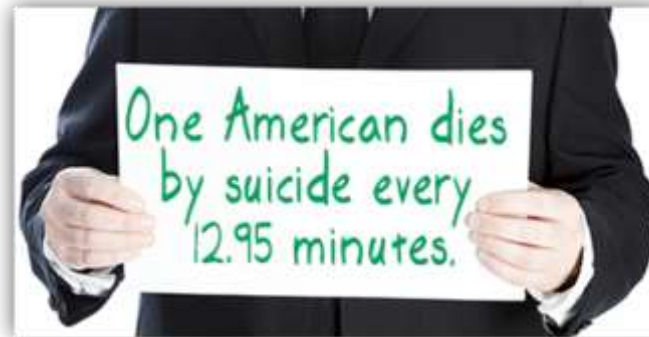
Considerations for Messaging: Avoid “normalizing” statements

Don't normalize suicide by presenting it as a common event (e.g. epidemic)

Most people who consider suicide do not act on those thoughts.

Presenting suicide as common may unintentionally remove a protective bias against suicide.

**EVERY 40
SECONDS
SOMEONE IN
THE WORLD
DIES BY
SUICIDE.**



Considerations for Messaging:

Avoid over-simplifying the “causes” of suicide, or pointing to a single event as “the cause”

Rather than offering single reasons for suicide (breakup, job loss, etc.), frame suicide as a complex issue influenced by multiple factors.

Oversimplification of suicide can mislead people to believe that it is a normal response to fairly common life circumstances.

Was Junior Seau's Suicide Caused By Head Trauma?

Was Seau's death the result of a brain injury or mental health?

Like 28

Robin Williams, depression and the complex causes of suicide

While many people who kill themselves have been experiencing the extreme distress we might think of as depression, that's not always the case and is rarely the whole explanation

HEALTH

Robin Williams's Widow Points to Dementia as a Suicide Cause

Considerations for Messaging: Avoid detailed descriptions of method

- Avoid sharing details about how the suicide was carried out such as specific details about weapon or means used, location of wound, or the location of the incident.

Grim details of Robin Williams' death released by investigators

Rashaan Salaam, Heisman Trophy winner and former Chicago Bear, committed suicide with gunshot to head



Suicide Prevention Week 2017

#BeThe1To Know the Signs. Find the Words. Reach Out.



suicideispreventable.org



Each Mind Matters: California's Mental Health Movement supports that suicide prevention matters!

#BeThe1To

Know the Signs. Find the Words. Reach Out

Suicide Prevention Week September 10-16, 2017 World Suicide Prevention Day September 10, 2017



suicideispreventable.org



Each Mind Matters: California's Mental Health Movement supports that suicide prevention matters!

Suicide Prevention Month 2017

#BeThe1To Know the Signs. Find the Words. Reach Out.



suicideispreventable.org



Each Mind Matters: California's Mental Health Movement supports that suicide prevention matters!

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

Suicide Prevention Week 2017

The toolkit includes:

- Suicide Prevention Tools & Resources
- Social Media Posts
- Resources and Activity Ideas for Men
- Resources and Activity Ideas for Youth & Schools

The toolkit can be found and **downloaded** at EachMindMatters.org

Mental Health

Stories

Get Involved

Events

Resources

Blog



Home / Shop / News / Contact / Newsletter / [Log Out](#)

Mental Health / [Stories](#) / [Get Involved](#) / [Events](#) / [Resources](#) / [Blog](#)

Get Involved

We all have mental health, and our voices are amplified when we speak up together. California's Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health. There are many ways to add your voice and strengthen the movement.



Spread the Word

Learn more about the movement and get tools to help inform others.

[More](#)



Home / Shop / News / Contact / Newsletter / [Log Out](#)

Mental Health / [Stories](#) / [Get Involved](#) / [Events](#) / [Resources](#) / [Blog](#)

Spread the Word

Each Mind Matters is a growing movement that is spreading the word about mental health and the importance of seeking help.

Learn more about the movement and get tools to help inform others.

There are many ways to add your voice and strengthen the movement.

There are many ways to add your voice and strengthen the movement.

There are many ways to add your voice and strengthen the movement.

There are many ways to add your voice and strengthen the movement.

There are many ways to add your voice and strengthen the movement.

There are many ways to add your voice and strengthen the movement.



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

Templates



San Luis Obispo County Behavioral Health Department

September 13 at 2:47pm · San Luis Obispo, CA ·

The Behavioral Health Department is proud to join Transitions Mental Health Association, the San Luis Obispo Suicide Prevention Council, and the Board of Supervisors, in declaring September "Suicide Prevention Awareness Month" in SLO County!

#SuicidePreventionMonth2016
#knowthesigns #findthewords
#SPAW2016



Suicide Prevention Activity Tip Sheet

XXX Suicide Prevention Tips & Resources

Each Mind Matters: California Mental Health Services supports that suicide prevention matters. County Behavioral Health Services across California helps its members in various ways to prevent. Callers can be provided support by discussing the warning signs for suicide, helping the words to talk with a person they are concerned about and learning words that are helpful.

- Know the Signs: Find the Words: Reach Out.** Learn how you can help someone you may not be able to help yourself. [Click here to learn more.](#)
- Start conversations. Encourage help is available to people who are struggling.** Reach out to someone you are worried about. Encourage them to seek help. [Click here to learn more.](#)
- Provide ongoing support to those who are struggling.** For ongoing support, contact the County Behavioral Health Services. [Click here to learn more.](#)
- Share your support. Many communities have suicide prevention teams and events.** If you are a professional or other community member, you can help someone who is struggling. [Click here to learn more.](#)
- Help a friend.** Provide ongoing support through groups, people with the ability to provide information in a confidential way. [Click here to learn more.](#)
- Join California's Mental Health Movement.** Join the Mental Health Movement. [Click here to learn more.](#)

www.suicideprevention.org

- ## In the Toolkit:
- Proclamation Template
 - Drop In Articles
 - Email Template
 - Activity Tip Sheet
 - Messaging Handout



Suicide Prevention Week 2016

Suicide Prevention Week September 5-11, 2016 World Suicide Prevention Day September 10, 2016

In collaboration with Each Mind Matters, the Know the Signs Suicide Prevention Campaign and the California Mental Health Services Authority, the Department of Behavioral Health (DBH) recognizes and promotes **Suicide Prevention Week from September 5 – 11, 2016.**

Each day during this week, DBH's Public Information Office will web blast an informative message and activity (provided by Each Mind Matters) that you can participate in so that you may be informed, encouraged and perhaps start a personal conversation about suicide prevention.

Thank you for your participation!

www.suicideprevention.org

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

Partner with Take 5 to Save Lives



Actions to take:

- Link: <http://www.take5tosavelives.org/toolkit>
- Become an official partner
- Share social media posts and graphics
- Share drop-in article



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

Share Content from #BeThe1To

#BeThe1To Help Them Connect.

Help your friend connect to a support system so they have others to reach out to for help, whether it's 800-273-TALK (8255), family, friends, clergy, coaches, co-workers or therapists.

Find out why this can save a life at www.bethe1to.com. If you're struggling, call the Lifeline at 1-800-273-TALK (8255).



#BeThe1To Ask.

Don't be afraid to ask the tough question. When somebody you know is in emotional pain, ask them directly: "Are you thinking about killing yourself?"

Find out why this can save a life at www.bethe1to.com. If you're struggling, call the Lifeline at 1-800-273-TALK (8255).



#BeThe1To Follow Up.

Making contact with a friend in the days and weeks after a crisis can make a difference in keeping them alive. Check in with the person you care about on a regular basis.

Find out why this can save a life at www.bethe1to.com. If you're struggling, call the Lifeline at 1-800-273-TALK (8255).



#BeThe1To Be There.

If your friend is thinking about suicide, listen to their reasons for feeling hopeless and in pain. Listen without judgment and with compassion and empathy.

Find out why this can save a life at www.bethe1to.com. If you're struggling, call the Lifeline at 1-800-273-TALK (8255).



#BeThe1To

If you think someone might be considering suicide, be the one to help them by taking these 5 steps:

- Ask.
- Keep them safe.
- Be there.
- Help them connect.
- Follow up.

Find out why these steps can save a life at www.bethe1to.com. If you're struggling, call the Lifeline at 1-800-273-TALK (8255).



Actions to take:

- Link: <http://www.bethe1to.com/join-the-movement/>
- Share social media posts and graphics using #BeThe1To

Social Media

#BeThe1To #EachMindMatters

Know the Signs

Pain isn't always obvious. You may sense something is wrong, but not realize how serious it is. Learn the warning signs for suicide and trust your instincts.

#BeThe1To

Find the Words

If you are concerned that someone is thinking about suicide ask them directly: "Are you thinking about suicide?"

#BeThe1To

Reach Out

Help is just a phone call away: 24 hours a day, 7 days a week.
National Suicide Prevention Lifeline 1.800.273-TALK

#BeThe1To

Direct Change

Create 60-second films about suicide prevention and mental health. Raise awareness, change conversations, win prizes. Open to youth ages 14-25.

#BeThe1To

Know the Signs. Find the Words. Reach Out

September 10-16 is Suicide Prevention Week and September 10 is World Suicide Prevention Day.

suicideispreventable.org

#BeThe1To

Tough Times call for Tough Conversations.

If you are concerned about a man in your life- father, brother, husband, buddy or co-worker- trust your instincts and learn the warning signs for suicide.

suicideispreventable.org

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

San Bernardino County

San Bernardino County Department of Behavioral Health

Like · Reply · September 5 at 8:00am

Write a comment...

San Bernardino County Department of Behavioral Health
September 5 at 8:00am · 🌐

In collaboration with Each Mind Matters, the Know the Signs Suicide Prevention Campaign and the California Mental Health Services Authority, DBH recognizes and participates in National Suicide Prevention Week from September 5 – 11, 2016.

Each day during this week, we'll post/share an informative message so that you may be informed, encouraged and perhaps start a personal conversation about suicide prevention.

Learn more on how to get involved with #NSPW16 by visiting <http://www.eachmindmatters.org/> /#raise-awareness-suicide-p... /#sbcounty

Suicide can be prevented and people with suicidal thoughts and feelings can be helped.

Many people feel that their periods of suicidal feelings are temporary; getting through the immediate crisis can avert suicide attempts. It's important to know that people who have struggled with thoughts of suicide, and even those who have attempted suicide, can and do recover and go on to lead full and active lives.

KNOW THE SIGNS
Suicide Is Preventable

Like · Comment · Share

17

22 shares

San Bernardino County utilized the social media posts included in the Suicide Prevention Toolkit.

San Bernardino County Department of Behavioral Health
September 6 at 1:32pm · 🌐

Pain isn't always obvious. Most suicidal people show some signs that they are thinking about suicide. If you see even one warning sign, step in or speak up. Take the time to learn what to do now, so you're ready to be there for a friend or loved one when it matters most. <http://bit.ly/S9CbFp> #NSPW16 #suicidepreventionweek #sbcounty Each Mind Matters

Pain Isn't Always Obvious

KNOW THE SIGNS

Suicide Is Preventable

Suicide Prevention Awareness | Know the Warning Signs of Suicidal Behavior

Although the warning signs of suicide can be subtle, they are there. By recognizing these signs, knowing how to start a conversation and where to turn for help, you...

SUICIDEISPREVENTABLE.ORG

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

Los Angeles County

The screenshot shows the top navigation bar with "Skip navigation" and "Select Language". Below it are "SUPERINTENDENT", "BOARD OF EDUCATION", and "SIGN IN". The LAUSD logo and name are on the left, with the tagline "Investing in LAUSD". A search bar and social media icons are on the right. A secondary navigation bar includes "Home", "About LAUSD", "Employment", "Find a School", "Offices", and "Quick Links".

School Mental Health

- Home
- Trauma Informed Schools
- Programs and Services
- Clinic and Wellness Networks
- Parents & Caregivers
- Crisis Counseling
- Resources
- FAQ
- About Us
- Contact Us
- SMH Home

Suicide Prevention Week 2016

Suicide Prevention Week September 5-11, 2016 World Suicide Prevention Day September 10, 2016

Suicide Prevention Week (Sept 5-11)
Sign isn't Always Obvious. Know the warning signs for suicide, find the words to offer support to someone you care about and reach out to the many local resources available to you. Click on the graphic for more.

Welcome Message

Mission Statement
School Mental Health professionals promote the mental health, well-being and academic achievement of all LAUSD students.

Purpose
School Mental Health professionals support positive student connections with peers, family, school and community to facilitate student development. They also facilitate the ability to successfully deal with

Video: How Can SMH Help (Please click on thumbnail)

Los Angeles Unified School District featured the suicide prevention week toolkit on their website.

The screenshot shows the LAUSD website header with "Los Angeles Unified School District Believe. Achieve. L.A. Unified." and navigation links. The main content area features a large banner for "Suicide Prevention Week 2016 September 5 - 11" with a green ribbon logo and the website "suicide-preventable.org".

Suicide Prevention Week
Suicide is preventable. Each word matters. Know the signs, find the words and reach out. Staff an instant dialogue with family, friends, classmates and co-workers about mental health. Learn more by clicking the graphics.

Student Recovery Day
The eighth annual Student Recovery Day will be held Friday, Sept. 9. The event kicks off "Student Attendance Month," a broad effort to keep students in school and engaged in learning. Click the graphic to learn more.

L.A. Mayor's Youth Council
Passionate about your community? Want to get involved and meet like-minded people? Be a voice for youth in Los Angeles. Click on the graphic to learn more.

Conserving Water Contest
The District is hosting a contest that seeks to create ways to "save the drop." Sign up for this water awareness contest. Click the graphic for more.

Meet L.A. Unified's Superintendent Michelle King

- Village Mentor Program
- Proposition 55
- Enroll Update

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

Activity: Coffee and Coasters

Coffee Connections & Coaster Conversations

Pain isn't always obvious. Even surrounded by family and friends someone can feel isolated and alone; even successful in school and at work, someone can feel hopeless and without purpose; even with a smile on their face, someone can feel deep sadness and depression on the inside.

During September we emphasize that everyone can play a role in suicide prevention. This is an opportunity to learn the warning signs for suicide, find the words to express concerns to those we care about, connect with our friends, family and co-workers, and reach out for help.

During Suicide Prevention Week:

- Ask a local coffee shop to use the Know the Signs branded coffee sleeves.
- Ask local restaurants and bars to hand-out the Know the Signs branded coasters.

Take a picture and share it with the name of the business on your social media channels using #EachMindMatters and #Bethe1to



Humboldt County



Por favor voltee para el español



September is National Suicide Prevention Month and the Humboldt County Department of Health & Human Services Prevention & Early Intervention Program is distributing bilingual coffee sleeves, drink coasters and posters from the "Know the Signs" suicide prevention movement. Each of these items provides helpful information, a phone number to a lifeline and a website to help support those in crisis.

If you have any questions or would like more supplies, please call Kris Huschle or Matt Cone at 707-268-2132.



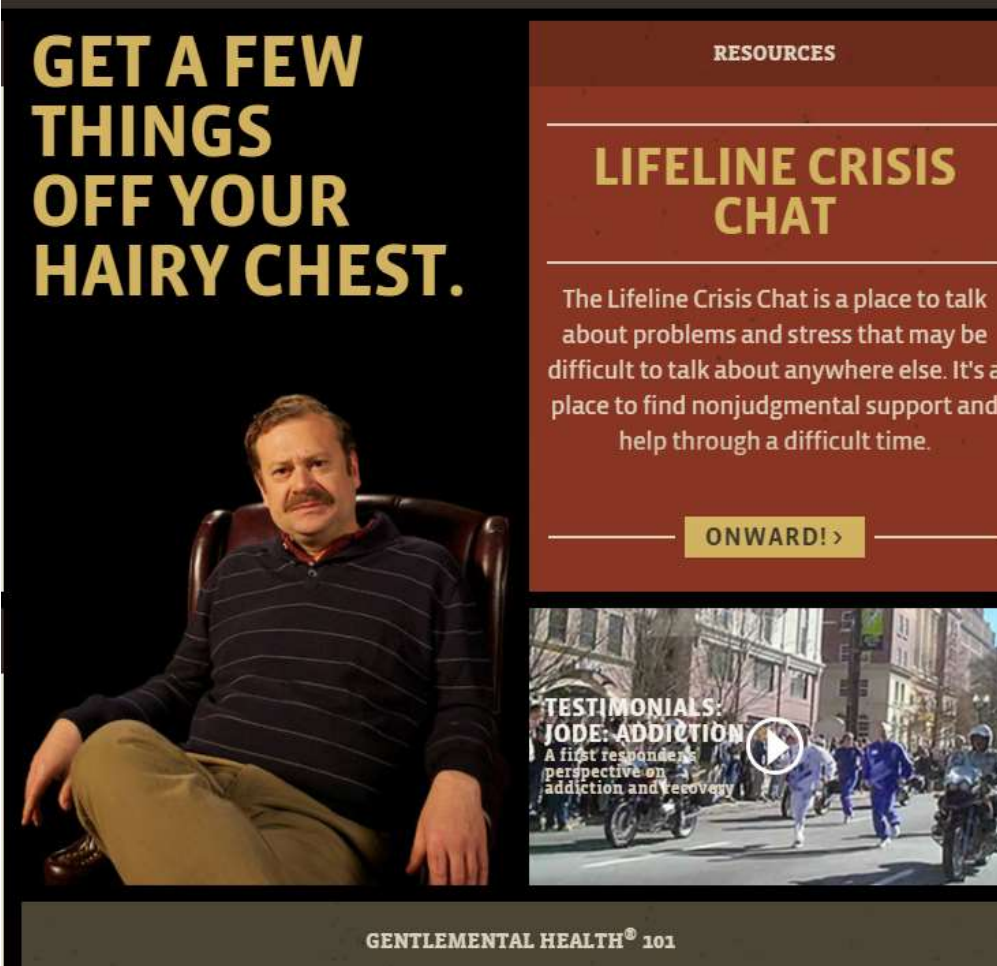
As part of their Suicide Prevention Month activities, Humboldt County implemented a community outreach campaign effort to local businesses utilizing Know the Signs coasters and a Know the Signs customized coffee sleeve.

- 3,750 coffee sleeves were disseminated. One local Starbucks branch distributed 200 on World Suicide Prevention Day.
- 14,000 drink coasters
- Posters with tear offs have been distributed in open door clinics, family resource centers, county offices and more.

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



Men in the Middle Years



GET A FEW THINGS OFF YOUR HAIRY CHEST.

RESOURCES

LIFELINE CRISIS CHAT

The Lifeline Crisis Chat is a place to talk about problems and stress that may be difficult to talk about anywhere else. It's a place to find nonjudgmental support and help through a difficult time.

ONWARD! >

TESTIMONIALS: JODE: ADDICTION
A first responder's perspective on addiction and recovery

GENTLEMENTAL HEALTH® 101

Men in the Middle Years

Although men in the middle years (MIMY)—that is, men 35–64 years of age—**represent 19 percent** of the population of the United States, **they account for 40 percent of the suicides in this country.** The number of men in this age group and their relative representation in the U.S. population are both increasing.

Source: UR Center for the Study & Prevention of Suicide, Washington, DC: Scientific Consensus Conference, June 11-12, 2003. 12p. (see http://www.sprc.org/sites/default/files/resource-program/SPRC_MiMYReportFinal_0.pdf)

In the Toolkit:

- Drop-In Article
- PowerPoint Slides
- Data Briefing and Talking Points
- Resources

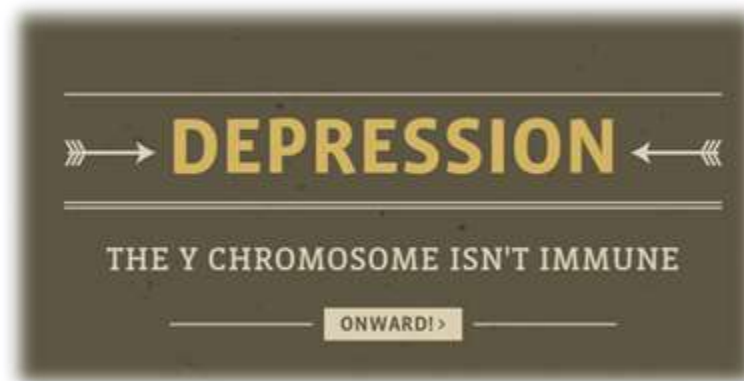
“
YOU CAN'T FIX
YOUR MENTAL
HEALTH WITH DUCT
TAPE.
”

www.mantherapy.org

Men in the Middle Years

- In the past decade, the rate and number of suicides among adults aged 35-64 increased by almost one third (28%).
- Although men in the middle years represent 19% of the U.S. population, they account for 40% of suicide deaths.

Source: UR Center for the Study & Prevention of Suicide, Washington, DC: Scientific Consensus Conference, June 11-12, 2003. 12p. (see http://www.sprc.org/sites/default/files/resource-program/SPRC_MiMYReportFinal_0.pdf)

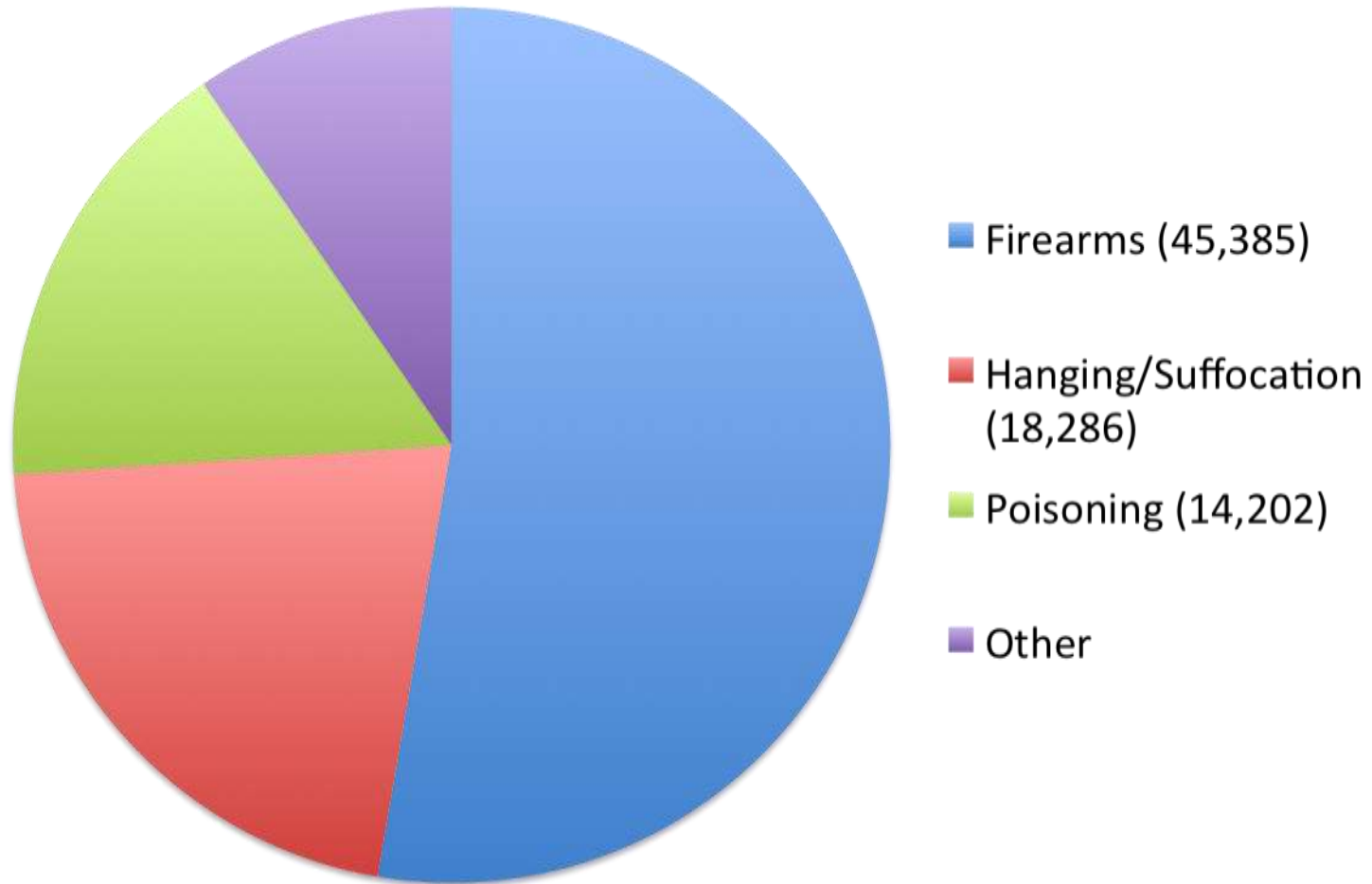


- In 2013 there were 3,990 suicide deaths in California. More than 75% of those deaths (3,054) were men.
- Among the men who died, more than one-third were between the ages of 45-64.

-California Department of Public Health EpiCenter data

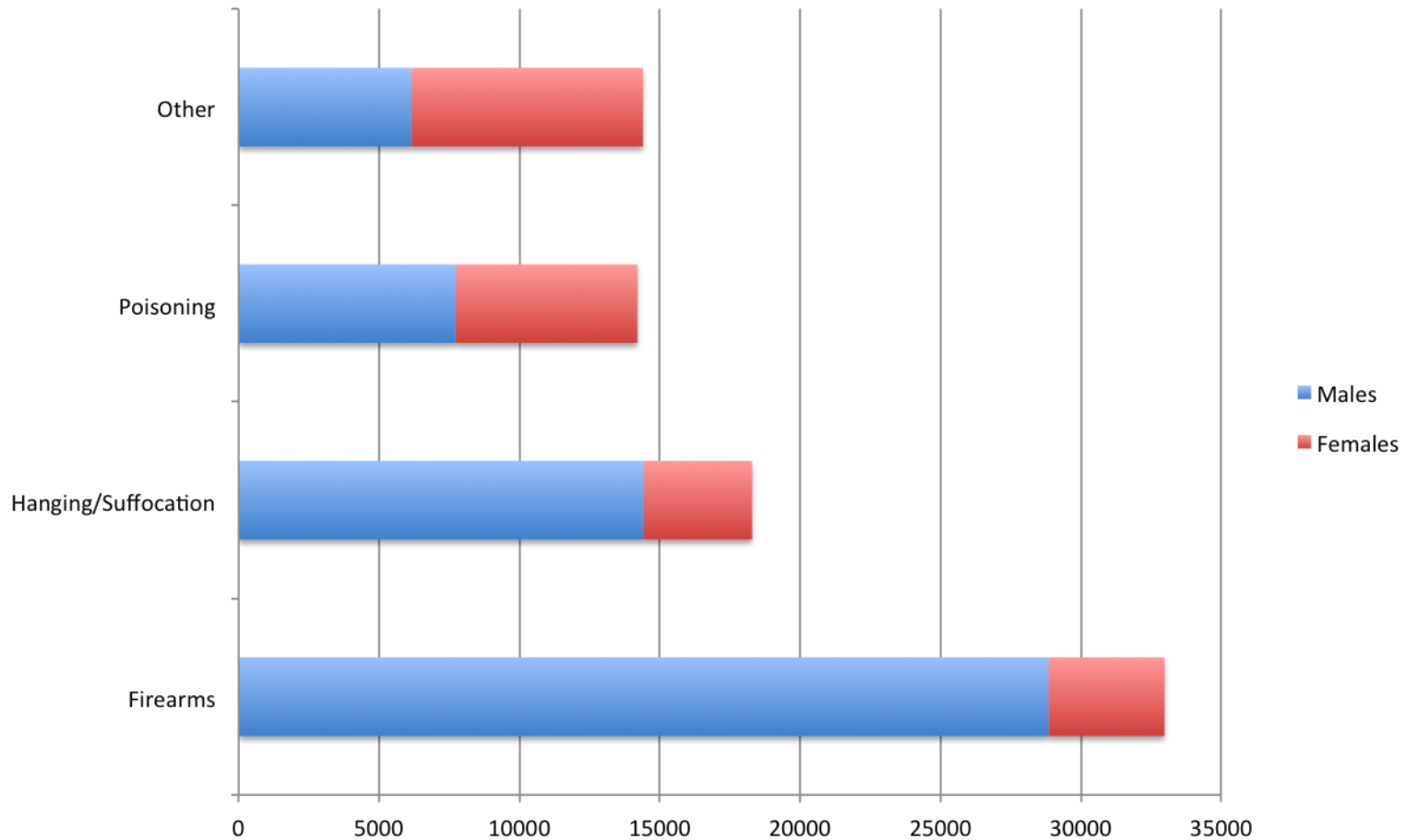
Means Matter

Means/Methods of Suicide, California, 1993-2013




Means and Men

Means/Methods of Suicide, California, 1993-2013



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

Activity: Gun Shop Project



**CONCERNED ABOUT
A FAMILY MEMBER
OR FRIEND?**


ARE THEY SUICIDAL?
—Depressed, angry, impulsive?
—Going through a relationship break-up,
legal trouble, or other setback?
—Using drugs or alcohol more?
—Withdrawing from things they used to enjoy?
—Talking about being better off dead?
—Losing hope?
—Acting reckless?
—Feeling trapped?

SUICIDES IN NH
for outnumber homicides

**FIREARMS ARE THE
LEADING METHOD**

**ATTEMPTS WITH A GUN
ARE MORE DEADLY**
than attempts with other methods

HOLD ON TO THEIR GUNS
—Putting time and distance between a suicidal
person and a gun may save a life.
—For other ways to help, call the National Suicide
Prevention Lifeline: 1-800-273-TALK (8255).



www.nslife.org

The Gun Shop Project is a collaborative effort to engage gun shop and firing range owners, their employees and their customers on preventing suicide, the number one type of firearm death in the U.S.

In the Toolkit:

- Tip sheet for implementing a gun shop project locally
- Tip sheets for dealers and range owners
- “11 Commandments of Firearm Safety” brochure
- Customizable poster to distribute to gun shops and ranges

Shasta County

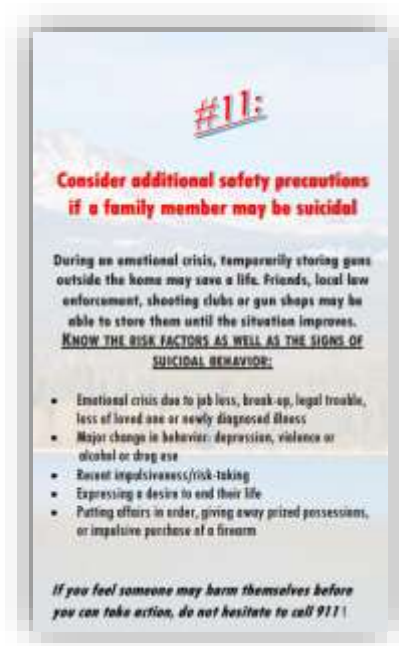


The 11 Commandments of Firearm Safety

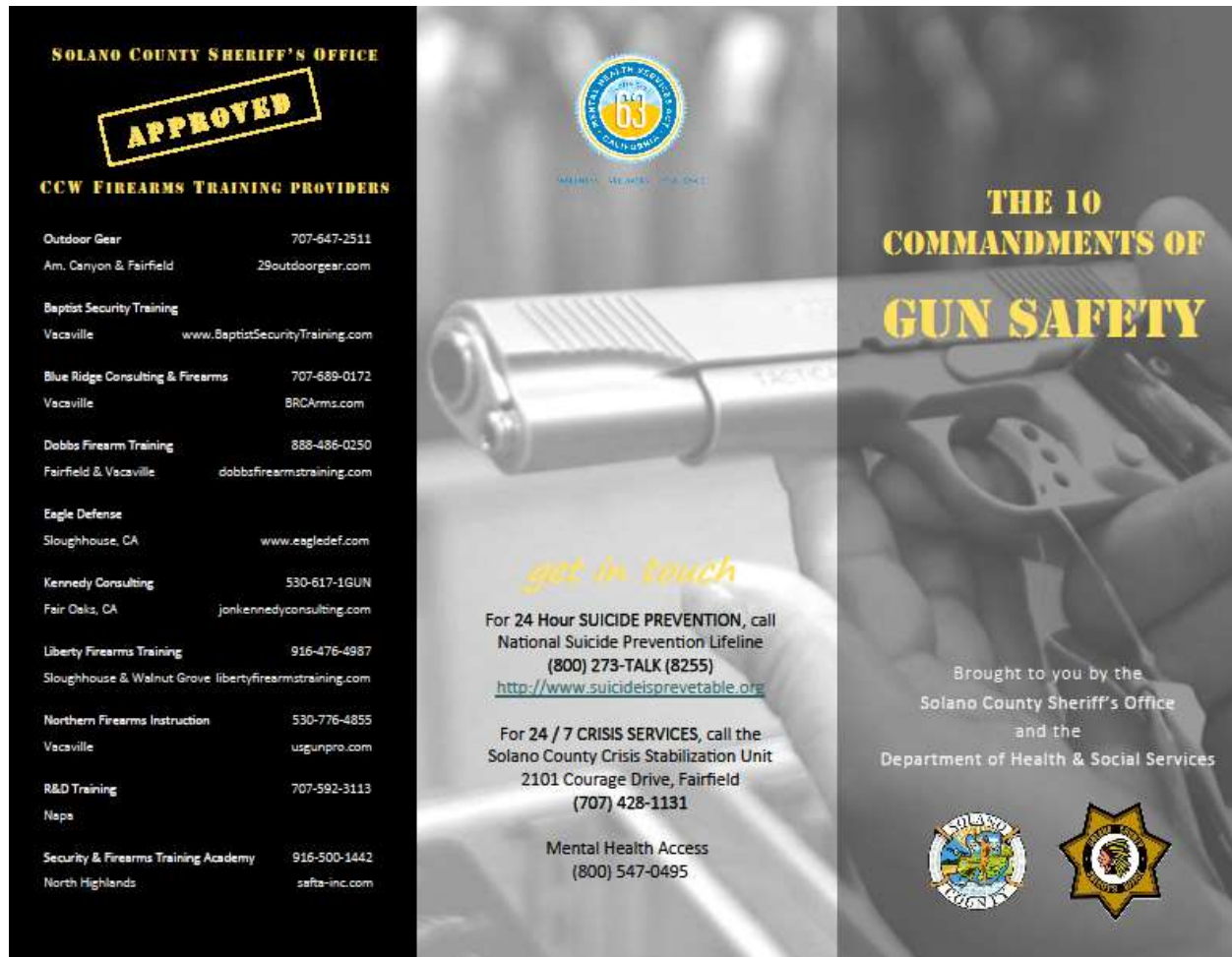
A Community Collaboration:

Supporting and promoting the traditional "10 Commandments of Firearm Safety", this brochure offers one more:

When someone in the home is experiencing a mental health crisis, removing firearms from the environment, even temporarily, may save a life.



Solano County



SOLANO COUNTY SHERIFF'S OFFICE

APPROVED

CCW FIREARMS TRAINING PROVIDERS

Outdoor Gear	707-647-2511
Am. Canyon & Fairfield	29outdoorgear.com
Baptist Security Training	
Vacaville	www.BaptistSecurityTraining.com
Blue Ridge Consulting & Firearms	707-689-0172
Vacaville	BRCArms.com
Dobbs Firearm Training	888-486-0250
Fairfield & Vacaville	dobbsfirearmtraining.com
Eagle Defense	
Sloughhouse, CA	www.eagledef.com
Kennedy Consulting	530-617-1GUN
Fair Oaks, CA	jonkennedyconsulting.com
Liberty Firearms Training	916-476-4987
Sloughhouse & Walnut Grove	libertyfirearmstraining.com
Northern Firearms Instruction	530-776-4855
Vacaville	usgunpro.com
R&D Training	707-592-3113
Napa	
Security & Firearms Training Academy	916-500-1442
North Highlands	safta-inc.com

**THE 10
COMMANDMENTS OF
GUN SAFETY**



get in touch

For 24 Hour **SUICIDE PREVENTION**, call
National Suicide Prevention Lifeline
(800) 273-TALK (8255)
<http://www.suicideisprevetable.org>

For 24 / 7 **CRISIS SERVICES**, call the
Solano County Crisis Stabilization Unit
2101 Courage Drive, Fairfield
(707) 428-1131

Mental Health Access
(800) 547-0495

Brought to you by the
Solano County Sheriff's Office
and the
Department of Health & Social Services



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



School-based Activities



- Host a suicide prevention gatekeeper training for parents
- Host a screening of Directing Change films for youth/parents
- Share the Directing Change Suicide Prevention Prezi presentation with students
- Discuss current efforts to address AB2246

www.DirectingChange.org



The Empty Seat

<https://www.youtube.com/watch?v=2JnSSZOJDVM&feature=youtu.be>



My Friend Tyler

<https://youtu.be/gq4B8tB84io>



Speak Out

https://youtu.be/17OYLzMV8_g



Rising UP

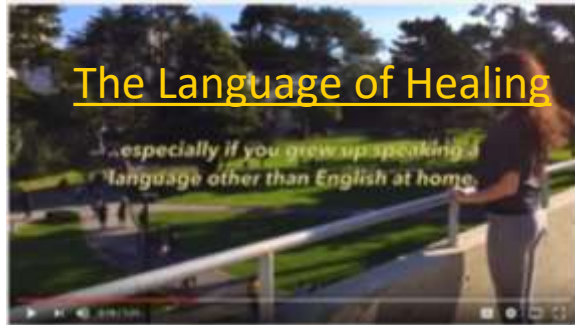
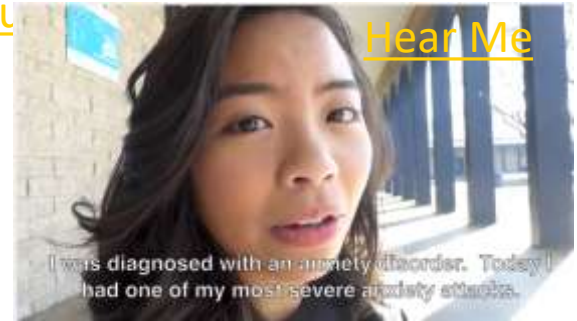
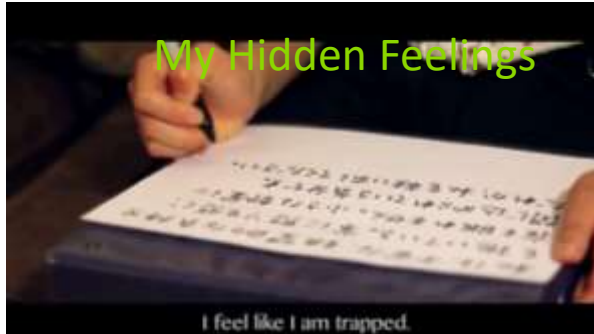
<https://youtu.be/aR7Rgo6tPU0>



This isn't the End

https://youtu.be/saUmM8_LXYY

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



Please view and download the amazing films created by our young and talented film makers and check out this [tip sheet](#) for ideas to use the films. You can also [contact us](#) to receive a DVD with the films and please let us know how you are using the films!

[Films by County](#)

[Films for Diverse Communities](#)

San Diego County



Wednesday, Sept. 14, 2016

4:48

PROBLEMS PLAYING VIDEO?

Anytime, Anywhere

Watch on TV

Watch on PC

Watch on Mobile

As part of Suicide Prevention “Month” efforts in San Diego County, NAMI San Diego hosted a films screening and informational meeting about Directing Change at a local high school. The event featured green ribbons, prizes and a mix of speakers. In addition the Board of Supervisor recognized students and declared “Directing Change Day”.



Know the Signs is a statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

KNOW THE SIGNS



suicideispreventable.org
elsuicidioesprevenible.org

PAIN ISN'T ALWAYS OBVIOUS.

Every day friends, family and co-workers suffer from the invisible wounds of emotional pain. Talking about this pain, feelings of suicide or the need for help may be too difficult and although their pain may go unseen most people thinking of suicide show some type of signs. They may be subtle, but they are there.

By recognizing those signs, finding the words, and reaching out you have the power to make a difference, and the power to save a life.

- Start
- Know
- Find
- Reach
- Share

RECOGNIZE THE
WARNING SIGNS

[Read On](#) +

LEARN HOW TO
HAVE A CONVERSATION

[Get Started](#) +

REACH OUT FOR
ADDITIONAL RESOURCES

[Learn More](#) +



SPREAD THE WORD



[Media](#) | [About](#) | [Contact Us](#)

Tools and Resources

A wide range of mental health and suicide prevention educational resources are available for diverse communities across the lifespan:

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle aged men
- Native American
- Spanish-speaking
- Vietnamese
- Russian (*coming soon*)
- Punjabi

Suicide Prevention Resources: yourvoicecounts.org

Mental Health Resources: info@eachmindmatters.org



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



- MY3 mobile app
- Training Resource Guide for Suicide Prevention in Primary Care Settings (Train the Trainer)
- Making Headlines: Preparing you to reach out and respond to local media for suicide prevention
- Pathways to Purpose and Hope: A guide to create a sustainable program for survivors of suicide loss
- How to use social media for suicide prevention

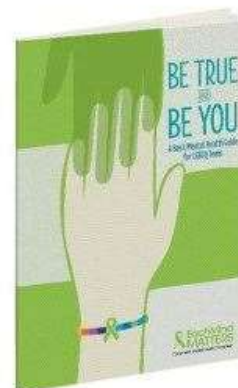
Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California's Mental Health Movement. If you would like to order materials with a Purchase Order, please [review the Purchase Order Process](#). If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.



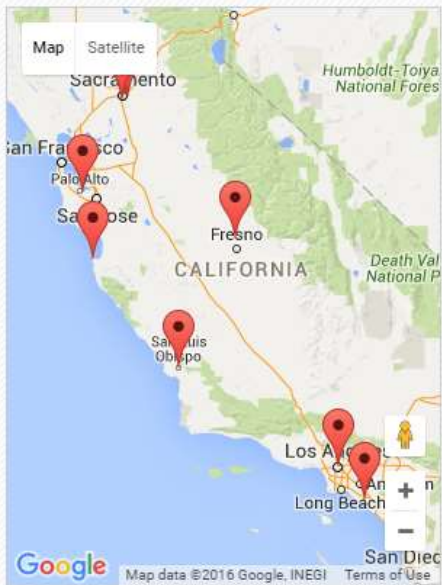
"A New State of Mind"
Documentary DVD Toolkit



"Be True and Be You" Booklet for
LGBTQ Teens



"Stories of Hope, Resilience and
Recovery" Vignette DVD



Submit an event:

Add Event

If you are hosting a public event, add it to the **Each Mind Matters** events page to attract a larger audience!

<http://www.eachmindmatters.org/events/>

To order suicide prevention materials and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store

SanaMente.org

ElSuicidioEsPrevenible.org

PonteEnMisZapatos.org

BuscaApoyo.org



EachMindMatters.org

SpeakOurMinds.org

SuicideisPreventable.org

YourVoiceCounts.org

WalkinOurShoes.org

DirectingChange.org



Twitter: @eachmindmatters



Facebook.com/eachmindmatters



Instagram: eachmindmatters



Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

Mental Health

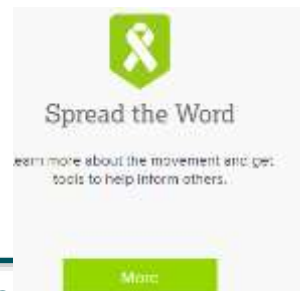
Stories

Get Involved

Events

Resources

Blog



know the signs and find the words

t

For questions email: info@suicideispreventable.org

To access the toolkit online:

<http://www.eachmindmatters.org/get-involved/spread-the-word/>

