

Pain Isn't Always Obvious



Suicide Is Preventable.org

# Implementation of the Know the Signs Campaign in Small Counties

## Small County Webinar

August 14, 2013



# Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



The screenshot displays the GoToWebinar interface. On the left, a chat window shows a message titled "conference" with a red box around it. The main window is titled "Attendee List (2 | Max 101)" and shows a list of attendees under the heading "Attendees (1)". The list is sorted by "NAMES - ALPHABETICALLY" and contains one entry: "you know who (Me)". Below the attendee list is a search bar. The "Audio" section shows "Telephone" and "Mic & Speakers" options, with "Mic & Speakers" selected. A "MUTED" indicator and a volume slider are visible. The "Questions" section has a text input field containing "[Enter a question for staff]" and a "Send" button. A red arrow points to the "Send" button. At the bottom, the webinar title "practice" and ID "Webinar ID: 158-173-683" are displayed, along with the "GoToWebinar" logo.

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

# 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](https://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](https://suicideispreventable.org)



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

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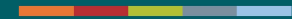
# Campaign Materials



El Sufrimiento No Siempre Se Nota

**RECONOZCA  
LAS SEÑALES**

El Suicidio Es Prevenible



Para aprender más visite:  
[www.elsuicidiooesprevenible.org](http://www.elsuicidiooesprevenible.org)

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

# Campaign Materials

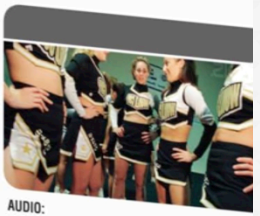
## TITLE: SHARING



**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
- Reckless 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](http://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](http://suicideispreventable.org) learn how to get the conversation started.

- | START THE CONVERSATION                      | ASK ABOUT SUICIDE                 | LISTEN                        |
|---|-----------------------------------|-------------------------------|
| Mention the warning signs you are noticing. | "Are you thinking about suicide?" | Express concern and reassure. |

### REACH OUT

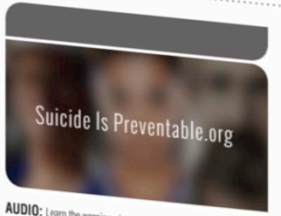
**YOU ARE NOT ALONE**  
 If you even see one warning sign, step in or speak up. But you don't need to do it alone. Help is available. To find local resources, visit: [suicideispreventable.org](http://suicideispreventable.org)

**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.

**VISUAL:** AS CAMERA STAYS ON THE CHEERLEADER, THE GYM GROWS SILENT FOR A BEAT.



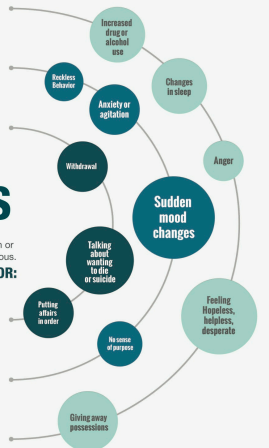
**AUDIO:** If someone having thoughts of suicide could share this easily, they would. That's why they need your help.



**AUDIO:** Learn the warning signs of suicide so you know what to look for and how to help.

## 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](http://suicideispreventable.org)



In a crisis call the National Suicide Prevention Lifeline: **1.800.273.8255**

# KNOW THE SIGNS for suicide

[suicideispreventable.org](http://suicideispreventable.org)

# Today we'll hear from:

- Humboldt County
- Glenn County
- Sutter/Yuba Counties
- Nevada County
- Calaveras County
- Shasta County
- Butte County
- And YOU!

# Humboldt County



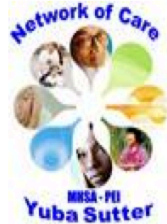
Know the Signs materials are part of a broad outreach strategy included in:

- Bus Ads
- Community events
- ASIST & QPR trainings
- Customized brochures
- Posters
- Media Insert



# Sutter/Yuba Counties

**John Floe, MAOM**  
**Prevention Services Coordinator**  
**Sutter - Yuba Network of Care Web Master**  
**Sutter - Yuba Mental Health Services**  
**1965 Live Oak Blvd Yuba City, CA 95991**  
**Phone - 530-674-1885 ext. 114**  
**Fax - 530-673-1810**  
[www.sutter.networkofcare.org](http://www.sutter.networkofcare.org)  
[www.yuba.networkofcare.org](http://www.yuba.networkofcare.org)



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

# Sutter/Yuba County newsletter

A newsletter of hope and voice for the Yuba Sutter area.

Yuba and Sutter County  
California Mental Health Services Authority  
Suicide Prevention Initiative  
Prevention and Early Intervention

**Contributing Writers:**  
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**Editor:**  
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Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable

**Know the Signs  
Suicide Prevention and Awareness  
Campaign**



John Floe coordinates the Sutter-Yuba Prevention and Early Intervention program and is a key community member in leading the charge in suicide prevention awareness.

"Although talking to a person about suicidal thoughts or behaviors can be difficult, knowing what to say and do can be the difference between life and death."  
~John Floe, MAOM

Helping others recognize the warning signs of suicide which can often be subtle.

Our goal is a healthy community where people are empowered to reach their full potential.

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

# Calaveras County

**SURROUNDED BY FRIENDS**

**NEVER FELT SO ALONE**

Even with friends and family around, someone experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. The warning signs — like withdrawal, depression or hopelessness — are there, but not always obvious. Visit [suicideispreventable.org](http://suicideispreventable.org) to learn the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

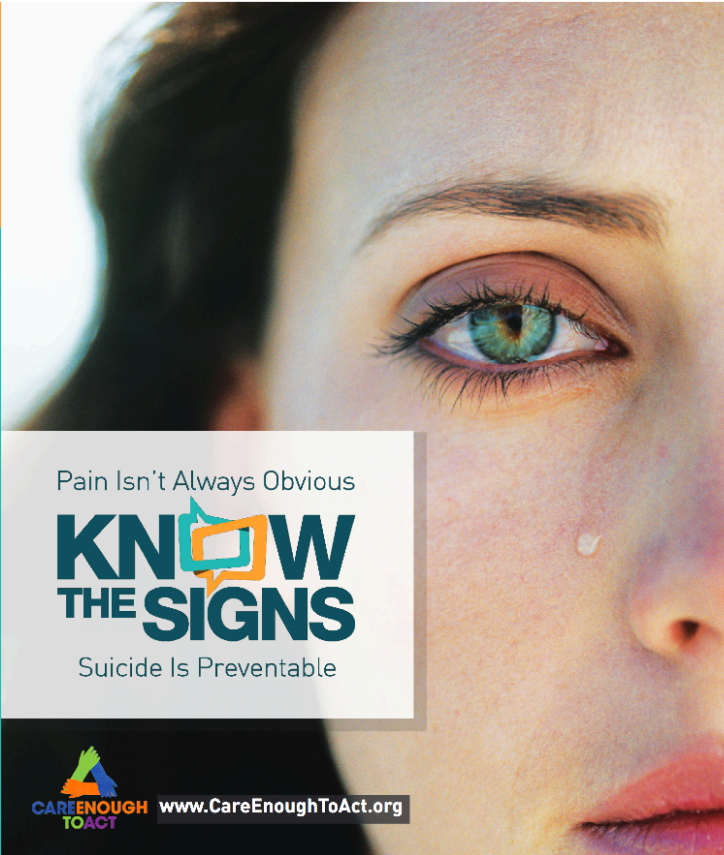
Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
Suicide Is Preventable

Calaveras County 24 hour  
Hotline: 800-499-3030

National Hotline:  
800-273-TALK (8255)

Know the Signs >>

# Butte County



Pain Isn't Always Obvious

**KNOW  
THE SIGNS**

Suicide Is Preventable



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

A SPECIAL ADVERTISING SUPPLEMENT TO CN&R



Cindy McDermott & Jeremy Wilson

## How to Get INVOLVED

MANY PEOPLE SEE THE SIGNS OF SUICIDE BUT ARE AFRAID TO GET INVOLVED. TALKING ABOUT IT CAN SAVE A LIFE-CARE ENOUGH TO ACT.

### STEP 1 - Start the Conversation

**MENTION THE SIGNS** that prompted you to become concerned. This makes it clear you aren't asking "out of the blue" and makes it more difficult for the person to deny something is bothering them.

**ASK DIRECTLY** about suicide. Asking directly and using the word "suicide" establishes that you and the person at risk are talking about the same thing and you are willing to openly talk about it.

### STEP 2 - Listen, Express Concern and Provide Reassurance

**IF THEY ANSWER "YES"** to your direct question about suicide, stay calm and don't leave them alone until further help is obtained.

**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.

**LET THEM KNOW YOU CARE.** Showing you

are genuinely concerned for them and take their situation seriously will go a long way in your support efforts.

### What Not to Say

**DON'T ASK** in a way that indicates you want "no" for an answer. For example, "You're not thinking about suicide, are you?" or "You're not thinking about doing anything stupid, are you?"

**DON'T ENCOURAGE** them to do it. You may want to shout in frustration or anger, but this is the most dangerous thing you can say.

**DON'T PROMISE SECRECY.** They might say they don't want anyone else to know they are suicidal and you may be concerned they will be upset with you, but when someone's life is at risk it is more important to ensure their safety.

### STEP 3 - Create a Safety Plan

**ASK THEM** if they have access to any lethal means—weapons or medications—and help remove them from the vicinity. Another friend, family member or law enforcement

may be needed to assist with this.

**DO NOT PUT YOURSELF** in danger; if you are concerned for your own safety, call 911.

**CREATE A SAFETY PLAN** together. Ask them what will keep them safe until they meet with a professional.

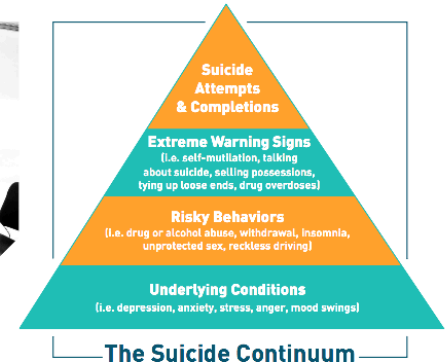
**ASK THEM TO** refrain from drug or alcohol use, or have someone monitor their use.

**GET A VERBAL COMMITMENT** that they will not act upon their suicidal thoughts until they get professional help.

### STEP 4 - Get Help

**PROVIDE THE PERSON** with national or local resources. Call the National Suicide Prevention Lifeline anytime at 1-800-273-8255. The Butte County Crisis is 1-800-334-6622. More local resources can be found at [www.SuicideIsPreventable.org](http://www.SuicideIsPreventable.org) and on page 8 of this publication.

**IF YOU FEEL** the situation is critical, take the person to a nearby emergency department or walk-in psychiatric crisis clinic or call 911.





# Butte County Ad

## AFSP Suicide Prevention Walk

**SATURDAY SEPTEMBER 14 | DOWNTOWN CHICO PLAZA**

**9AM**

*Onsite Registration*

**10AM - NOON**

*Program and 9-block Walk*

**REGISTER ONLINE:**

[www.afsp.org/chicowalk](http://www.afsp.org/chicowalk)

**KNOW THE SIGNS:**

[SuicideIsPreventable.org](http://SuicideIsPreventable.org)

(A CALMHSa site)

*Ad sponsored by: [AlexProject.org](http://AlexProject.org)*

**If you need help now text ANSWER to 839863 or call 1-800-273-TALK (8255)**



# Nevada County – tote bags



# Glenn County

Pharmacy bags  
printed with  
campaign  
materials and  
local resources

**You have the power to make a difference.**

**The power to save a life.**

In a crisis, call  
**WellSpace Health**  
at **1.800.273.TALK (8255)**

For older adults, please call  
**the Friendship Line**  
at **1.800.971.0016**

To access local services, please call  
**1.530.934.6582**

Supported by the  
Glenn County Behavioral Health Department

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

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# Other counties on the call

- Shasta County
- Others



# Questions & Discussion

If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



# What's next for Know the Signs?

- Next media buy begins in September
- Workgroups to develop culturally appropriate outreach materials
  - LGBTQ youth, African-American are underway
  - Preparing to launch Asian/Pacific Islander Youth and low literacy Spanish speaking individuals
  - Recruiting for Vietnamese, Hmong, Lao, Khmer, Tagalog, Korean, Cantonese/Mandarin
- Catalog of materials created by Native American communities

# Small County Webinars

- **Next webinar will be in October – NOTE we are changing the regular time from 2<sup>nd</sup> Wednesdays at 1:30pm**
  - Avoid Wednesdays 1-2pm and 3rd Tuesdays from 1:30-2:30
- We need your feedback – what other time would work for you?

# Small County Webinars

- Proposed topics
  - October: first responders
  - Others: Faith communities, substance abuse, finding and using data part 2, health care providers, Native American communities, reaching out to men part 2
- **Other suggestions?**



# All County Webinars

- Third Tuesday of the month from 1:30-2:30 beginning in October
- Anticipated topics
  - Refresher of campaign materials
  - Resources for reaching out to primary care providers
  - New mobile app
  - Final wrap up

# Raise your hand!

**Who is planning to attend the CalMHSA  
Statewide Collaborating Workgroup meeting in  
September?**

# Thank you!

Pain Isn't Always Obvious



Suicide Is Preventable.org

Theresa Ly  
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Sandra Black  
sblack@edc.org

**Next small county webinar:**

**October – date and time TBD**

**Suicide prevention and first responders**

Please fill out  
the  
Evaluation!

Webinar will be archived on  
[www.yourvoicecounts.org](http://www.yourvoicecounts.org)