

Striving
for
Zero

Striving for Zero Rural Cohort Meeting 2
November 8, 2023

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>

The report cover features a green ribbon graphic on the left. The title 'Advancing Strategic Planning for Suicide Prevention in California' is at the top, followed by the subtitle 'Fiscal Years 2018-2020'. Below that, it states 'Outcomes from the Each Mind Matters Learning Collaborative with County Behavioral Health Agencies and their Community Partners'. A paragraph describes the collaborative's formation in fall 2018. A circular diagram shows six steps of strategic planning: 1. Describe the Problem, 2. Choose Long Term Goals, 3. Identify Risk and Protective Factors, 4. Select or Develop Interventions, 5. Plan the Evaluation, and 6. Implement, Evaluate, Improve. A quote from Toby Guevin, Nevada County Public Health, is in a box. Logos for EachMind MATTERS, CalMHSA, and Your Social Marketer, Inc. are at the bottom.

Advancing Strategic Planning for Suicide Prevention in California
Fiscal Years 2018-2020

Outcomes from the Each Mind Matters Learning Collaborative with County Behavioral Health Agencies and their Community Partners

The Suicide Prevention Learning Collaborative was formed in the fall of 2018 to provide Each Mind Matters (CalMHSA) member counties with technical assistance as they embarked on developing or updating a suicide prevention strategic plan and creating or enhancing an existing coalition to inform suicide prevention efforts. The Learning Collaborative promotes sharing of knowledge and experience, and provides resources, information and steps needed to develop a suicide prevention strategic plan.

Steps of Strategic Planning

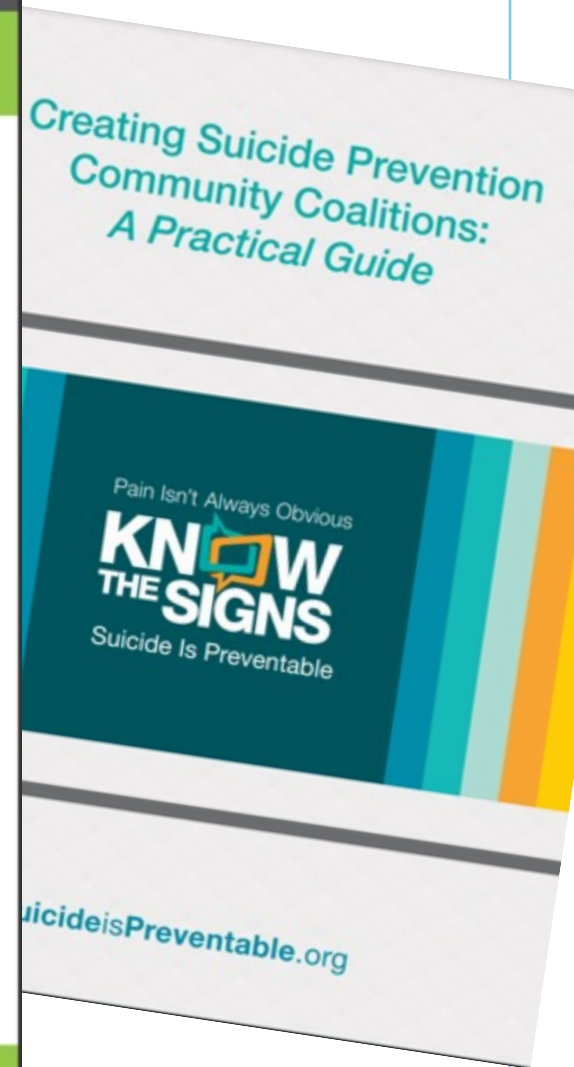
- step 1 Describe the Problem
- step 2 Choose Long Term Goals
- step 3 Identify Risk and Protective Factors
- step 4 Select or Develop Interventions
- step 5 Plan the Evaluation
- step 6 Implement, Evaluate, Improve

Strategic Planning Framework

The Learning Collaborative utilized a public health approach to suicide prevention. This approach emphasizes preventing problems from occurring or recurring (not just treating problems that have already occurred); focusing on whole populations rather than individuals; and addressing health disparities and access.

It's been very helpful to have one-on-one support on a monthly basis, including technical assistance, resource sharing and someone to bounce ideas off of. The Learning Collaborative webinars have been helpful and I found the retreat in December 2019 to be very helpful in learning about best practices.
— Toby Guevin, Nevada County Public Health

EachMind MATTERS
CalMHSA
Your Social Marketer, Inc.



Striving for Zero Rural Cohort

Special focus and hands-on support for rural counties

- ✓ Online modules
- ✓ Individualized technical assistance
- ✓ Learning exchange with other counties in shared interest areas

**Striving for Zero Learning Collaborative
Resource Page:**

<https://mhsoac.ca.gov/initiatives/suicide-prevention/collaborative/>

Webinar 1: April 7, 2021

Cohort launch

<https://attendee.gotowebinar.com/recording/8177157450372649740>

Meeting 1: October 8, 2021

Partner Jeopardy

<https://youtu.be/TgAMUPZqxss>

Meeting 2: April 11, 2022

Highlights from members

<https://youtu.be/CPriu8mF9cY>

Meeting 3: November 2, 2022

Culture & diversity in rural suicide prevention

Recording link to come!

Agenda for Today



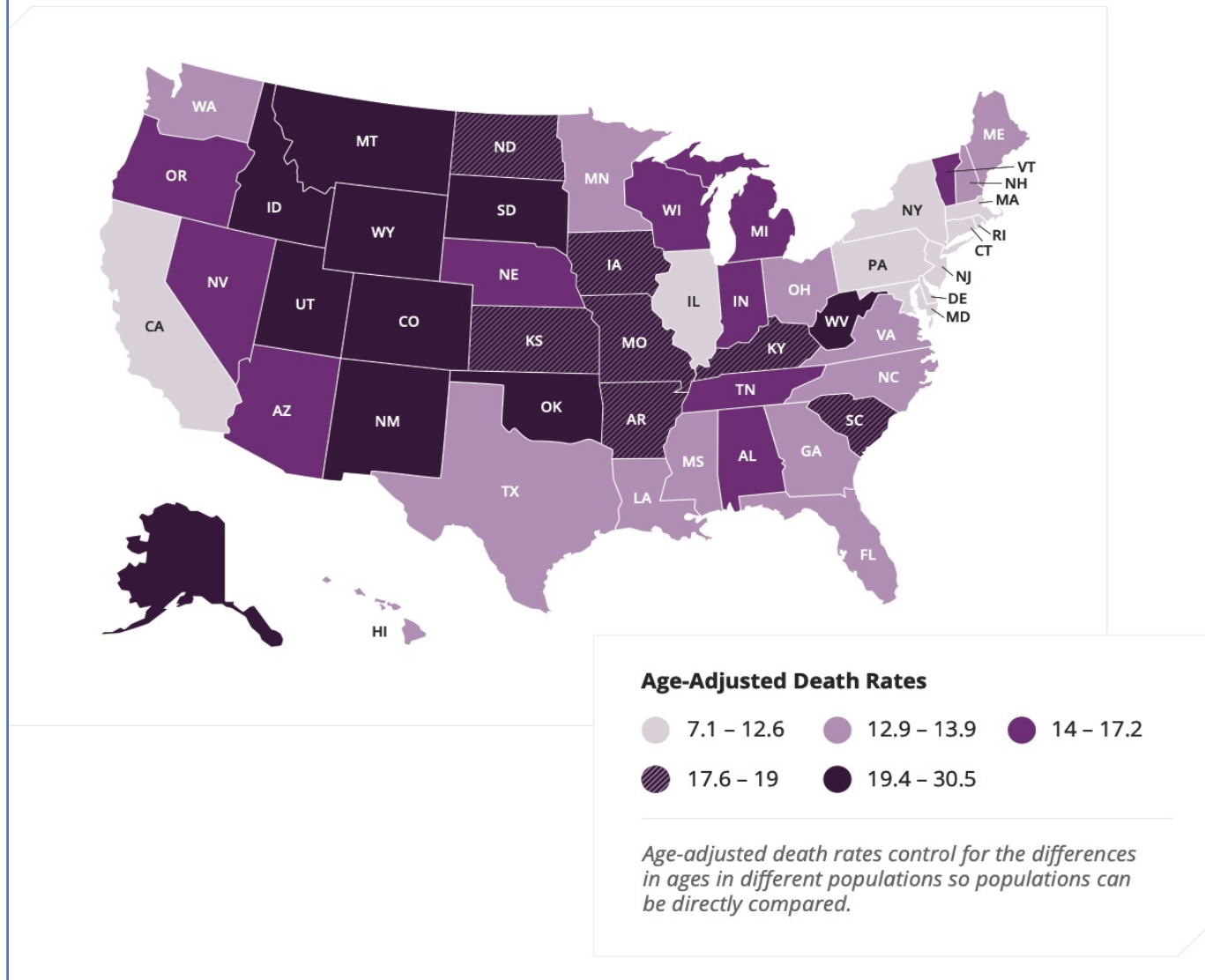
1. Refresher: the context of rural suicide and suicide prevention
2. Resources and tools
3. Creative funding sources
4. Branding
5. Staying connected

**Refresher: Where we
have been as a Cohort**

Suicide Rates Across the United States

Suicide rates can vary substantially across **geographic regions**.

People living in **rural areas** have **much higher rates of suicide** than people living in urban areas. Suicide rates increase as population density decrease and areas become more rural.



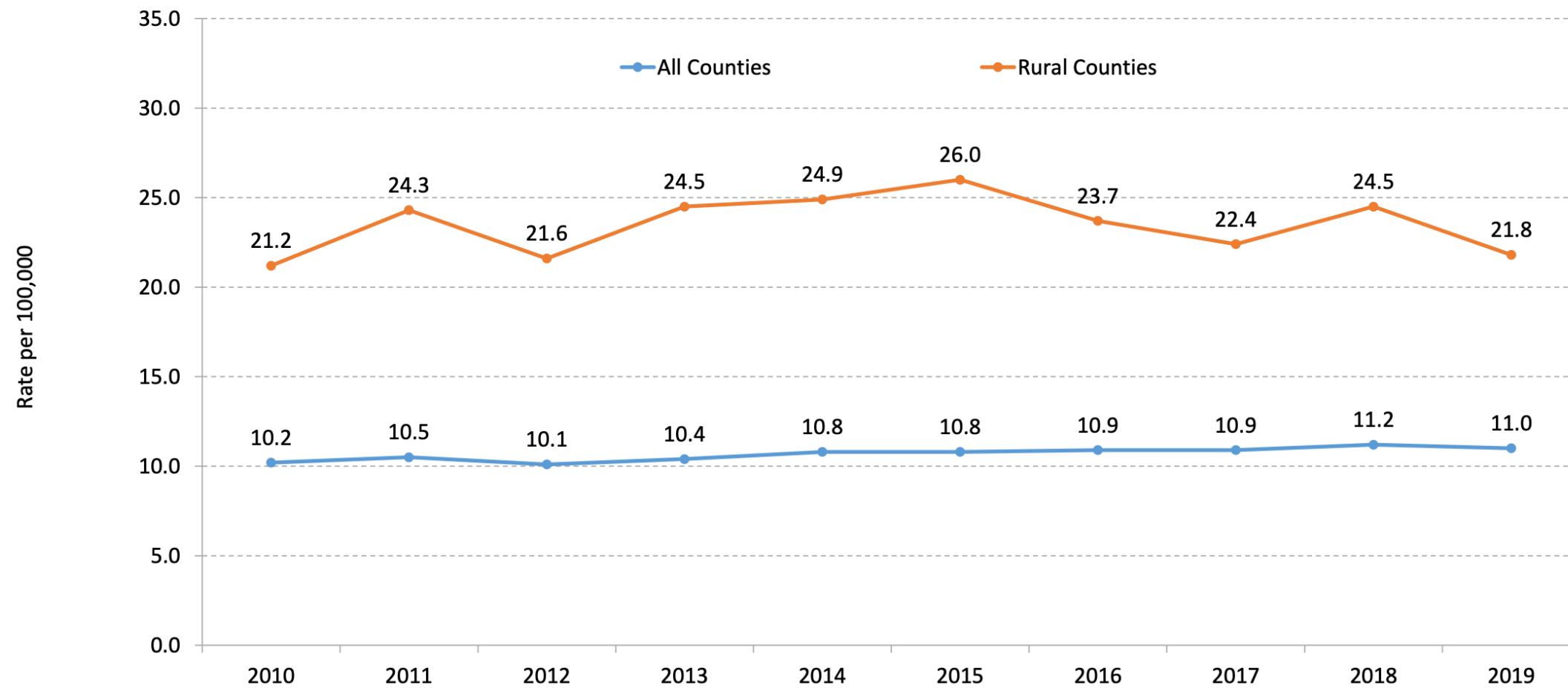
Suicide in Rural Communities

- Rates of suicide and suicide attempts are increasing across the country
- Rural communities have higher rates of suicide than urban areas
- People who face the highest risk of dying by suicide include men and middle-aged adults
- Suicide is also more common in counties with lower social cohesion, more gun shops, and more veterans

Source: Steelesmith et al. (2019). *JAMA Network Open*

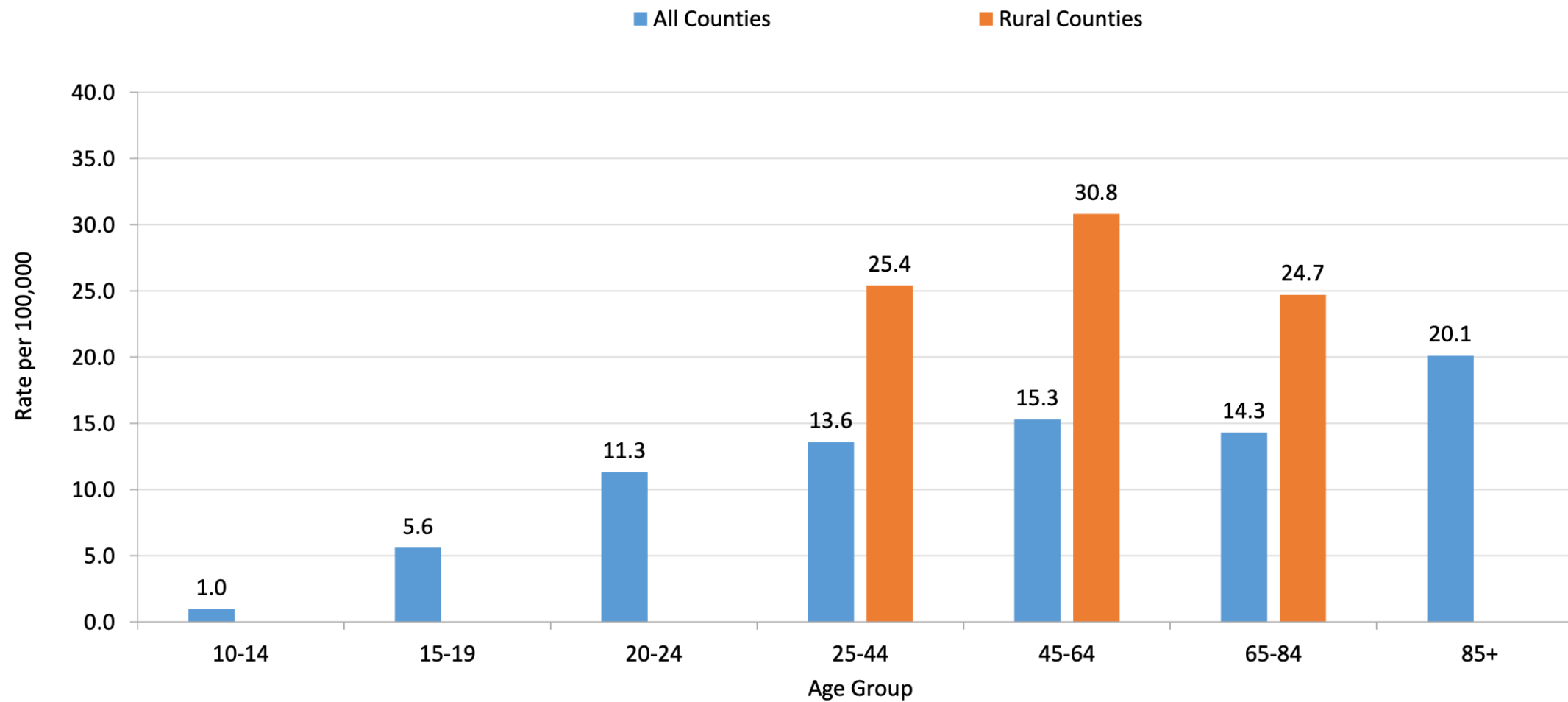
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Suicide Rates in California, 2010-2019



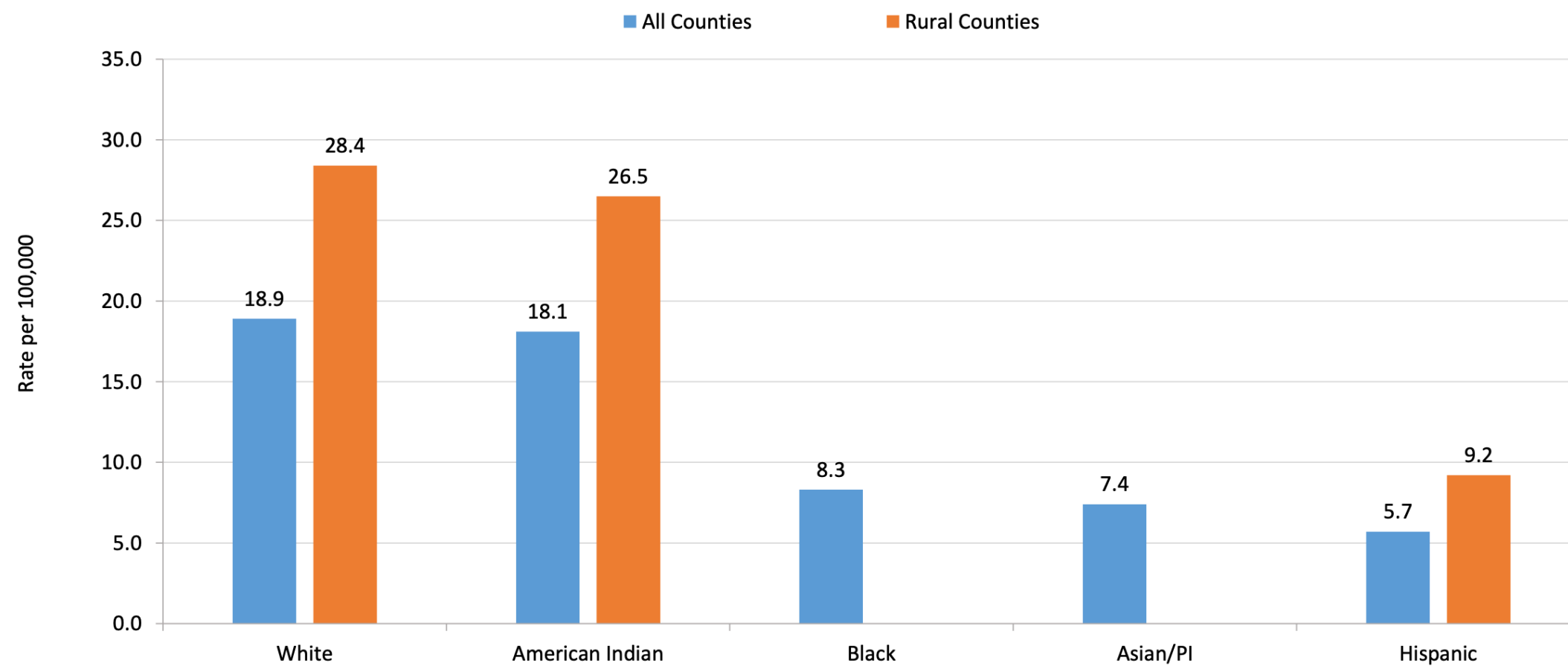
Source: California Department of Public Health, EpiCenter

Suicide Rate by Age Group* in California, 2019



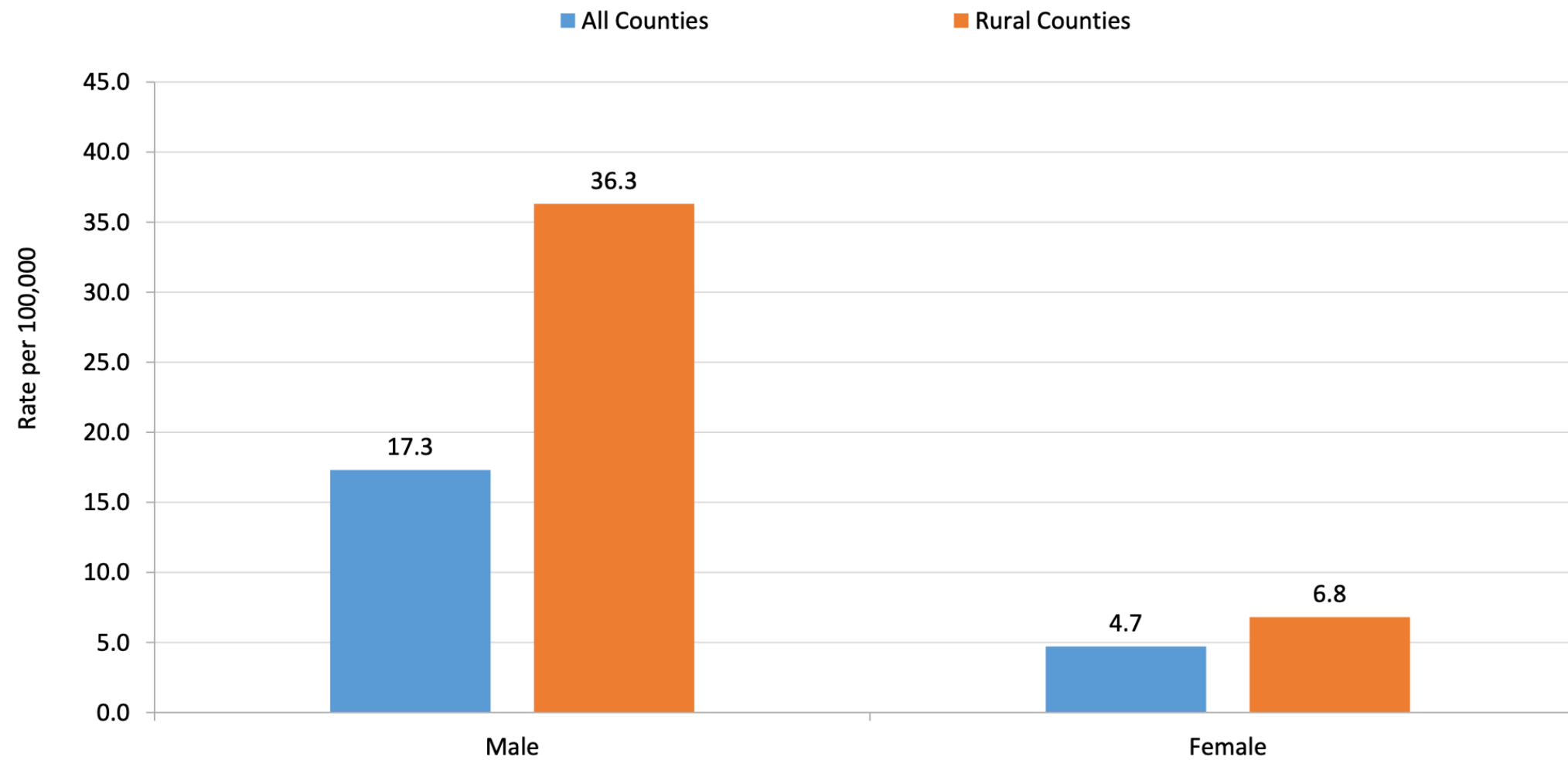
Source: California Department of Public Health, EpiCenter

Suicide Rate by Race/Ethnicity* in California, 2015-2019



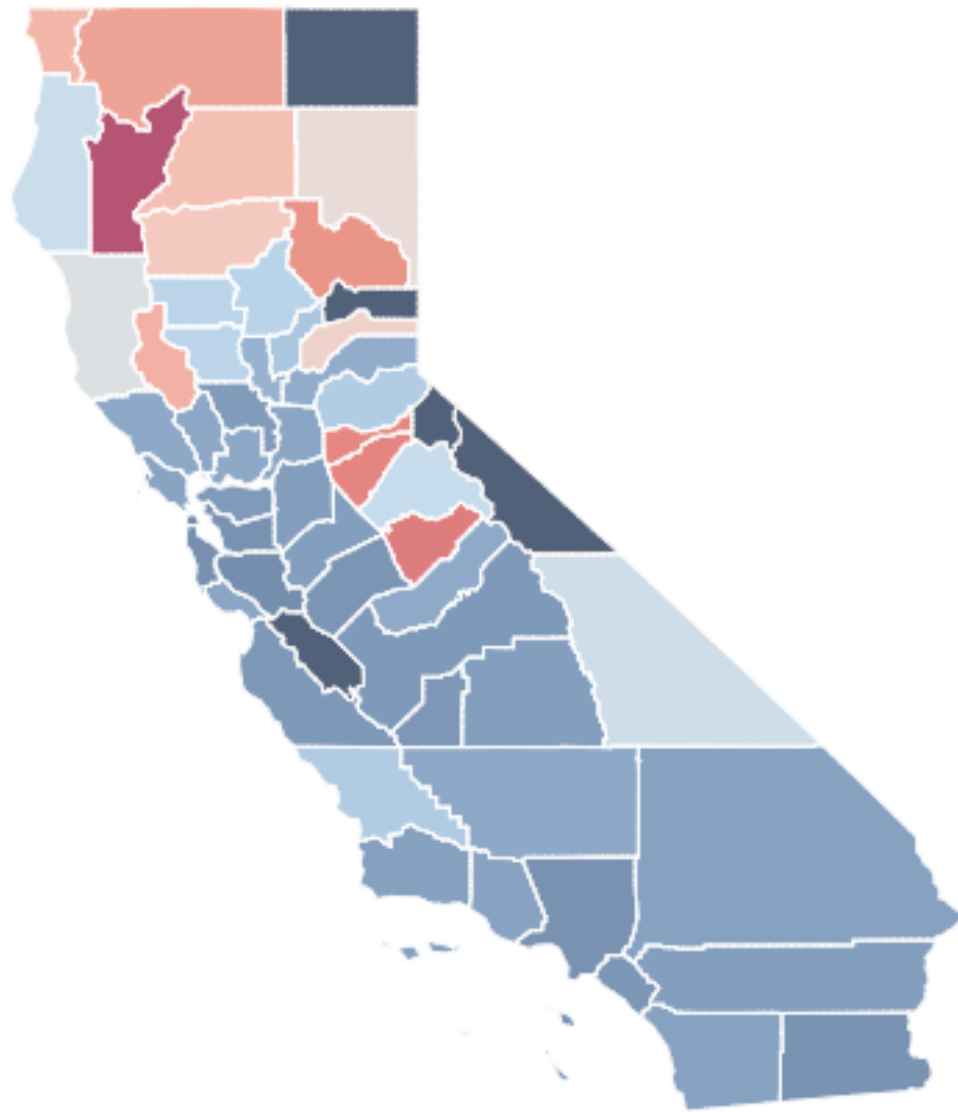
Source: California Department of Public Health, EpiCenter

Suicide Rate by Sex in California, 2019

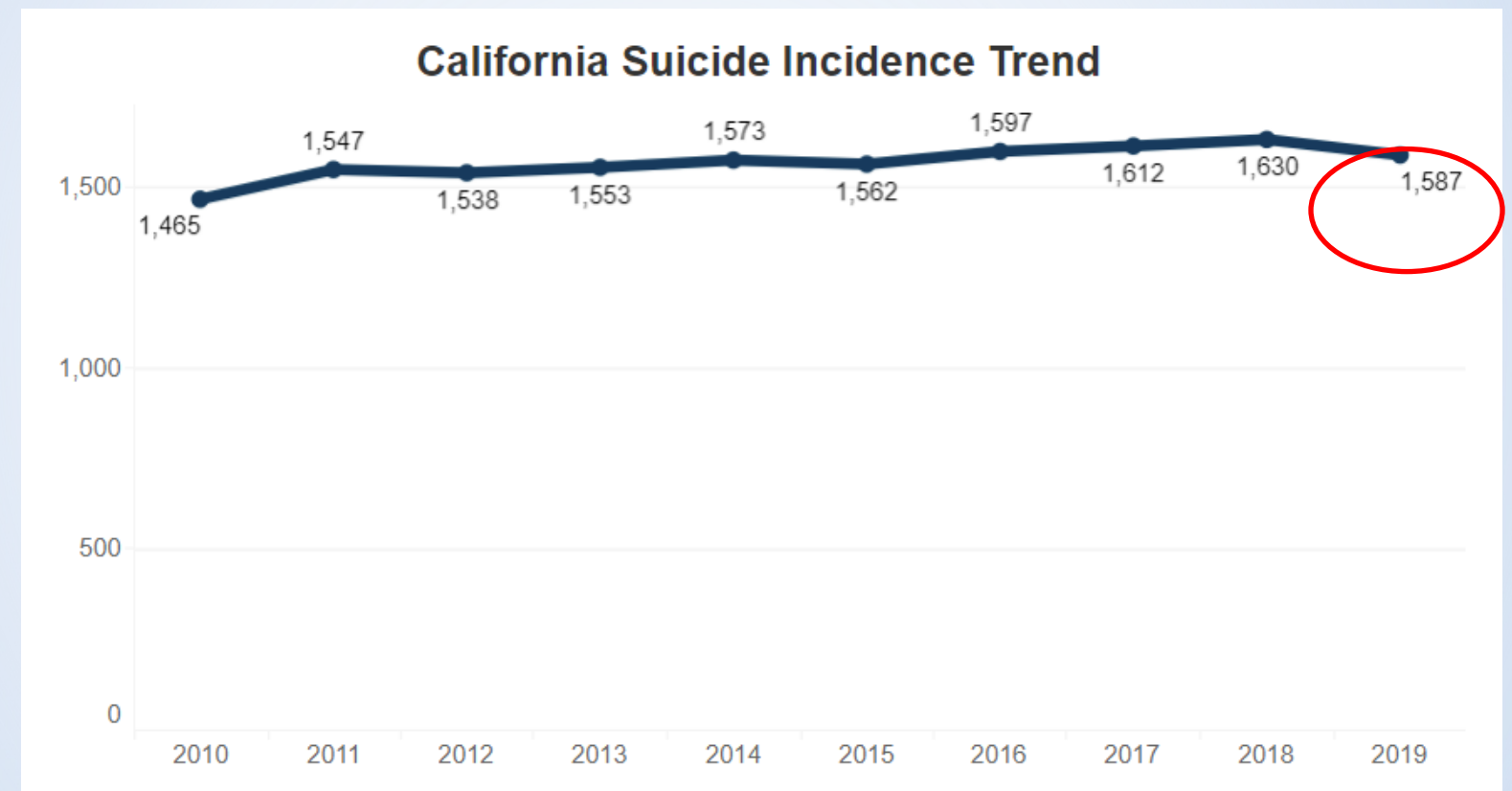


Source: California Department of Public Health, EpiCenter

Firearm Suicide



- Typically highest in more rural areas
- Fairly steady rates over time



MHSOAC Suicide Incidence and Rate: <https://mhsaac.ca.gov/transparency-suite/suicide-incidence-and-rate/>

Rural Culture: The Literature

Independence & Self-reliance

- Hesitance to access care

- Keep things within the family

- Isolation from services (chicken or egg?)

Pressure to be hyper-conventional

- Assimilation

- MH stigma

- Traditional gender roles

Rural Culture: The Literature

Lack of anonymity/privacy (everybody knows everybody)

Sociopolitical exclusion

Exacerbated when accessing urban care centers

Low job diversity – primary industry or employer

Older population – outmigration of youth/educated

Rural Culture: The Literature

Access to firearms

Distrust of government and corporate entities

Lower SES compared to urban centers

RURAL CULTURE IN THE MISC MODEL

**Minority
Stress**

Enhanced Assimilation Demands, SES,
Sociopolitical exclusion

**Idioms of
Distress**

Independence/self-reliance, Keep
within family, Privacy

**Social
Discord**

Keep within family, Privacy, Hyper-
conventionality pressure

**Cultural
Sanctions**

Care hesitance, Isolation from services,
Anonymity from Providers, Low job
diversity, Firearms, Distrust

Challenges Preventing Suicide in Rural Areas

- Rural communities face challenges in preventing suicide, including:
 - Fewer health care facilities and mental health care workforce shortages
 - Transportation and infrastructure limitations
 - Financial constraints, including lower insurance rates and chronic economic stressors
 - Higher rates of gun ownership
 - Increased mortality from most other causes

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Key Considerations for Rural Suicide Prevention



- Overcoming the stigma around mental health challenges, suicide, and reaching out for help.
- Focusing limited resources on populations disproportionately affected.
- Addressing factors related to trauma and the impacts of societal and environmental trends.
- Promoting means safety in culturally appropriate ways.

Stigma

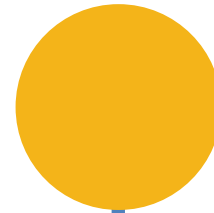
Overcoming stigma

- Behavioral health literacy
- Targeted outreach and campaigns
- Personal stories and local champions
- Protecting privacy and confidentiality

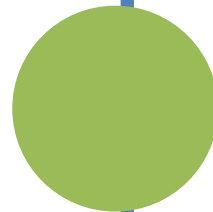


Reflection & Discussion

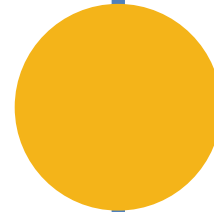
**How are you
addressing stigma
in your
community?**



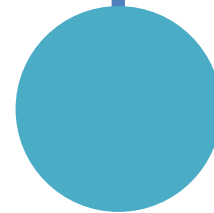
What are the major contributors to stigma in your county?



What activities have been the most impactful?



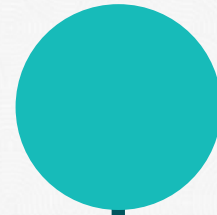
How do you know about the impact?



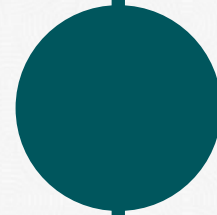
What are some things that you would like to do?

Focusing limited resources

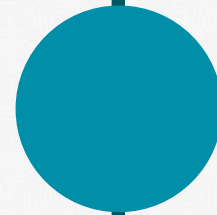
Focusing limited resources where they can have the most impact



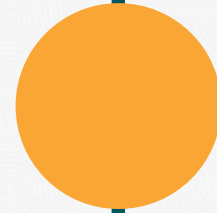
Who are the populations most affected by suicide in your county?



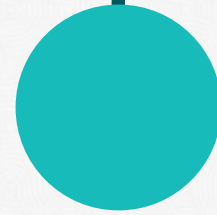
What data (including qualitative) can you review to identify risk and protective factors?



Where are the key settings? Who can help connect your efforts?



What resources are already in your county to support this population? What needs to be developed?



How are people from these populations involved in planning and implementation?

Messaging on “High Risk” Groups



- [REDACTED]
- D [REDACTED]
- C [REDACTED]
- C [REDACTED]

Suicide prevention within indigenous communities



- Community development as suicide prevention
- Reduce the prevalence of ACEs and buffer their impact
- Ask and listen: Build programs from the ground up rather than adapting a western model and trying to make it fit
 - Traditional ways of promoting wellness and treating illness
 - Cultural leaders and activities
- Acknowledge and address historical trauma
 - Learn and talk about the effects of historical trauma as a root cause
 - Partnerships across tribal, county, and community groups to promote change

Transforming Tribal Communities: Indigenous Perspectives on Suicide Prevention

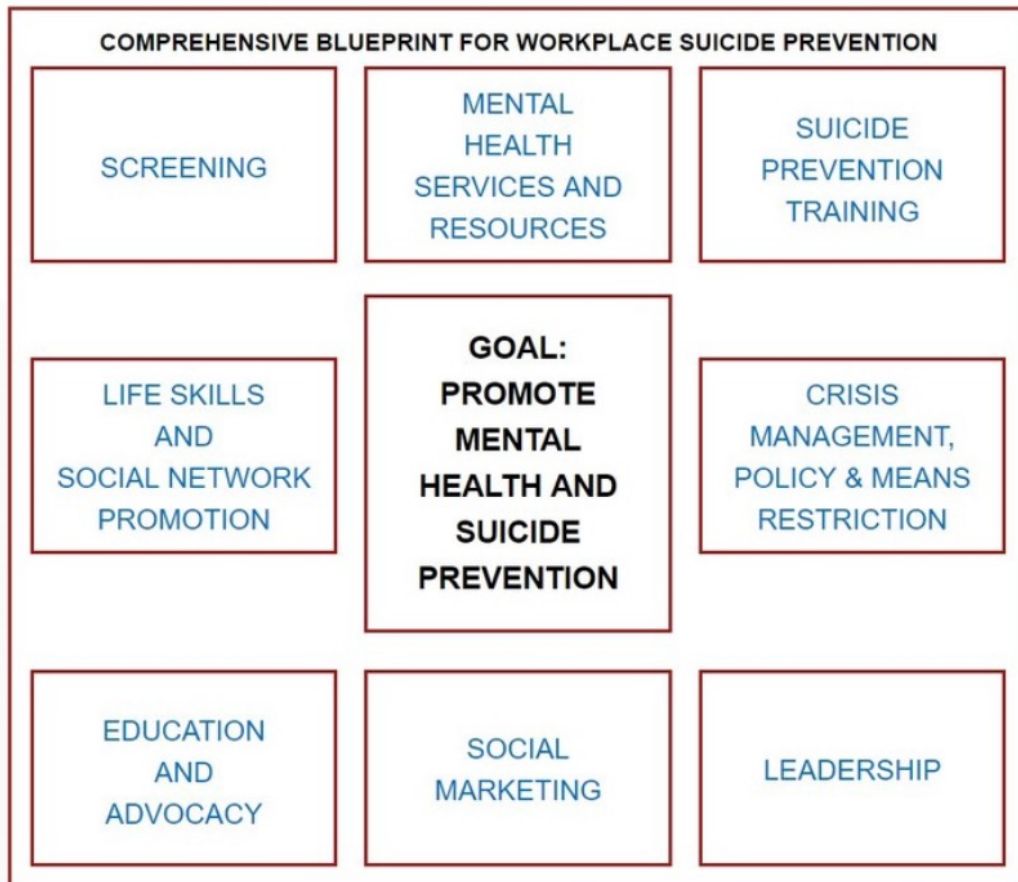
<https://sprc.org/online-library/transforming-tribal-communities-indigenous-perspectives-on-suicide-prevention/>



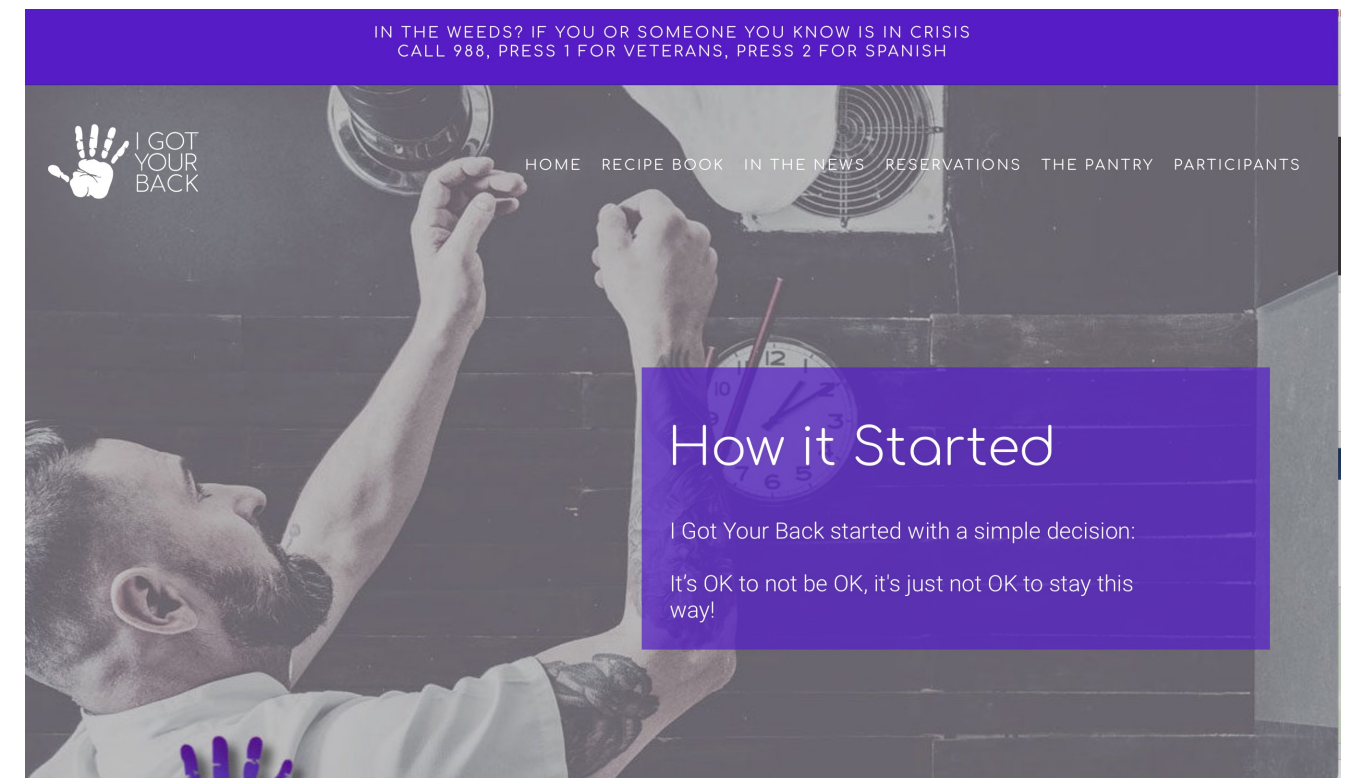
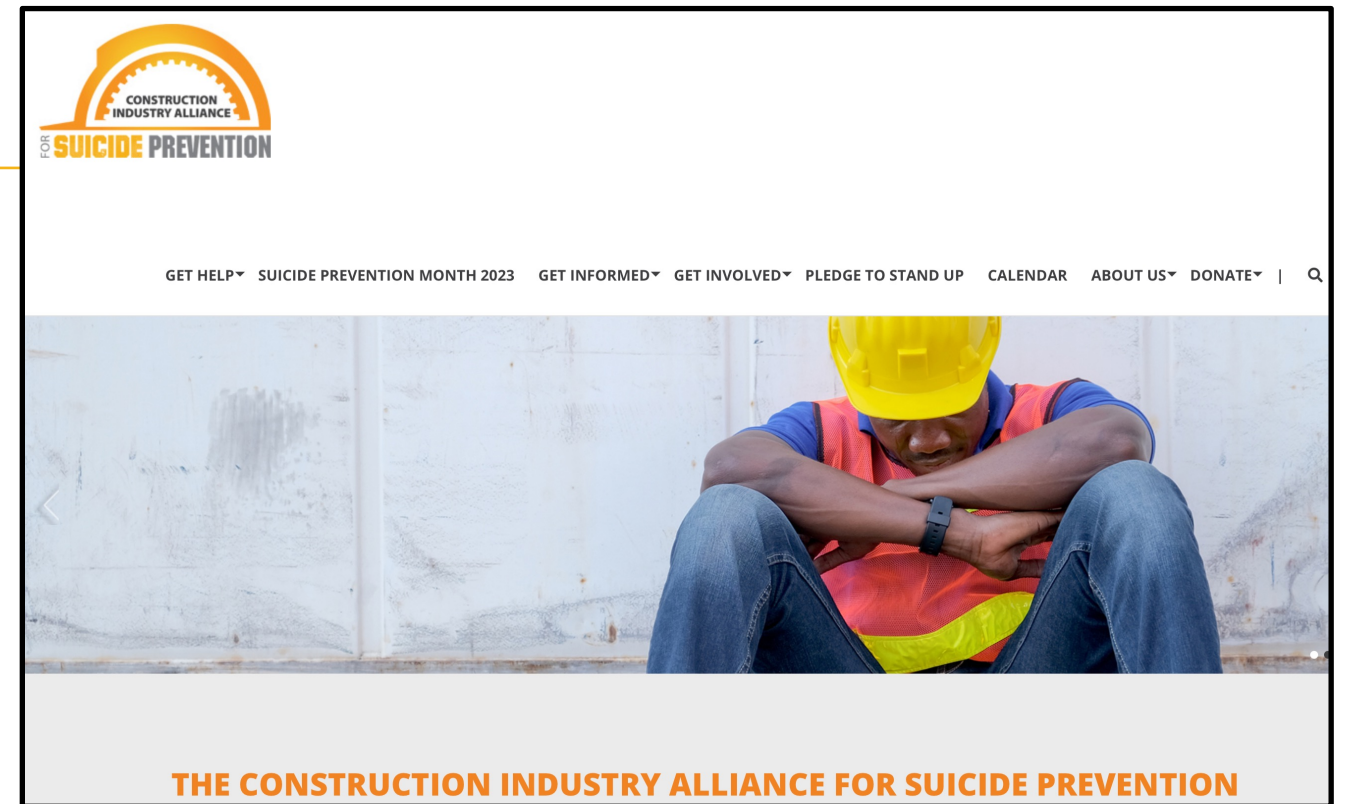
Suicide within specific occupations

- Occupations with highest rates include:
 - Mining, quarrying, and oil and gas extraction
 - Construction
 - Agriculture, forestry, fishing, and hunting
- Occupation specific risk factors include:
 - Working in isolation, away from social support networks
 - Itinerant, seasonal employment, sometimes with long or unusual hours
 - Predominantly male
 - Physical labor with risk for injury and chronic pain
 - Access to highly lethal means
 - High pressure work environment
 - Culture of stoicism and toughness
 - Substance misuse

Occupations & workplaces

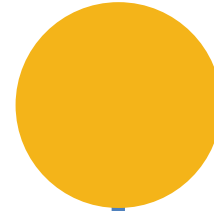


National Action Alliance for Suicide Prevention
<https://theactionalliance.org/resource/comprehensive-blueprint-workplace-suicide-prevention>

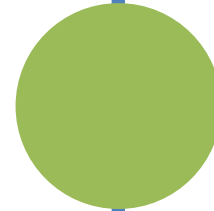


Reflection & Discussion

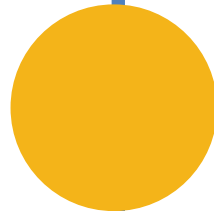
How can you expand or target your efforts to reach workplaces in your county?



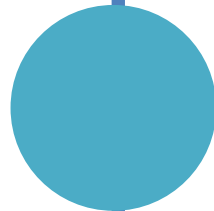
What industries are predominant in your county?



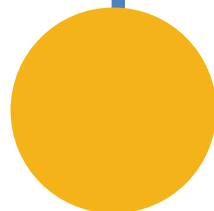
Are there connections to make a pitch?



Are there strategies within the comprehensive blueprint that are feasible to start with?



Can Suicide Prevention Week/Month and May is Mental Health Month assets be useful?



Would it be possible to start within your own agency?

Societal and environmental trends

Spotlight on agriculture



Farm Aid/Farmer Resource Network
<https://farmaid.my.site.com/FRN/s/>



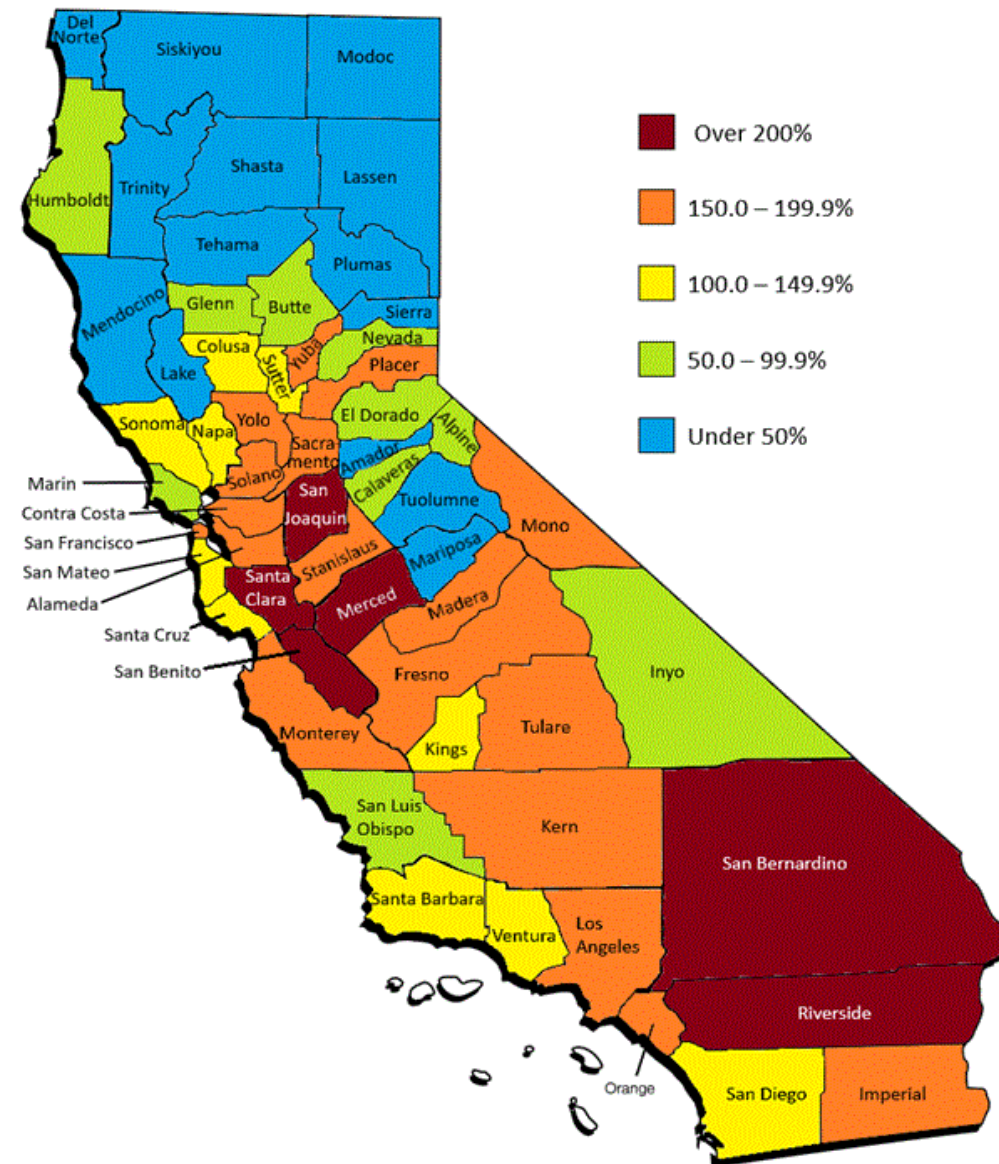
BLOG | 10.21.21

**Put on your oxygen mask first:
Self-care, mental health and
farming on Truelove Farms**

Farm State of Mind: <https://www.fb.org/initiative/farm-state-of-mind>

Map of Percentage Increase of Adult Population Aged 60 and Over, years 2010-2030

The population over age 60 will have an overall increase of 166 percent during the period from 2010 to 2060. More than half the counties will have over a 100 percent increase in this age group. Twenty-four of these counties will have growth rates of over 150 percent. These counties are located throughout the central and southern areas of the State. The influence of the 60 and over age group on California is expected to emerge most strongly between 2010 to 2030¹



1) California Department of Finance (2017). Press Release. Retrieved from Population Projections (Baseline 2016): <http://www.dof.ca.gov/Forecasting/Demographics/Projections>

Strategies for Elder Suicide Prevention

- Shift cultural norms and attitudes around aging
- Reduce social isolation and increase connectedness and purpose
- Reduce stigma around reaching out for help
- Improve screening and early identification of behavioral health conditions and suicidal ideation
- Train helpers, caregivers and providers to recognize warning signs of suicide and how to help someone.
- Link and integrate primary care, aging services, and behavioral health support to weave a community safety net





Master Plan for Aging

Goal 1- Housing for All Ages & Stages

Goal 2- Health Reimagined

Goal 3- Inclusion & Equity, not Isolation

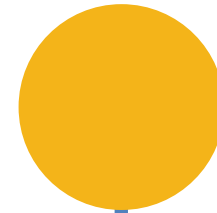
Goal 4- Caregiving that Works

Goal 5- Affording Aging

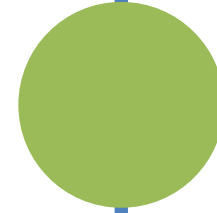


Reflection & Discussion

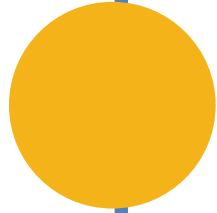
How are larger societal and environmental trends impacting your county?



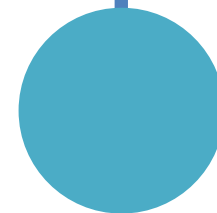
Has your agency been involved with disaster relief efforts?



Are there local organizations that can be partners?



Are there farmers markets, livestock exchanges, or other venues for messaging?



What resources are available in your county or region to alleviate some of the stressors?

Means safety

Means Safety: Creating Safe Environments

- Include Means Safety in strategic planning, consider workgroup
- Use data to guide efforts:
 - Most common means, site specific efforts
 - Track data on interventions and preventative actions
- Implement prevention efforts around
 - poisoning overdose
 - firearms
 - other leading methods for suicide to limit/restrict access
- Collaborate with existing coalitions and task forces to incorporate suicide prevention into the work they are doing
- Implement efforts for professionals on lethal means counseling and safety planning

Firearm Means Safety

How can we restrict or reduce access to lethal means?

- Put a barrier between the person and the means

What you can do:

- Promote awareness and importance of, and legal rights for, temporary storage of firearms with friends and family during times of distress and crisis
- Implement efforts to engage local gun shops to participate in safe storage of firearms outside of the home
- Engage firearm instructors to include suicide prevention information in firearm safety courses

Messengers for Firearm Suicide Prevention

An examination of preferred messengers on firearm safety for suicide prevention

Michael D. Anestis^{a,b,*}, Allison E. Bond^c, AnnaBelle O. Bryan^d, Craig J. Bryan^d

Table 3
Differences between subgroups of firearm owners on rankings of messengers on firearm safety for suicide prevention

	White (n = 514)	Black (n = 75)	p	η^2	Military (n = 146)	Civilian (n = 568)	p	η^2	Locked (n = 132)	Unlocked (n = 582)	p	η^2
Law Enforcement	4.51	6.31	.000	.03	4.92	4.89	.927	.00	5.54	4.75	.031	.01
Hunting or Outdoor Organizations	6.52	7.35	.065	.01	6.66	6.85	.565	.00	6.91	6.79	.741	.00
Military Veterans	5.27	6.81	.000	.02	5.69	5.54	.656	.00	5.57	5.58	.983	.00
Current Military Personnel	5.58	6.64	.015	.01	6.07	5.72	.290	.00	6.08	5.72	.307	.00
National Rifle Association	6.06	7.28	.014	.01	6.38	6.35	.944	.00	7.02	6.21	.037	.01
Firearm Manufacturers	6.95	7.25	.516	.00	6.82	7.07	.457	.00	7.22	6.98	.500	.00
Firearm Dealers	6.75	6.76	.990	.00	6.54	6.93	.228	.00	6.95	6.83	.712	.00
Family Members	6.91	6.45	.356	.00	7.19	6.68	.166	.00	6.76	6.79	.940	.00
Hunting or Outdoor Magazines	8.41	8.79	.341	.00	8.18	8.49	.316	.00	8.36	8.45	.796	.00
Casual Acquaintances	10.19	8.16	.000	.03	9.41	9.76	.313	.00	9.15	9.81	.068	.01
Friends or Coworkers	8.45	7.36	.013	.01	8.37	8.25	.717	.00	7.71	8.40	.048	.01
Gun Show Managers or Coordinators	8.49	7.15	.001	.02	8.56	8.18	.222	.00	8.06	8.30	.462	.00
Physicians or Medical Professionals	9.52	8.53	.034	.01	9.35	9.16	.595	.00	9.08	9.23	.701	.00
Celebrities	11.38	10.16	.004	.01	10.86	11.12	.433	.00	10.59	11.17	.093	.00

Source: https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201920200SB172

Means Safety Checklist: Striving to Keep a Loved One Safe From Suicide

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.

Getting Started ▶



Preventing Firearm Suicide ▶

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

Overdose and Poisoning ▶

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

Strangulation and Suffocation ▶

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

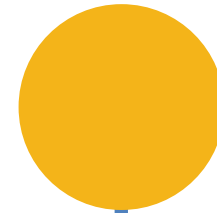
If you are concerned about how to keep yourself or a loved one who is thinking about suicide or has attempted suicide safe in the home, this checklist offers a starting point.

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

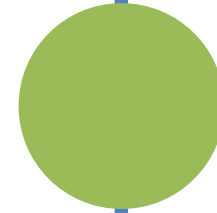
You are not alone. For immediate help call or text **988** or chat **988lifeline.org** to reach the Suicide & Crisis Lifeline.



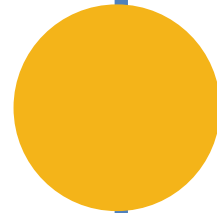
How is means safety being addressed in your county?



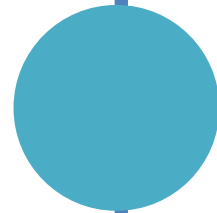
What means/methods are most common in your county?



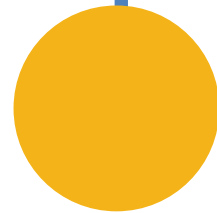
Do means/methods vary by specific demographics?



Are there any currently existing means reduction efforts (even if not directly tied to suicide prevention, i.e. prescription takebacks)?



Do you currently provide (or promote) training for lethal means counseling?



Are there any existing engagements with the firearm community?

Creative sources of funding

Staying connected

Reflection & Discussion: Staying Connected

What is the best way going forward to stay connected with others in this cohort?



Discussion & Reflection: Branding



What's Next?

Striving for Zero Collaborative Meetings

Dec 6, 2023, 10:30 AM (US and Canada)

Topic: Understanding and Using the CalVDRS Dashboard (Link coming soon)

February 28, 2024-March 1, 2024

In Person-Meeting in Carlsbad San Diego County
Please register [here](#).

Apr 17, 2024, 10:00 AM Pacific Time (US and Canada)

Topic: Striving for Zero Learning Collaborative
Module: Final Meeting

https://us06web.zoom.us/webinar/register/WN_Zxq9fUQjR3-0cvdz-P4-jw

Learning Collaborative Resource Page



<https://mhsoac.ca.gov/initiatives/suicide-prevention/collaborative/>

In Person Convening!

February 28 – March 1, 2024

Carlsbad, San Diego County

This meeting will represent the culmination and celebration of our work together in the learning collaborative over the past several years. It will also be an important time for counties to share successes and next steps, as well as build ideas and momentum for sustainability of our local suicide prevention strategic planning and implementation efforts.

- Guest speakers and updates on national strategic planning efforts and statewide initiatives that can support your work.
- Combine large group presentations with opportunities for smaller group discussion to advance local planning and implementation.
- Offer opportunities to showcase local efforts.



Resources for Rural Suicide Prevention



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**



*Growing Hope
Together*



A PARTNERSHIP WITH RURAL MINDS AND THE NATIONAL GRANGE

RURAL SUICIDE AWARENESS AND PREVENTION

"IF YOU FIND YOU CAN'T HELP YOURSELF, THERE'S NO SHAME IN ASKING OTHERS FOR HELP. SOMETIMES ASKING FOR HELP IS JUST AS HEROIC AS GIVING IT." - CHRIS COLFER

<https://www.ruralminds.org/rural-suicide-awareness-and-prevention>



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

For more information please contact: sandra@suicideispreventable.org

Support for people at risk for suicide or those supporting people at risk is available by calling the **National Suicide Prevention Lifeline** 1-800-273-TALK (8255)

Apoyo y ayuda para personas a riesgo de suicidarse o para las personas que los apoyan está disponible llamando al **National Suicide Prevention Lifeline** 1-888-682-9454