# Suicide Prevention Fiscal Year 19/20 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 41 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. This quarter, resources were directly distributed to Shasta Builder’s Exchange, Burney Basin Days, Cal HOPE Shasta Resource Event, IMAGE Burney Resource Meeting, Mental Health Crisis Response Workshop, Shasta College Welcome Day and Student Health & Safety Fair, Redding Out of the Darkness Walk, City of Redding Health & Safety Fair, and the Redding Pride Festival. IMAGE Burney Resource Meeting, Redding Chamber of Commerce, Shasta County Veteran Stand Down, Buckeye School of the Arts, and several Adverse Childhood Experiences (ACEs) presentations.

In partnership with the Stand Against Stigma committee and the Shasta Suicide Prevention Workgroup, the Captain Awesome mental health/suicide prevention campaign focused 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. Staff were in the planning stage of developing a Men’s Advisory Group, made up of local men, to provide input and feedback on past and future campaign efforts to ensure Captain Awesome effectively resonates with male community members.

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 will promote the suicide prevention website and resources such as training opportunities, outreach event, support and crisis line information, and an invitation to attend monthly workgroup meetings. The ad was placed for Winter 2019 – Spring 2020.

The liaison completed the second 8-week mind-body skills group under faculty supervision provided by The Center for Mind-Body Medicine (CMBM) with 10 HHSA employees. Participants learned and practiced several mindfulness techniques including breath work, imagery, and expressive writing. Liaison also provided a one-hour mindfulness workshop to the teaching staff of University Preparatory School in Redding.

**The Suicide Prevention Workgroup (SPW) has 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 a comprehensive guide to national and local resources for suicide prevention, counseling and medical care, and supportive programs for specific needs and groups.

SPW members continued to promote the suicide loss support group “Good Grief, and the newly developed “HOPE” attempt survivors group. These groups met two times per month in a more central meeting location at Hill Country CARE Center in Redding.

Shasta County Mental Health (SCMH) and the ACCESS team provided Suicide Prevention resources to the community as needed. A representative from SCMH attended SPW meetings regularly.

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 regularly attended Workgroup meetings.

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 participation at the Shasta Suicide Prevention Workgroup to discuss collaborative opportunities.

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

**The following organizations were represented at the Suicide Prevention Workgroup during Fiscal Year 19/20:**

* Hill Country – C.A.R.E Center
* Shasta County Office of Education
* Pathways to Hope for Children
* Northern Valley Catholic Social Services
* Veteran’s Service Office
* PSA2
* NorCal OUTreach Project
* Dignity Health
* Lotus Educational Services, Inc.
* Partnership Health
* Shasta College
* Shasta County Coroner’s Office
* HHSA, Stand Against Stigma
* HHSA, Children Services
* HHSA, Adult Services
* HHSA, Mental Health Alcohol and Drug Advisory Board

Workgroup meeting attendance fluctuated between 12-17 participants.

Workgroup members who were unable to attend the monthly meeting were encouraged to participate by e-mail, phone or the Facebook page and receive the monthly newsletter.

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

National Suicide Prevention Lifeline data is provided by Vibrant Emotional Health, for Fiscal Year 19/20:

* Total Calls: 729
* Veteran Calls: 177
* Spanish Calls: 5

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 HHSA Public Health and Suicide Prevention Workgroup websites.

### Strategy 2: Implement Training and Workforce Enhancements to Prevent Suicide

There were no QPR trainings were held during this reporting period as the Suicide Prevention Coordinator was trained during August 2020.

### Strategy 3: Educate Communities to Take Action to Prevent Suicide

**7 health fairs/events were attended with the goal to promote suicide prevention activities.**

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| --- | --- | --- |
| **Date of Event**  | **Event**  | **# of Attendees**  |
| 7/27/19  | Cal HOPE Shasta Resource Fair  | 200  |
| 8/24/19  | S Word Screening Event  | 50  |
| 8/28/19  | Shasta College Welcome Day  | 250  |
| 9/5/19  | Shasta College Health and Safety Fair  | 300  |
| 9/7/19  | Redding Out of the Darkness Walk  | 150  |
| 9/11/19  | City of Redding Health & Safety Fair  | 500  |
| 9/21/19  | Redding Pride Festival  | 1000  |
| 10/14/19 | IMAGE Meeting (Burney Resources) | 15 |
| 10/18/19 | Redding Chamber of Commerce - Greeters | 250 |
| 10/24/19 - 10/25/19 | Shasta County Veteran Stand Down | 500 |
| 12/4/19 | Buckeye School of the Arts | 200 |
| 12/17/19 | ACE Presentation | 20 |
| 1/4/2020 | Redding Health Expo | 300 |
| 3/2/2020 | More Than Sad – Turtle Bay | 50 |

**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:**

The Good Grief Suicide Loss Support Group met the 1st & 3rd Wednesdays each month.

Speaking of Suicide (SOS) support group met Wednesdays from 5:30PM – 7PM at the Hill Country CARE Center.

HOPE Attempt Survivors Group met the 2nd & 4th Wednesdays each month.

At of the beginning of the reporting period, Facebook “Likes” were at 621, and at the end of the reporting period there were 631 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.

The Firearm Safety Brochure and safe medication disposal sites magnet were also displayed and provided during outreach events to the community.

### 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 on the following page.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Resource Dissemination Shasta County Suicide Prevention** | **Trevor Project** | **Know** **the Signs** | **Suicide Prev. Hotline** |  |  | **Access Brochures** | **QPR Flyer** | **Directing Change** | **211 Materials** | **My 3** | **IOA Warmline** | **Website Flyer** | **Lifeline Koozie** | **Mobile Crisis Outrech Management** | **Estimate Outreach** |
| **Flyers** | **Eng** | **Spanish** | **Cards** | **Pens** | **Crisis Text Line** |
| Shasta Builders Exchange | **x** | **x** |  | **x** | **x** | **x** | **x** |  |  |  |  | **x** | **x** |  |  | 200 |
| Cal HOPE Shasta Resource Fair | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** |  |  | 200 |
| Redding Beer Week Opening Ceremonies |  | **x** |  | **x** | **x** | **x** |  |  |  |  |  |  |  | **x** | **x** | 500 |
| IMAGE Burney Resource Meeting | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  |  |  |  | **x** | **x** |  | 15 |
| Mental Health Crisis Response Workshop | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** |  |  | 200 |
| Redding Rodeo Closing Ceremonies |  | **x** |  | **x** | **x** | **x** |  |  |  |  |  |  |  | **x** | **x** | 300 |
| S Word Screening | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 50 |
| Shasta College Welcome Day | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 250 |
| Shasta College Health & Safety Fair | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 300 |
| Redding Out of the Darkness Walk | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 150 |
| City of Redding Health & Safety Fair | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 500 |
| Redding Christian Fellowship | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 100 |
| Redding Pride Festival | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** | **x** | **x** | 1000 |
| IMAGE Burney Resource Meeting |  | **x** |  | **x** | **x** | **x** | **x** |  | **x** | **x** |  |  | **x** |  |  | 100 |
| Redding Chamber of Commerce - Greeters |  | **x** |  | **x** | **x** | **x** | **x** |  |  |  |  | **x** | **x** |  | **x** | 250 |
| Shasta County Veterans Stand Down Event |  | **x** |  | **x** | **x** | **x** | **x** |  |  |  |  | **x** | **x** | **x** | **x** | 500 |
| Buckeye School of the Arts |  | **x** |  | **x** | **x** | **x** |  |  | **x** |  |  |  |  |  |  | 200 |
| ACE Presentation |  | **x** |  | **x** | **x** | **x** |  |  |  |  |  | **x** | **x** |  | **x** | 150 |
| Redding Health Expo | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** | 300 |
| More Than Sad – Turtle Bay School | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |  |  |  | **x** | **x** |  | 50 |
| Mental Health First Aid Trainings | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** |  | 200 |