

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable.org

California's Statewide Suicide Prevention Campaign

May 23, 2013

Anara Guard



PEI Statewide Initiatives

- Three Initiative/Program Areas:
 - Suicide Prevention
 - *Social marketing; Network of crisis centers; Regional networks; Training*
 - Stigma and Discrimination Reduction
 - Student Mental Health

- Programs are funded through June 30, 2014

What we are charged with...

More people in California will recognize warning signs, confidently offer help and be able to connect at-risk individuals to resources.

We started by looking at data...

How big is the problem?

Which caused more deaths in our state in 2010—motor vehicle crashes or suicides?

How big is the problem?

California 2010

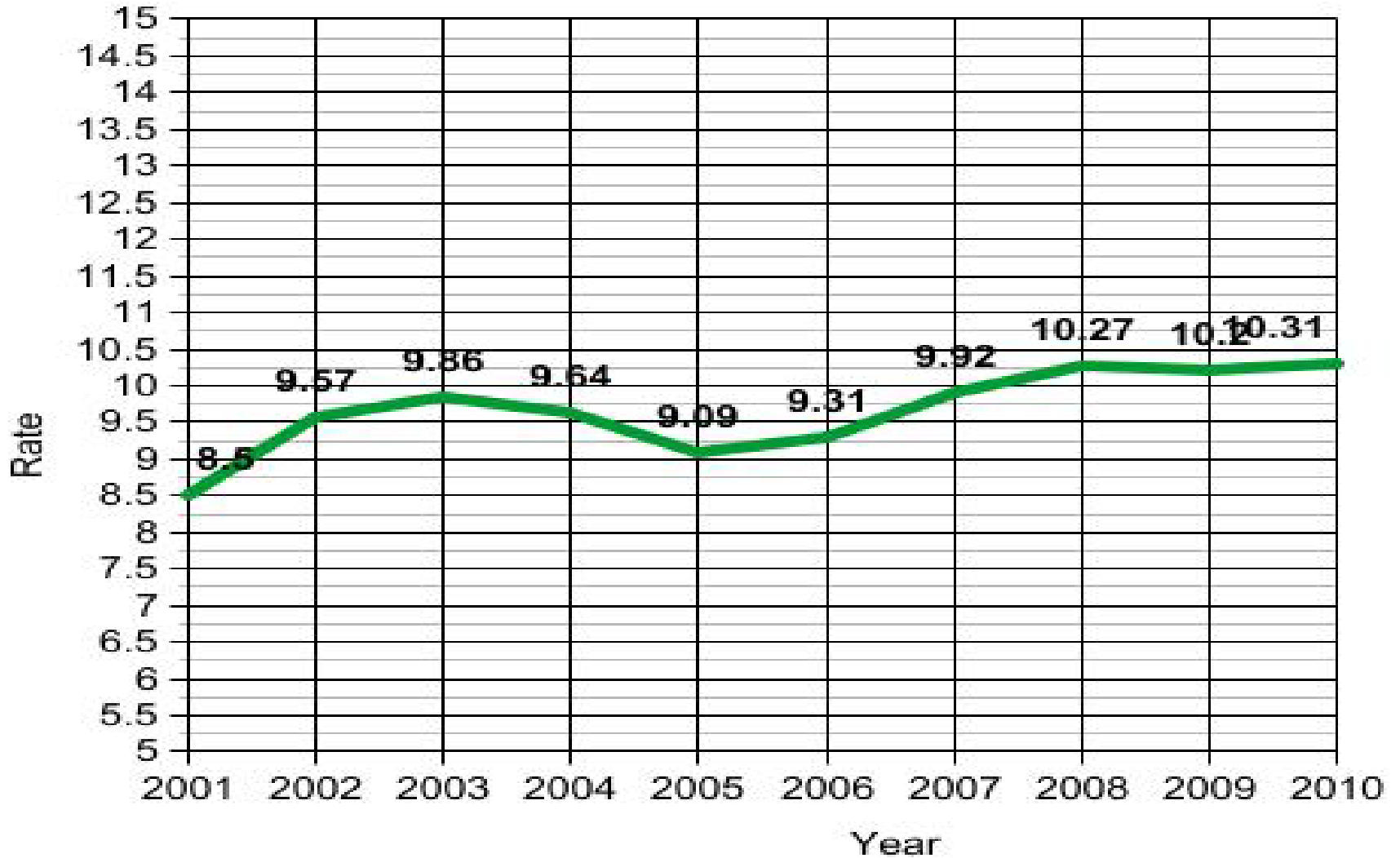
2,775

Deaths from
motor vehicles
or 7.45 per
100,000 people

3,913

Deaths from
suicide
or 10.5 per
100,000 people

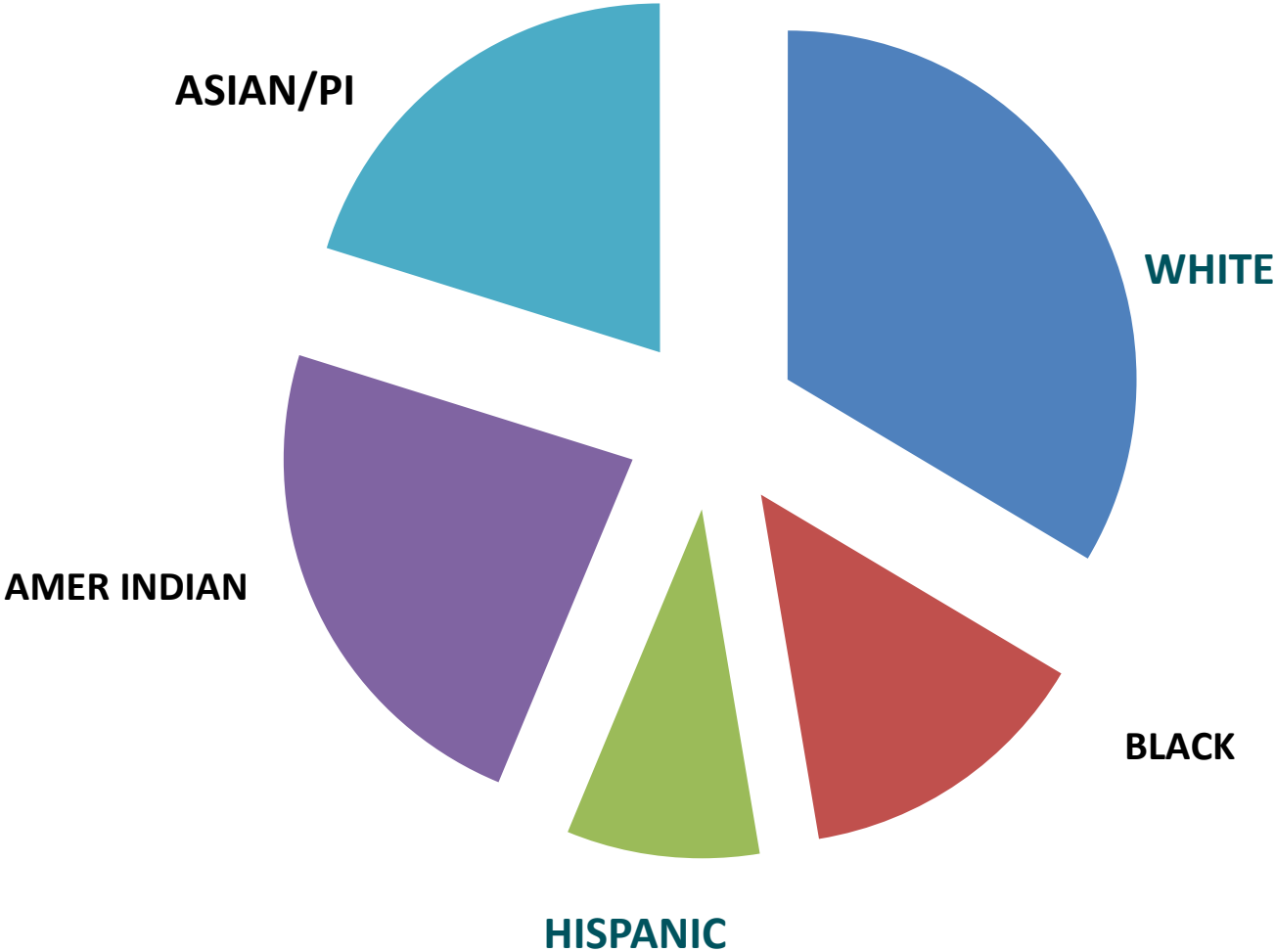
Suicide rates California 2001-2010



CDC

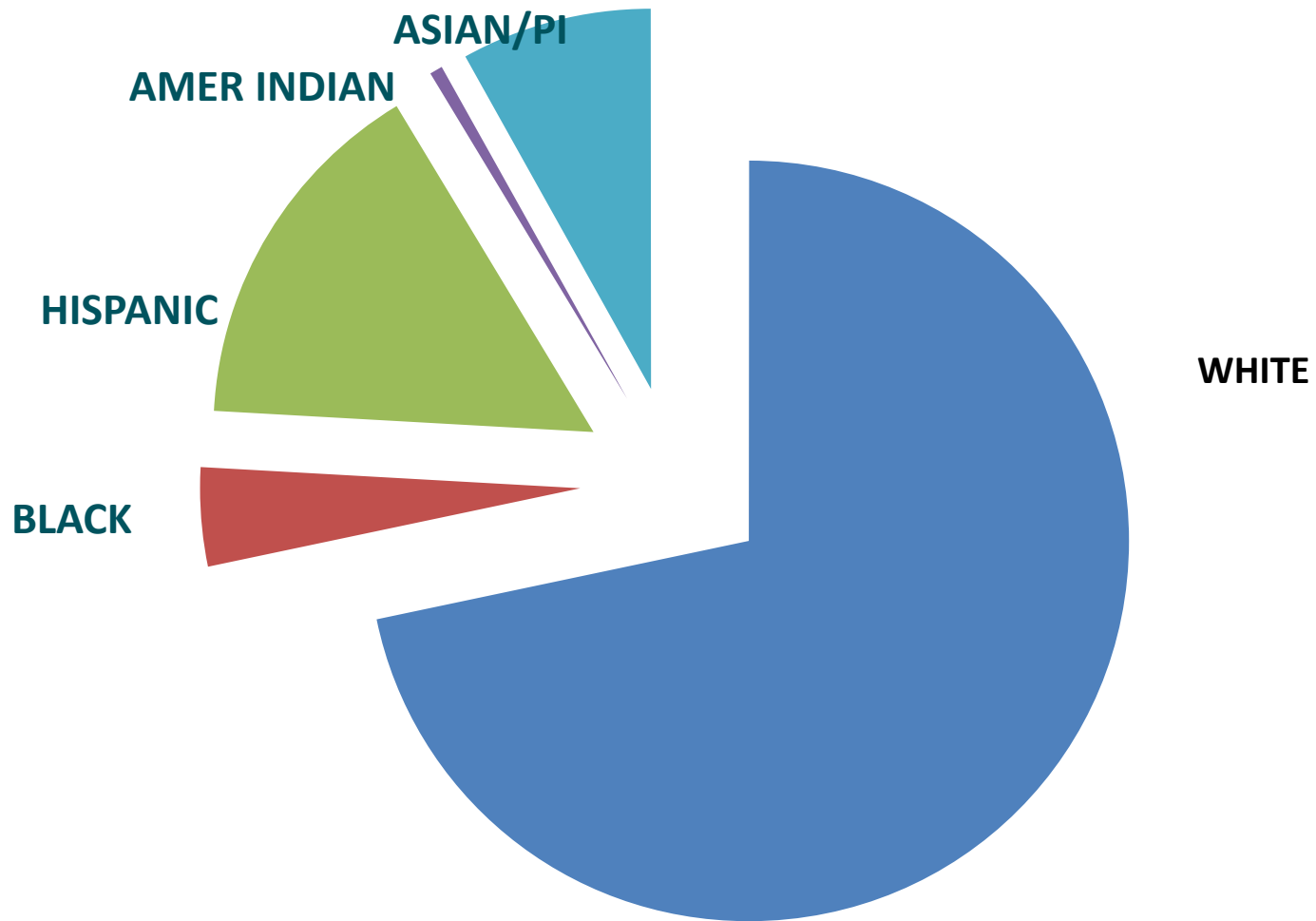
[Know the Signs](#) >> [Find the Words](#) >> [Reach Out](#)

Calif. suicide RATES 2001-2010

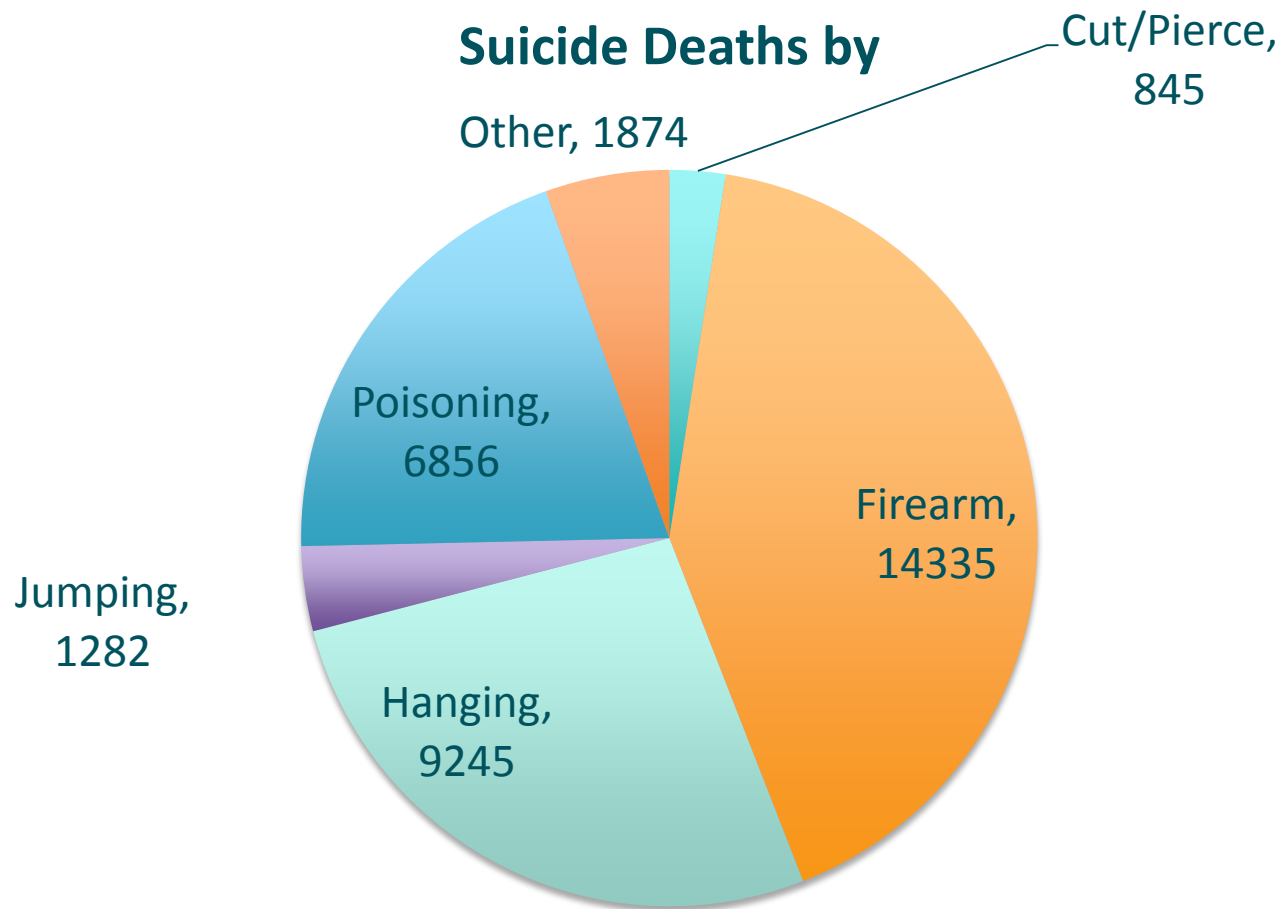


Know the Signs >> Find the Words >> Reach Out

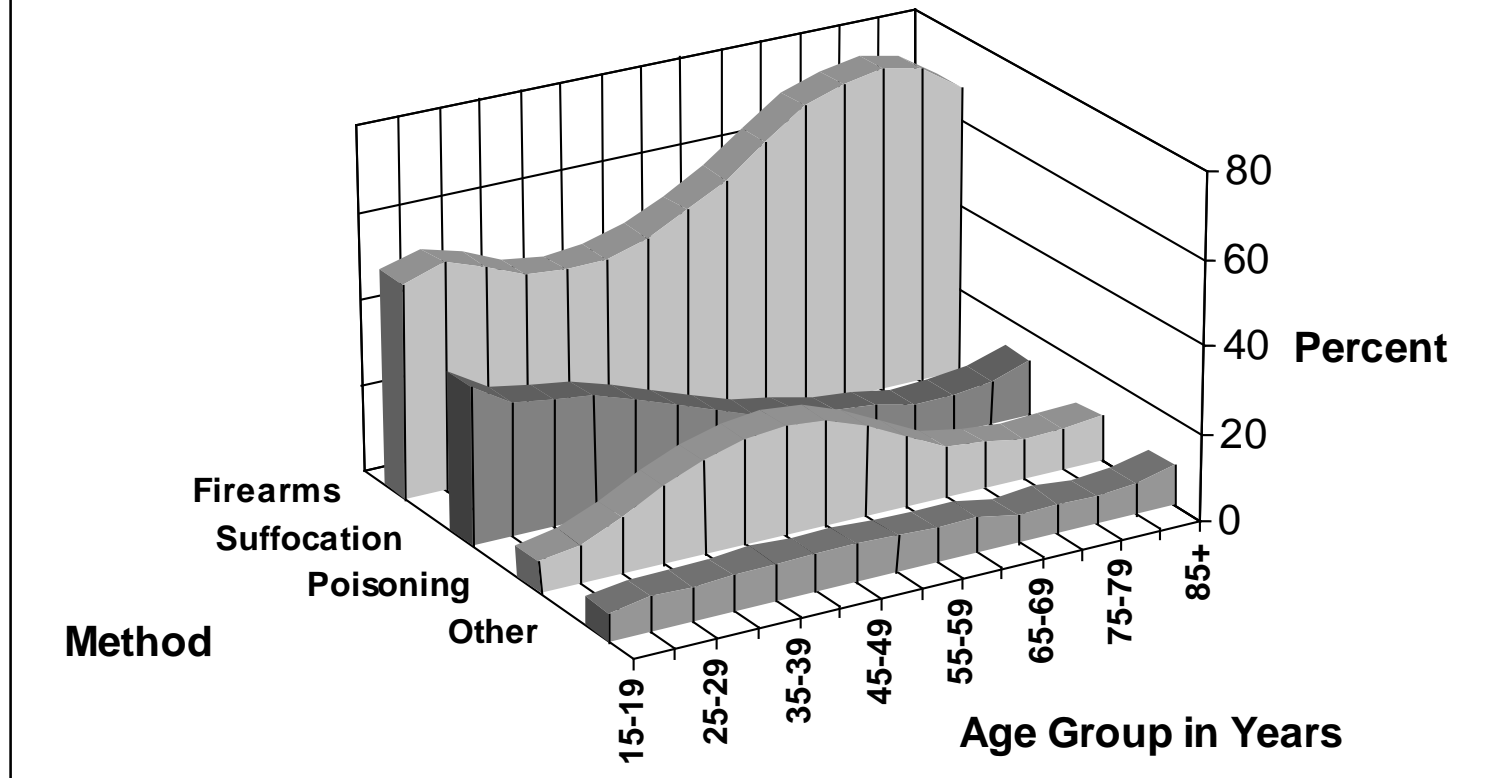
Calif. suicide NUMBERS 2001-2010



Suicide methods 2001-2010, Calif.



Suicide Method by Age Group: 2000-2005



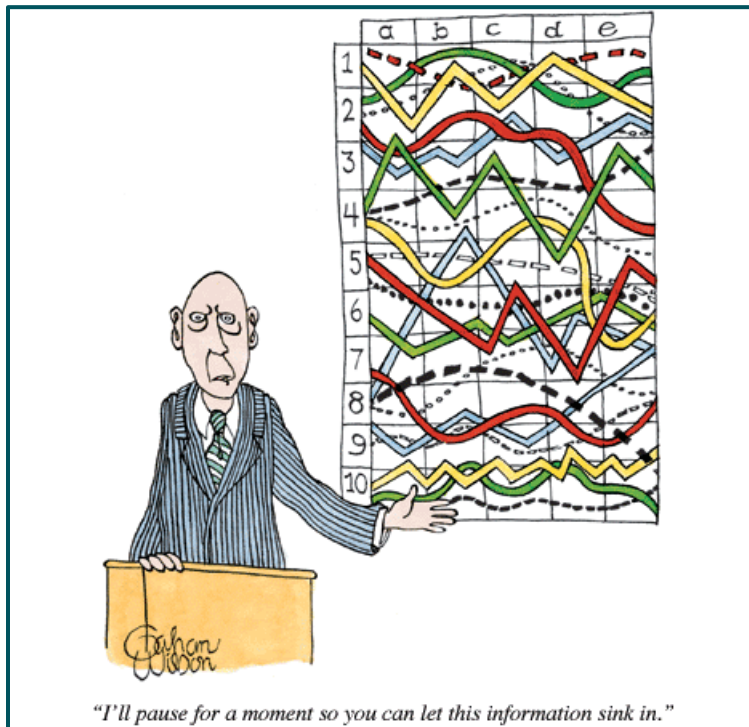
Know the Signs >> Find the Words >> Reach Out

Source: CDC, National Center for Injury Control and Prevention, 2008

Recent CDC data showed:

- Large increases in suicide deaths among adults aged 35-64 from 1999-2010
- Greatest *increases* were among American Indians and whites, by suffocation (although firearms is still the most common mechanism)
- Among 39 states, California had the second LOWEST increase (17%) while Wyoming had the largest (78.8%).

Data doesn't tell the whole story



Our process...

- Examined data
- Telephone survey of Californians
- Focus groups to test ideas and designs
- Created website, ads and materials
- Bought space and ran ads Nov-Mar.



GET HELP NOW

Know the Signs >> Find the Words >> Reach Out

PAIN ISN'T ALWAYS OBVIOUS.

Every day friends, family and co-workers suffer from the invisible wounds of emotional pain. Talking about this pain, feelings of suicide or the need for help may be too difficult and although their pain may go unseen most people thinking of suicide show some type of signs. They may be subtle, but they are there.

By recognizing those signs, finding the words, and reaching out you have the power to make a difference, and the power to save a life.

- Start
- Know
- Find
- Reach
- Share

RECOGNIZE THE WARNING SIGNS

[Read On](#) ➤


LEARN HOW TO HAVE A CONVERSATION

[Get Started](#) ➤

REACH OUT FOR ADDITIONAL RESOURCES

[Learn More](#) ➤



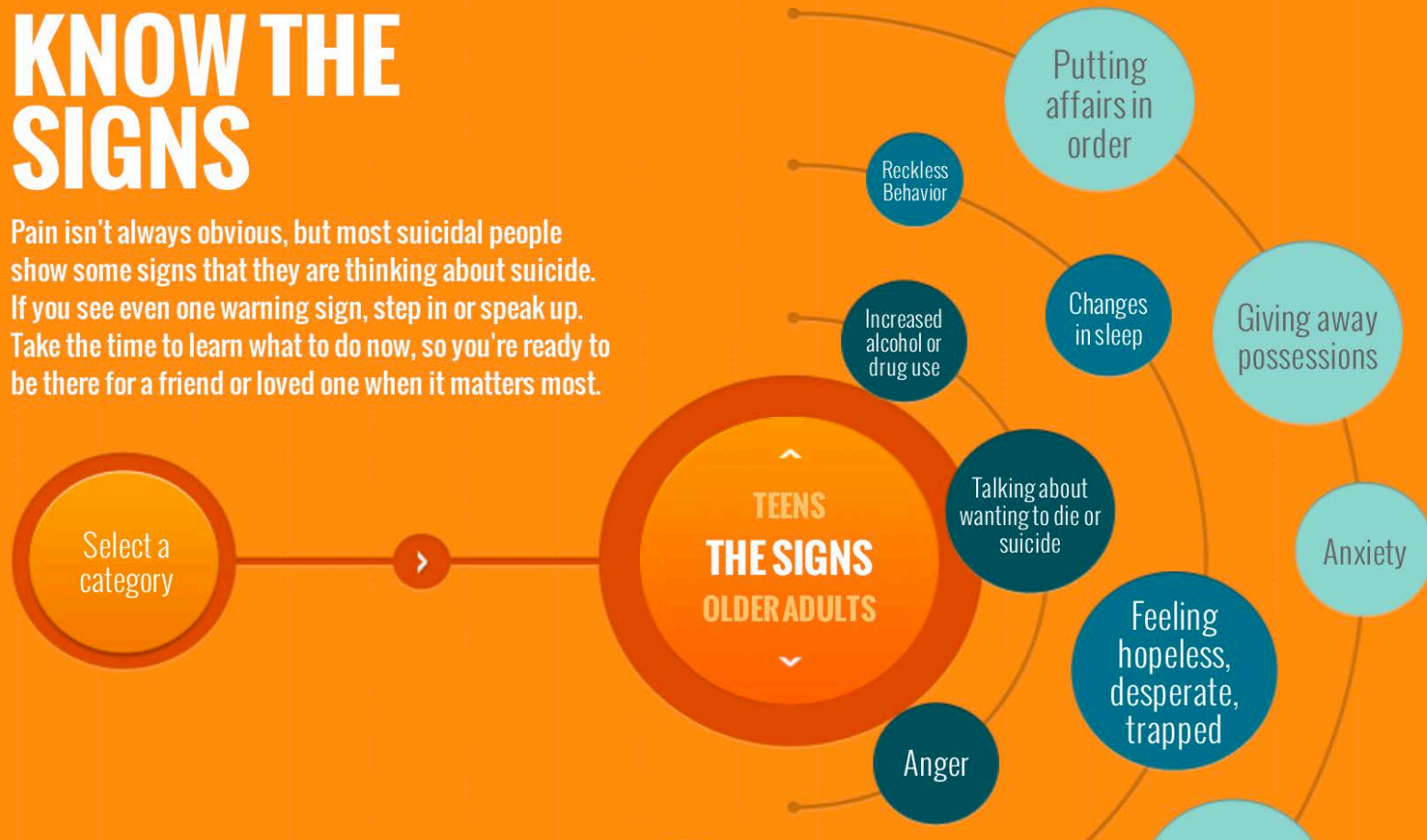
SPREAD THE WORD  

[Media](#) | [About](#) | [Contact Us](#)

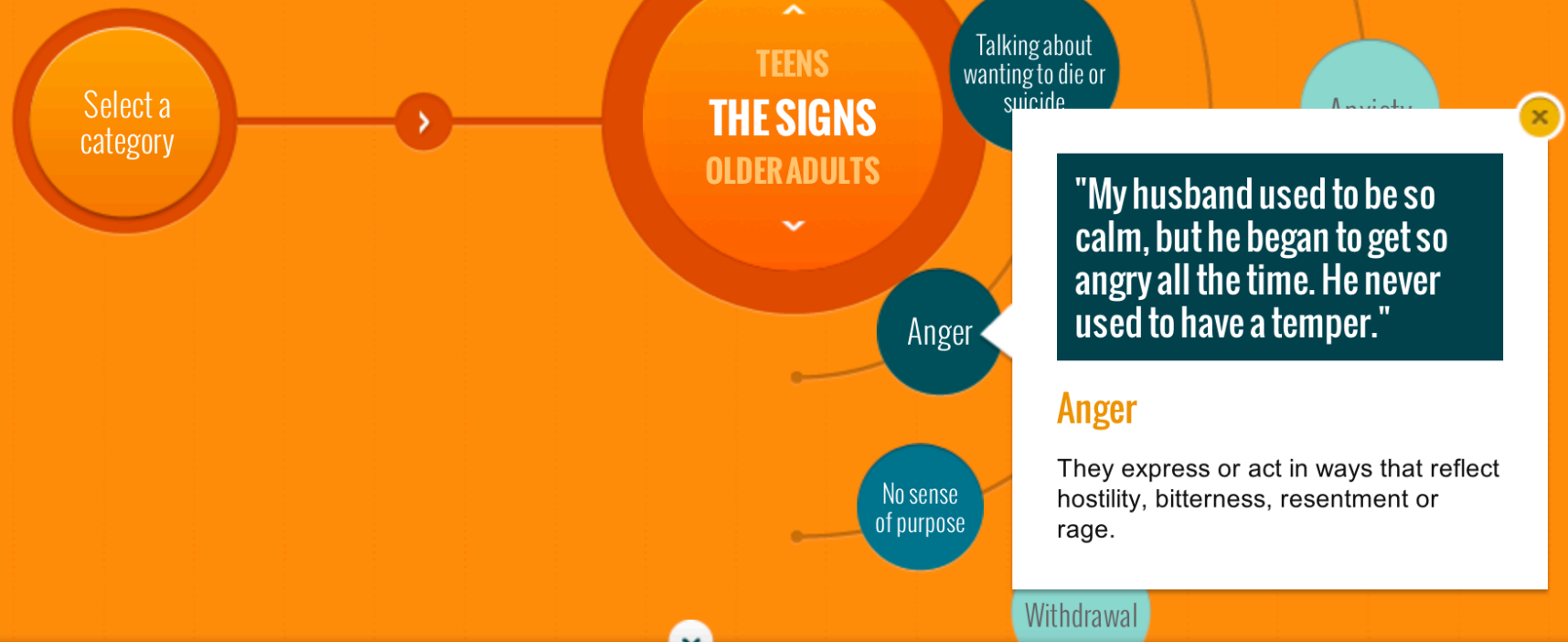
Know the Signs >> Find the Words >> Reach Out

KNOW THE SIGNS

Pain isn't always obvious, but most suicidal people show some signs that they are thinking about suicide. If you see even one warning sign, step in or speak up. Take the time to learn what to do now, so you're ready to be there for a friend or loved one when it matters most.



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FIND THE WORDS

"Are you thinking of ending your life?" Few phrases are as difficult to say to a loved one. But when it comes to suicide prevention, none are more important. Here are some ways to get the conversation started.

1

Start the conversation

2

Listen, express concern, reassure

3

Create a safety plan

4

Get help

WHAT NOT TO SAY

FIND THE WORDS

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1

Start the conversation

2

Listen, express concern, reassure

"I can imagine how tough this must be for you. I understand when you say that you aren't sure if you want to live or die. But have you always wanted to die? Well, maybe there's a chance you won't feel this way forever. I can help"

Listen to the reasons the person has for both living and dying. Validate that they are considering both options and underscore that living is an option for them.

1

2

WHAT NOT TO SAY

REACH OUT

You are not alone in helping someone in crisis. There are many resources available to assess, treat and intervene. Crisis lines, counselors, intervention programs and more are available to you, as well as to the person experiencing the emotional crisis.

NATIONAL
RESOURCES

COUNTY
RESOURCES



National Resources

National Suicide Prevention Lifeline, 1-800-273-8255

Get Trained in Suicide Prevention

Resources for those who have lost someone to suicide

REACH OUT

You are not alone in helping someone in crisis. There are many resources available to assess, treat and intervene. Crisis lines, counselors, intervention programs and more are available to you, as well as to the person experiencing the emotional crisis.

- Start
- Know
- Find
- Reach**
- Share

NATIONAL RESOURCES

COUNTY RESOURCES



County Resources

Tuolumne

Tuolumne

Crisis Lines

Tuolumne County Crisis Hotline
209.533.7000

Tuolumne County Behavioral Health Department's crisis hotline is available 24 hours a day, 7 days a week. The call is free and confidential and is available to anyone in a suicidal crisis, anyone concerned with someone in suicidal crisis, and anyone seeking emergency mental health services.

Institute on Aging Friendship Line

1-800-971-0016
1-415-752-3778

http://www.ioaging.org/services/cesp_suicide_prevention_help.html

Provides 24/7 crisis intervention and emotional support to older adults who are depressed, bereaved, or lonely.

The Effort - Suicide Prevention & Crisis Service

1-800-273-8255

www.effortsuicideprevention.org

Crisis Chat Instant Messaging services are available; service times are noted on the crisis center website.

Campaign Materials



— SURROUNDED BY —
FRIENDS
...
NEVER FELT
SO ALONE

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression or hopelessness — aren't always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Pain Isn't Always Obvious
KNOW THE SIGNS
Suicide Is Preventable

In crisis call the National Suicide Prevention Lifeline
1.800.273.8255

Learn the signs at suicideispreventable.org



BEHIND
closed doors
**I'M FALLING
APART**

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression or hopelessness — aren't always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Pain Isn't Always Obvious
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Know the Signs >> Find the Words >> Reach Out

Campaign Materials



El Sufrimiento No Siempre Se Nota

**RECONOZCA
LAS SEÑALES**

El Suicidio Es Prevenible



Para aprender más visite:
www.elsuicidioseprevenible.org

Know the Signs >> Find the Words >> Reach Out

Campaign Materials

TITLE: SHARING



AUDIO:

VISUAL: OPEN ON A FACTORY. A NUMBER OF MEN ARE WORKING AUTOMATED MACHINES. SUDDENLY, ONE OF THEM STOPS AND MAKES AN ANNOUNCEMENT TO THE OTHERS.



AUDIO: WORKER 1: I'm so empty inside... there's nothing left...

VISUAL: CAMERA STAYS ON WORKER 1 AS WE HEAR THE MACHINES CONTINUE TO MAKE NOISE.



AUDIO:

VISUAL: CUT TO A CROWDED HIGH SCHOOL GYM. A GROUP OF CHEERLEADERS ARE PERFORMING A ROUTINE DURING A BASKETBALL GAME. ONE OF THEM HAS A MEGAPHONE AND SUDDENLY MAKES AN ANNOUNCEMENT TO THE CHEERING CROWD.

KNOW THE SIGNS

The warning signs of emotional pain or suicidal thoughts aren't always obvious. Here's what to look for:

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

Knowing what to look for is the first step toward being there for a friend or family member in need. If you sense something is wrong, trust your instincts and get more information at suicideispreventable.org.

FIND THE WORDS

“Are you thinking of ending your life?”

Few phrases are as difficult to say to a loved one. But when it comes to suicide prevention, none are more important. If you are concerned about someone, don't hesitate. Visit suicideispreventable.org learn how to get the conversation started.

START THE CONVERSATION

Mention the warning signs you are noticing.

ASK ABOUT SUICIDE

“Are you thinking about suicide?”

LISTEN

Express concern and reassurance.

REACH OUT

YOU ARE NOT ALONE

If you even see one warning sign, step in or speak up. But you don't need to do it alone. Help is available. To find local resources, visit:

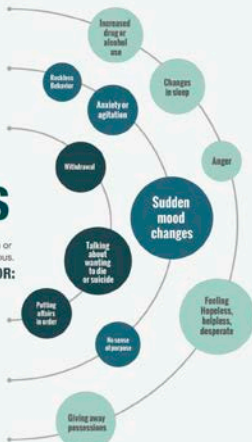
suicideispreventable.org

IN A CRISIS

If you think a person is suicidal, don't leave them alone. Call the National Suicide Prevention Lifeline if you are in crisis or concerned about someone. Trained counselors are available 24/7 to offer support. 1.800.273.8255.

PAIN ISN'T ALWAYS OBVIOUS

The warning signs of emotional pain or suicidal thoughts aren't always obvious. **HERE'S WHAT TO LOOK FOR:**



By recognizing the signs, finding the words to start a conversation and reaching out to local resources, you have the power to make a difference. The power to save a life. Learn more at:

suicideispreventable.org

Pain Isn't Always Obvious
KNOW THE SIGNS
Suicide Is Preventable



In a crisis call the National Suicide Prevention Lifeline: 1.800.273.8255



of without me.

© PINATA SWINGS



AUDIO: If someone having thoughts of suicide could share this easily they would. That's why they need your help.



AUDIO: Learn the warning signs of suicide so you know how to help.



suicideispreventable.org

Statewide Media Campaign examples

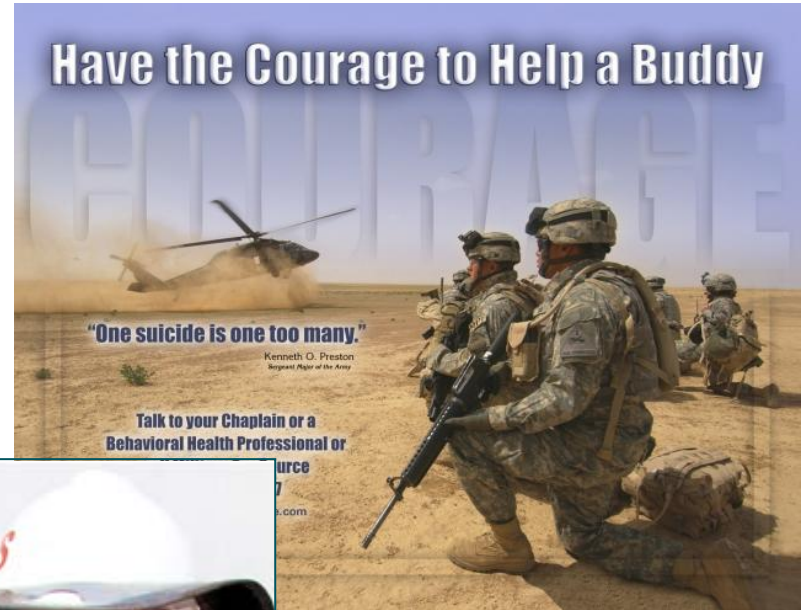


Know the Signs >> Find the Words >> Reach Out

One size does not fit all...



Who do you want to reach?



EMERGENCY CALL 911 | HOTLINE | CONTACT US | UP2SD.ORG

Search Site SEARCH


HELP YOURSELF | HELP OTHERS | GET INFORMED | ABOUT




LOCAL RESOURCES
GET THE TOOLS YOU NEED TO GET HELP

HELP YOURSELF
TIPS TO STAY WELL

LEARN MORE
STRESS, ANXIETY, AND DEPRESSION

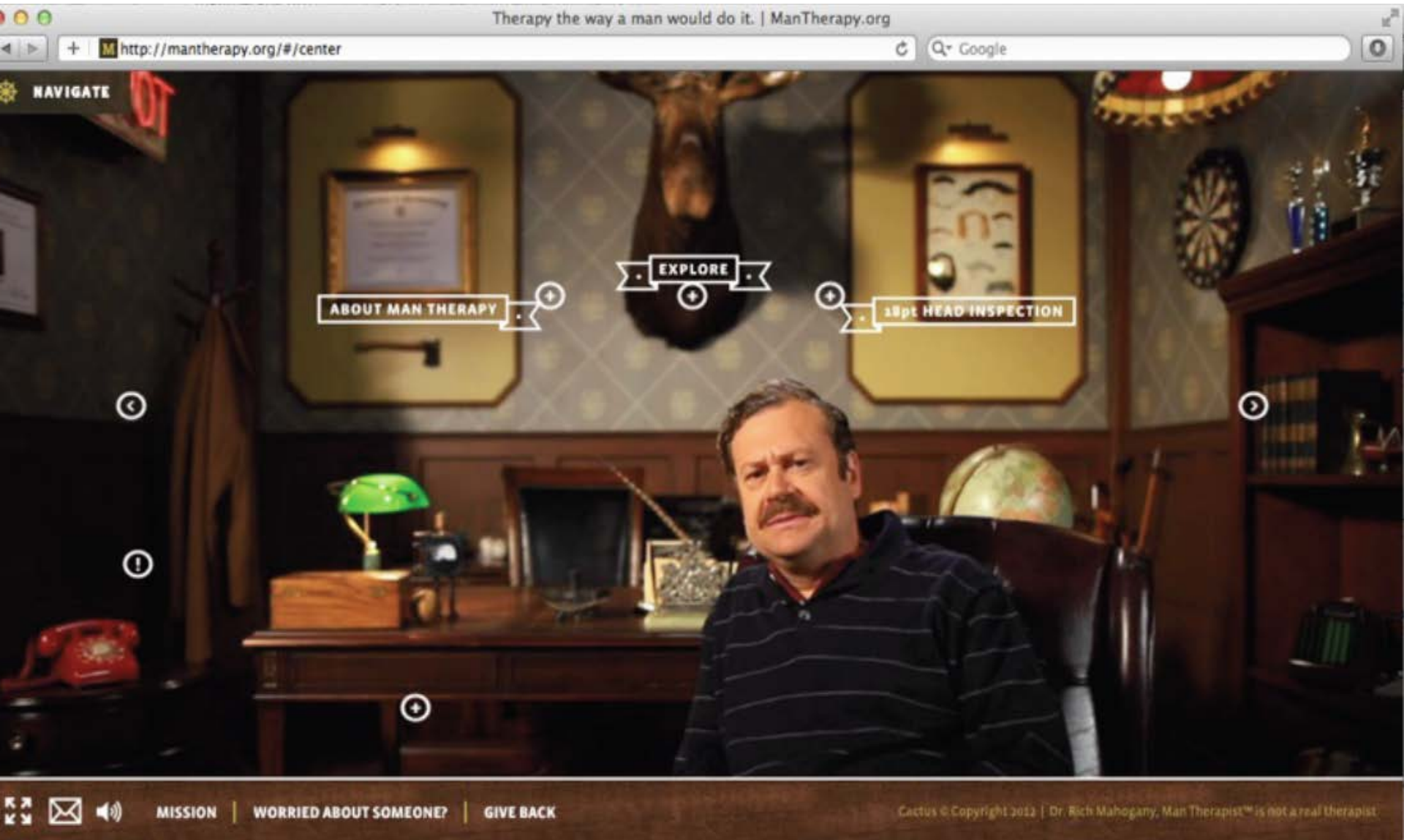
 When it seems like there's **no hope**, there is **help**.

If you or someone you know is thinking about suicide, call the National Suicide Prevention Lifeline:
1-800-273-TALK (8255)
With help comes hope.


NATIONAL SUICIDE PREVENTION LIFELINE
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
1-800-273-TALK
1-800-273-8255
www.suicidepreventionlifeline.org

Know the Signs >> Find the Words >> Reach Out

MAN THERAPY



Know the Signs >> Find the Words >> Reach Out



Know the Signs >> Find the Words >> Reach Out

THE 7th INNING STRETCH.

*Yoga. The way a
man would do it.*

mantherapy.org

Therapy. The way a man would do it.



GRILLING ANIMAL MEAT.


*Aromatherapy. The way
a man would do it.*

mantherapy.org

Therapy. The way a man would do it.



Know the Signs >> Find the Words >> Reach Out



You can't fix your mental health with duct tape.



→ mantherapy.org

What's next for Know the Signs?

- New ad campaign starts in September
- Materials in multiple languages
- Ads to reach LGBTQ youth, African-Americans, Asian/Pacific Islanders, and other groups
- Catalog of materials created by Native American communities

Support for Survivors of Suicide Loss

Pathways to Purpose and Hope: a guide to creating sustainable suicide bereavement support programs for families and friends after a suicide death

Available SOON on www.YourVoiceCounts.org
and Friends for Survival www.friends for survival.org



RESOURCE CENTER

[View](#)[Edit Panel](#)[\[Edit node\]](#)

NEED HELP?



Contact us for questions and technical assistance.

[HELP](#)

FILTERS

 ALL (37) DATA & REPORTS (2) COUNTY NEEDS ASSESSMENTS (1) MEDIA OUTREACH (10) OFFICE SUITE (BUSINESS CARDS, FLYERS, PPT TEMPLATES) (5) ENGLISH (18) SPANISH (1)

RESOURCE CENTER

Know the Signs is a statewide suicide prevention social marketing campaign with the goal to prepare more Californians to prevent suicide by encouraging them to know the warnings signs for suicide, find the words to offer help to someone they care about and reach out to local resources. The campaign further aims to increase awareness among the news media about how to safely report on suicide and provide communities' with tools to advocate with their local media. The campaign website is: www.suicideispreventable.org

We are going to be adding resources in the next few weeks, so if you don't find what you are looking for yet, please check back later. Campaign materials will be added as they are finalized later this month and in October.

All of the campaign materials can be downloaded and distributed in California free of charge for the duration of the campaign, however use restrictions apply to some of the materials. In these instances a license agreement needs to be signed to acknowledge understanding of these restrictions.

To get started, choose "all" or a category in the left border to view available materials. The materials are in print/production ready format, and many can also be customized with your local crisis number or website. Please feel free to contact us at info@yourvoicecounts.org with any questions about how to use and customize the materials or to just let us know that you are planning to use them!

For technical assistance, contact us: info@yourvoicecounts.org



What *you* can do!

- Download campaign materials from the resource center at www.YourVoiceCounts.org and use them
- Join or start a workgroup on Your Voice Counts
- Promote and link to www.SuicidesPreventable.org
- Plan for how to reach specific audiences and how you will learn about them
- Share what you learn with other counties
- See you in Los Angeles next April??

THANK YOU!

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**KNOW
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Suicide Is Preventable.org

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