




Pain Isn't Always Obvious



Suicide Is Preventable.org

Strategic Planning  
for  
Suicide Prevention

Stan Collins  
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Each Mind Matters 

California's mental health movement creating a community of individuals and organizations dedicated to a shared vision of mental wellness and equality



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Suicide Prevention – Know the Signs

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.

[suicideispreventable.org](http://suicideispreventable.org)  
[elsuicidioesprevenible.org](http://elsuicidioesprevenible.org)

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***“Suicide Prevention and intervention require constant vigilance.”***

– Hayes Lewis, co-creator of Zuni Life Skills

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### History of Suicide Prevention

- o **1999**, Surgeon General David Satcher’s “Call to Action” Report Introducing the *National Strategy for Suicide Prevention*
- o **2001**, *National Strategy for Suicide Prevention*
- o **2008**, *California Strategic Plan for Suicide Prevention*
- o **2012**, *National Strategy for Suicide Prevention*, Revised by current Surgeon General Regina Benjamin

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### Correct Terminology

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

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## Successful and Safe Messaging



SuicidePreventionMessaging.org

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## Successful and Safe Messaging

### Key Considerations:

- What messages are we using?
- What messages are we sending?



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### 2012 National Strategy for Suicide Prevention: GOALS AND OBJECTIVES FOR ACTION

A report of the U.S. Surgeon General and of the National Action Alliance for Suicide Prevention

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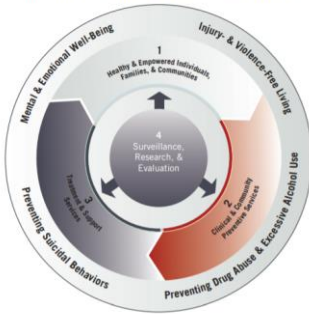
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ORGANIZATION OF GOALS AND OBJECTIVES



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Strategic Direction 1: Healthy and Empowered Individuals, Families, and Communities

1. Integrate and coordinate suicide prevention activities across multiple sectors and settings.
2. Implement research-informed communication efforts designed to prevent suicide by changing knowledge, attitudes, and behaviors.
3. Increase knowledge of the factors that offer protection from suicidal behaviors and that promote wellness and recovery.
4. Promote responsible media reporting of suicide, accurate portrayals of suicide and mental illnesses in the entertainment industry, and the safety of online content related to suicide.

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Strategic Direction 2: Clinical and Community Preventive Services

5. Develop, implement, and monitor effective programs that promote wellness and prevent suicide and related behaviors.
6. Promote efforts to reduce access to lethal means of suicide among individuals with identified suicide risk.
7. Provide training to community and clinical service providers on the prevention of suicide and related behaviors.

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Strategic Direction 3: Treatment and Support Services

- 8. Promote suicide prevention as a core component of health care services.
- 9. Promote and implement effective clinical and professional practices for assessing and treating those identified as being at risk for suicidal behaviors.
- 10. Provide care and support to individuals affected by suicide deaths and attempts to promote healing and implement community strategies to help prevent further suicides.

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Strategic Direction 4: Surveillance, Research, and Evaluation

- 11. Increase the timeliness and usefulness of national surveillance systems relevant to suicide prevention and improve the ability to collect, analyze, and use this information for action.
- 12. Promote and support research on suicide prevention.
- 13. Evaluate the impact and effectiveness of suicide prevention interventions and systems and synthesize and disseminate findings.

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Suicide Prevention Resource Center (SPRC: www.SPRC.org)

A Comprehensive Approach to Suicide Prevention



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# Strategic Planning



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# Keys to Success



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Presents seven key elements for comprehensive community-based suicide prevention that should guide program planning and implementation.

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# Seven Key Elements For Comprehensive Community-Based Suicide Prevention

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Based on this review, the group identified seven key elements for the successful implementation of comprehensive community-based suicide prevention:

1. **Unity**— Attainment and maintenance of broad-based momentum around a shared vision
2. **Planning**— Use of a strategic planning process that lays out stakeholder roles and intended outcomes
3. **Integration**— Use of multiple, integrated suicide prevention strategies
4. **Fit**— Alignment of activities with context, culture, and readiness
5. **Communication**— Clear, open, and consistent communication
6. **Data**— Use of surveillance and evaluation data to guide action, assess progress, and make changes
7. **Sustainability**— A focus on long-lasting change

These elements comprise key considerations that should guide community-based suicide prevention.

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## Key community-based strategies

- Supporting the development of **life skills** and positive social connections that
- **Strengthen individuals** and help them successfully navigate life's challenges
- Helping to **identify persons who may be at risk for suicide** and to connect them to appropriate sources of assistance and care
- Ensuring that effective **crisis services** are available
- Developing **linkages with clinical systems**, health care providers, and programs in the community to ensure seamless and continuous care for individuals at risk
- **Reducing access to lethal means** for those in suicidal crisis
- Providing support to those who have been **bereaved by suicide**

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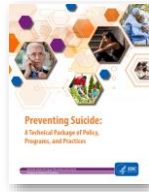
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# Preventing Suicide: A Technical Package of Policy, Programs, and Practices



*Just as suicide is not caused by a single factor, research suggests that reductions in suicide will not be prevented by any single strategy or approach.*

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The Technical Package is organized into three key components:

- **Strategy:** The preventative direction or actions to achieve the goal of preventing suicide
- **Approach:** The specific ways to advance the strategy including programs, policies and practices
- **Evidence:** Available evidence for each approach

Additionally addresses sector involvement, monitoring and evaluation in implementation

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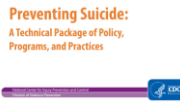
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These strategies include:

- Strengthening economic support
- Strengthening access and delivery of suicide care
- Creating protective environments
- Promoting connectedness
- Teaching coping and problem-solving skills
- Identifying and supporting people at risk
- Lessening harms and Preventing future risk



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Thank You  
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