County of San Bernardino

# SUICIDE PREVENTION INITIATIVE

## Statewide Initiative

- Through vendors, the California Mental Health Services Authority (CalMHSA) is administering a Mental Health Services Act (MHSA) Statewide Suicide Prevention Initiative
- The initiative is being implemented via regional approach across the state

## Key Components

- Suicide Prevention Taskforce
- Media Campaign
- Training for communities, agencies, and caregivers

## Regional Taskforce

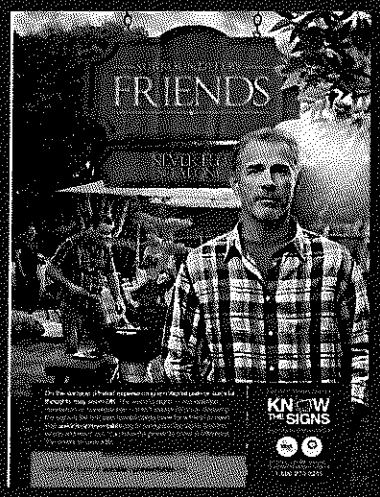
- Organize regional suicide prevention task forces that will collectively form the California Suicide Prevention Network (CSPN).
- These task forces will develop concrete steps to reduce the risk of suicide locally and then share their best ideas/best practices with others across the State and nation.
- Each regional task force will develop one best practice in suicide prevention to be submitted to the Suicide Prevention Resource Center's Best Practice Registry.

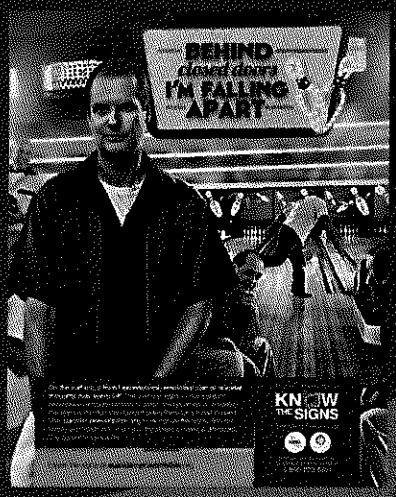
# November Media Campaign

**Know the Signs Campaign**

- Recognize the warning signs
- Learn how to have a conversation
- Reach out for additional resources

# Campaign Materials



Campaign Materials
Available in English and Spanish
RECON ZCA
LAS SEÑALES
Para aprender mas visite:

Campaign Materials
PAIN
ISN'T
ALWAYS
OBVIOUS
KN W
THE SIGNS for suicide
suicideispreventable.org

# Tool Kits

- A variety of tools, resources and technical assistance to support counties to implement the campaign on a local basis
- Media Outreach tools to reach out to your local news media, prepare spokespeople, and encourage safe reporting on suicide (Sept/Oct 2012)
- Campaign Materials (TV, radio, print, billboards, and more) that can be customized and used in your local community (Nov 2012)
- Outreach tools to reach targeted populations; culturally competent and in a variety of languages as identified in the needs assessments (Winter 2012/13)

# Launching Statewide Campaign November 2012

**Also look for:**

- PSA Contest for all the high schools across the state
- Suicide prevention tool kit to reach health care providers
- Manual: How to strengthen survivor peer support groups
- Information concerning outreach in small, rural and frontier communities

## Training Opportunities

**safeTALK**

- safeTALK (Suicide Alertness for Everyone) is a 3.5 hour training that prepares anyone over the age of 15 to identify persons with thoughts of suicide and connect them to suicide first aid resources. Most people with thoughts of suicide invite help to stay safe.

## Training Opportunities (cont'd)

Applied Suicide Intervention Skills Training (ASIST)

- Teaches participants to be ready, willing and able to help an individual who is at risk for suicide through a concise, face-to-face suicide intervention model.
- 2 day workshop commitment

## Training Opportunities (cont'd)

| Programs | safeTALK | ASIST |
|---|---|---|
| Target Audience | General Public | Caregivers |
| Program Objective | Suicide alertness | Suicide intervention |
| Desired Outcomes | Can recognize suicide thoughts and refer person to helper | Can perform suicide first aid and intervention |
| Prerequisites | None | None |
| Duration | 3.5 hours | 2 days |
| Number of participants | 1 trainer/up to 30 | 2 trainers/15-30 |

## Training-for-Trainer Notes

- ASIST T4T is a 5 day commitment followed by commitment to provide 3 workshops within a year
- safeTALK T4T is a two day long commitment
- In order to become a safeTALK trainer, must attend a 2 day ASIST workshop

## Local Implementation

- Start local Suicide Prevention Taskforce
- Train community and agency partners in EBP's
- Support Know the Signs Media Campaign
- Train local media reporters about the appropriate methods in reporting suicide
- Establish additional survivor support groups

## We need your support!

For information please contact the Department of Behavioral Health

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