

STRIVING FOR ZERO EXCELLENCE AWARDS

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for
Zero

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Suicide Prevention Signage with CalTrans

Riverside County:

Riverside University Health System – Behavioral Health & Public Health (RUHS)

The Suicide Prevention Coalition collaborated with Caltrans and the City of Corona to develop suicide prevention signage placed near bridges and overpasses in an effort to reduce suicides. Signage was placed in high-risk areas to help mitigate risk and connect those in crisis to support. Messaging for the signage was produced by our Safe and Effective Messaging subcommittee which focuses on supporting the coalition and the community at large in adhering to safe messaging best practices related to suicide. The signage reads, “There is hope. We can help. Suicide Crisis Line Call 988. Confidential-24 hours, 7 days a week.” This message is also repeated in Spanish since this is our threshold language in Riverside County. We hope that these signs help to prevent a suicide attempt and connects those in need to a caring mental health professional for support.

