

SUICIDE PREVENTION FISCAL YEAR JULY 20/JUNE 21 REPORT

STRATEGY: CREATE A SYSTEM OF SUICIDE PREVENTION

Activities the Shasta County Suicide Prevention has undertaken during this reporting period are:

The Shasta Suicide Prevention Workgroup (SPW) continued efforts to encourage seniors to use the Institute on Aging Friendship Line. There were 111 calls from Shasta County to the warmline this reporting period. Per Mia Grigg, the Warmline allows callers to remain anonymous, so the actual number of callers from Shasta County could be higher because they may not have identified their county of residence.

Collaborative public health partners and members of the Shasta Suicide Prevention Workgroup continued to promote and distribute the National Suicide Prevention Lifeline and Crisis Text Line cards. Cards were generously distributed during trainings, health fairs, directly to schools, and other points of contact during outreach efforts. During this reporting period outreach events were minimal, but prevention resources were directly distributed to Shasta County Office of Education, Simpson University, Shasta College, Nice Shot, Redding Rancheria, Shasta Community Health Center, Lotus Educational Services, Inc., One Safe Place, The Woodlands Apartment Complex, and HHSAs Economic Mobility and Children's Services Branches.

With assistance from Stand Against Stigma, the Suicide Prevention campaign, Captain Awesome, focused efforts on a cohort at higher risk for suicide, men in their middle and later years. The campaign included print, social media and online advertising materials promoting the newly revised page for men on the suicide prevention website: www.captain-awesome.org. New media flights will feature local men who have elected to participate in the campaign. The newly developed Men's Advisory Group, made up of local men, provides input and feedback on past and future campaign efforts to ensure Captain Awesome effectively resonates with male community members. During this reporting time, video and radio commercials were developed with input and assistance from the Men's Advisory Group. A website redesign was delayed due to staff reassignment but remained in progress.

The liaison continued to partner with the City of Redding to run a half page ad in 4 consecutive editions of the Redding Recreation Activity Guide. The ad promotes the suicide prevention website and resources such as support and crisis line information, and an invitation to attend monthly workgroup meetings. The ad was placed for Winter 2010 – Spring 2021.

The Suicide Prevention Coordinator, in addition to 6 community partners, completed Question, Persuade, Refer (QPR) certification training. Due to the pandemic, many community partners were unable to provide QPR trainings, but those that took place during the reporting period are listed in the table under Strategy 2. The Suicide Prevention Program contracted Suicide Prevention training services from Lotus Education Services, inc. Under this contact, safeTALK and ASIST will be provided at no cost to community members several times each year. Trainings were unable to be provided during this reporting period due the COVID-19 pandemic safety mandates and the in-person participation training requirement.

The Suicide Prevention Coordinator enhanced links and integration among Shasta County systems and programs, including health, mental health, aging, social services, first responders, and hotlines, as well as increased their capacity to provide effective crisis intervention and suicide prevention during this reporting period in the following ways:

The website shastasuicideprevention.com remained live for the community, and expanded resource information providing national and local resources for suicide prevention, counseling and medical care, and supportive programs for specific needs and groups.

The Suicide Prevention program continued to promote the suicide loss and attempt support group "Speaking of Suicide" (SOS). The group met several times during the reporting period at Hill Country CARE Center in Redding in accordance with safety guidelines. When pandemic mandates increase, group meetings were held virtually.

HHSAs behavioral health staff, including the ACCESS teams, provided Suicide Prevention resources to the community as needed. Representatives from the Adult Services and Children's Services Branches remained connected to Suicide Prevention program updates via email when the Workgroup was unable to meet due to staff reassignment to the pandemic response.

An SPW member serves on the Mental Health Alcohol and Drug Advisory Board and provided updates and announcements from the SPW to the Board.

The liaison maintained contact with elder care service providers, including the PSA Area 2 Agency on Aging. A representative from PSA remained connected to Suicide Prevention program updates via email when the Workgroup was unable to meet due to staff reassignment to the pandemic response.

The liaison also maintained ongoing communication with community partners including NorCal OUTreach, Shasta College, Simpson University, Dignity Health, and local LCSW's among others, encouraging opportunities to discuss collaboration and support.

Volunteer opportunities at community events and trainings were promoted through the Suicide Prevention Workgroup monthly newsletter. A page for volunteer opportunities was also maintained on the suicide prevention website and provided information for local efforts.

The Suicide Prevention Workgroup was unable to meet during June 2020 – February 2021 due to the Program Coordinator's reassignment to the COVID-19 pandemic response. Workgroup meetings resumed bi-monthly starting in March 2021. While unable to meet, Workgroup members stayed connected through e-mail, phone, the Facebook page, and the monthly newsletter.

The use of local, state, and national hotline services been promoted during this reporting period were as follows:

Suicide Prevention of Yolo County (SPYC) provides lifeline services to Shasta County residents. During the reporting period, SPYC, in partnership with North Valley Suicide Prevention Hotline, provides crisis support for Shasta County callers routed from the National Suicide Prevention Lifeline.

Callers Identified as Shasta County Residents	504
Moderate/ High Lethality Calls	59
Active Rescue Calls	11
Callers Requiring Follow Up	61

Note: this information/report solely reflects services delivered through SPYC and does not include Shasta County residents routed to a different crisis line.

The National Suicide Prevention Lifeline Learn the Warning Signs, and The Alex Project/Crisis Text Line and Trevor Project wallet cards were distributed to schools, non-profit organizations, and community groups via outreach events, through various Shasta County service programs and social media.

Crisis line information was also included in HHS Public Health and Suicide Prevention Workgroup websites.

STRATEGY 2: IMPLEMENT TRAINING AND WORKFORCE ENHANCEMENTS TO PREVENT SUICIDE

QPR

QPR Trainer Certification: August 2020

Shasta County QPR Trainers:

Lindsay Heuer – Shasta County HHS, Public Health Lisa Stout – Northern Valley Catholic Social Service Nora Smith – Shasta County Veteran Services Office Lorie Ratliff – Redding Rancheria	Jennifer Ely – Pathways to Hope for Children Eric Friend – Pathways to Hope for Children Angie Cravens – Shasta County Probation
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QPR Trainings Provided: 7/2020 – 6/2021

- Redding Rancheria Head Start Program; 1/12/21
- Redding Rancheria Behavioral Health Staff; 2/21/2021

Contracted Trainings – Lotus Educational Services, Inc.; Marcia Ramstrom

safeTALK (4-hour training)

- Trainings were unable to be provided during this reporting period due the COVID-19 pandemic safety mandates and the in-person participation training requirement.

ASIST - Applied Suicide Intervention Skills Training (2-days; 16 hours)

- Trainings were unable to be provided during this reporting period due the COVID-19 pandemic safety mandates and the in-person participation training requirement.

STRATEGY 3: EDUCATE COMMUNITIES TO TAKE ACTION TO PREVENT SUICIDE

Date of Event	Event	# of Materials
9/2020	Redding Pride Festival 2020 (Drive-Thru)	250
10/21/20	Northern Valley Catholic Social Services – Materials Delivery	150
11/13/2020	Nice Shot Materials Delivery	300
5/12/2021	SP Resources for Vaccine Clinic	200
5/13/2021	Juvenile Hall – SP Materials	100
5/14/2021	Minds Matter Mental Health Fair (Drive-Thru)	200
6/23/2021	Materials to Nor-Cal OUTreach	200

The peer support programs that address suicide prevention and intervention services as well as services provided after a suicide or suicide attempt that offer follow-up care for survivors and their families have been fostered during this reporting period were as follows:

Speaking of Suicide (SOS) support group met virtually on Wednesdays from 5:30PM – 7PM. When COVID mandates permitted, meetings were also held in-person at the Hill Country CARE Center.

During the previous reporting period, Facebook “Likes” were at 631, and at the end of the reporting period there were 675 likes on the page. Engagement on posts rose with the regular posting schedule of two times per week. The content shared on this page ranged from resources for those that have attempted suicide, friends and family of those that are having suicidal thoughts, and those who have lost someone to suicide. The page often shared ways to cope with loss, stress, loneliness, etc. and/or local and national events and resources surrounding suicide prevention.

The community has been educated about how to safely handle potentially lethal materials such as firearms and medications during this reporting period in the following ways:

The revised Firearm Safety Brochure, which stresses the need for increased awareness and prevention efforts when it is suspected that an individual is in crisis or suicidal, were distributed to law enforcement and CCW/firearm vendor contacts, along with other suicide prevention resource materials as offered/requested. Next steps included a redistribution and meet and greet with local CCW instructors and vendors. The firearms safety brochure and safe medication disposal cards were also displayed during outreach events as resources for the community. In addition to print materials, the Suicide Prevention program also offers firearm safety cable locks to gun owners in the community who need to limit access to lethal means.

STRATEGY 4: EDUCATE COMMUNITIES TO TAKE ACTION TO PREVENT SUICIDE

The local capacity for suicide attempt and suicide data collection, reporting, surveillance, and dissemination have increased during this reporting period in the following ways:

The Suicide Prevention Program maintained direct contact with epidemiologists reporting data for Shasta County Health and Human Services Agency, and referenced reliable and recognized sources for county, state, national and international suicide reporting data.

The liaison invited the HHSA Epidemiologist to regularly attend the Shasta Suicide Prevention Workgroup meetings and discuss data with members.

Throughout the Fiscal Year, Shasta County Suicide Prevention Resources were disseminated as shown in the table below:

Resource Dissemination Shasta County Suicide Prevention	Trevor Project	Know the Signs		Suicide Prev. Hotline			Access Brochures	QPR Flyer	Directing Change	211 Materials	Website Flyer	Mobile Crisis Outreach	Estimate Outreach
	Flyers	English	Spanish	Cards	Pens	Crisis Text Line							
Shasta County Office of Education	X	X	X	X		X	X	X	X	X	X	X	400
Simpson University	X	X	X	X		X	X	X	X	X	X	X	200
Shasta College	X	X	X	X		X	X	X	X	X	X	X	500
Lotus Educational Services, Inc.	X	X	X	X	X	X	X	X		X	X	X	300
The Woodlands Apartment Complex	X	X	X	X	X	X	X	X		X	X	X	100
One Safe Place	X	X	X	X		X	X	X		X	X	X	200
Redding Pride Festival 2020	X	X	X	X		X	X	X		X	X	X	250
Northern Valley Catholic Social Services	X	X	X	X		X	X	X		X	X	X	150
SP Resources for Vaccine Clinic	X	X	X	X	X	X	X	X		X	X	X	200
Juvenile Hall – SP Materials	X	X	X	X		X	X	X		X	X	X	100
Minds Matter Mental Health Fair (Drive-Thru)	X	X	X	X	X	X	X	X		X	X	X	200
Materials to Nor-Cal OUTreach	X	X	X	X	X	X	X	X		X	X	X	200