

Learning Collaborative

Strategic Planning for Suicide Prevention



Learning Module 3: Coalition Building

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



California's Mental Health Movement



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

Welcome!

- If you called in on the phone, find and enter your audio PIN
- If you have a question, technical problem or comment, please type it into the “chat” box or use the icon to raise your hand.

✓ Jana Sczersputowski, MPH



Jana Sczersputowski applies her public health background to deliver community-driven and behavior change oriented communication solutions in the areas of mental health, suicide prevention, child abuse prevention and other public health matters. She is specialized in strategic planning, putting planning into action, and evaluating outcomes. Most of all she is passionate about listening to youth, stakeholders and community members and ensuring their voice is at the forefront of public health decision making impacting their communities.

✓ Anara Guard



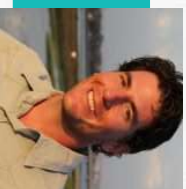
Anara Guard has worked in suicide and injury prevention since 1993. For the past eight years, she has been a subject matter expert advising Know the Signs and other suicide prevention projects. Previously, she was deputy director at the national Suicide Prevention Resource Center where, among other duties, she led the development of annual grantee meetings for SAMHSA's suicide prevention grantees and oversaw technical assistance.

✓ Rosio Pedroso



Rosio Pedroso has over 20 years of research and evaluation experience focusing on unserved and underserved communities. She has over six years of experience conducting train the trainer curriculum and materials for community engagement and statewide campaigns including suicide prevention and child abuse and neglect awareness.

✓ Stan Collins



Stan Collins, has worked in the field of suicide prevention for nearly 20 years. Stan is a member of the American Association of Suicidology's Communication team and in this role supports local agencies in their communications and media relations related to suicide. In addition, he is specialized in suicide prevention strategies for youth and in law enforcement and primary care settings.

✓ Sandra Black, MSW



Sandra Black has worked in suicide prevention in California since 2007. Until 2011 she managed the California Office of Suicide Prevention, which included completion and implementation of the California Strategic Plan on Suicide Prevention.

Strategic Planning Learning Collaborative Overview

Webinar 3: Building and Sustaining a Coalition

- Tuesday January 15th 10:30am-12pm

Please register for Poll Everywhere

<https://www.poll everywhere.com/register?>

[p=7q65f-15t5&u=C7CjilL9](https://www.poll everywhere.com/register?p=7q65f-15t5&u=C7CjilL9)

- Webinar 1: Strategic planning framework
 - November 6th 10:30am-12pm
- Webinar 2: Describe the problem and its context
 - December 4th 10:30am-12pm
- Webinar 4: Putting planning into action: Selecting interventions and using logic models
 - March 12th 10:30am-12pm **NEW DATE!**
- Webinar 5: Evaluating and sustaining your efforts
 - April 15 10:30am-12pm **NEW! DATE**



Coming Soon! Coalition Building Guide



Building and sustaining a coalition

Introduction

A suicide prevention coalition can:

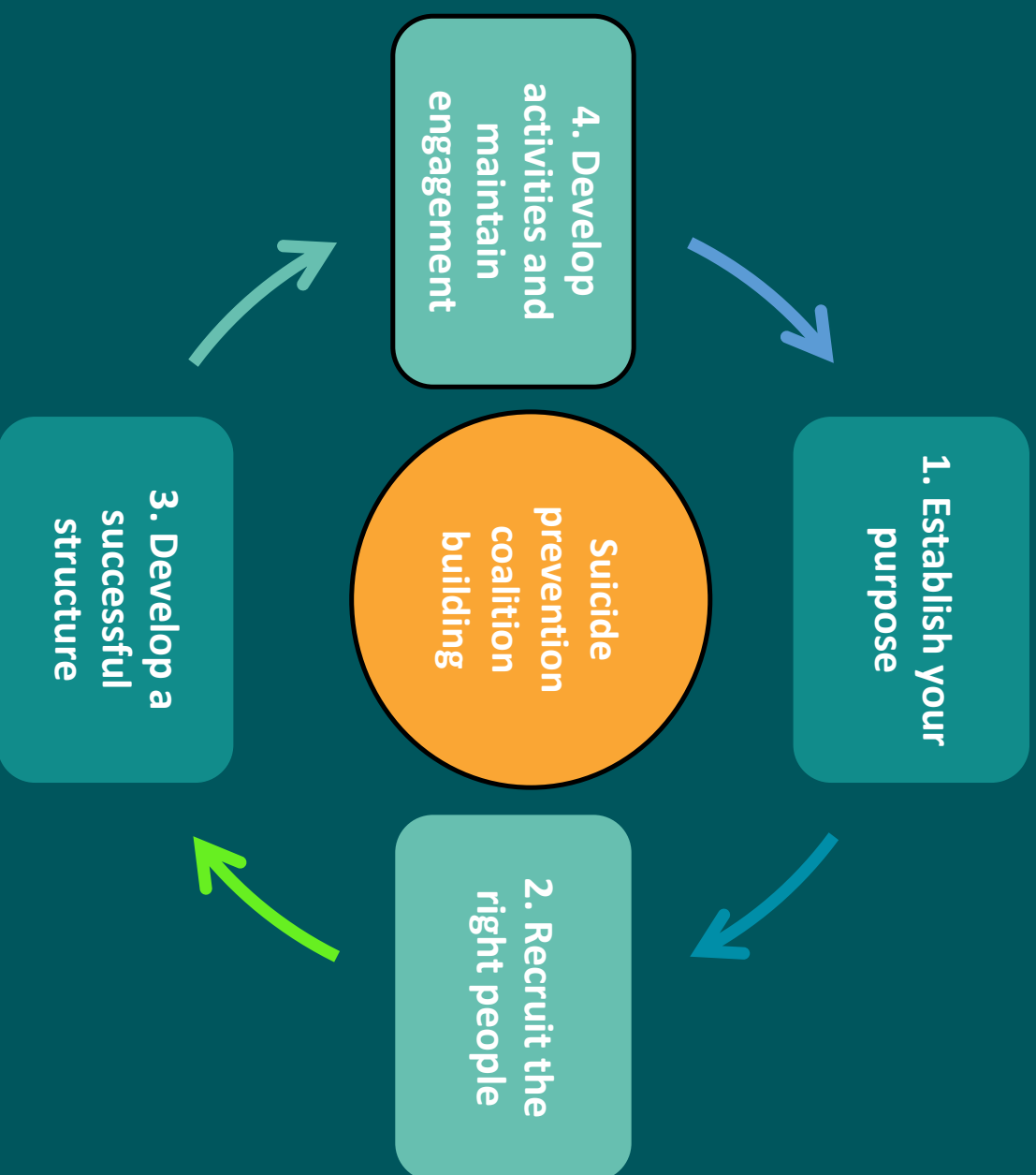
- Inform a strategic plan
- Take essential steps to implement strategy
- Monitor progress toward measurable outcomes

Key elements of effective suicide

prevention programs (and coalitions!):

- A shared vision
- A strategic planning process
- Integrated strategies
- Clear communication
- Use of data
- A focus on sustainability

Designing and Sustaining Coalitions





Step 1: Establish your Purpose

To help unite coalition members around a common mission and vision for the work you will do together

How do you determine your purpose?

Gather a group

Examine your data together

Use Data to create goals and objectives for the coalition

Write a mission statement

Invite more participants



Examples of mission statements:

“To provide leadership in developing suicide prevention projects in **Solano County.**”

Tahoe Truckee. “Through outreach, education and collaboration, we hope to prevent future suicide.”

“To decrease suicide attempts and deaths in **Shasta County** through collaboration, advocacy, education, training and evaluation.”



Step 2: Recruit the Right People

Representing a cross-section of your community to inform, make decisions, and contribute to solutions around suicide

Recruiting the right people

Each community is different, but here are some examples of people you might want to include in your coalition.

First responders

Healthcare, primary care, and hospital administrators

County behavioral health and/or public health agency

Business leaders and employers

Survivors, loss survivors

Funeral directors

Law enforcement

Faith community leaders

Coroner or medical examiner

Agencies and organizations devoted to relevant topics

School districts, education department

A liaison to the child death review team

Local crisis center, hot line, and/or warm line

Parents, youth, other community members

Funeral directors

Who to invite

- Think cross-culturally and cross-sectionally
- Keep in mind that your coalition needs to mutually engage with other coalitions.
 - If you want folks to be involved, you also need to attend their meetings and support their efforts.
- Sometimes it might make sense to form a joint taskforce or workgroup.
 - For example, if your data shows an increase in suicides by poisoning (drug overdose) and you have a prescription drug use coalition, forming a joint workgroup to identify means restriction and public education strategies will benefit both coalitions' goals.



What challenges have you faced
in recruiting coalition members?

Proceed with Caution

Sometimes a person whose suicide loss or attempt is very recent will want to become engaged to help others avoid the pain they have experienced.

But it isn't always helpful to their recovery to do so too early.

You may want to establish guidelines that encourage people to be several years past their loss or attempt before joining the group.

Additional Resource

AAS, AFSP, National Suicide Prevention Lifeline.
Best Practices for Presentations by Suicide Loss
and Suicide Attempt Survivors.

[http://www.sprc.org/resources-
programs/special-considerations-telling-your-
own-story-best-practices-presentations](http://www.sprc.org/resources-programs/special-considerations-telling-your-own-story-best-practices-presentations)



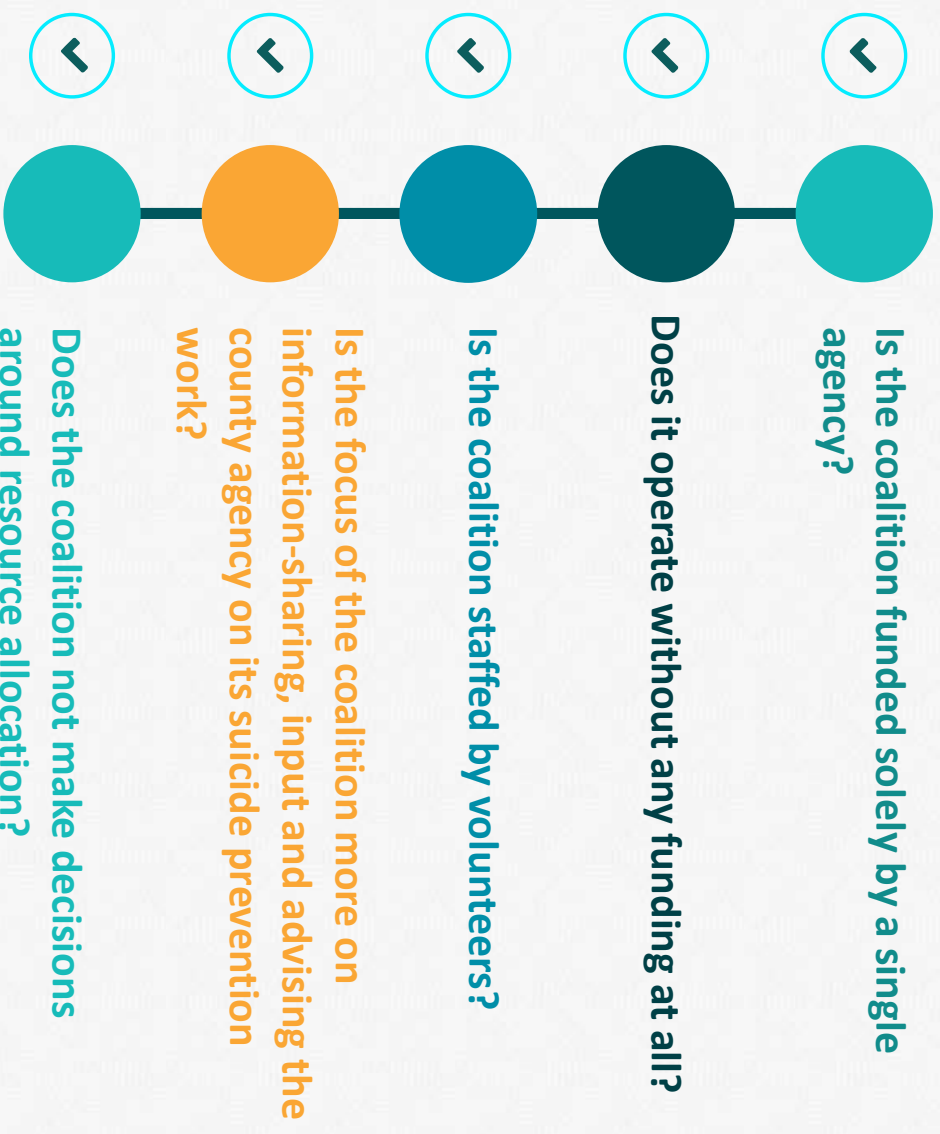
Step 3: Develop a Successful Structure

To guide decision-making,
sustainability, and resource
allocation

Is a Formal Structure a Good Fit for YOU?

- 
- ✓ Are you creating a regional or multi-county coalition?
 - ✓ Do you have a multi-disciplinary group that will be making decisions involving resources (funding and staffing) dedicated to suicide prevention?
 - ✓ Are you wanting to ensure accountability from the participating agencies and stakeholders?
 - ✓ Do you foresee needing to raise funds and/or accept donations?
 - ✓ Do you have dedicated staffing to manage the coalition and ensure that operational guidelines are adhered to?

Is a Less Formal Structure a Good Fit for You ?



Coalition Key Factors



- Simple guidelines and clear procedures
- Determine meetings model:
 - Parliamentary procedure such as Robert's Rules of Order
 - Operate by consensus or majority vote?
- Memoranda of understanding (MOUs) between participating agencies
- Use Executive Committee to vote on specific matters in large coalition, only bringing certain issues to the larger group for discussion and endorsement

Regional Coalitions

- Combine efforts with other agencies to maximize limited resources for both staffing and funding

As your coalition develops...

Key stakeholders' meeting

One time per year or for big events where you need full community buy-in.

Task forces or sub-committees

Who focus on a specific element of the coalition's mission.

Leadership responsibilities

Who is in charge? Who has decision-making power?

Plans for succession or sustainability

Build a plan and make sure that your organization doesn't rest on a single person, so that things won't fall apart if that person leaves.

Additional Resources

The Goodman Center. Resources on storytelling for nonprofits and “good causes”. www.thegoodmancenter.com

The Prevention Institute. The Tension of Turf. <https://www.preventioninstitute.org/publications/the-tension-of-turf-making-it-work-for-the-coalition>

SPRC. Leaving a Legacy: Recommendations for sustaining suicide prevention programs.

[http://www.sprc.org/sites/default/files/migrate/library/Recommendations%20for%20Sustainability June%202015.pdf](http://www.sprc.org/sites/default/files/migrate/library/Recommendations%20for%20Sustainability%20June%202015.pdf)

SPRC. Member retention/participation tip sheet.

<http://www.sprc.org/resources-programs/member-retentionparticipation-tip-sheet-six-r%E2%80%99s-participation>

SPRC. Researching prospective partners worksheet.

<http://www.sprc.org/resources-programs/researching-prospective-partners>

SPRC. Tasks for your initial collaboration meeting worksheet.

<http://www.sprc.org/resources-programs/tasks-your-initial-collaboration-meeting>

County Panel

**Kings and Tulare
County Suicide
Prevention
Taskforce (SPTF)**

**San Mateo County
Suicide Prevention
Council**

**Solano County
Suicide Prevention
Committee**

**Fresno County
Suicide Prevention
Collaborative**

Kings/Tulare Task Force

- Why did you decide on a formal structure?
- What do you see as the strengths of this structure?
- Can you share a little information about the Strategic Planning Retreat?

Find sample operational guidelines and other information about this coalition at: www.sptf.org

A formal structure with operational guidelines stipulates the terms for the co-chairs and voting members.

UPDATED MEETING DATE!
SAVE THE (NEW) DATE
SPTF Strategic Planning Retreat
Thursday, April 19th
9 a.m. - 4 p.m.
Woodland Baptist Church
1436 S Woodland St.
Visalia, CA 93277
To register and for more information, visit www.sptf.org

The SPTF Strategic Planning Retreat is open to anyone. Nonmembers are welcome!

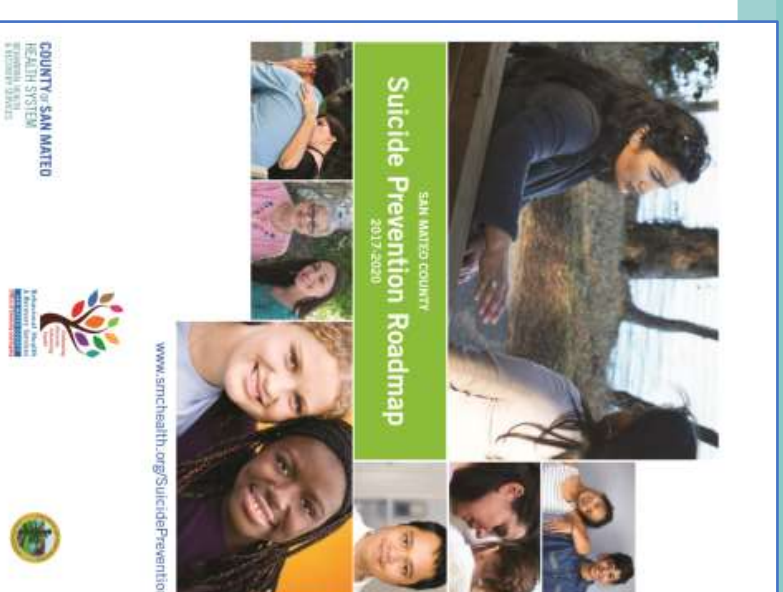
ACTIVITIES TO INCLUDE:
Review of Structure, Programming, Goals and Objectives.
Funding Allocation and Training Offered

San Mateo County Suicide Prevention Committee

- When was your coalition formed?
- What is your structure?
- Can you share more about the role of some of your key coalition partners and their role

Find a copy of the Suicide Prevention Roadmap

here: https://www.smchealth.org/sites/main/files/file-attachments/suicide_prevention_road_map.pdf



Solano County Suicide Prevention Committee

- To provide leadership in developing suicide prevention projects in Solano County.



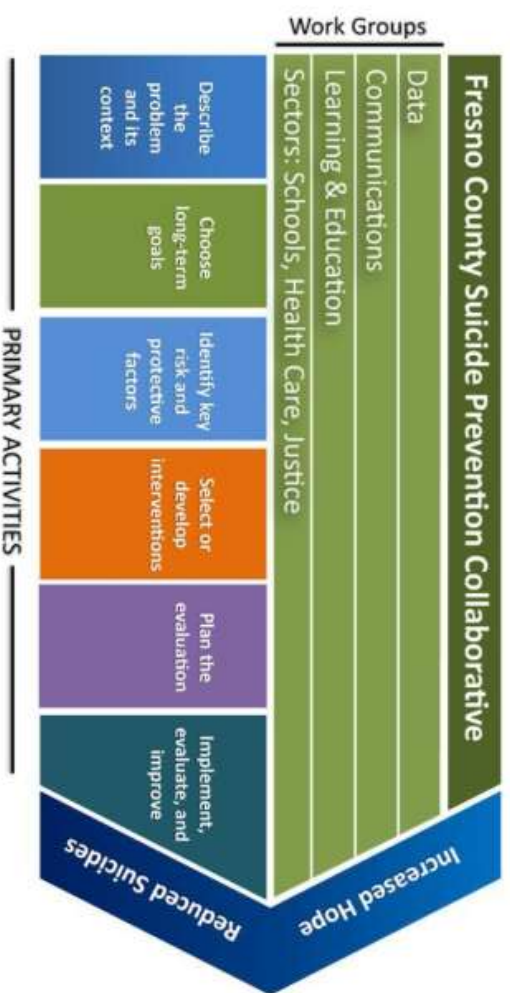
- When was your coalition formed?
- How have you been able to sustain your coalition?
- You have a very defined purpose with eight committee goals. How was this developed?

Find a copy of the Strategic Plan here:
https://www.smchealth.org/sites/main/files/fileattachments/suicide_prevention_road_map.pdf

Fresno County Suicide Prevention Collaborative

- Can you share a little bit of the process of having recently created a strategic plan and a coalition?
- How did they inform each other?

Find a copy of the strategic plan and more information about the Collaborative here: www.Fresnocares.org





Q&A



Step 4: Develop Activities and Maintain Engagement

By involving members in purposeful activities such as workgroups, outreach, events, and strategic planning.

Monitor Data



STRATEGY 4: Improve Suicide Prevention Program Effectiveness and Accountability

Desired Outcomes for Strategy 4:

INCREASE local capacity for data collection, reporting, surveillance and dissemination regarding suicide.

BUILD local capacity to evaluate suicide prevention programs.

ESTABLISH AND ENHANCE capacity of forensic and clinical reviews of suicide deaths.

WORK with San Mateo County Coroner's Office to enhance consistency and accuracy of reported suicide deaths.

Future Recommended Activities for Strategy 4:

- Develop system for accurately tracking and reporting.
- Create tracking system to capture number of people trained and where they work.
- Identify a position to be in charge of data collection to improve suicide prevention in the county.
- Research what other counties/states are doing for data collection and evaluation and create a data collection plan.
- Evaluate effectiveness of suicide prevention services.
- Develop more formal forensic review within the San Mateo County.
- Work with San Mateo County Coroner's Office to improve classifications of suicides and suicide deaths.

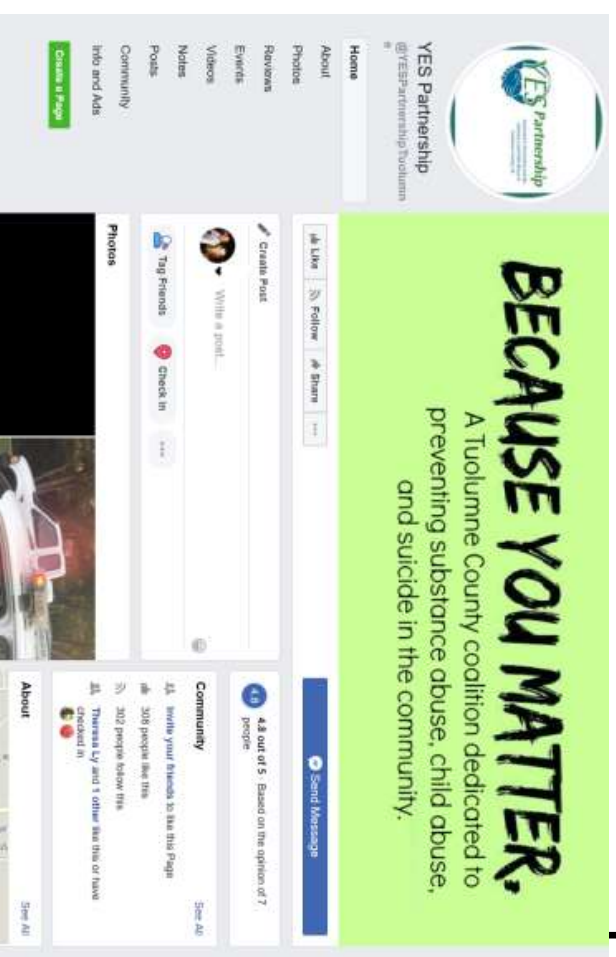
Organizations and Programs Addressing Strategy 4:

San Mateo County Psychological Autopsies

San Mateo County Child Death Review Team (CDRT)

See Appendix E for Organization and Program descriptions, individuals served and contact information.

Communication



Outreach and Engagement

Faith Organization Outreach Subcommittee

About	Meetings	Leadership	Resources	Contact
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The mission statement of the SPC Faith Organization Outreach Subcommittee is to increase or build upon the number of faith organizations with a high awareness and sensitivity to suicide prevention, stigma reduction and addressing mental/behavioral health issues in San Diego County. The subcommittee aims to utilize existing resources to promote/empower faith communities to "know the signs; to promote training opportunities so that congregations know how to "Ask the Question," and to find and connect congregations to one another" to share resources & promising practices.



Home Resources Calendar How to help Get involved **Workgroup** Trainings

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JUSTICE WORKGROUP

The Justice Workgroup is focused on Suicide Prevention of the Justice. If you feel your organization would like to assist the Justice Workgroup, please contact us at 1925 E. Dakota Ave Fresno, CA 93726. See Calendar for more information.

EDUCATE
 Goal 1: Develop and implement suicide prevention training for Justice Workgroup members.
 Objective A: Create a web-based training to allow for self-paced learning for JUSTICE members.

COLLABORATE
 Goal 1: Develop better collaboration with Justice Workgroup members.
 Objective A: Increase the number of Justice Workgroup members.

MAP
 Goal 1: Creation of a Justice Workgroup map of Justice Workgroup members.
 Objective A: Develop a map of Justice Workgroup members.

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HEALTHCARE WORKGROUP

The Healthcare Workgroup is focused on working in partnership with other healthcare providers. If you feel your organization would like to assist the Healthcare Workgroup, please contact us at 1925 E. Dakota Ave Fresno, CA 93726. See Calendar for more information.

INTEGRATE
 Goal 1: Have a fully integrated health system, both public and private, that is able to identify and address the needs of the community.
 Objective A: Identify and address the needs of the community.
 Objective B: Identify and address the needs of the community.

NAVIGATE
 Goal 1: Implement an effective system of navigation and care coordination for patients and families.
 Objective A: Develop an effective system of navigation and care coordination for patients and families.

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SCHOOL WORKGROUP

The School Workgroup is focused on Suicide Prevention of the School. If you feel your organization would like to assist the School Workgroup, please contact us at 1925 E. Dakota Ave Fresno, CA 93726. See Calendar for more information.

GUIDE
 Goal 1: Guide leadership for County and School Workgroup members.
 Objective A: Develop a guide for County and School Workgroup members.

COMMUNICATE
 Goal 2: Support information sharing and communication between County and School Workgroup members.
 Objective A: Develop a communication plan for County and School Workgroup members.

COLLABORATE
 Goal 3: Build collaboration with County and School Workgroup members.
 Objective A: Develop a collaboration plan for County and School Workgroup members.

Media and Messaging

Media Subcommittee

About	Meetings	Leadership	Resources	Contact
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Resources for the Media:

- Reporting on Suicide Recommendations
- Reporting on Suicide Recommendations (Half-Page)
- Suicide Prevention Council Media Experts Contact List (2015)
- Media Reporting on Suicide in San Diego
- Online Responses for Articles Related to Suicide

Suicide Prevention Council Videos:

Events



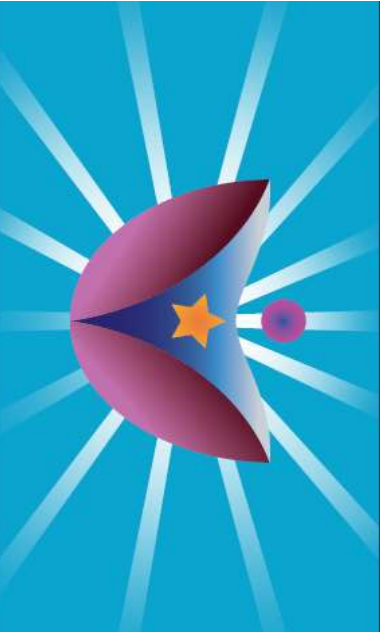
**San Diego County
Suicide Prevention Council**

2nd Annual Faith Provider Breakfast May 2013

This summary report gives a brief overview of the Suicide Prevention Council's Faith Outreach Organization Subcommittee and details of the Annual Faith Provider Breakfast outcomes.

LOS ANGELES COUNTY SUICIDE PREVENTION NETWORK

**8th Annual
Suicide Prevention Summit**



**The Hero in Each of Us:
Finding Your Role in Suicide Prevention**

Thursday, September 6, 2018
The California Endowment – Yosemite Hall
1000 N. Alameda Street Los Angeles, CA 90012



Creating a Strategic Plan



Working Together to End Suicide



County Panel

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Collaborative**

Evaluation



Evaluation

Improve through Evaluation

- Regularly assess how your coalition is doing
- Build in processes to measure your success
- For each activity, set measurable goals and track progress toward them

Evaluation Questions

- Are your members engaged?
- Do you need new members?
- How much of your meeting time is devoted to networking or information sharing, and how much to planning, strategizing, and moving ahead on an overall agenda?
- Does your community know you exist?

Ohio State University Extension. Evaluating Coalition Progress and Impacts.

<https://ohioine.osu.edu/factsheet/CDFS-14>

Topaloff, Enderton and Bregendahl. Tools to Evaluate Your Coalition.

<https://store.extension.iastate.edu/product/Tools-to-Evaluate-Your-Coalition>



Additional
Resources

Summary: Building and Sustaining a Coalition

Communicate to the
community

Set a structure

Establish data
informed priorities

Establish your purpose

Evaluate
your work

Create a strategic plan

Create your
mission statement

Recruit and
engage your
members



Q&A



California's Mental Health Movement



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