



Striving  
for  
Zero

# **STRIVING FOR ZERO CONVENING**

**FEBRUARY 2024**

# Welcome!





# **Opening Session: Responding to Crisis**





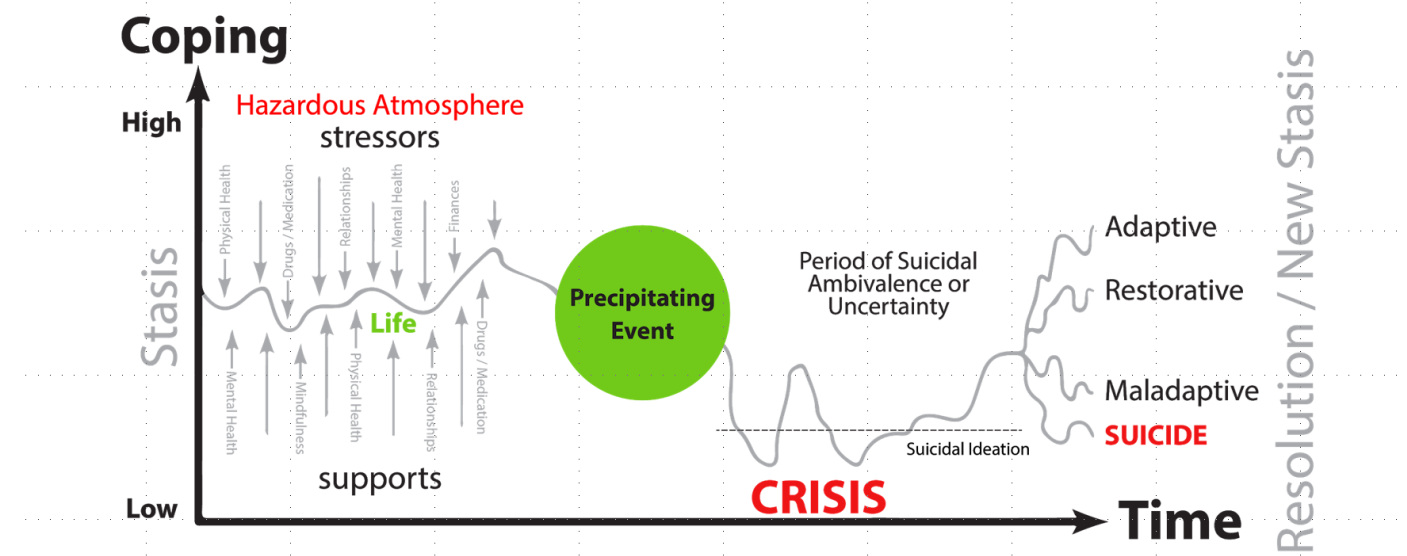
# THE SUICIDAL CRISIS PATH MODEL AS A FRAMEWORK FOR UNDERSTANDING SUICIDE PREVENTION

“The Suicidal Crisis Path is a model that intends to integrate multiple theoretical approaches and frameworks within the context of an individual’s suicidal experience. In doing so, the purpose is to match intervention approaches with the timing, risk factors, and protective factors that would be the mechanisms to prevent a suicide from happening.” (Lezine, D.A. & Whitaker, N.J., Fresno County Community-Based Suicide Prevention Strategic Plan, 2018)

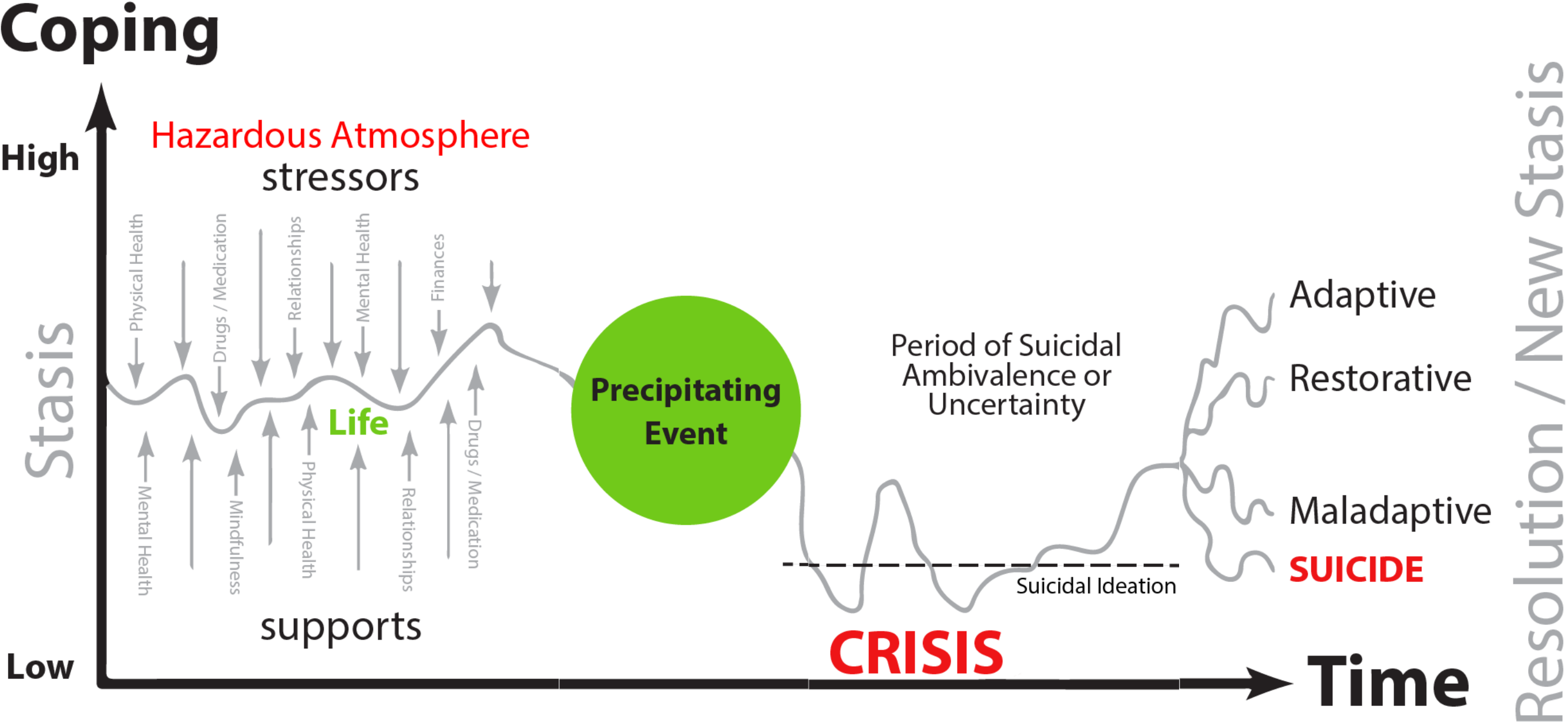
[www.FresnoCares.org](http://www.FresnoCares.org)

Figure 2

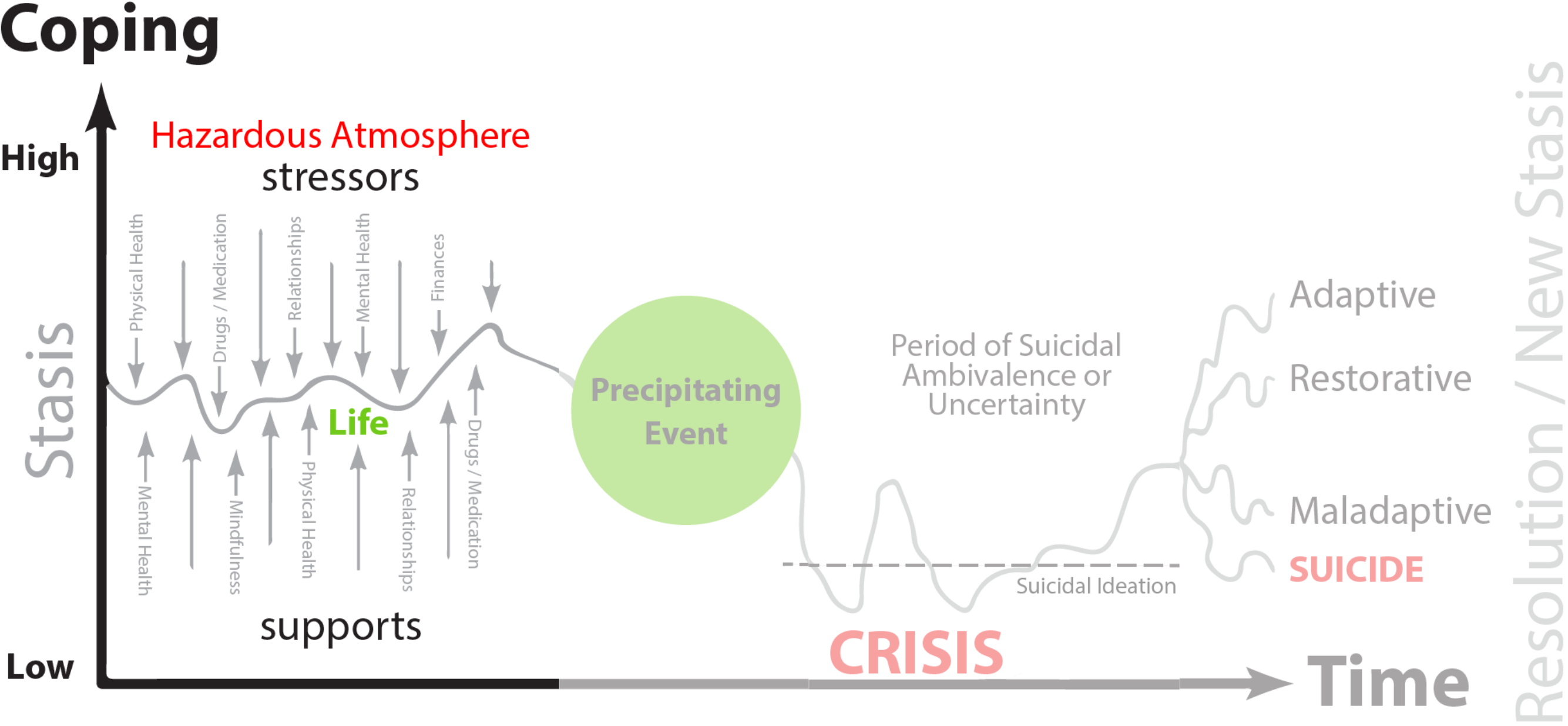
## Model 2: Crisis Coping Theory



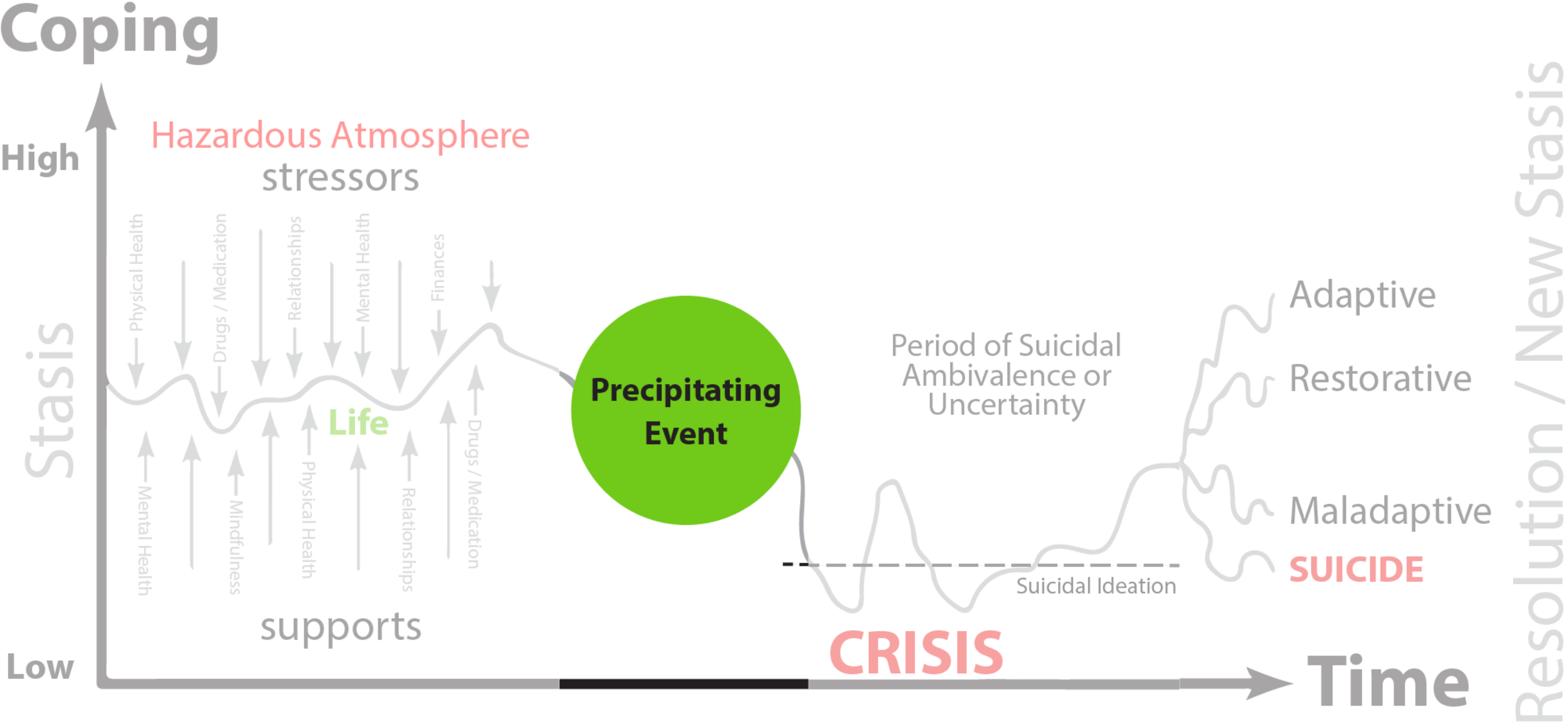
# Crisis Coping Theory



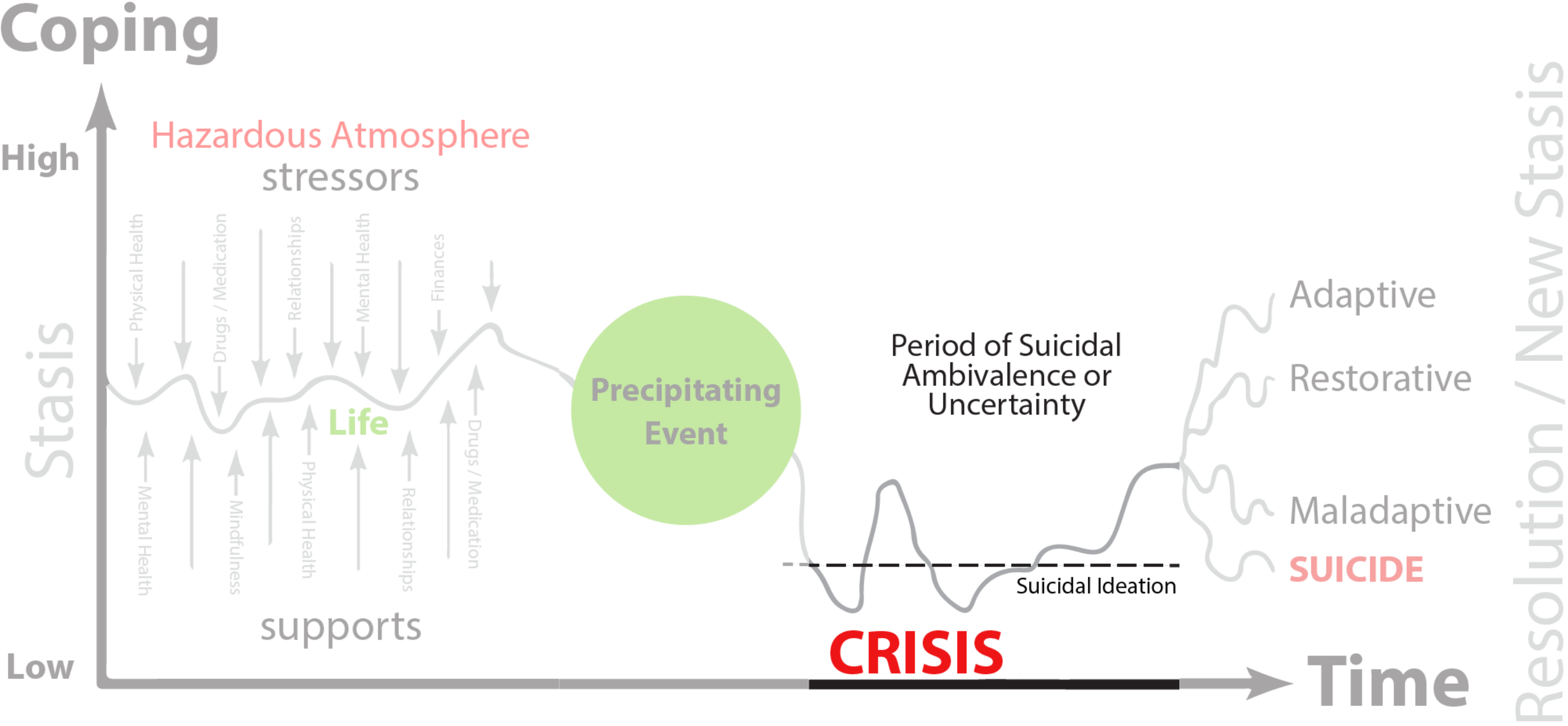
# Crisis Coping Theory



# Crisis Coping Theory

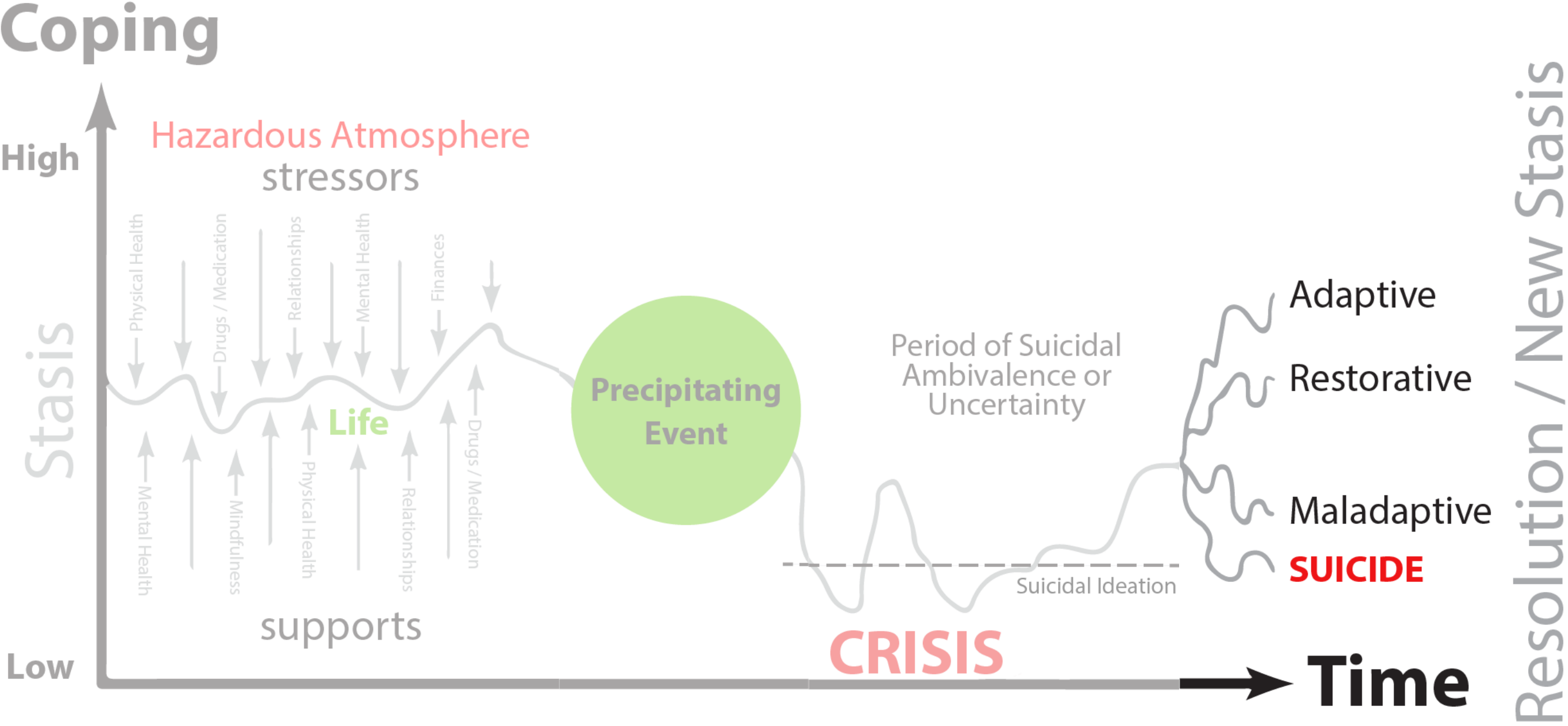


# Crisis Coping Theory

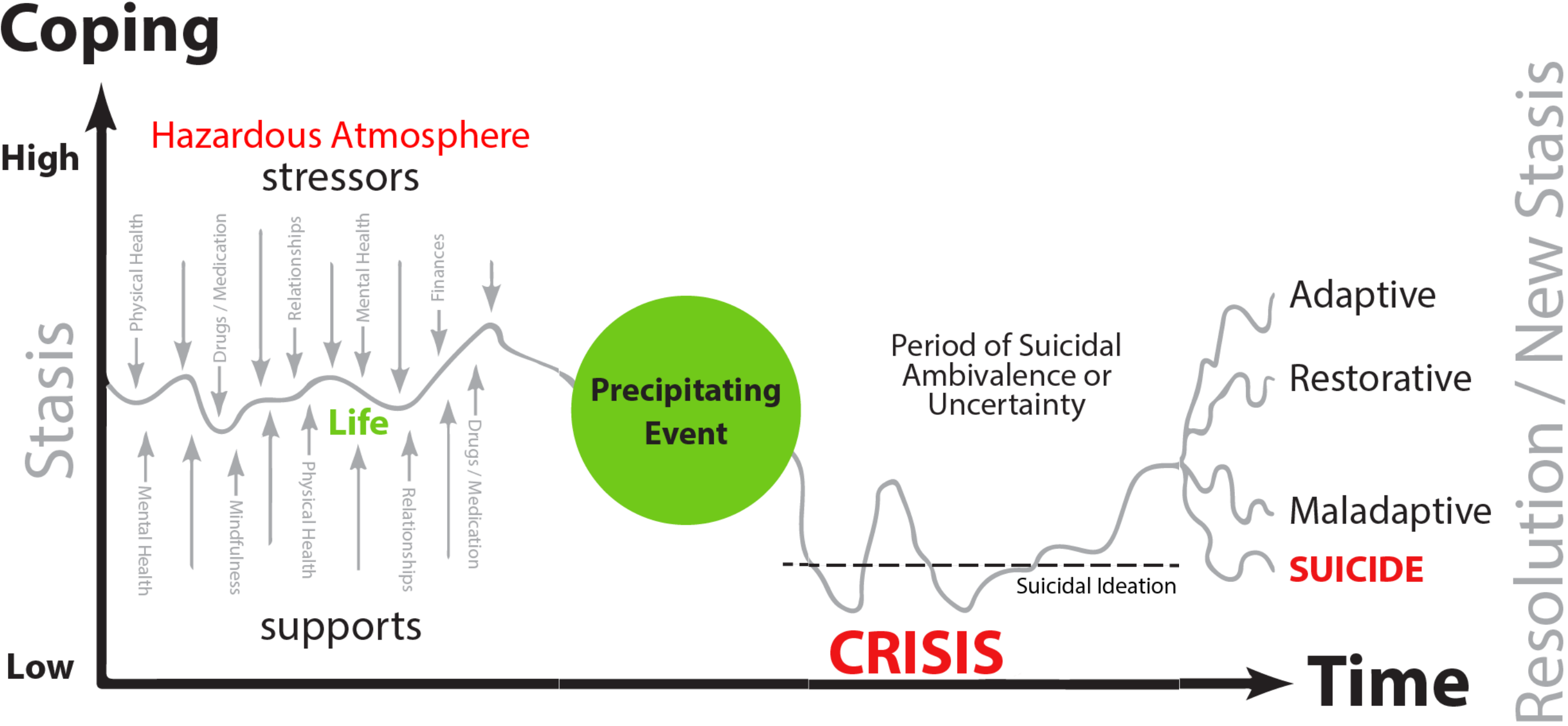




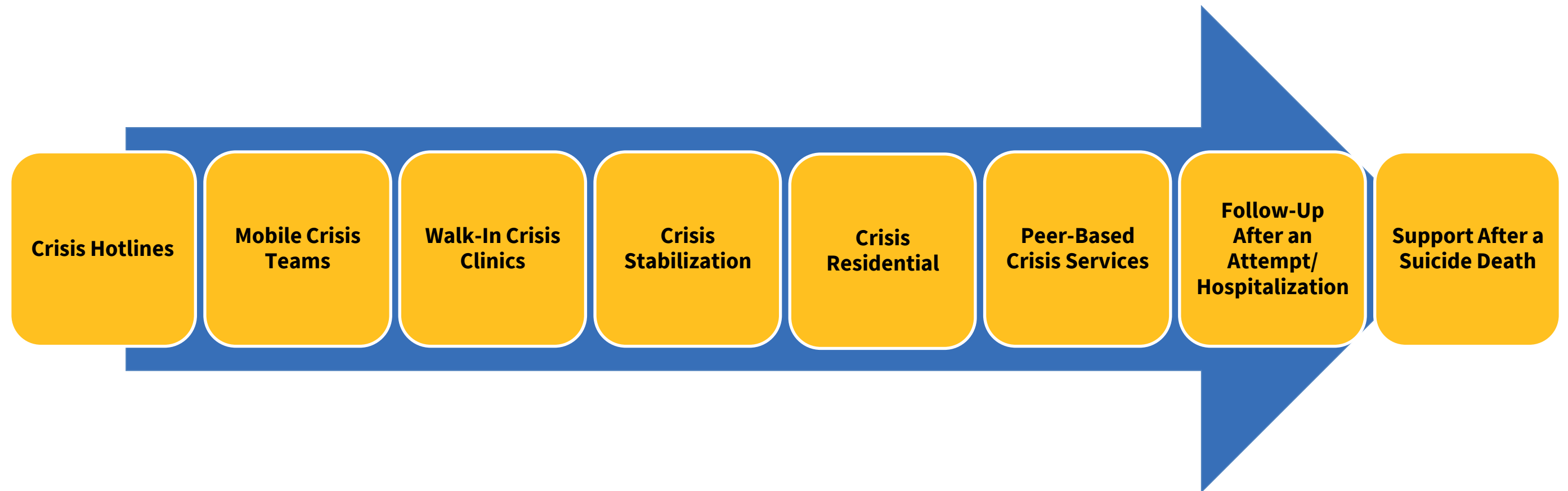
# Crisis Coping Theory



# Crisis Coping Theory



# CONTINUUM OF CRISIS RESPONSE AND CARE: SYSTEM COMPONENTS





**Didi Hirsch Mental  
Health Services:  
Matthew Taylor**



# The California 9-8-8 Suicide & Crisis Lifeline: a welcoming, front door for integrated care

February 28, 2024

Striving for Zero: Suicide Prevention Learning Collaborative, Carlsbad, CA

Matt Taylor, Program Director, 988 Network (statewide)  
Didi Hirsch Mental Health Services



# Didi Hirsch Suicide Prevention Center, Los Angeles

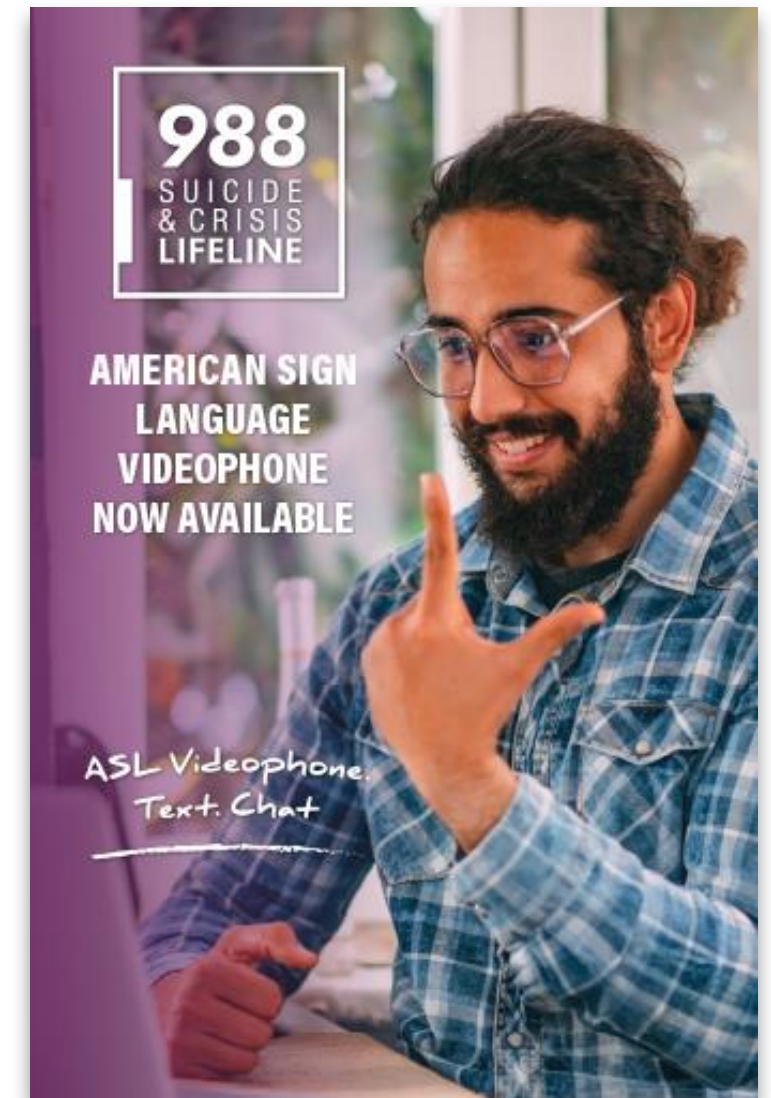


- Founded in 1958 as the nation's first suicide prevention center.
- Inaugural member of the National Suicide Prevention Lifeline (now 988) in 2005.
- Crisis chat/text services since 2012.
- A member of the 988 Lifeline national-level: Spanish language subnetwork, chat/text backup and Disaster Distress Helpline.
- The highest volume 988 center in both California and the U.S.

# The 988 Suicide and Crisis Lifeline : Key Highlights



- Easier Access: **9-8-8** is new three-digit dialing code that will route callers to the national Lifeline. **988 chat and text is also available.**
- No matter where you live or how often you move, **988** is an easy to remember, free, 24/7 **national** portal for connecting to **localized** services.
- Translations services in 160+ languages is available, as is American Sign Language videophone and connections with the **988**-affiliated Disaster Distress Helpline.
- There are 230+ independently operated and funded local and state crisis call centers in the U.S. – **12 of which are in California.**
- Multiple, independent research studies since 2010 have shown 988 Lifeline services are effective at reducing crisis, preventing suicide, and providing resources. (See: <https://988lifeline.org/research-and-evaluation/>)



Key messaging now: 988 – more than a suicide line

DH

**SOME REASONS TO  
CALL, TEXT,  
AND CHAT**

**988**



**Drinking too  
much or drug use**

**Thoughts  
of suicide**

**Feeling  
depressed  
or anxious**

**Trauma**



**Key messaging now: 988 meets community needs**



**Utilize least  
invasive, most  
collaborative  
intervention**



**Highly Trained  
Counselors**



**Locally Fielded  
Contacts**



**Specialized  
support for  
LGBTQ+, veterans,  
Spanish speakers**

**GOAL: Help people stay safe and facilitate access to quality mental health support**

# The 988 Suicide and Crisis Lifeline:

Press '1' for Veterans,

Press '2' for Spanish,

Press '3' for LGBTQ+ people under the age of 25



Key messaging now: 988 ≠ 911

DH



**988 IS**



- Free to use
- Confidential
- Staffed by highly trained counselors
- Nonjudgmental support
- For everyone

**988 IS NOT**



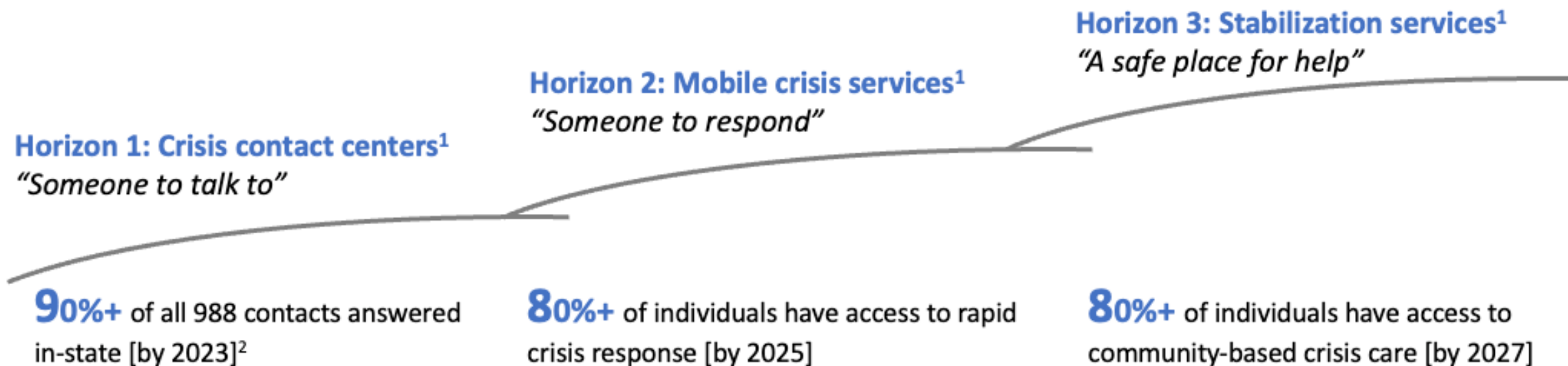
- An alternative to 911
- A hotline to find a therapist
- Forced mental health treatment
- Part of law enforcement

# 988 is a key part of the national vision for crisis care



## SAMHSA's vision for crisis services

# 988



*Provide individuals experiencing suicidal, mental health, and substance use crises, and their loved ones, with caring, accessible, and high-quality support*

*Ensure **integrated services are available** across the crisis care continuum, supported through strong partnerships (e.g., State, Territorial, Tribal, Federal)*

*Provide "**health first**" responses to behavioral health crises and ensure connection with appropriate levels of care*

*Integrate **lived experiences of peers** and support for populations at high risk of suicide, such as Veterans, LGBTQ, BIPOC, youth, & people in rural areas*

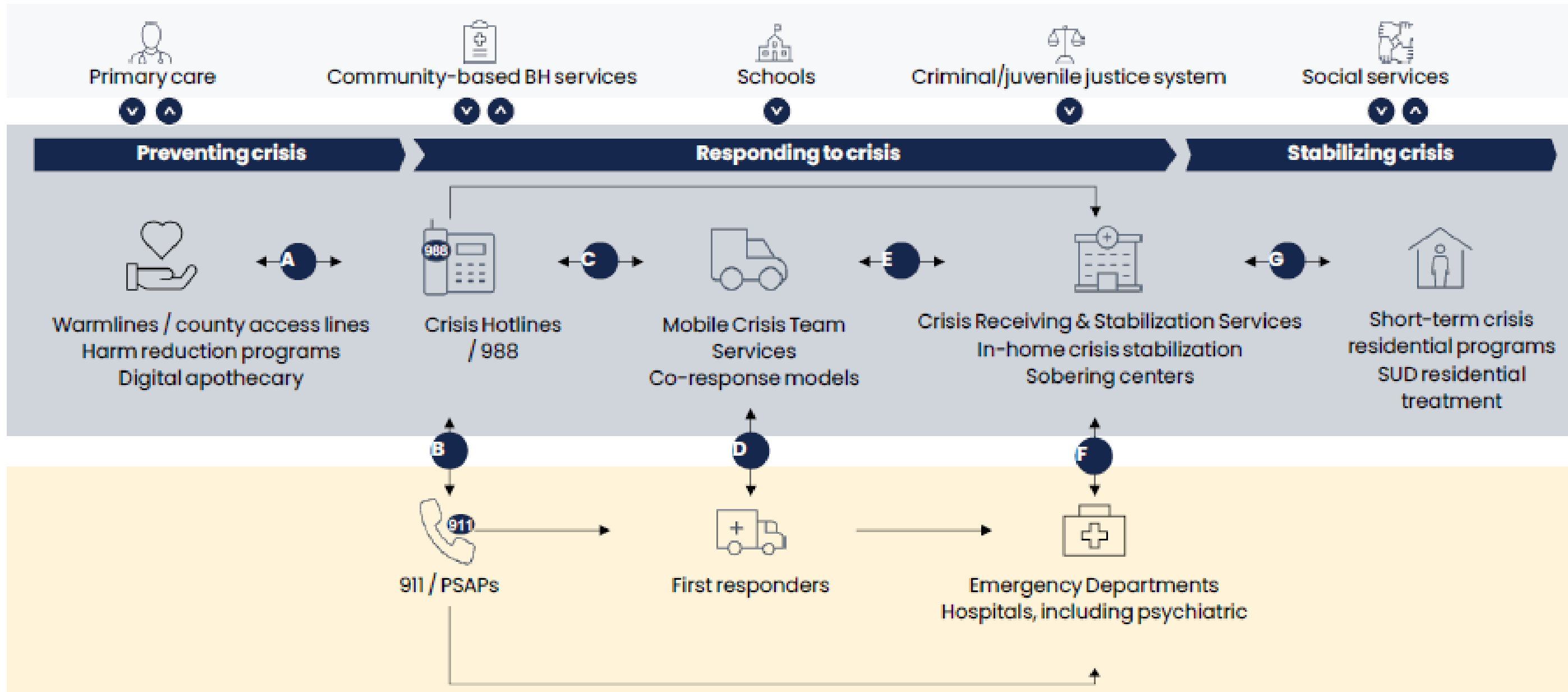
*Advance **equitable access to crisis services** for populations at higher risk of suicide, with a focus on Tribes and Territories*

1. Inclusive of intake, engagement, and follow-up  
2. Proportion may differ with chat/text vs. calls; "contacts answered" is defined as connected with a trained responder

# 988 as a key part of CA HHS' plan for improving care transitions



Crisis care services
  Emergency services
  Other services



Source: [https://www.chhs.ca.gov/wp-content/uploads/2023/08/CalHHS\\_Behavioral-Health-Crisis-Care-Continuum-Plan.pdf](https://www.chhs.ca.gov/wp-content/uploads/2023/08/CalHHS_Behavioral-Health-Crisis-Care-Continuum-Plan.pdf)

# What happens when you call 988?



**Trained, caring and compassionate crisis counselors will invite you to share what is going on.**

As they **listen to your story**, they will also likely:

- Ask what they can call you (your first name)
- Ask a few demographic questions about you
- Ask suicide safety assessment questions (mandatory)
- Collaborate with you to develop a **safety plan** and/or next steps
- Provide you with local referral resources
- Connect you with mobile crisis if needed, available and agreed to.
- Offer you a follow-up call, if needed and if you consent to it.

A screenshot of a 'Safety Plan' form. The form is titled 'Safety Plan' and includes an introductory paragraph: 'A safety plan is designed to guide you through a crisis. As you proceed through the steps, you can help yourself and feel safer. Keep your plan easily accessible in case you have thoughts of hurting yourself.' The form is divided into four sections, each with a heading and a brief description: 1. 'Step 1: My Warning Signs' (A warning sign is something you think, feel, or do as suicidal thoughts are starting to develop.) 2. 'Step 2: My Coping Strategies' (Coping strategies are things you can do on your own to help feel a little better in the moment.) 3. 'Step 3: My Distractions' (Distractions are people or places that may offer comfort in a time of distress.) 4. 'Step 4: My Supports' (Supports are people you feel comfortable talking to about what you're going through, and who can provide some help.) Each section includes a 'Name' field and a 'Contact Info' field. There are also several 'Ask Yourself' prompts in small boxes, such as 'How will you know when to use my safety plan?' and 'Which people or places help you take your mind off your problems at least for a little while?'. The form is designed to be filled out by the user.

In **rare** circumstances when an individual is in imminent risk of harming themselves or others, and they are unable to stabilize and complete a safety plan, emergency intervention is required (ex: law enforcement and EMS is directly engaged on average in less than 2% of all 988 contacts in CA).

# How are 988 calls routed now, and where is it headed?



## ➤ **Current State: Area code routing**

- Presently (spring 2024) 988 calls are routed by the national administrator (Vibrant Emotional Health) based on the area code and first 3 digits of the phone number. 988
- Lifeline centers have *primary* coverage areas and most also offer *backup* coverage to support the other centers in their state.

## ➤ **Possible Future State: Geo-routing**

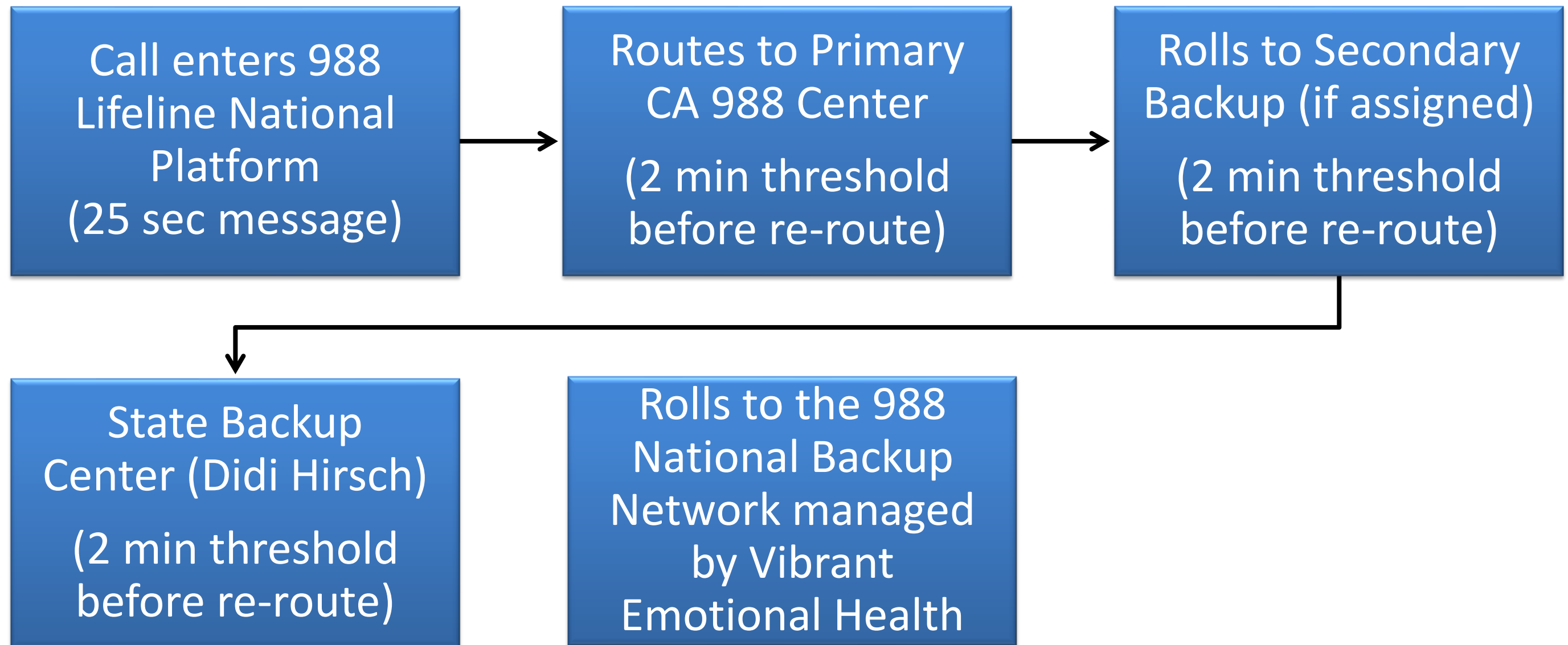
- Geo-routing has been successfully tested for 988 in a limited area. There is legislation under consideration for geo-routing usage across the 988 network.
- Geo-routing geographically directs phone calls locally *without* including *detailed* information about the *exact* location of callers. Calls would route to the 988 center who has primary coverage closest to where the caller physically is.

- ✓ **Note: geo-routing is different than geolocation.** In geolocation, precise location is in the transferred call data, so that emergency responders know where to go in case of an emergency. Geolocation is NOT enabled for 988.

For more info see: <https://www.samhsa.gov/find-help/988/faqs>

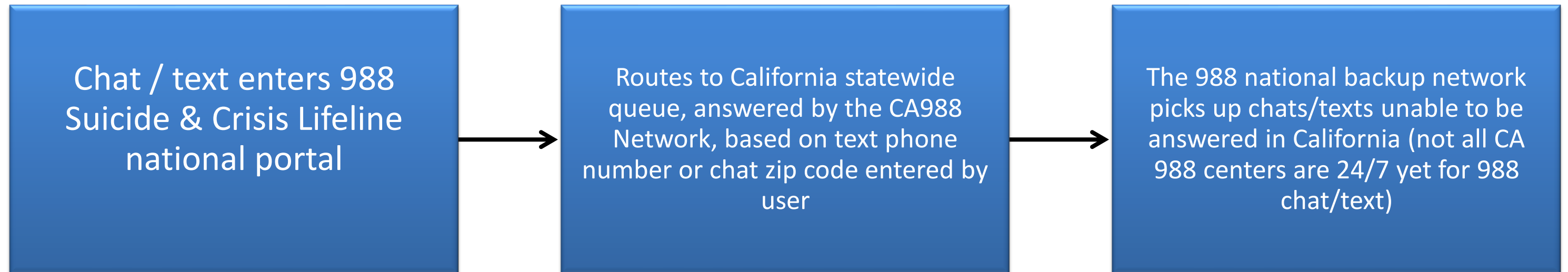


## Current 988 call routing structure in CA





## Current 988 chat/text routing structure in CA



# California 988 Suicide and Crisis Lifeline Centers



- 1 Buckelew Suicide Prevention Program
- 2 Central Valley Suicide Prevention Hotline – Kings View
- 3 Contra Costa Crisis Center
- 4 Crisis Support Services of Alameda County
- 5 Kern Behavioral Health & Recovery Services Hotline
- 6 Optum
- 7 San Francisco Suicide Prevention Felton Institute
- 8 Santa Clara County Suicide and Crisis Services
- 9 StarVista
- 10 Suicide Prevention Center - Didi Hirsch Mental Health Services
- 11 Suicide Prevention Service of the Central Coast
- 12 WellSpace Health



# California 988 Lifeline Centers Primary & Backup Coverage



988 Center Name	Primary Coverage Area	Backup Coverage Area
Bucklew Suicide Prevention Program	Marin, Mendocino, Sonoma	Area code 415
Central Valley Suicide Prevention Hotline – Kings View	Fresno, Kings, Madera, Mariposa, Merced, Stanislaus, Tulare; Area code 559	
Contra Costa Crisis Center	Contra Costa	Alameda, Amador, Calaveras, Lake, Marin, Napa, Sacramento, San Francisco, San Mateo, Solano, Sonoma
Crisis Support Services of Alameda County	Alameda	Area code 510
Kern Behavioral Health & Recovery Services Hotline	Kern	
Optum	San Diego	
San Francisco Suicide Prevention / Felton Institute	San Francisco	Area code 415
Santa Clara County Suicide and Crisis Services	Santa Clara; Area codes 510, 669, 650, 408	Area code 925
StarVista	San Mateo	Area code 650
Didi Hirsch Mental Health Services – Suicide Prevention Center	Inyo, Imperial, Los Angeles, Orange, Riverside, San Bernardino, Ventura	Statewide
Suicide Prevention Service of the Central Coast	Monterey, San Benito, Santa Cruz	
WellSpace Health	Alpine, Amador, Butte, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Lassen, Modoc, Mono, Napa, Nevada, Placer, Plumas, Sacramento, San Joaquin, San Luis Obispo, Santa Barbara, Shasta, Sierra, Siskiyou, Solano, Sutter, Tehama, Trinity, Tuolumne, Yolo, Yuba	Inyo, Imperial, Los, Angeles, Monterey, Orange, Riverside, San Benito, San Bernardino, San Diego, Santa Cruz, Ventura

# 988 Center Accreditation and Counselor Training



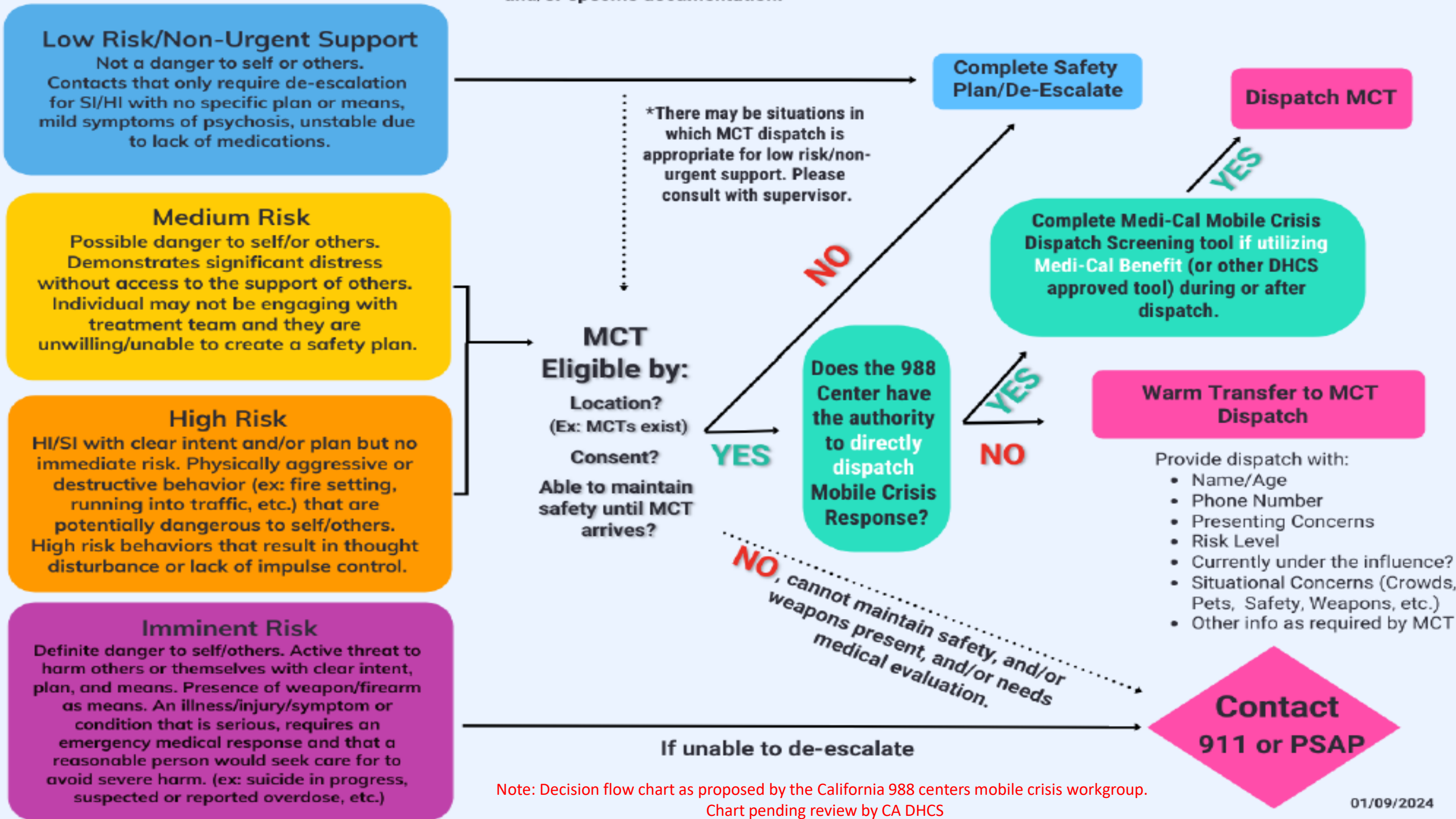
- 988 centers undergo **clinical standards and training reviews** by Vibrant Emotional Health, the national administrator of 988, before joining, and now also by CA DHCS.
- 988 centers must also be **independently accredited**. All CA 988 centers are accredited by the American Association of Suicidology and some are *also* accredited with the International Council of Helplines, Joint Commission, CARF or AIRS.
- The 988 counselors (staff and volunteers) must **complete suicide safety assessment training**, role play simulations, participate in periodic live monitoring supervision, safety planning training, and complete training in specialized services / population care. Many requirements are annual.
- 988 contact counselors **must** ask: 1) *Have you had any thoughts of suicide in the past few days, including today? ..and* 2) *Have you taken any action to harm yourself today?*
- 988 Counselors **assess** the individual's *Suicide Desire, Intent, Capability and Buffers*.
- As of December 2023, just over **1,000 staff / volunteers** are answering 988 in CA



# CA 988 Crisis Center Mobile Crisis Service Decision Flow Chart

This chart is provided as general guidance to CA 988 Suicide and Crisis Lifeline centers. Some centers, local MCTs, and county agencies may require additional steps and/or specific documentation.

## 988 Lifeline Safety Assessment



Note: Decision flow chart as proposed by the California 988 centers mobile crisis workgroup. Chart pending review by CA DHCS

# Data and Performance

- **Federal and state performance standards are extremely high** at: 90%+ answer rates, 95% of all contacts answered within 20 seconds, and 90% within 15 seconds. Abandonment rate target is <5% with a goal of fewer than 10% re-routing in the national backup network.

- Since 988 launch in July 2022, the lifeline nationally has received and routed **8.6 million** contacts as of 1/31/24/ ( Source: <https://www.samhsa.gov/find-help/988/performance-metrics>).\*



- July 2022-June 2023 (YI of 988), CA call volume +21%, texts +605% and chats +127% compared to the prior twelve months. In YI the CA 988 centers answered 307,549 contacts, **more than any other state.**\*\*



- In 2023, California's **monthly in-state** answer rate for 988 calls ranged between 84-91%. Contacts that can't be answered in-state were routed into the national 988 call, chat and text backup network.\*\*



- **December 2023** = 29,893 calls from CA (average speed to answer (ASA), 39 seconds); 2,515 chats (ASA 7 seconds); 9,405 texts (ASA 15 seconds);\*\*\* **988 national avg length of call = 13.6 minutes; chats 27.10 minutes; texts 49:23 minutes.\***

\*Source: \*\*\*<https://www.samhsa.gov/find-help/988/performance-metrics> ; \*\*<https://988lifeline.org/our-network>; \*\*\*Vibrant Emotional Health Broad State Metrics Report;

# 988 de-escalates crises. Emergency intervention is rarely needed

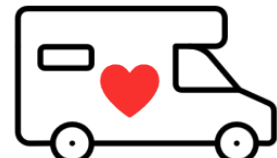
## October – December 2023 data *as reported by the CA 988 centers:*

- Answer rate for all 988 contacts = 88.5%;  
84.2% answered w/in 20 seconds; 75.9% within 15 seconds.
- Of 89,579 contacts answered
  - 492 were suicides in progress (0.5%)\*
  - 3,776 resulted in emergency response **without** law enforcement (4%) \*
  - 2,634 resulted in mobile crisis referrals (3%) \*
  - 206 resulted in emergency response **with** law enforcement (0.2%) \*
- *\*Note: not all CA988 centers reported on the 4 points above so the data slightly under-represents both the statewide counts and percentages.*

### The 988 Vision



Someone to answer



Someone to respond



Somewhere to go

## July-December 2023 Didi Hirsch LA County 988 data = 27,441 contacts answered:

- 1,291 resulted in emergency interventions of *any kind* such as 911, EMS, mobile crisis, self-referral (5%).
- 949 resulted in mobile crisis referrals (3.45%). Includes 160 direct from 988 (0.5% of all answered / 17% of MCT referrals) + self-referral (i.e. provided MCT dispatch # to individual for them to call)).

# 988 is a transformative moment for crisis care



## What 988 does for California and the nation:

- ✓ Helps **normalize help-seeking** and **end stigma** for accessing mental healthcare.
- ✓ **Reduces** use of law enforcement, public health, and other safety resources.
- ✓ Meets the **growing need for crisis intervention** at scale.
- ✓ **Reduces healthcare spending** with more cost-effective early intervention.

*Be the lifeline.*





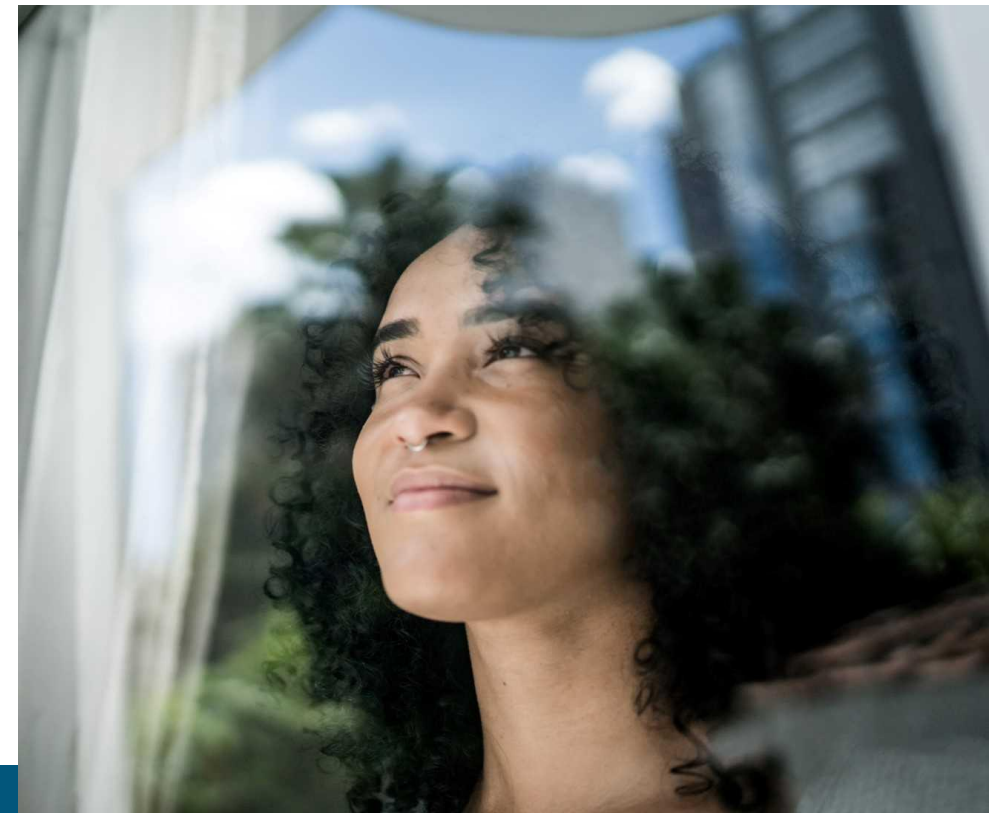



**Thank you.**

Together, 988 and mobile crisis services are transforming care for those in need.



Matt Taylor, Program  
Director, 988 Network (CA)  
[mtaylor@didihirsch.org](mailto:mtaylor@didihirsch.org)



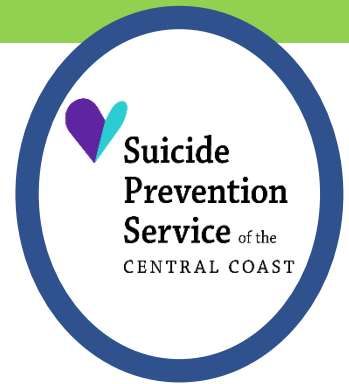


**Suicide Prevention  
Service of the  
Central Coast:  
Andrea Tolaio**





Suicide Prevention Service is a program of Family Services Agency of the Central Coast



**988** SUICIDE & CRISIS  
**LIFELINE**

Suicide  
Prevention Hotline

If you know someone in  
crisis, call 988.

Suicide  
Prevention  
Service of the  
CENTRAL COAST

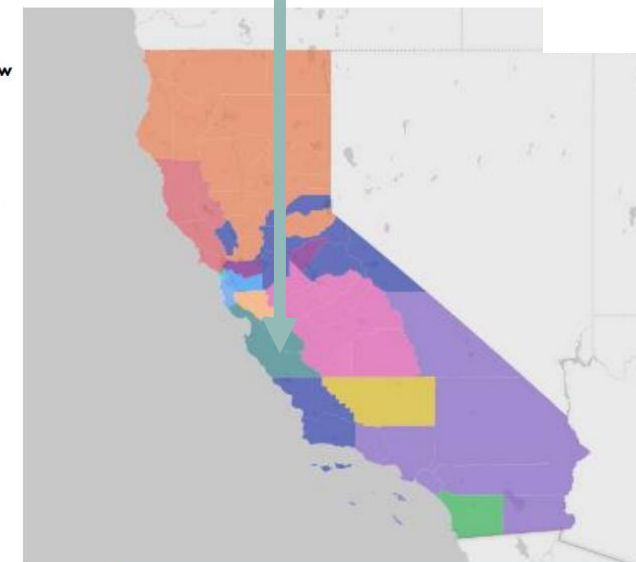


988 for the Central Coast  
Monterey, Santa Cruz and San Benito Counties  
Population: 771,794

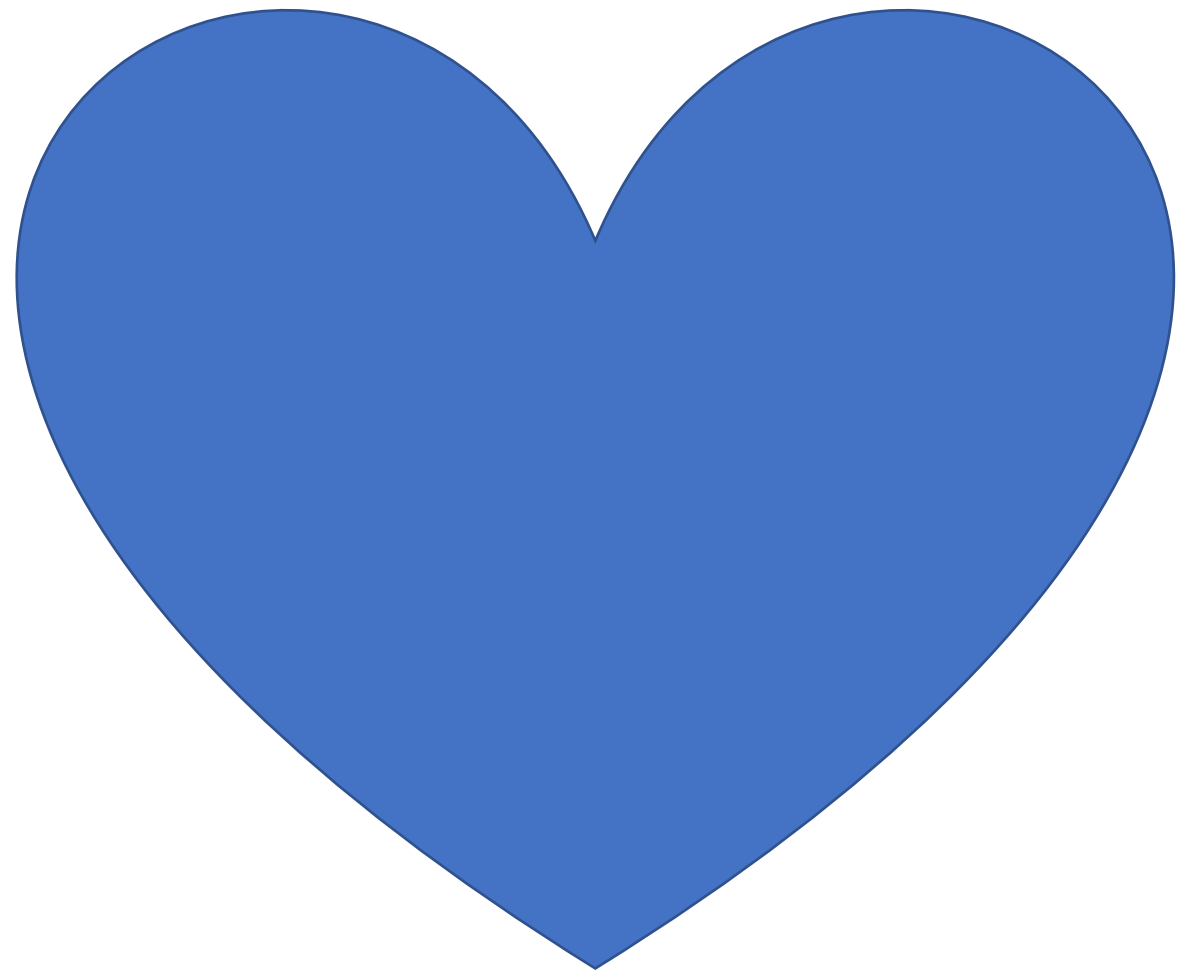
County	Population	Percent
Monterey County	437,325	56.66%
Santa Cruz County	267,792	34.70%
San Benito	66,677	8.64%
	771,794	100.00%

### CA 988 CRISIS CENTERS

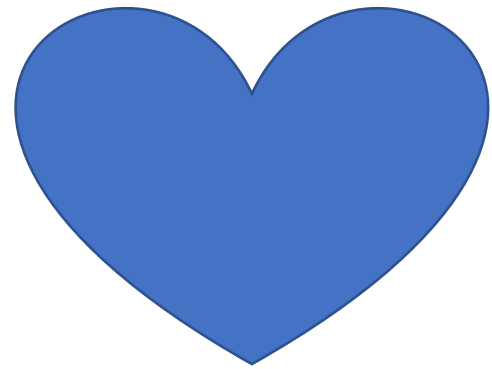
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Andrea Tolaio  
Program Director  
[Tolaio.a@fsa.cc.org](mailto:Tolaio.a@fsa.cc.org)  
831-459-9373



# Priority #1 CARING FOR STAFF AND VOLUNTEERS



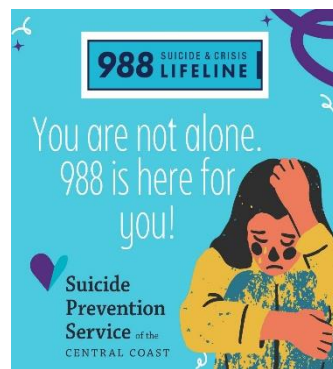
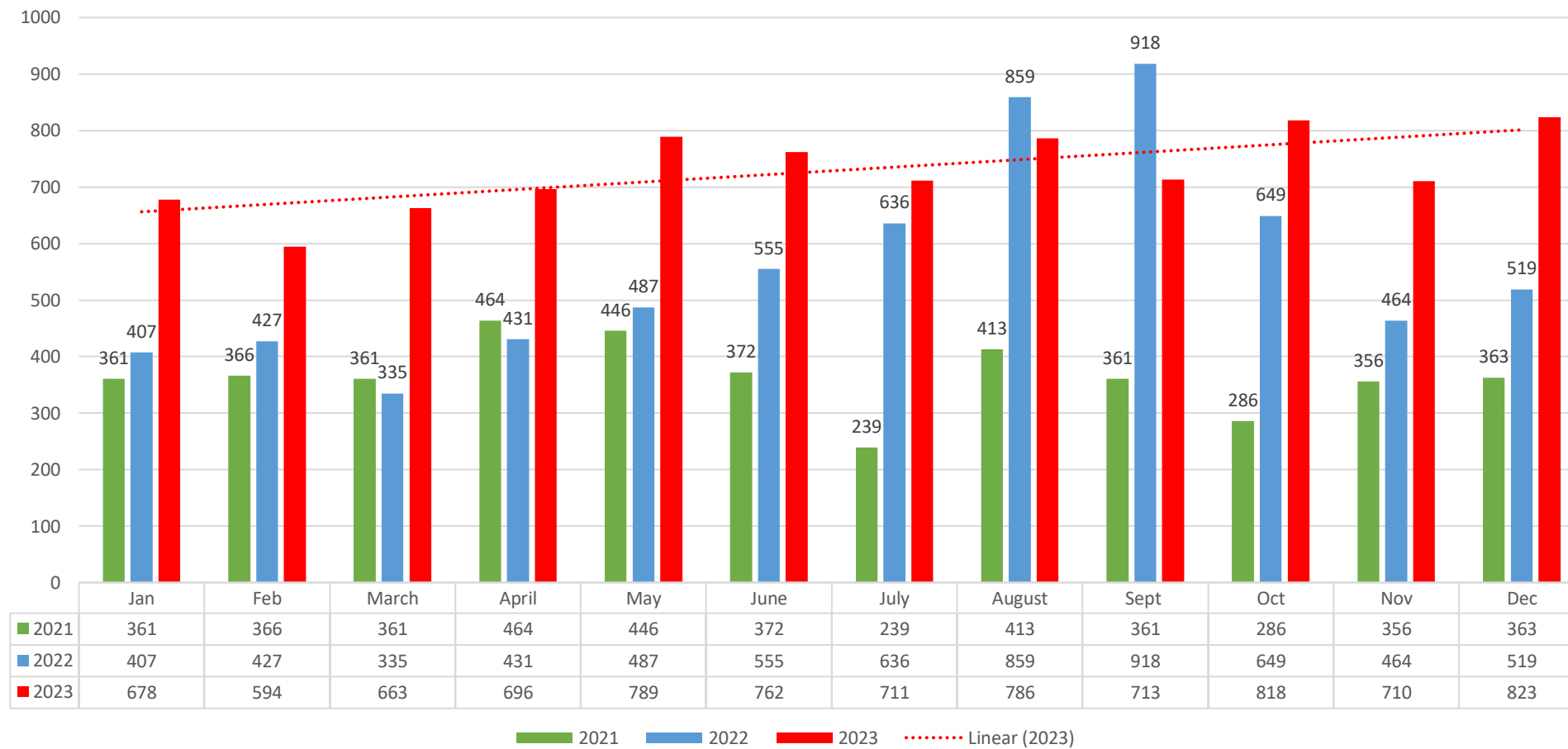
# PRIORITY 2: BEING PRESENT

SPS Central Coast All Counties - All Calls Answered

2021 (4,388)

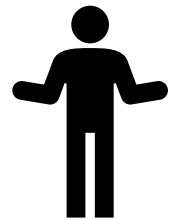
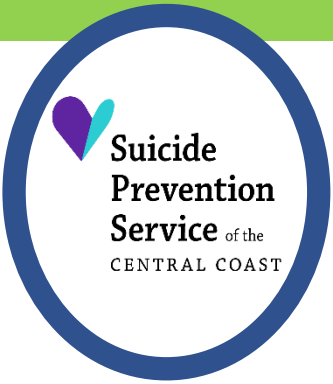
2022 (6,687)

2023 (8,743)





# PRIORITY #3 KEEP PEOPLE SAFE



Person in Crisis



Calls 988



Suicide Prevention Service of the CENTRAL COAST



Calls are routed to local call center based on area code. SPS also receives calls from outside our area code

If SPS is unable to answer national line, the call is routed to national backup network.



In 2022, SPS contacted/transferred (2%) 22 calls to Santa Cruz 911.

- Monterey Mobile Crisis Dispatch**
- Funded by [Monterey County Behavioral Health](#)
  - Accessible via 911, 988 or Monterey Community Crisis Line
  - Function: Dispatches available/appropriate mobile crisis team
  - Administrated by [Sierra Mental Wellness Group](#)



If the caller pressed #1 they are routed to the Veterans Crisis Line



If the caller pressed #2 they are routed to Spanish sub-network



If the caller pressed #3 they are routed to the LGBTQIA+ Line



## RISK ASSESSMENT

Not Currently at Clinically Significant Suicide Risk

Currently at Clinically Significant Suicide Risk, But Not Imminent

Person In Need of Mobil Crisis

Currently at Clinically Significant Suicide Risk. Imminent



Establishing rapport with the caller, asking about immediate risk of suicide, listening to the caller's story, collaborating with caller on a safety plan, and offering follow-up as needed.

Other Community Resources

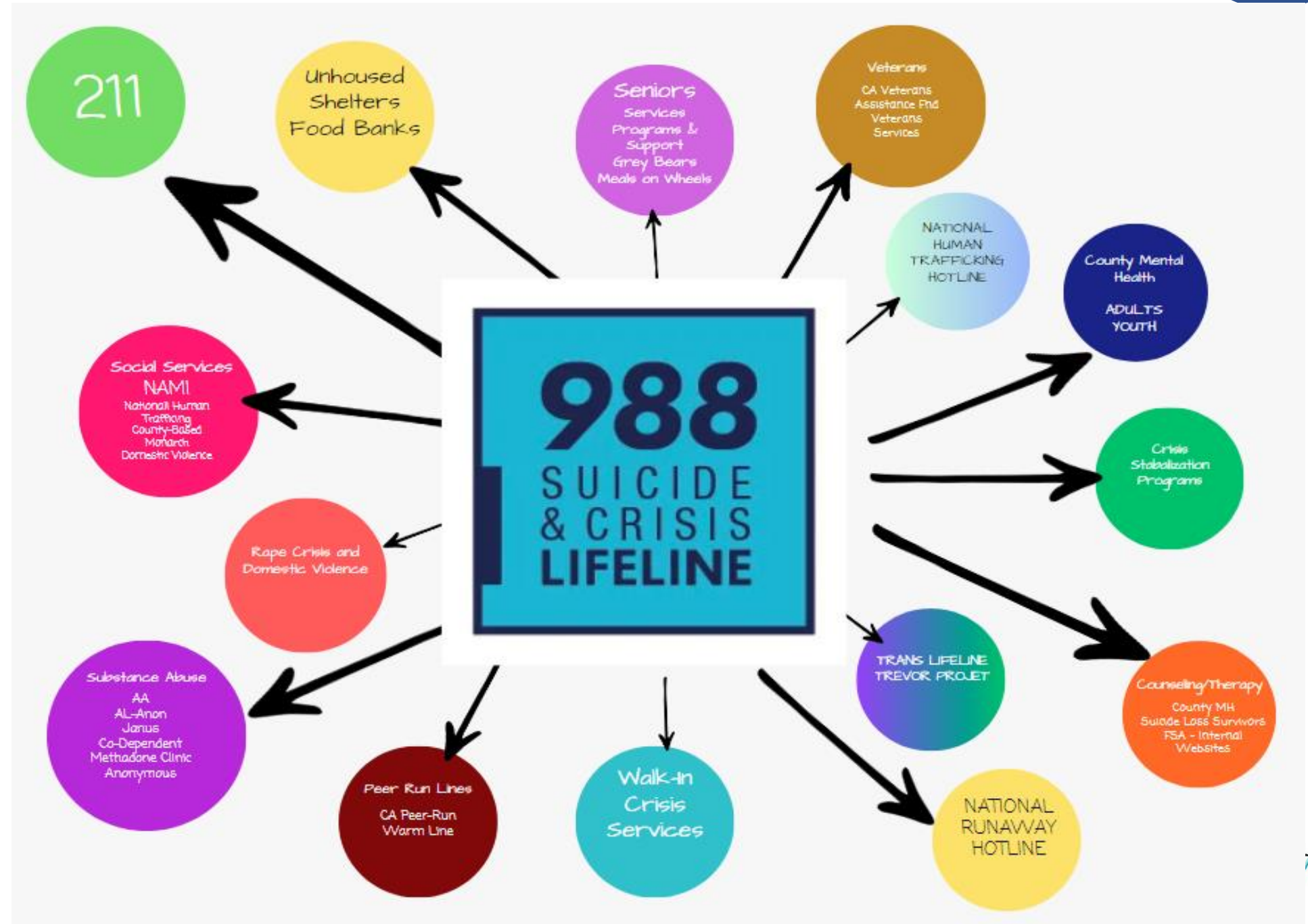




# PRIORITY #4: GIVE PEOPLE HELP THEY NEED

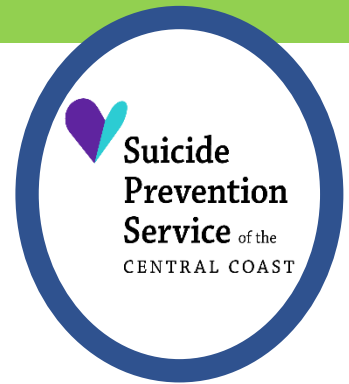
2023  
Central Coast

570  
Referrals  
&  
Connections





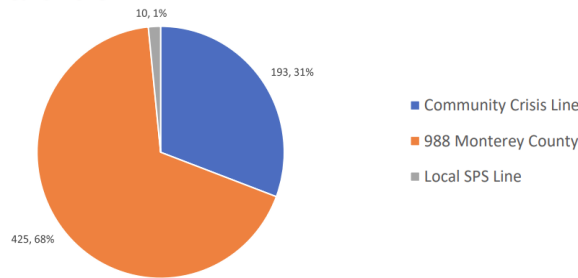
# PRIORITY #5: BUILD TRUST AND RELATIONSHIPS



## Crisis Call Summary County of Monterey January 2024

### Total Call Volume by Source to FSA-CC

Total # of Calls = 628



### Additional data points, FSA-CC

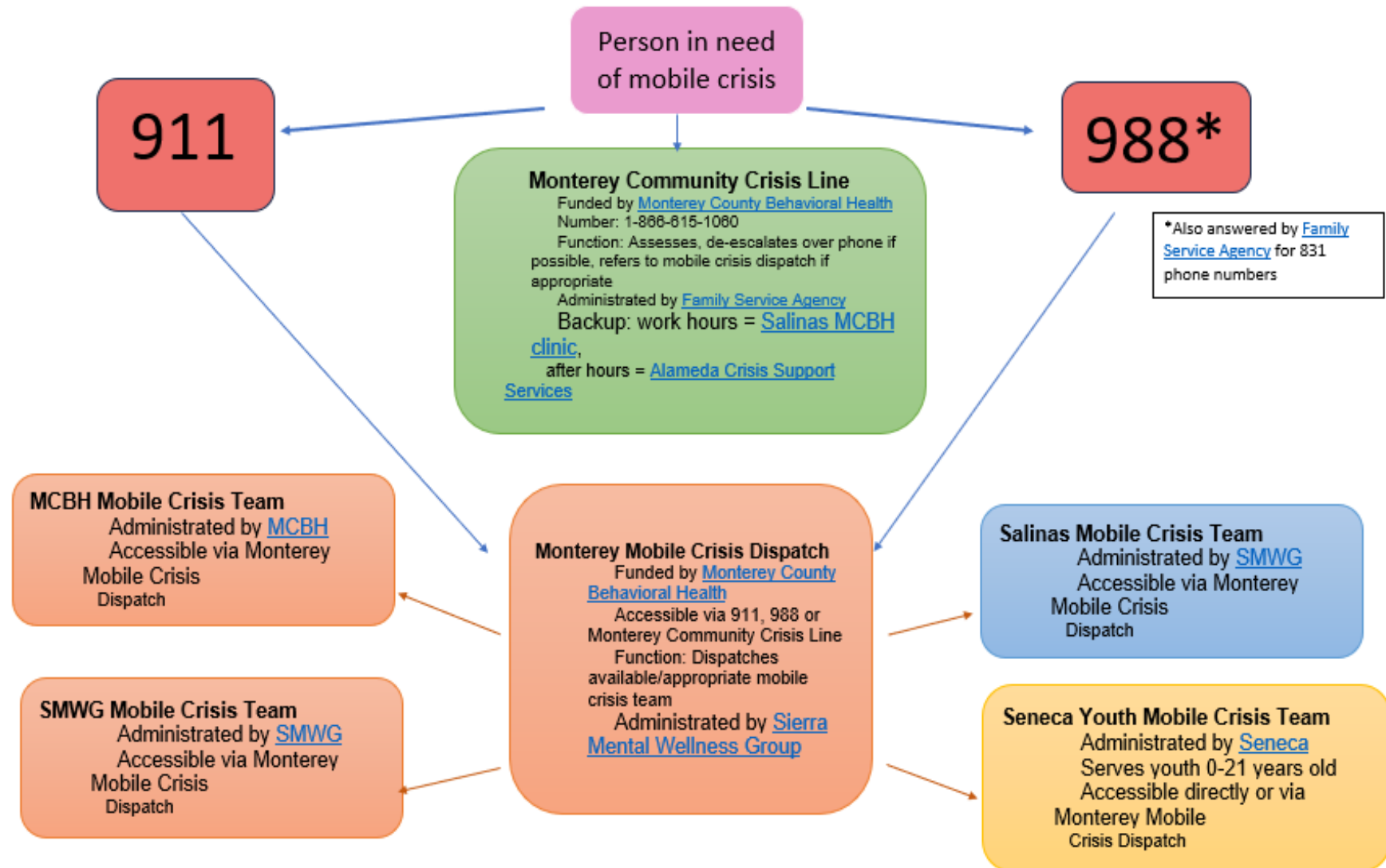
Total # referred to 911 = 4

Total # referred to SMWG Dispatch Center = 16

Total # of callers identified as currently receiving MCBH services = 34

Total # of callers referred to MCBH for services = 5

Less than 1% of calls were referred to either 911 or SMWG mobile crisis dispatch







# Teenline: Cheryl Eskin



# About Teen Line



<https://www.youtube.com/watch?v=x8dybcrplAc>

# Teen Line is here for you

Our trained teen volunteers are available via Phone,  
Text & Email every night



Call (800) 852-8336 from 6pm-10 pm PST



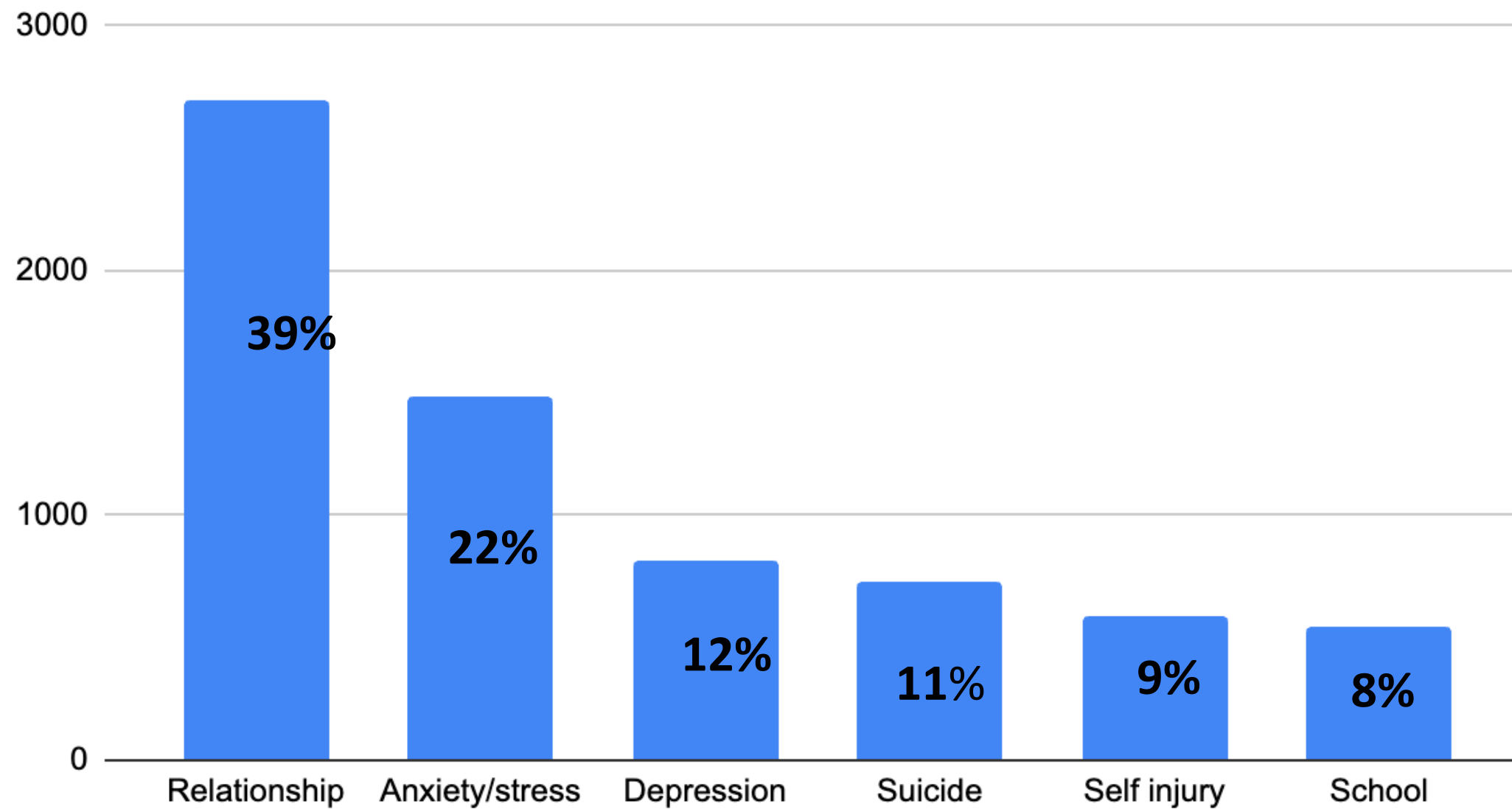
Text "TEEN" to 839863 from 6pm-9pm PST



Email us at: <http://teenlineonline.org/talk-now/>

# 2023 Top 5 Reasons for Contact (calls, texts, emails)

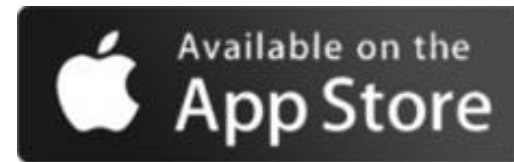
2023 Reasons for Contact



# Resources for Teens and Adults



Also Anxiety, Sex and Sexuality, Self-Injury, Eating Disorders, General Information and Teacher Facilitation Guide





**Inland SoCal  
Crisis Helpline:  
Dr. Jenn Carson**



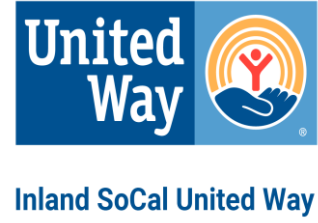


GET CONNECTED.  
GET HELP.

211

# Inland SoCal Crisis Helpline

-- A project of Inland SoCal United Way 211+ --





**GET CONNECTED.  
GET HELP.**

**211**

***Inland SoCal United Way 211+ serves 5 million people in Inland Southern California (San Bernardino County and Riverside County). Of 1,800 United Ways, we are the largest. Inland SoCal 211+ answered over 170,000 calls in 2023. ISC211+ has over 3,000 verified referrals for all callers to 211 and 951-686-HELP. We also have case managers for re-entry, Cal Fresh enrollment, Medi-Cal Enrollment, career placement, and more.***





**GET CONNECTED.  
GET HELP.**

**211**

# 951-686-HELP has Served Riverside County Since 1968



**St. Patrick's fund drive to aid HELpline**

RIVERSIDE — The Volunteer Center of Riverside County will be holding a St. Patrick's Day fund-raiser beginning at 5:30 p.m. March 17 at the California Citrus State Historic Park, located at the corner of Dufferin and Van Buren boulevards in Riverside.

The event, featuring Irish folk music and traditional food and fare, will support HELpline, a volunteer-based crisis and suicide hot line serving sections of the county.

A silent auction of donated items will be held throughout the evening.

A raffle will be held, with the grand prize of a three-day, two-night stay at the Fremont Hotel and tickets for two at the Imperial Palace Hotel for "Legends in Concert," in Las Vegas.

To donate items for the auction or to become a sponsor or donor, call Kathy Cheney at 686-4402.

**Right now, would you?**  
Bob Math  
Barbetta

**United Way services essential during holidays**

With great sadness I read the story about the woman who chose a permanent solution to a temporary problem by committing suicide. Had she known about the 24-hour crisis helpline, 951-686-HELP (4337), maybe someone could have given her some alternative solutions when she was reading her life in such a tragic way.

As we head toward the season of giving, let us remember not only those in need of food and toys for the holidays, but to remember those in need. The need is great in our area.

As the United Way representative for Southwest County, I receive many calls a day from people who need help. Sometimes a Riverside woman with seven children called in need of money for her electric bill or it would be shut off. These stories break my heart.

Last year 15,000 people in just the Temecula/Marina area and another 50,000 people in the Lake Elsinore area received help from United Way funded programs and services provided by local non-profit agencies. This doesn't include how many people in

The easiest and most affordable way for people to help others is to give through the United Way payroll giving program at the workplace. By having a little extra out of each paycheck, you can help fund the helpline and other life-enriching programs, provide food and shelter to those in need, get counseling and help for victims of crime, domestic violence, child abuse, support group programs, provide health care and other services for people without the ability to pay for them, help pay someone's electric bill, etc.

If your company doesn't have a United Way payroll giving program, ask your human resources department to consider setting one up. It's easy and I'm always available to advise how to do this. I'm located in Temecula at donated office space provided by "Success Road Elsinore" and can be reached at 951-686-6666.

**Karl Sporenholm  
United Way of the Inland Valley  
Southwest County  
campaign associate**

**WINTER HOLIDAYS**

Letters to the editor should be brief — no more than 250 words. We reserve the right to edit them. Your name and community will be printed. Prepared letters will not be published.

RIVERSIDE — Joan Strong, high school student, could have used the kind of help Joan Strong, crisis counselor, dispenses.

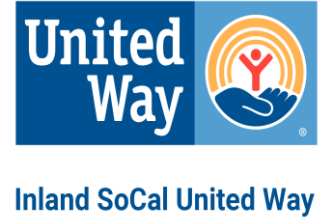
When she was a teenager, she often thought of suicide, but she never told anyone. If she had been able to, she might never have attempted to take her life when she was in college.

Then she wanted to die. Now she wants to live. As volunteer coordinator for Riverside's HELpline, she speaks from experience.

"During the suicidal period of my life, one of my problems was the professionals who counseled me couldn't understand that I wasn't trying to manipulate anybody or to hurt anybody. I just wanted to quit.

"I was saying, 'Life is too painful, I can't handle it. I am supposed to be things that I'm not. I can't do it any more.'

"Suicidal or not, everybody has had the feeling



Riverside County!  
Experiencing a Behavioral Health Crisis?  
**Call 951-686-HELP**



 for a caring professional to *talk* to.

 for somewhere to *go*.

 for a caring professional to *come to you*.

**Call 951-686-HELP**  
It is free and confidential, and you may remain anonymous.  
Trained counselors are available to provide support and resources to best help you.

 **24/7 Mental Health Urgent Cares**



**Locations open 24/7**

<b>PALM SPRINGS</b> 2500 N. Palm Canyon Drive Suite A1-A4 Palm Springs, 92262 760-424-5602	<b>PERRIS</b> 85 Ramona Expressway Suites 1-3 Perris, 92571 951-349-4195	<b>RIVERSIDE</b> 9890 County Farm Rd. Bldg 2 Riverside, 92503 951-509-2499
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**Don't know where to start? Call:**

<b>CARES Line</b> 800-499-3008	 <b>Crisis Lifeline</b> 988	 <b>HELpline</b> 951-686-HELP
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**2-1-1**  
Inland SoCal 211+

**United Way**  
Inland SoCal United Way

 **MOBILE CRISIS RESPONSE**

  
Inland SoCal United Way

  
Sycamores  
a partner

**NOW AVAILABLE 24/7**

**Call 951-686-HELP**

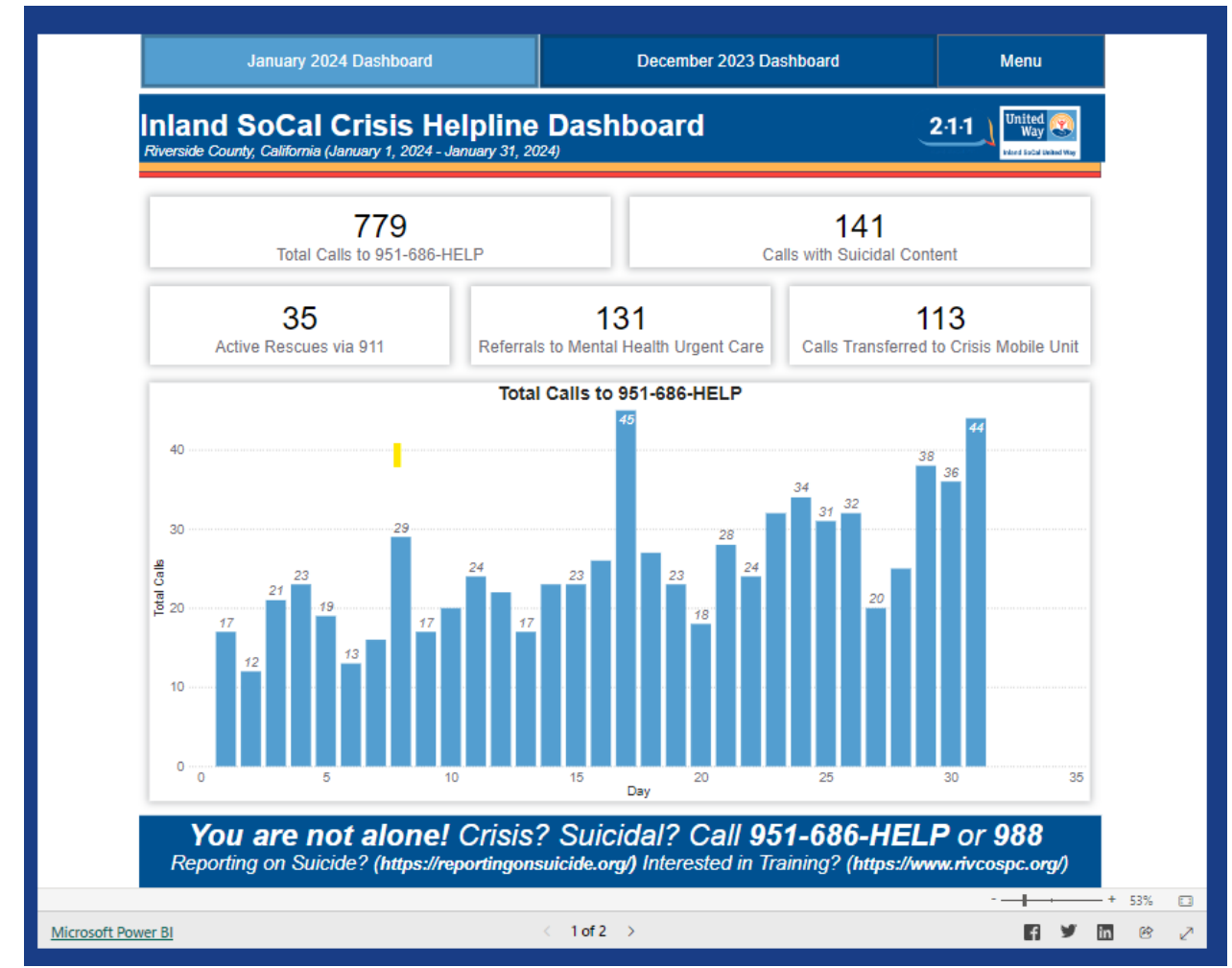
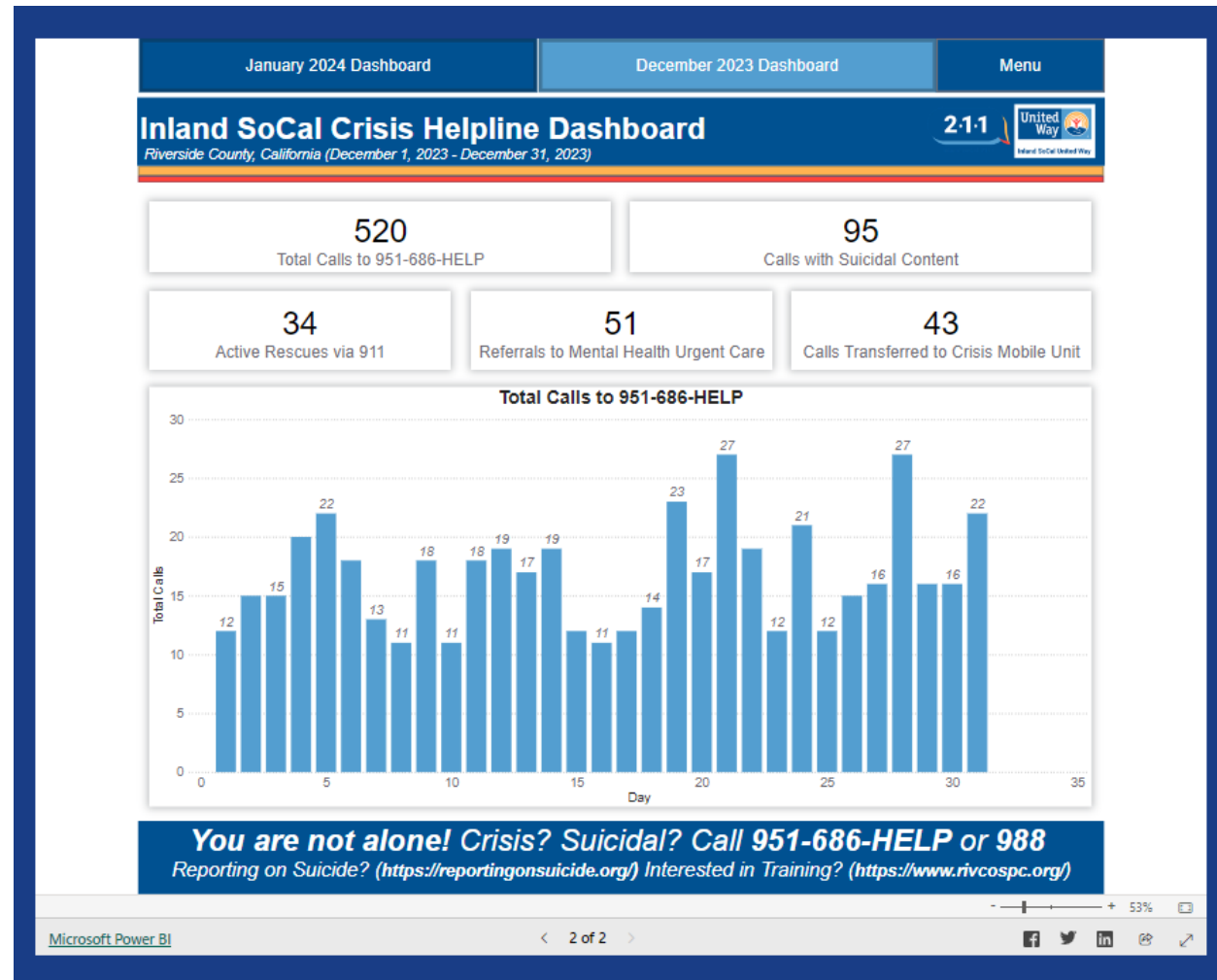
**Whenever. Wherever. Help is here!**

GET CONNECTED.  
GET HELP.

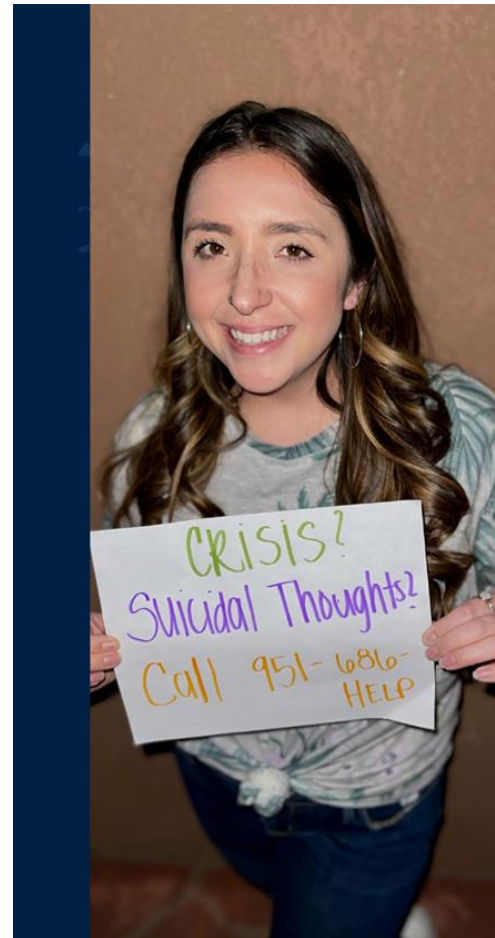
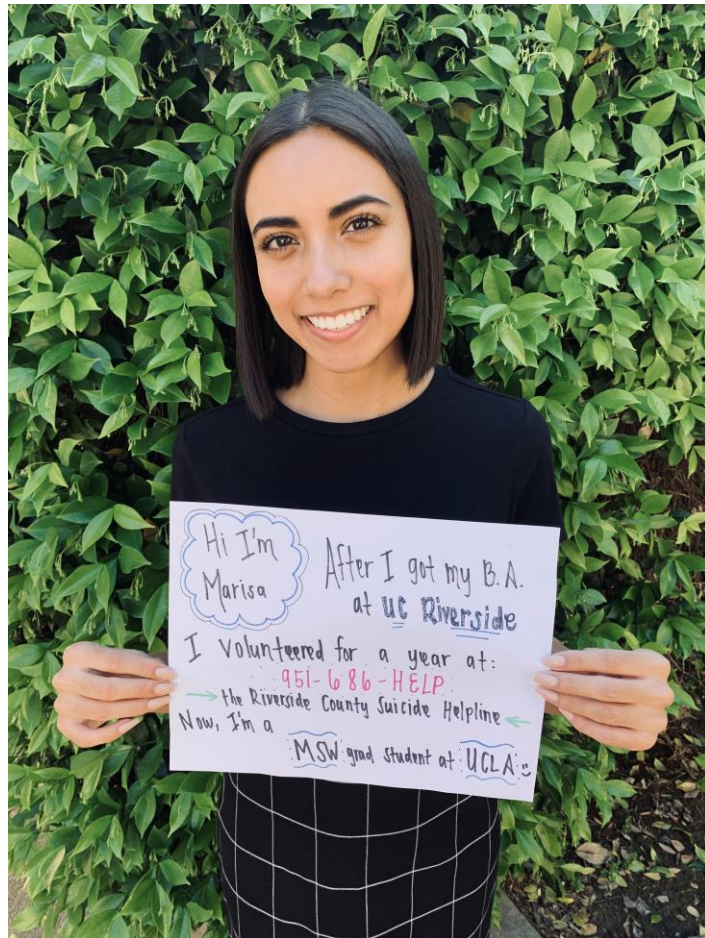
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# Inland SoCal Crisis Helpline Dashboard


<https://inlandsocaluw.org/helpline-dashboard>



# Behavioral Health Fieldwork Program



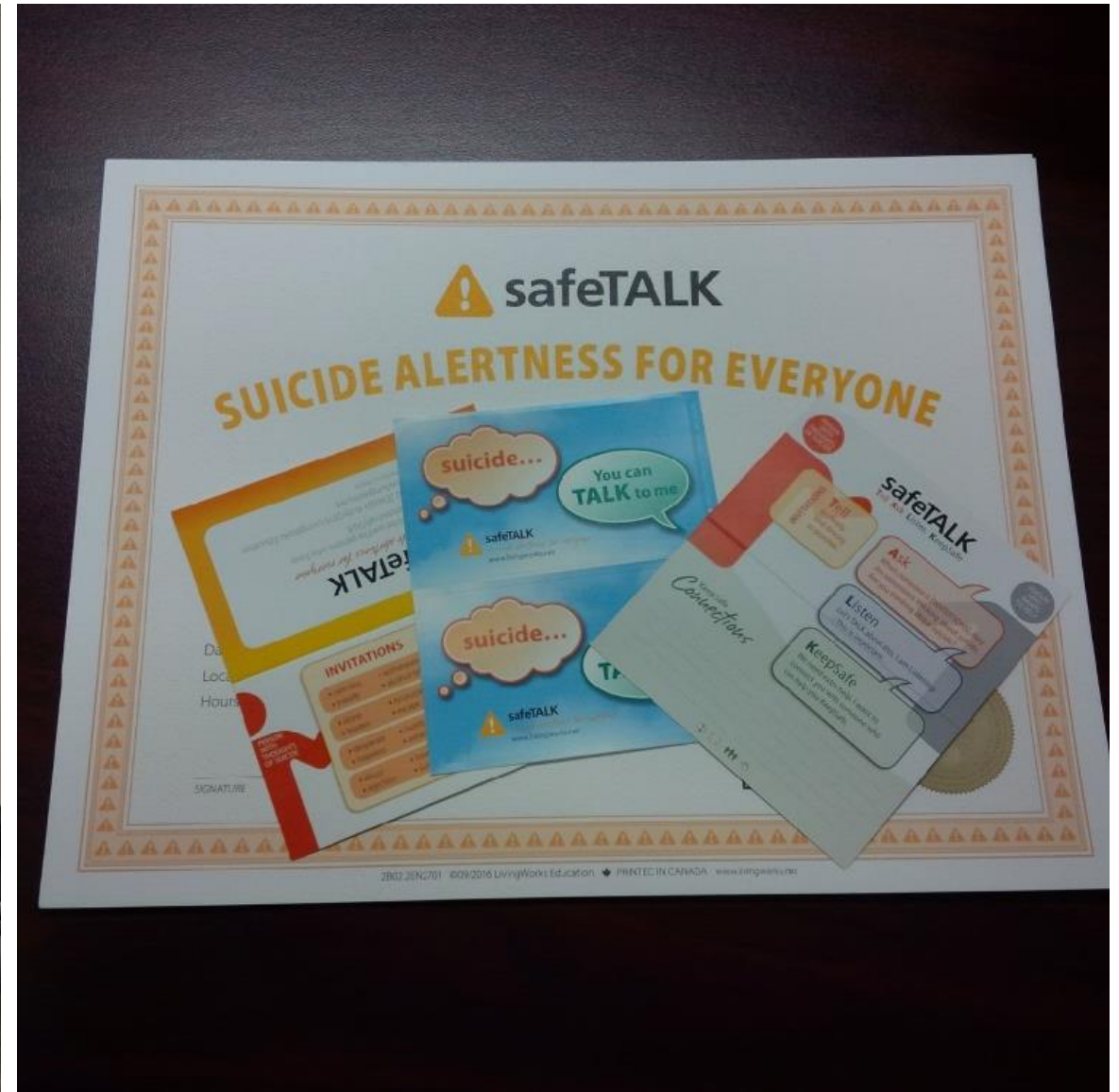
A CALLER TO 951-686-HELP TOLD US, "PLEASE THANK THE CRISIS COUNSELOR WHO HELPED MY GRANDCHILD LAST WEEK. IT WAS LIFE-SAVING HELP!". WE ARE PASSING ON THE MESSAGE TO THAT CRISIS COUNSELOR, INLAND SOCAL UNITED WAY CRISIS LINE INTERN, BROOKE. THANK YOU, BROOKE FOR HELPING OUR COMMUNITY!



**INLAND SOCAL**  
CRISIS & SUICIDE HOTLINE  
951.686.HELP



# PREVENTION EDUCATION (ASIST, QPR, MHFA & SAFETALK) WITH RIVERSIDE UHS BEHAVIORAL HEALTH & PUBLIC HEALTH



# Riverside County Suicide Prevention Coalition

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## Riverside County's Suicide Prevention Coalition offers free support for residents

Jenn Carson and Diana Gutierrez  
Special to The Desert Sun

For many Riverside County residents, the last few years have been difficult with the COVID-19 pandemic and growing economic hardships. Fortunately, those needing emotional support, crisis intervention and suicide prevention can access help and hope by calling 951-686-HELP or 988.



Questions? Reach Out!

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**Dr. Jenn Carson, DSW (She/Her)**  
**Behavioral Health Senior Manager**  
**Inland Southern California United Way 211+**  
**Crisis? Suicidal Thoughts? 951-686-HELP or 988**  
**24/7 Crisis Mobile Access? 951-686-HELP**  
**Referrals? 211 Emergency? 911**  
**[www.linkedin.com/in/jennlynnecarson](http://www.linkedin.com/in/jennlynnecarson)**  
**[www.inlandsocaluw.org](http://www.inlandsocaluw.org)**  
**[jcarson@iscuw.org](mailto:jcarson@iscuw.org)**





# **Panelist Question & Answer**







# Final Thoughts



2/28

Wednesday, February 28

2:00 p.m. - 3:00 p.m.

Registration and Excellence Awards Resource Table Set-Up

3:00 p.m. - 4:30 p.m.

OPENING SESSION: RESPONDING TO CRISIS

**Crisis Coping Theory- A Refresher**

*Noah Whitaker, Carly Memoli (Striving for Zero TA Team)*

A brief overview of a conceptual model that provides a tool for suicide prevention, intervention, and postvention planning.

**Responding to Crisis Panel Discussion**

*Jenn Carson (Helpline), Matthew Taylor (Didi Hirsch), Cheryl Karp Eskin (Teen Line),*

*Andrea Tolaio (Suicide Prevention of the Central Coast)*

Panelists from various California crisis lines will share updates, activities, and milestones on the road to comprehensive crisis response and care.

5:00 p.m. - 6:00 p.m.

**Putting Planning into Practice Reception & Networking: Lessons from the Field Part 1**

This reception will provide an opportunity to network and learn about local efforts by visiting the Striving for Excellence Award Finalists.

6:00 p.m. - 8:00 p.m.

**Dinner Banquet and Keynote Speaker**

**Marina Nitze: Hack Your Bureaucracy**

During this presentation, keynote speaker Marina Nitze will share real stories, tips, and inspiration for how to navigate the complexities of bureaucracy, avoid burnout, and set a bold vision for the future.

Excellence Award Showcase

- Sustainable Practices
- Innovative Partnerships
- Communicating Data & Measuring Outcomes
- Infusing Culture and Diversity
- Outreach, Media & Communication
- Targeted Approaches
- Interventions (After a Suicide Attempt & After a Suicide Loss)
- Comprehensive Suicide Related Care
- Involving the Whole Community
- Striving for Zero

KEYNOTE SPEAKER



**MARINA NITZE**

Marina Nitze has navigated some of the toughest bureaucracies on Earth -- including the Department of Veterans Affairs, the White House, Fortune 500 companies, and the foster care system. Marina was the Chief Technology Officer of the U.S. Department of Veterans Affairs under President Obama, after serving as a Senior Advisor on technology in the Obama White House and as the first Entrepreneur-in-Residence at the U.S. Department of Education. She is the coauthor of the new book *Hack Your Bureaucracy*. Marina is also a fellow at New America's New Practice Lab, where she works on improving America's foster care system. Marina will inspire us with stories of how she and her colleagues have made lasting impact at scale, and share insights about how to leverage your skills, navigate the complexities of bureaucracy, avoid burnout, and set a bold vision for the future.

Up Next:  
Putting Planning into Practice-  
Excellence Awards Reception & Networking