Strategic Planning for Suicide Prevention

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

Each Mind Matters

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.

suicidelpspreventable.org
elsuicidioesprevenible.org
“Suicide prevention and intervention require constant vigilance.”

— Hayes Lewis, co-creator of Zuni Life Skills

History of Suicide Prevention

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

Correct Terminology

<table>
<thead>
<tr>
<th>Use</th>
<th>Don’t Use</th>
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<tr>
<td>“died by Suicide” or “took their own life”</td>
<td>“committed suicide” Note: Use of the word commit can imply crime/sin</td>
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<tr>
<td>“attempted suicide”</td>
<td>“successful” or “unsuccessful” Note: There is no success, or lack of success, when dealing with suicide</td>
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Successful and Safe Messaging

22 VETERANS COMMIT SUICIDE EVERY DAY

SuicidePreventionMessaging.org

Key Considerations:

• What messages are we using?
• What messages are we sending?

SuicidePreventionMessaging.org
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.

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.
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.

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.

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

A Comprehensive Approach to Suicide Prevention

1/9/2018
Presents seven key elements for comprehensive community-based suicide prevention that should guide program planning and implementation.
Seven Key Elements For Comprehensive Community-Based Suicide Prevention

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.

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
Strategies for Suicide Prevention

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.

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

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
Strategies for Suicide Prevention

**Individual level:**
History of depression and other mental illnesses, hopelessness, substance abuse, certain health conditions, previous suicide attempt, violence victimization and perpetration, and genetic and biological determinants

**Relationship level:**
High conflict or violent relationships, sense of isolation and lack of social support, family/loved one’s history of suicide, financial and work stress

**Community level:**
Inadequate community connectedness, barriers to health care (e.g., lack of access to providers and medications)

**Societal level:**
Availability of lethal means of suicide, unsafe media portrayals of suicide, stigma associated with help-seeking and mental illness.
Thank You
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Pain Isn’t Always Obvious
Know the Signs
Suicide Is Preventable.org

Know the Signs — Find the Words — Reach Out