



Striving
for
Zero

STRIVING FOR ZERO RURAL COHORT MEETING

April 17, 2024

Welcome!

Please add your county name to your display name and introduce yourself in the chat.

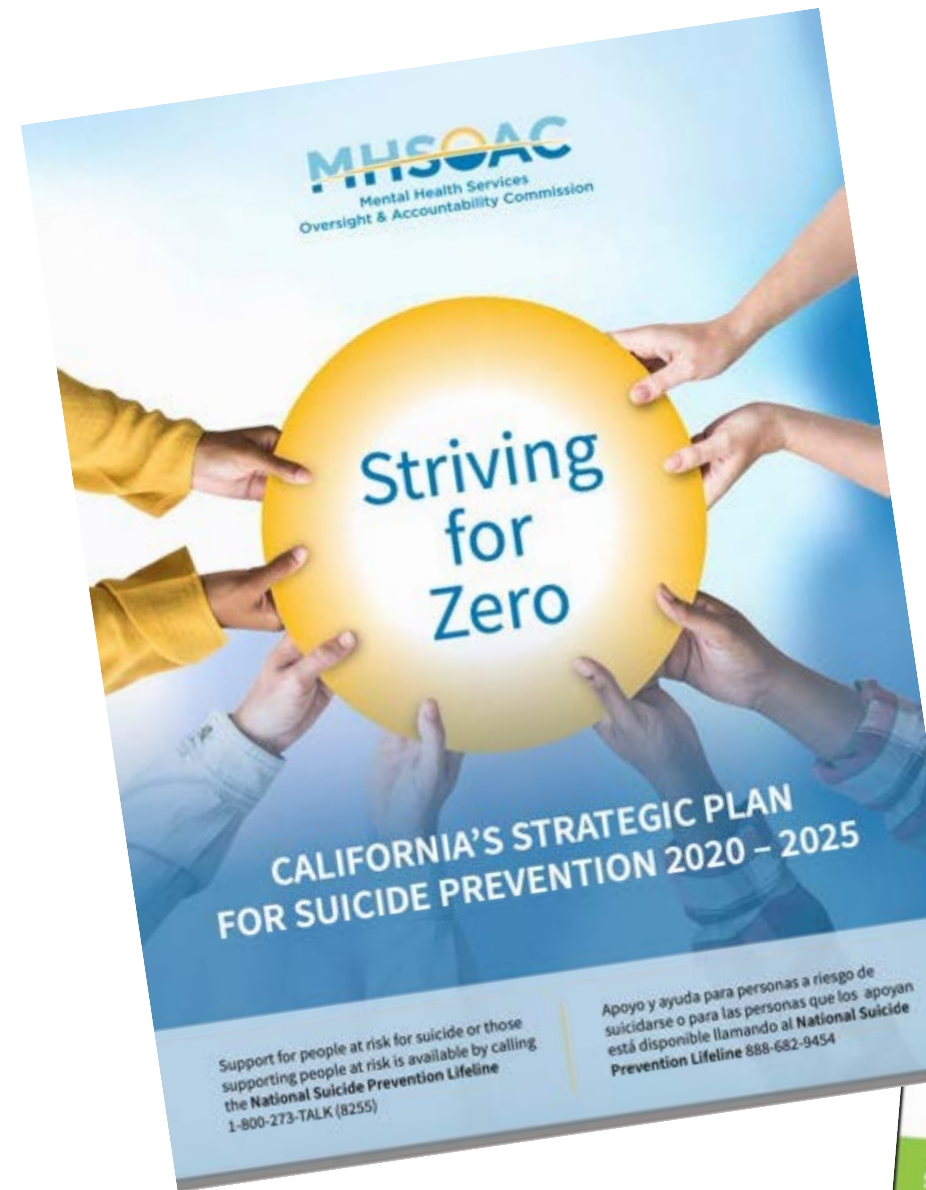
We will share the slides and recording with you.

Striving for Zero Learning Collaborative

Advance local strategic planning and implementation and alignment with strategic aims, goals and objectives set forth in California's Strategic Plan for Suicide Prevention



Builds on a previous Learning Collaborative offered by the California Mental Health Services Authority



Find the Plan here: <https://mhsoac.ca.gov/what-we-do/projects/suicide-prevention/final-report>





SUICIDE PREVENTION STRATEGIC PLANNING LEARNING COLLABORTIVE RESOURCE CENTER

Find recordings and slides from a wide range of topics related to strategic planning and implementation of suicide prevention activities, as well as copies of California County Strategic Plans.

www.mhsoac.ca.gov/initiatives/suicide-prevention/collaborative/

MHSOAC
Mental Health Services Oversight & Accountability Commission

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Strategic Planning Learning Collaborative: Modules and Resources

Striving for Zero Suicide Prevention

The **Striving for Zero Suicide Prevention Strategic Planning Learning Collaborative** aims to advance local strategic planning and implementation in alignment with strategic aims, goals, and objectives set forth in California's Strategic Plan for Suicide Prevention, *Striving for Zero*. The Learning Collaborative launched in February 2021 and builds on a previous Learning Collaborative offered by the California Mental Health Services Authority technical assistance team. Implemented by the Yusa Social Marketer technical assistance team, the Learning Collaborative is guided by the Strategic Planning Approach from the Suicide Prevention Resource Center.

Striving for Zero: California's Strategic Plan for Suicide Prevention 2020-2025 was adopted in November 2019 and can be viewed or downloaded in English and Spanish.

For more information, [contact us](#).

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Learning Collaborative Modules and Hand-Outs

Framework for Suicide Prevention Strategic Planning and Collaborative Meetings

Striving for Zero Learning Collaborative Kick-Off Meeting (May 23, 2021)

The kick-off meeting discussed how the statewide plan can be used to inform local strategic planning efforts, and reviewed the framework for a comprehensive plan for suicide prevention that will guide the work. In addition, several counties who completed a strategic plan for suicide prevention provided a brief review of the process they used to develop their plans including community engagement, writing, challenges, and accomplishments.

- View a recording of the meeting [here](#).
- View slides from the meeting [here](#).

Striving for Zero Collaborative Meeting #2 (September 22, 2021)

In this meeting, the Collaborative learned from different county teams about how they developed their strategic plan and how they engaged stakeholders in a meaningful way. In addition, the meeting included information about resource mapping as a way to engage stakeholders and tips for developing a strategic planning timeline.

- View a recording of the meeting [here](#).
- View slides from the meeting [here](#).

Describing the Problem of Suicide Modules (June and July 2021)

Striving for Zero Learning Collaborative Online Module #1: Describing the Problem of Suicide Prevention Part 1 - Suicide Deaths and Suicide Attempt Data

Online Module #1 focused on a review of various databases and tools available to describe the problem of suicide in local communities, including suicide deaths and attempts. This module included an overview of several new tools and dashboards available through the MHSOAC, the California Department of Public Health, and the California Violent Death Reporting System. Throughout the module, tips were provided for data storytelling, as well as how to apply safe and effective messaging principles when communicating about suicide.

- View a recording of the meeting [here](#).
- View slides from the meeting [here](#).

Striving for Zero Learning Collaborative Online Module #2: Describing the Problem of Suicide Prevention Part 2 - Suicide Ideation, Help-Seeking, Protective and Risk Factors

Online Module #2 included a review of various databases and tools available to describe the problem of suicide related to suicide ideation, help-seeking, and risk and protective factors. This module included an overview of fatality death review teams and tips and tools to facilitate data integration across multiple systems and partners. In addition, a step-by-step process to

STRIVING FOR ZERO RURAL COHORT

Meeting 1: April 7, 2021 - *Launch with guest speakers from the Suicide Prevention Resource Center and Project Lazarus*

Meeting 2: October 8, 2021 - *A game of Jeopardy focusing on building coalitions and engaging non-traditional partners*

Meeting 3: April 11, 2022 - *Cohort members shared their successes and model programs*

Meeting 4: November 2, 2022 - *Examining culture & diversity in rural suicide prevention*

Meeting 5: November 8, 2023 – *Recap: The context of rural suicide and suicide prevention*



Recordings of these and other Striving for Zero Learning Collaborative meetings and modules can be found here: <https://mhsoac.ca.gov/initiatives/suicide-prevention/collaborative/>



Chuck Strand
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Chuck Strand is the Executive Director of Rural Minds. His experience includes non-profit leadership around health issues and extensive marketing and communications expertise. He grew up in rural northern Michigan, and currently resides in Chicago.



Patrick Fannon
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Patrick Fannon is the Program & Communications Manager for Rural Minds, overseeing programs such as the Connections Webinar series and forthcoming Speakers Bureau. He has a B.A. from Villanova University and resides in southern New Jersey.





**Recognizing and Improving
The State of Mental Health
In Rural America**



Wednesday, April 17, 2024

The Story Behind Rural Minds



Rural Minds Founder Jeff Winton was raised on his family's dairy farm in rural upstate New York. Growing up, he was aware of residents struggling with mental illness in silence.

However, the wake-up call was the suicide of Jeff's beloved 28-year-old nephew, Brooks. It led to Jeff establishing Rural Minds to focus on confronting mental illness in rural America through education and resources.

([Watch video.](#))



What Drives Rural Minds

The mission of Rural Minds is to serve as the informed voice for mental health in rural America, and to provide mental health information and resources.

Our vision is a rural America where there's no more silence, suffering or stigma around mental illness.



Rural Mental Health Inequity

Compared with their urban counterparts, rural Americans have higher depression and suicide rates, but are less likely to access mental health care services.

The Rural Mental Health Emergency

Recent data from the U.S. Centers for Disease Control and Prevention (CDC) indicated that:

Suicide rates among people living in rural areas are 64 to 68 percent higher than those in large urban areas.

The Rural Mental Health Emergency

- ❑ **46 million** Americans, approximately 14% of the population, live in rural areas.
- ❑ In 2020, an estimated **12.7 million rural adults** suffered from a behavioral health issue, such as a mental illness, substance use disorder, or other psychiatric conditions.
- ❑ Growers and producers, farmers, and ranchers are **nearly twice as likely** to die by suicide compared to other occupations.
- ❑ Youth living in rural areas are at a **greater risk of suicide** than those living in urban areas.
- ❑ Suicide rates are growing at a **faster pace** among rural youth.

Rural Barriers to Mental Health

Nearly 3/4 of rural counties lack a psychiatrist

20% fewer primary care physicians than in urban counties

Nearly 3 in 10 rural Americans (28%) do not have broadband internet at home

81% do not have a psychiatric nurse practitioner

Rural Lifestyle Challenges to Mental Health



Self-imposed barrier of asking for help when taught to pursue self-reliance as a virtue.



Lack of trust in anyone to maintain confidentiality in a small, close-knit community.



Fear of negative judgement from others as being incompetent or less capable.



Difficulty getting an appointment with limited availability of mental health professionals.



Time and transportation required for long-distance travel to meet with a mental health professional.

Rural Lifestyle Challenges to Mental Health



Unreliable, expensive, or nonexistent internet service for online video or telehealth appointments.



Lack of adequate health insurance coverage.



Feeling of isolation without having access to talk with someone outside of the community who understands mental health challenges in rural America.



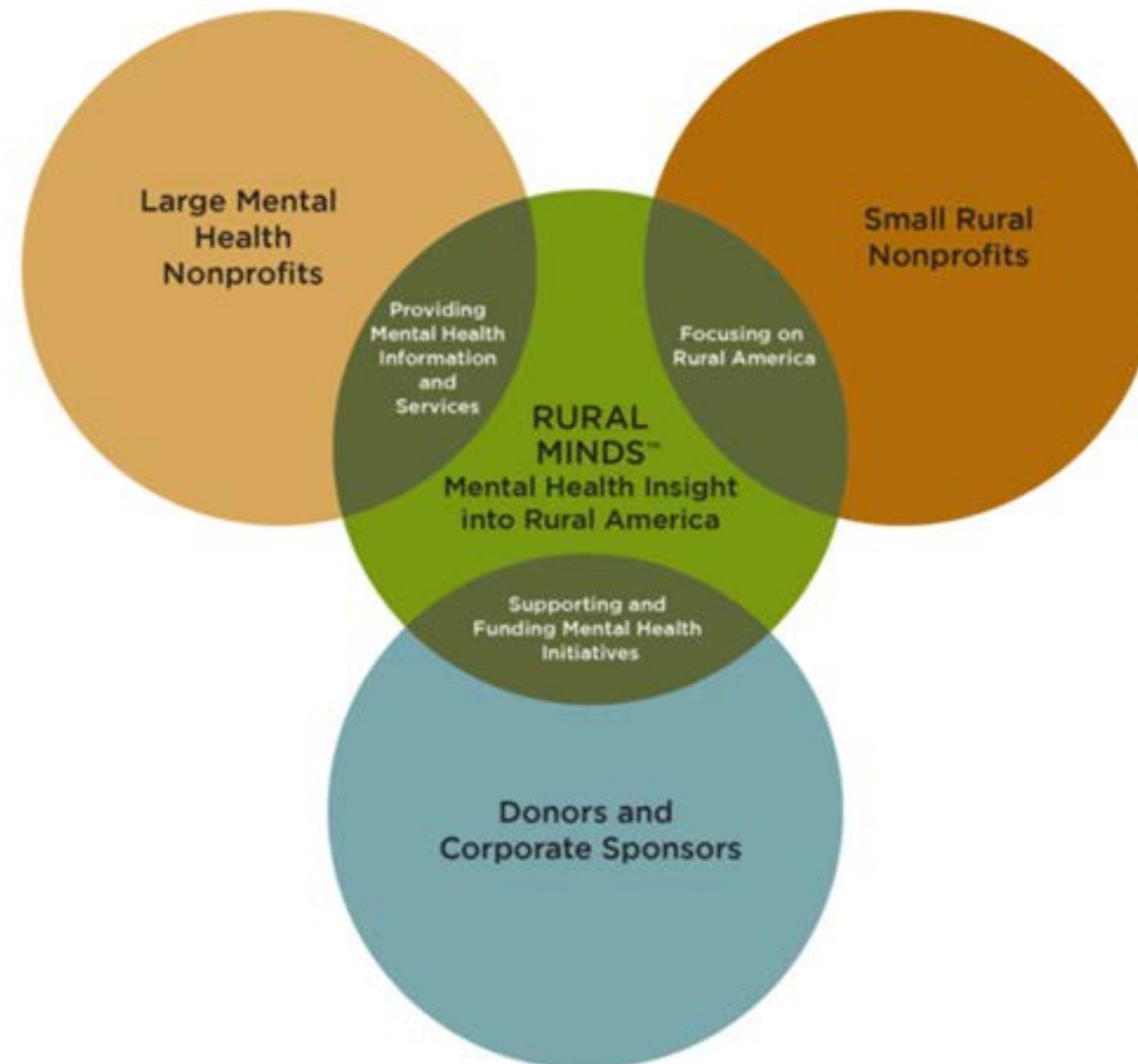
Weakening agricultural economy, financial instability.



Solitary way of life can create greater barriers around race, class, disability, sexual orientation and gender identity.

Founded on Collaboration

RURAL MINDS VALUE DELIVERY Collaboration Partners & Core Service Offerings



Founded on Collaboration

“Rural Minds was founded on the idea that no one organization could solve the mental health emergency in rural America alone. We are grateful for the support and partnership we’ve received from so many groups including other mental health nonprofits, academic institutions, pharmaceutical and agriculture companies, as well as the individuals who have shared their lived experience with mental health challenges and donated to our work.

We are humbled every day by the collaboration of each person who has contributed to Rural Minds in their own way.”

-- Jeff Winton, Founder and Chairman





A Partnership To Improve Mental Health In Rural America



Growing Hope Together Through Rural Resilience

The National Grange / Rural Minds partnership:

- ❑ Provides hope through information and resources to help improve the mental health emergency in rural America.
- ❑ Values the self-reliance of many people in rural America as a source of strength for confronting the problem.
- ❑ Acknowledges the courageous conversations about mental illness and suicide that must be heard.
- ❑ Encourages those in rural communities who are trusted leaders and sources of reliable information to embrace this initiative.
- ❑ Empowers rural Americans with the mental health information and resources they need to become part of the solution to improving mental health and minimizing the stigma of mental illness in rural communities across the country.



The Seed for Our Partnership

People in rural America have asked to receive the information that we are providing.

A 2022 survey commissioned by the National Grange and conducted by Morning Consult polled 1,000 rural voters and found that:

85% of respondents “Strongly Support” or “Somewhat Support” providing educational programs and materials for rural youth and residents to access resources and services available that address rural mental health challenges.



Rural Mental Health Resilience – A Program of Hope

The dictionary defines resilience as:

re·sil·ience

noun

The capacity to withstand or to recover quickly from difficulties; toughness.



Rural Mental Health Resilience – A Program of Hope

The Rural Mental Health Resilience Program materials – available on the **program webpage** and promoted through the **program flyer** – include:

- **Data and statistics** about the mental health emergency in rural America.
- Mental health **challenges of rural lifestyle**.
- **Myths and facts** about mental illness and suicide prevention.
- Mental health condition **fact sheets**.
- **Suicide awareness** and prevention information.
- Free mental health **resources**.
- **Conversation starters** to talk about mental illness and help overcome stigma.
- Rural mental health **presentation materials**.
- Community event **“how to” guide**.



Rural Mental Health Resilience – A Program of Hope



THE MENTAL HEALTH EMERGENCY IN RURAL AMERICA

Rural America is currently facing a mental health emergency that is placing an enormous strain on rural communities. With limited access to mental health resources in these areas, many individuals are not receiving the treatment they need. The lack of mental health services in rural communities, coupled with the stressors of rural living, such as isolation, limited job opportunities and financial struggles, have led to a significant increase in mental health issues. Additionally, the stigma surrounding mental illness in rural areas often prevents people from seeking help.



In crisis? Call or text 988

Based on the following mental health facts and statistics, the 46 million people who live in rural America are facing a mental health emergency.

- Rural Depression and Suicide Rates**
 - Rural Americans have higher rates of depression and suicide, but are less likely to access mental healthcare compared to people in urban areas.
 - According to the Centers for Disease Control and Prevention (CDC), suicide rates are 64% to 68% higher in rural areas compared to people living in large urban areas.
- Rural Healthcare Shortage**

5 COMMON MYTHS ABOUT RURAL MENTAL ILLNESS & SUICIDE

Myth 1: Mental illness is rare in rural areas. In fact, rural areas often have higher rates of mental health issues due to limited access to care and higher levels of isolation.

Myth 2: People in rural areas are more likely to be violent. This is a dangerous stereotype. Most people with mental illness are not violent, and rural communities often have strong social support networks.

Myth 3: There are no mental health services in rural areas. While there may be fewer services, many rural areas have telehealth options, community health centers, and local support groups.

Myth 4: Stigma is not a problem in rural areas. Stigma is often more pronounced in rural areas due to smaller communities and closer-knit social structures.

Myth 5: Suicide is inevitable in rural areas. Suicide is preventable, and help is available. Many people in rural areas have successfully overcome mental health challenges with the right support.



HOW TO START THE CONVERSATION ABOUT MENTAL HEALTH

Starting a conversation about a mental health challenge is a powerful way to help stop the stigma that often affects people who are struggling with a mental illness. Keep in mind that you don't need to be a mental health expert to confront stigma. By talking openly about mental health and showing compassion for those with mental illness, we can end the silence and stop the stigma of mental illness.

- Myth 6: Suicide is inevitable in rural areas.
- Myth 7: People in rural areas are more likely to be violent.
- Myth 8: There are no mental health services in rural areas.
- Myth 9: Stigma is not a problem in rural areas.
- Myth 10: Suicide is inevitable in rural areas.
- Changing behavior:**
- Increasing the use of drugs or alcohol
 - Withdrawing from loved ones
 - Sleeping too little or too much
 - Experiencing dramatic mood swings
 - Acting recklessly



Rural Mental Health Resilience – A Program of Hope

Resources to Host a Rural Mental Health Event:

- ❑ Event Planning Roadmap
- ❑ Key Messages for a Community Conversation
- ❑ PowerPoint Slide Presentation
- ❑ Editable Event Brochure | Sample Event Brochure
- ❑ Media Alert
- ❑ Detailed Media Release
- ❑ Interview Q&A Template
- ❑ Social Media Post Graphics
- ❑ Printed Banner PDF
- ❑ Website Banner Graphic
- ❑ Yard Sign



Materials

- Visit the [Rural Mental Health Resilience Program](#) webpage.
- Attach program flyer, facts sheets or other program documents to an email that you can send to your network of contacts.
- Copy the website address (URL) for the program flyer and insert it as a link in your social media posts so others can click on the link and find the document.
- Print a quantity of program flyers (available as a PDF document on the webpage) and post the flyers on bulletin boards at local cafés, businesses, places of worship or distribute at community events.
- Consider using [key messages](#) and [slides](#) provided on the program webpage to host a conversation or presentation about improving rural mental health in your community.





Developing information and resources to confront mental health challenges in rural America and the stigma that surrounds mental illness.



Rural Minds Newsletter

Rural Minds Newsletter Volume 2 | Issue 6 | December 2023 | [View as Webpage](#) | [Donate](#)



RURAL MINDS
MOVING FORWARD
Confronting Mental Health Challenges in Rural America

Our mission is to serve as the informed voice for mental health in rural America, and to provide mental health information and resources. We are working to confront mental health challenges in rural communities and the stigma that surrounds mental illness.

A Message from Rural Minds Founder and Chairman Jeff Winton



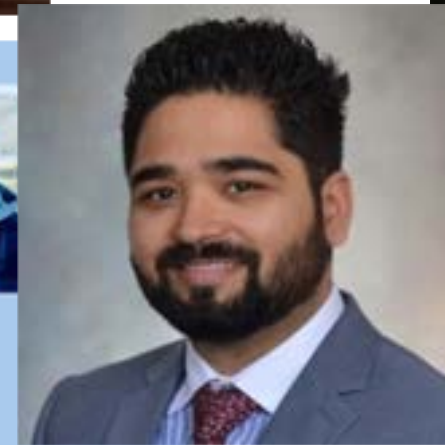
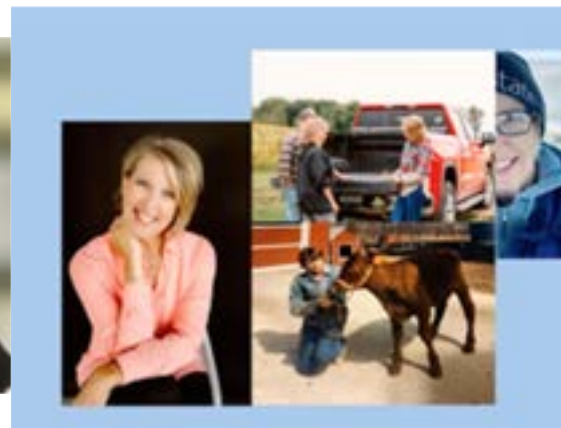
As you'll read in this newsletter, the past few weeks have been especially busy and productive for the Rural Minds Team. This included many presentations and media interviews across the country, as well as the launch of our new Rural Mental Health Resilience Program at the 157th Annual National Grange Convention in Niagara Falls, New York, and at the 80th Annual National Association of Farm Broadcasting Convention in Kansas City, Missouri.

[Read Rural Minds "Moving Forward" Newsletters.](#)



Connections Webinar Series

RURAL MENTAL HEALTH CONNECTIONS WEBINAR SERIES



Watch Rural Minds "Connections" Webinars.



Health

Rural Minds Mental Health Nonprofit Partners:



Rural Minds Agricultural Industry / Rural Partners:



Rural Minds Biopharmaceutical Industry Partners:



Our Partnership Includes You

Become part of the solution to improving rural mental health when you:

- Confront the mental health emergency in your local community and throughout rural America.
- Encourage or allow difficult conversations about mental illness and suicide that must be heard.
- Know the facts about rural mental health challenges, mental illness, and suicide.
- Serve as a trusted source of information so you can help your family, friends and community.
- Empower yourself and others with the knowledge to become part of the solution for improving rural mental health and reducing the stigma surrounding mental illness in your community.



Thank You!

www.RuralMinds.org

Opt-in to receive our newsletter and email from Rural Minds.

Follow us on     





“Sometimes the loudest cries
for help are silent.”

– Harlan Coben



Sources

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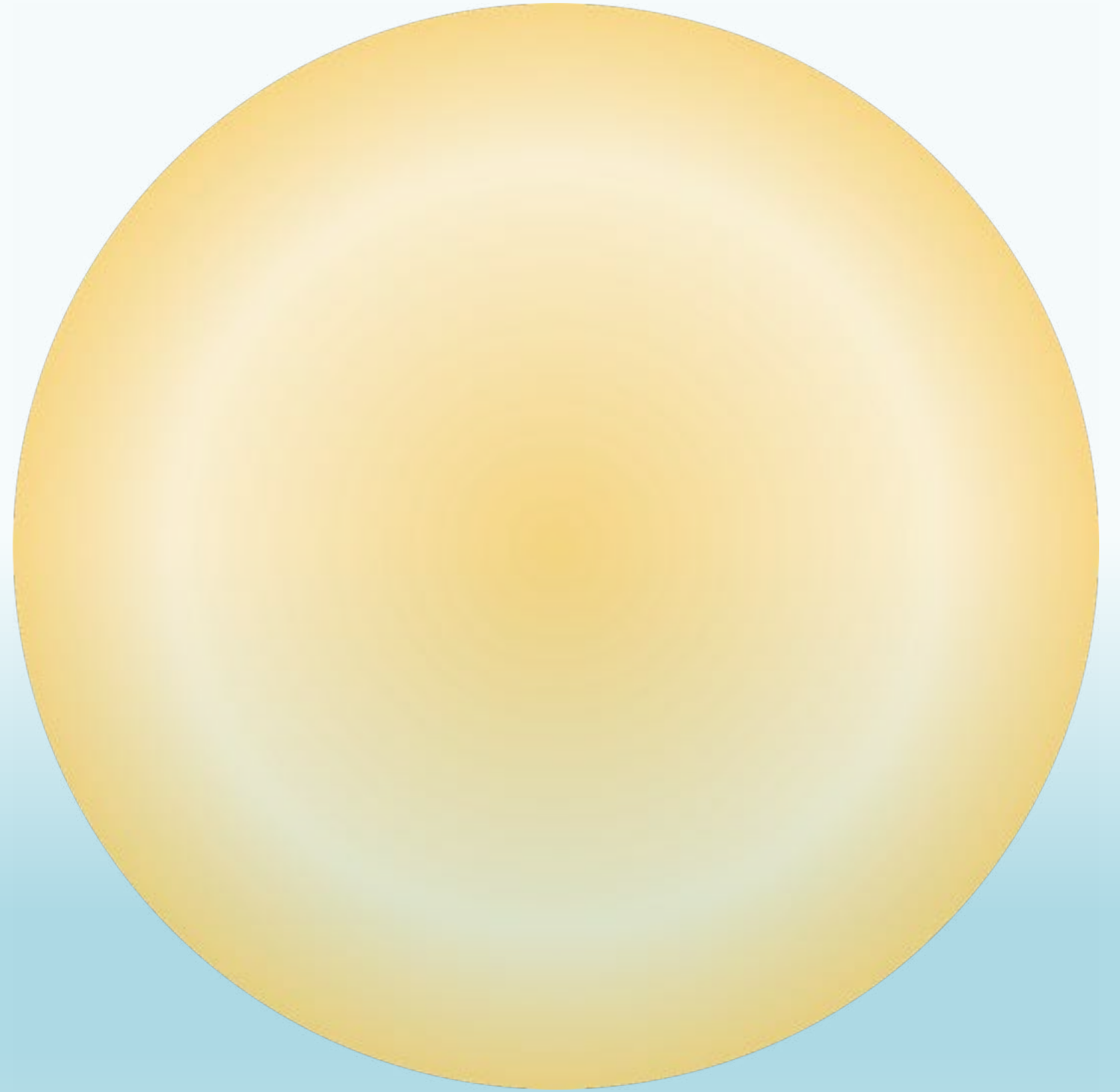
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Q&A





STRIVING FOR ZERO RURAL COHORT MILESTONES



Special focus and hands-on support for rural counties



Individualized
technical
assistance



Learning
exchange with
other counties in
shared interest
areas



Online modules

Meeting 1: April 7, 2021 – Rural cohort launch

Meeting 2: October 8, 2021 - Partners and coalitions
Jeopardy

Meeting 3: April 11, 2022 – Sharing successes &
innovations

Meeting 4: November 2, 2022 – Culture & diversity in
rural suicide prevention

Meeting 5: November 8, 2023 – Context of rural
suicide & suicide prevention



Recordings of all Striving for Zero Learning Collaborative meetings and modules can be found here: <https://mhsoc.ca.gov/initiatives/suicide-prevention/collaborative/>



STRIVING FOR ZERO SUICIDE PREVENTION STRATEGIC PLANNING LEARNING COLLABORATIVE

AGENDA | Carlsbad, CA | February 28- March 1, 2024

STRIVING FOR ZERO EXCELLENCE AWARDS

SUSTAINABLE PRACTICES

This award will go to a county team that has put in place any type of sustainable practice that will help ensure suicide prevention leadership and implementation work will continue when faced with staff, leadership, or funding changes. Examples could include data sharing MOUs, suicide prevention trainings that are part of employee onboarding practices, uniform risk assessment processes, or the responsibility of co-chairing a committee or providing administrative oversight as part of a job description.

INNOVATIVE PARTNERSHIPS

This award will go to a county team that has established untraditional or innovative partnerships to advance implementation of their strategic plan and local suicide prevention work. Examples include partnerships with organizations (hospitals, sports teams, local businesses, other departments, coalitions, and more) that can provide access to community members, provide staffing or funding, or implement trainings.

COMMUNICATING DATA AND MEASURING OUTCOMES

This award will go to a county team with advances in gathering and using data to inform suicide prevention efforts and/or creating public-facing data documents that align with effective messaging for suicide prevention. Examples include data dashboards, suicide prevention reports to the community, establishment of a suicide fatality review team, facilitation of data integration workgroups and more.

INFUSING CULTURE INTO SUICIDE PREVENTION EFFORTS

This award will go to a county team that has infused culturally responsive strategies and approaches throughout their plan and other efforts. Examples may include infusing culture throughout their strategic planning process and implementation, ensuring the strategic plan and outreach and education materials available in several or all threshold languages, using data to inform culturally responsive suicide prevention activities and outcomes.

OUTREACH, MEDIA & COMMUNICATION

This award will go to a county team for excellence in outreach and raising awareness about suicide prevention. Examples can include communication efforts ranging from grassroots and shoestring budgets to larger scale social media and traditional media campaigns.

TARGETED APPROACHES

This award will go to a county team that has implemented innovative outreach efforts, interventions, or programs to reach populations at disproportionate risk for suicide.

INTERVENTIONS (AFTER A SUICIDE ATTEMPT)

This award will go to a county team that has implemented impactful programming to support individuals after a suicide attempt. This might include establishing or expanding attempt survivor support groups or creating a formal or informal "caring contact" program to support individuals after a suicide attempt, or supports to help individuals transition back to school or work after a suicide attempt.

INTERVENTIONS (AFTER A SUICIDE LOSS)

This award will go to a county team that has implemented impactful programming to support individuals, families, or communities after a suicide death. This might include but is not limited to the creation of delayed or active response teams, offering survivor of suicide loss support groups, creating school or community-based postvention plans.

COMPREHENSIVE SUICIDE RELATED CARE

This award will go to a county team that has implemented practices to identify, support, and promote care for individuals during times of suicidal distress or elevated risk. Examples may include developing policies, procedures, and workforce training for screening, assessment, management, and triage across multiple organizational levels. Other potential examples include integrating suicide care tools (e.g., safety plan templates, screening tools, suicide documentation templates) into electronic health records or resource repositories for staff, innovative approaches to crisis stabilization and continuity of care, or provision of clinical trainings in evidence-based suicide interventions.

INVOLVING THE WHOLE COMMUNITY- EVERYONE CAN PLAY A ROLE IN SUICIDE PREVENTION

This award will go to a county team that found a way to engage a broad range of partners in the community in their suicide prevention efforts. This could be through a public event, a press conference, a conference/summit, or another type of activity/event hosted by their coalition or network.

STRIVING FOR ZERO

This award will go to an effort that didn't fit any of the other categories, but is believed to make a difference in Striving for Zero suicides in local communities.



There is hope.



Please remember to take care of yourself.
Call or text 988 to reach the
Suicide & Crisis Lifeline.

STRIVING FOR ZERO EXCELLENCE AWARDS

STRIVING FOR ZERO EXCELLENCE AWARDS

Striving for Zero

INNOVATIVE PARTNERSHIPS

Go Lime Athletics! Kings County Behavioral Health

In efforts to further Mental Health Awareness at schools throughout the county, Kings County Behavioral Health partnered with athletic teams at local schools. During the month of May 2023, athletic teams wore green mental health awareness wrist bands during games, in support of Mental Health Awareness month. Where possible, a resource table was provided by Kings County Behavioral Health to distribute mental health resources and promotional items to attendees. In addition, before and during the game a mental health message was read by the announcer bringing attention to the purpose of the sweatbands and resource booth.



STRIVING FOR ZERO EXCELLENCE AWARDS

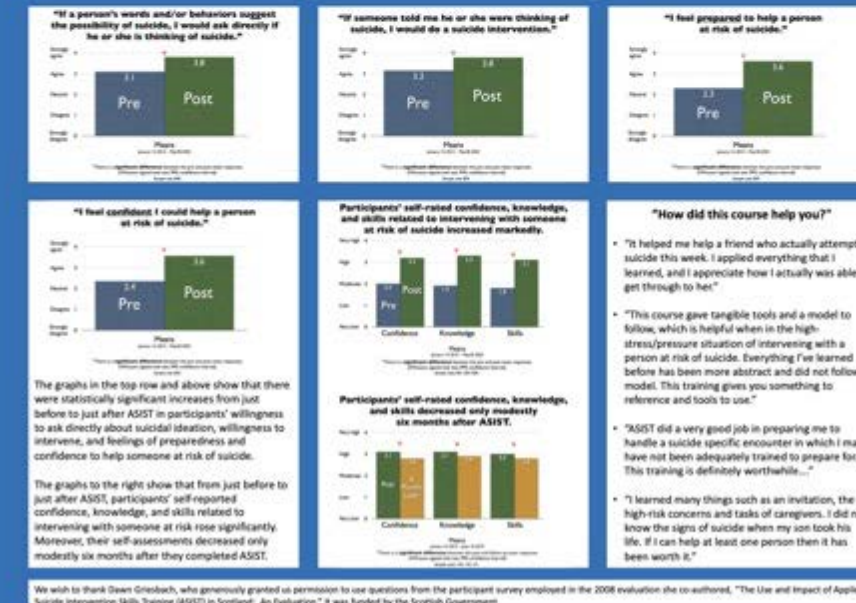
Striving for Zero

COMMUNICATING DATA AND MEASURING OUTCOMES

Applied Suicide Intervention Skills Training (ASIST) in Tulare County Tulare County

ASIST, created by LivingWorks, is a two-day suicide intervention skills training program for individuals who want to feel more comfortable, confident, and competent in helping to prevent the immediate risk of suicide. Participants are given an introduction to suicide, become familiar with a unique suicide intervention model, and learn how to implement the model in real-life situations, by connecting with the individual at risk of suicide, understanding his or her situation mindset, and assisting him or her to get immediate help. The workshop includes videos and active roleplaying of scenarios for all participants.

The Tulare County Suicide Prevention Task Force (prior to 2017 the Tulare & Kings Counties Suicide Prevention Task Force) has been providing ASIST since 2013. More than 900 people who live or work in Tulare County have completed the training. The outcomes have been strongly positive.



STRIVING FOR ZERO EXCELLENCE AWARDS

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Striving for Zero

INFUSING CULTURE INTO SUICIDE PREVENTION EFFORTS

Local Cultural Feedback Visual
Sutter County and Yuba County

Sutter and Yuba counties have a unique cultural minority make-up, including Latino/Latinx, Hmong, and Punjabi. In interviewing key informants from these communities and getting community stakeholder feedback we were able to take away some cultural contrasts and similarities. The following graphic was created to give a broad overview of just some of the cultural differences and commonalities that were reported by members and stakeholders of each community. The purpose of this visual is to show that while each group has distinct differences, they share a core of common elements. Making sure to hear both the commonalities and differences help move us forward when working with cultural beliefs around suicide prevention and behavioral health.

Key Informant Interviews

Latino/Latinx Community
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services

Punjabi Community
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services

Hmong Community
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services

Latino/Latinx Community
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services
High prevalence of mental health issues
Lack of resources for mental health
Need for culturally appropriate services

Believes **Yuba County** **Sutter County**

MHSOAC
Mental Health Services
Strength & Accountability Commission

STRIVING FOR ZERO EXCELLENCE AWARDS

Striving for Zero

INFUSING CULTURE INTO SUICIDE PREVENTION EFFORTS

ENTRY TITLE: NATIVE AMERICAN CULTURE BEARERS
Tehama County

On September 23, 2023, Tehama County Health Services Agency partnered with local tribal services, Office of Education partners, the Tehama County Arts Council, and Native American community members to put on our first ever Native American Cultural Celebration. The Celebration included drumming, dancing, storytelling, traditional games, handmade crafts, and Indian tacos. This event was sponsored by a generous grant from Upstate California Creative Corps through the California Arts Council. With their funding, we were able to honor every dancer and drummer who made our event amazing.

This event brought a message of hope to an audience of over 1500 community members. Native folks showed up, and you could see the pride in their eyes. Additionally, we disseminated suicide prevention materials and gun lock safes. Suicide prevention takes a village, and our village rocks!

SCAN ME TO PLAY SHORT EVENT VIDEO!

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Mental Health Services
Strength & Accountability Commission

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INFUSING CULTURE INTO SUICIDE PREVENTION EFFORTS

The Source LGBTQ+ Center
Training and Counseling Services
Tulare County

The Source LGBTQ+ Center works to reduce stigma, increase visibility and acceptance, and give community members and mental health providers the skills they need to treat LGBTQ+ people with dignity and empathy. Acceptance is the key to reducing LGBTQ+ people's increased risk for suicide. LGBTQ+ individuals have a 4-8x higher prevalence of attempt or completion of suicide than their heterosexual and cisgender counterparts. Through cultural competency training, one on one therapy, peer support, and community engagement we are increasing LGBTQ+ peoples' access to mental health care, reducing stigma, and increasing our clients resilience. In 2023 our clients averaged an 11.6% increase in resilience in spite of a growing anti-lgbt legislation and violence.

FOR MORE INFORMATION, PLEASE VISIT: WWW.THESOURCELGBT.ORG/

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OUTREACH, MEDIA, COMMUNICATION

Awareness in Butte County

Butte County

Focusing on awareness and education was crucial in response to the high suicide rate in Butte County. In 2023, our involvement in billboard campaigns, TV interviews, radio talk shows and social media posts generated over 3.5 million impressions. We actively participated in 56 community events such as health fairs, summit meetings, and multiple events hosted by Veterans organizations. Providing training sessions to different organizations on suicide prevention and wellness initiatives was also a priority. In the last year, the team distributed over 8,000 educational materials, including self-care kits, wellness journals, lock boxes, and suicide prevention resources.

Our goal is to create a community that is well-informed and equipped to support individuals struggling with mental health challenges. By fostering open conversations, providing resources, and promoting self-care practices, we aim to reduce the stigma surrounding mental health and empower individuals to seek help when needed. Together, we can work towards a future where every person feels supported, valued, and hopeful.

YOU ARE NOT ALONE
Talk with someone now.
Call or text: **988**
Suicide & Crisis Lifeline

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OUTREACH, MEDIA & COMMUNICATION

Be Here Tomorrow

Kings County Behavioral Health

Kings County Behavioral Health developed and deployed a "Be Here Tomorrow" campaign and partnered with the Kings County Rural Transit (KART) system to promote 988. This included promoting 988 at bus stops, on the sides of the buses, as well as displaying information on screens in the bus. Messages were in both English and Spanish and visible in communities throughout Kings County.

SOLO QUEDATE
BE HERE TOMORROW

For more information and to learn more, please contact:
Desarine Lowe - desarine.lowe@kcao.org

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OUTREACH, MEDIA & COMMUNICATION

Many Stories, One Mission: Help, Recovery, and Hope (Film)

Fresno County Department of Behavioral Health

"Many Stories, One Mission: Help, Recovery, and Hope" is a film produced by the Fresno County Department of Behavioral Health, designed to connect with the veteran community. Through heartfelt interviews with local Mental Health advocates, Derrick Brown and Peter Darwish, who are themselves American Veterans, the film sheds light on the challenges faced by Fresno County Veterans and the journey to overcoming mental health struggles. These local heroes serve as beacons of hope, showcasing resilience and courage. Their stories not only inspire but also provide invaluable insights into the path to recovery and the importance of seeking help.

The film's impact extends beyond the screen, serving as the cornerstone of an impactful in-person event in November 2023. Veterans and community-based organizations came together to watch the film and engage with the featured interviewees, gaining deeper understanding and sparking meaningful conversations around mental health awareness and suicide prevention.

At the heart of the event was keynote speaker Tu Lam, a retired 23-year US Army veteran and former Green Beret. Tu's journey serves as a guiding light, illuminating the road to personal growth and resilience for both military and civilian communities alike.

With hundreds of views online and widespread dissemination through social media channels, the film continues to reach and resonate with audiences far and wide. Through its heartfelt storytelling and powerful message of hope, "Many Stories, One Mission" stands as a testament to the strength of the human spirit and the collective effort to support those in need within the veteran community and beyond.

THANK YOU FOR JOINING US

SCAN ME TO PLAY SHORT EVENT VIDEO!

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Striving for Zero

OUTREACH, MEDIA & COMMUNICATION

Bathroom Stall (QR Code) Campaign

Glenn County

The Bathroom Stall Campaign (BSC) is a collaborative campaign dedicated to raising awareness regarding available resources within Glenn County. The goal is to provide quick access to local crisis lines and other resources. The idea came from concerned citizens who wanted to make a difference. The project was gifted from the Children's Interagency Coordinating Council (CICC) to the Suicide Prevention Coalition to follow the vision. This project was developed through a partnership between the Suicide Prevention Coalition and the Glenn County Office of Education.

YOU ARE NOT ALONE
Ways to Reach Out & Get Help!

NO ESTÁ SOLO
Maneras de comunicarse y obtener ayuda!

Community Stickers

SCHOOL STICKERS

WEBSITE HOME SCREEN

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OUTREACH, MEDIA & COMMUNICATION

988 Billboards

Fresno County Department of Behavioral Health

Our department took a proactive step in suicide prevention by launching a series of 988 billboards strategically positioned across Fresno County. Designed in-house, these billboards were tailored to targeted locations where suicide and crisis calls were more prevalent. With each billboard targeting a specific demographic within these high-need areas, our aim was to maximize awareness and outreach of 988.

With an estimated population of just over one million people in Fresno County, the impact of our billboards was substantial. Over a 12-week period alone, an estimated 728,000 individuals encountered these billboards, contributing to a cumulative viewership surpassing a million over the campaign's duration. What set our billboards apart was the inclusion of familiar faces from our local community, representing Fresno County's diversity. This deliberate choice aimed to foster a sense of connection and trust, encouraging individuals to reach out to the 988 lifeline when in need.

Available in both English and Spanish, these billboards not only promoted awareness but also sparked conversations. Anecdotal feedback indicates that many community members recognized individuals featured on the billboards, leading to discussions about 988, its usage, and other essential suicide prevention resources.

FIND HOPE IN CONNECTION
DIAL 9-8-8

ENCUENTRA ESPERANZA EN LA CONEXIÓN
MARQUE 9-8-8

FIND HOPE IN CONNECTION
DIAL 9-8-8

FIND HOPE IN CONNECTION
DIAL 9-8-8

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OUTREACH, MEDIA & COMMUNICATION

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TARGETED APPROACHES

Captain Awesome
Shasta County Suicide Prevention Program

Captain Awesome is a men's mental wellness campaign designed to reduce stigma and encourage men to seek out support for their mental health when they need it.

The League of Awesomes™ is made up of local men who champion mental well-being and resilience by sharing how they support their mental health.

The Men's Advisory Group (MAG) is a group of local men that offer feedback and ideas for the Captain Awesome campaign to ensure it continues to resonate with the men in Shasta County.



GET BACK TO BEING CAPTAIN AWESOME

CAPTAIN AWESOME GOES YARD

JOIN US FOR A NIGHT AT THE BALLPARK
REDDING COLT 455 VS. HUMBOLT B-525
FRIDAY, JUNE 21ST
GATES OPEN AT 6:30PM ; FIRST PITCH AT 7:15PM
TIGER FIELD, LOCATED IN SOUTH CITY PARK

For more tips and tools for managing your mental health, visit captain-awesome.org



GET BACK TO FEELING LIKE CAPTAIN AWESOME

Darrell: "Physical activities help me to unwind and find a new perspective when I'm facing a problem."

Get tips, tools, and advice for restoring your mental wellness.

Captain-Awesome.org



GET BACK TO FEELING LIKE CAPTAIN AWESOME

Get tips, tools and advice to tune up your mental wellness.

Captain-Awesome.org



SCAN ME TO VISIT THE WEBSITE!



For questions about Captain Awesome, please email YouMatterShasta@co.shasta.ca.us or call 530-229-8426

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Striving for Zero

TARGETED APPROACHES

Focusing on Wellness
Butte County

Focusing on wellness was a specific strategy aimed to reach older adults. The strategy was done in collaboration with the Public Health Pedestrian Safety program and Osher Lifelong Learning Institute (OLLI). It involved discussion and activities. The wellness and self-care discussions provided a space for individuals to share their experiences and learn from one another. Soothing breathing exercises helped everyone relax, promoting a sense of calm and tranquility. Nature walks allowed participants to connect with the outdoors and engage in light physical activity. Crafting sessions sparked creativity and provided a sense of accomplishment as people created personalized pieces of art. Mindfulness activities encouraged everyone to be present and fully aware of their thoughts and emotions, fostering a sense of inner peace and mindfulness.

Making this a collaborative effort enhanced the initiative by promoting physical activity and defensive walking strategies. The OLLI became a hub of wellness and vitality, where individuals came together to prioritize their well-being. The success of this initiative highlighted the importance of holistic wellness in enhancing the quality of life for older adults and fostering a sense of community spirit and belonging.







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INTERVENTIONS (AFTER A SUICIDE LOSS)

LOSS Team and Voucher Program Tulare County

Tulare County's LOSS Team started in 2013 and is still currently active. The LOSS Team is deployed by the coroner and responds in active and delayed responses. A resource bag with information, self care tools, books, and other items are provided to loss survivors. The program also runs a monthly Survivors of Suicide (SOS) group that has been active for over ten years. Additionally, the Voucher Program works with 6-10 licensed therapists (English & Spanish) contracted to offer free counseling support to anyone affected by a suicide loss. The LOSS Team will provide a summary of what happened to the therapist and the therapist will contact the survivor directly. The therapists provide 6-8 sessions, and the therapists directly bill the taskforce for reimbursement for services provided. Anyone affected by a loss can access these services. It does not matter what the relationship was to the person who died by suicide or how long ago the loss was.





GRIEF AND BEREAVEMENT COUNSELING

The Tulare County Suicide Prevention Task Force (SPTF) has a program that provides grief and bereavement services to individuals who have experienced a suicide loss.

This program will provide grief and bereavement counseling, which is a short-term, high intensity work that focuses on the goal of decreasing suicidal ideation and risk of suicide loss.

Eligible for this program is anyone who has lost someone to suicide, are directly impacted by suicide, and are willing to participate in 6-8 individual sessions of grief and bereavement counseling. Please see the eligibility of this loss or visit our website. We will refer you to a participating counselor. This is a free service provided by the SPTF. For more information, please contact us at (559) 624-7449 or lossteam@tularecounty.ca.gov.

(559) 624-7449

lossteam@tularecounty.ca.gov













FOR MORE INFORMATION, PLEASE CONTACT DARCY MASSEY AT SPTF@TULARECOUNTY.CA.GOV

STRIVING FOR ZERO EXCELLENCE AWARDS



STRIVING FOR ZERO Community Partnerships for Safety Humboldt County

Humboldt County DHHS Public Health's Suicide and Violence Prevention Program (SVP) has partnered with local firearms retailers and ranges to bolster lethal means safety by distributing informational resources and free lockboxes provided by the County's Keep It Safe Campaign. Our Gun Shop Project partners have also helped us reach the local firearms community by incorporating suicide prevention and lethal means safety education into their firearms training and concealed carry permit (CCW) courses. In the past year, SVP has partnered with a local firearms instructor to offer a specialized training to Humboldt County's clinicians bridging the gap between firearms culture and lethal means safety planning (see flier, bottom right). SVP has collaborated with two of our Gun Shop Project partners to record and broadcast public service announcements (PSAs) on local radio stations emphasizing the importance of safe firearm storage (scan QR code to listen). Most recently, SVP has been working with another local firearms instructor to develop a one-hour mental health curriculum to meet new state requirements for CCW training.



SCAN TO HEAR
LETHAL MEANS SAFETY
MENTAL HEALTH PSAs













ATTN: SUICIDE DEGRADATES

If you work in a clinical setting, you are now eligible for Free Firearms Safety Training.

Choose From One of Two Training Dates:

<p style="font-size: small; color: #0070C0;">3/7/24 8:30 AM - 12:00 PM with instructor Katie Gaudin, Ph.D.</p>	OR	<p style="font-size: small; color: #0070C0;">3/13/24 8:30 AM - 12:00 PM with instructor Katie Gaudin, Ph.D.</p>
--	----	---

We also engage in safety planning with clients where firearms are involved! Providing our knowledge about firearms will help you feel confident in those conversations and develop safety plans with your existing clients.

The training is free!

- Free training
- Safe to complete in a safety planning with clients where firearms are involved
- Receive your information on communication about firearms safety and storage

REGISTER

To register for a session, go to <https://www.surveymonkey.com/r/1234567890> or contact Darcy Massey at massey.d@humboldtcounty.gov or call (709) 746-2222. We are currently accepting registrations for the 3/7/24 session. Space is limited. We are currently accepting registrations for the 3/13/24 session. Space is limited. We are currently accepting registrations for the 3/13/24 session. Space is limited.

This training is a requirement for all clinicians who are providing services to clients where firearms are involved. It is a requirement for all clinicians who are providing services to clients where firearms are involved. It is a requirement for all clinicians who are providing services to clients where firearms are involved.

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INVOLVING THE WHOLE COMMUNITY –
EVERYONE CAN PLAY A ROLE IN SUICIDE PREVENTION

Suicide Prevention at the Thursday Night Market
Butte County

The Butte County Public Health Suicide Prevention Program organized the second annual event to commemorate Suicide Prevention Awareness Month in September. The program brought together an array of resources, talents, and activities through collaboration with Downtown Chico Business Association, community-based organizations, local agencies, businesses, and community members. The event took place at the Thursday Night Market, attracting hundreds of Butte County residents.

The event was a beautiful showcase of unity and support, highlighting how every individual can make a difference in preventing suicide. A local dance group performed with grace and passion, symbolizing the importance of moving together in times of need. The artwork created by community members served as a powerful reminder of the strength found in creativity and self-expression. The music that filled the air resonated with hope and healing, bringing people together in solidarity. When the singer, impacted by recent Butte County disasters took the stage, their voice carried the weight of resilience and perseverance, inspiring all who listened. It was a truly impactful event, that demonstrated the power of community coming together to support one another in times of darkness.








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INVOLVING THE WHOLE COMMUNITY:
EVERYONE CAN PLAY A ROLE IN SUICIDE PREVENTION

Bridging Hope
Sutter County and Yuba County

Bridging Hope was an event put on by the Sutter Yuba Behavioral Health (SYBH) Prevention and Early Intervention (PEI) Team. This event allowed community members to learn from survivors of suicide, hear their voices, and learn what a community can do to prevent suicide. The purpose of the event was to raise awareness about suicide during Suicide Prevention Month. Bridging Hope represents connecting people who may know someone, or they themselves, suffer from suicidal ideation, have attempted suicide, or know someone who has died by suicide to resources. Resources such as community and local agencies, that can provide support and connection. This was the first bi-county event that spanned both counties to unite all of us in suicide prevention, raising suicide awareness, and reducing stigma. The goal was to have 100 people pre-register for the walk and we ended with over 300 people pre-registered. Despite it pouring rain right before the event approximately 265 people attended the event. Amongst the volunteers were 48 High School volunteers, 26 County employee volunteers, 15 information and resource tables and the chairs from both Sutter County Board of Supervisors and Yuba County Board of Supervisors. We are already in the planning stages for Bridging Hope 2024.











SUICIDE PREVENTION STRATEGIC PLANNING LEARNING COLLABORTIVE RESOURCE CENTER

Find recordings and slides from a wide range of topics related to strategic planning and implementation of suicide prevention activities, as well as copies of California County Strategic Plans.

www.mhsoac.ca.gov/initiatives/suicide-prevention/collaborative/

Striving for Zero In-Person Convening

Striving for Zero In-Person Convening (February 28 – March 1, 2024)

Approximately 140 people from around the state attended an in-person convening in Carlsbad, California that represented the culmination and celebration of the Striving for Zero Suicide Prevention Learning Collaborative. The convening included national and California-based guest speakers as well as in-depth sessions where counties shared their successes and challenges within different topic areas. The goal of the convening was to build momentum for the sustainability of local suicide prevention efforts and to solidify the community of practice that has been built over the past few years among counties engaged in strategic planning and implementation around suicide prevention.

- View the program for the convening [here](#).

February 28, 2024

Opening Session: Responding to Crisis

This session included a refresher on Crisis Coping, the California 988 Suicide & Crisis Line Network Prevention Service of the Central Coast; Cheryl I

- View slides [here](#).

February 29, 2024

Striving for Zero: National, Statewide, and Local

This session included guest speakers sharing in support local efforts and milestones from the St

Keynote Presentation: Pebbles of Wisdom, Je

This presentation provided a brief historical overview of challenges.

Striving for Zero Excellence Awards

The Striving for Zero Excellence Awards was an opportunity to "show and tell" about a local effort that can serve as inspiration for colleagues. Entries provided a visual representation of how efforts embody excellence within each category. All attendees of the Striving for Zero In-Person Meeting had an opportunity to vote on projects, and winners were announced during the closing session on Friday, March 1, 2024.

Sustainable Practices

This award went to a county team that has put in place any type of sustainable practice that helps ensure suicide prevention leadership and implementation work will continue when faced with staff, leadership, or funding changes. Examples could include data sharing MOUs, suicide prevention trainings that are part of employee onboarding practices, uniform risk assessment processes, or the responsibility of co-chairing a committee or providing administrative oversight as part of a job description.

- [Promote Hope. Let's Talk Campaign \(San Bernardino County\)](#) (Excellence Awards Recipient)
- [Suicide Prevention Coalition Infrastructure \(Riverside County\)](#) (Excellence Awards Recipient)
- [Maintain and Strengthen our Suicide Prevention Infrastructure \(Napa County\)](#)

Innovative Partnerships

This award went to a county team that has established untraditional or innovative partnerships to advance implementation of their strategic plan and local suicide prevention work. Examples include partnerships with organizations (hospitals, sports teams, local businesses, other departments, coalitions, and more) that can provide access to community members, provide staffing or funding, or implement trainings.

- [Partnering through Arts and Culture \(Los Angeles County\)](#) (Excellence Awards Recipient)
- [Bridging the Gap Between Spirituality and Suicide Prevention \(Riverside County\)](#)
- [Go Lime Athletics! \(Kings County\)](#)
- [Innovative Outreach Through Professional Sports Team \(Orange County\)](#)
- [Meeting the Community Where They Are At: Partnering with Mayors, Libraries and Transportation Agencies to Prevent Suicide \(San Mateo County\)](#)
- [Promoting Prevention Through the LACOE Wellbeing and Support Services Internship Program \(Los Angeles County\)](#)

Fly in formation



What's Next?

Help us stay connected by adding your contact info to the roster!

https://docs.google.com/spreadsheets/d/1FOGRogf55i90AjuI70DBp2SQxN GNfTh-uSR2pq0_kcY/edit#gid=0



StrivingforSafety.org



Preventing Firearm Suicide ▶

Firearm safety strategies that can be applied in the home or at firearm ranges or retail stores.

Overdose and Poisoning ▶

Tips to reduce access to medications and other potential poisons in your home, immediate steps you can take to respond to an overdose, and how to implement suicide prevention strategies in pharmacy settings.

Strangulation and Suffocation ▶

Strategies that can be applied in the home, jails, hospitals, and other controlled environments.

Signage, Barriers, and More ▶

Environmental strategies for community planners that place barriers and signage to create time and space for the individual in pain to reach out for help.

Means Safety Checklist

If you are concerned about how to keep yourself or a loved one who is thinking about suicide or has attempted suicide safe, this checklist offers a starting point.

- ✓ Learn the warning signs of suicide
- ✓ Review the steps to respond to a suspected drug overdose
- ✓ Have a conversation about suicide prevention
- ✓ Keep guns securely stored
- ✓ Share crisis resources
- ✓ Familiarize yourself with California laws and options for storing a firearm outside the home
- ✓ Keep medications securely stored at all times
- ✓ Trust your instincts
- ✓ Dispose of unused, unwanted, or expired medications
- ✓ Remember you are not alone



ruralhealthinfo.org

Your *First STOP* for
Rural Health
INFORMATION



Introducing the Rural Suicide Prevention Toolkit

Rural Suicide Prevention Toolkit

Rural Suicide Prevention
Toolkit



Mental Health in Rural Communities Toolkit

Mental Health in
Rural Communities
Toolkit





Community-Led Suicide Prevention

<https://communitysuicideprevention.org>



Unity

How to develop broad-based support for a shared vision



Data

How to use data to guide action and improve efforts



Planning

How to use a strategic planning process



Fit

How to align activities with community culture and needs



Integration

How to use multiple, complementary approaches



Communication

How to communicate clearly, safely, and consistently



Sustainability

How to create long-lasting change

Thank you for your time