

# STRIVING FOR ZERO EXCELLENCE AWARDS

Striving for Zero

## SUSTAINABLE PRACTICES

### Promote Hope. Let's Talk Campaign

#### San Bernardino County

The San Bernardino County Board of Supervisors recently approved the creation of an Office of Suicide Prevention as part of the Mental Health Services Act Three-Year Integrated Plan. This office, an expansion of the Department of Behavioral Health's efforts, will focus on educating the community about suicide prevention, offering messages of hope and resources.

Aligned with statewide goals and the Countywide Vision, the office aims to provide residents with safety, health, and social service support. To introduce the office, the Department of Behavioral Health launched the "Promote Hope. Let's Talk." campaign on the local Office of Suicide Prevention website during September's National Suicide Prevention Awareness Month, aligning with statewide efforts.

As part of the campaign, DBH staff conducted community trainings on suicide awareness and intervention. The Office of Suicide Prevention website offers educational resources for the community to equip themselves with preventative information.

San Bernardino County Department of Behavioral Health  
Office of Suicide Prevention

**PROMOTE HOPE**  
**LET'S TALK**

You are not alone. There is hope.  
Visit [SBCounty.gov/DBH/OSP](http://SBCounty.gov/DBH/OSP)

SAN BERNARDINO COUNTY Behavioral Health

San Bernardino County Department of Behavioral Health  
Office of Suicide Prevention

**Applied Suicide Intervention Skills Training (ASIST)**

**PROMOTE HOPE**  
**LET'S TALK**

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Reminder:  
Be kind to your mind.  
You matter.

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**PROMOTE HOPE**  
**LET'S TALK**

**KNOW THE SIGNS**

- Feeling hopeless, helpless and/or desperate
- Changes in sleep
- Sudden mood changes
- Reckless behavior
- Increased drug or alcohol use
- Anger
- Anxiety or agitation
- No sense of purpose
- Giving away possessions
- Withdrawal
- Talking about wanting to die or talking about suicide
- Putting affairs in order

Help is available  
Call the Behavioral Health 24-Hour Helpline at (888) 743-1478

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SAN BERNARDINO COUNTY Behavioral Health



PLEASE VISIT [WP.SBCOUNTY.GOV/DBH](http://WP.SBCOUNTY.GOV/DBH) FOR MORE INFORMATION