

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

suicideispreventable.org

Suicide Prevention Outreach to Men

March 13, 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



Why focus on men?

- Most suicide deaths are men (numbers *and* rates)
 - Men die from suicide more than 3:1 as women
- Many risk factors: divorce, alcohol abuse, firearm ownership, economic problems, rural
- Depression symptoms are often masked in men (may show as anger)

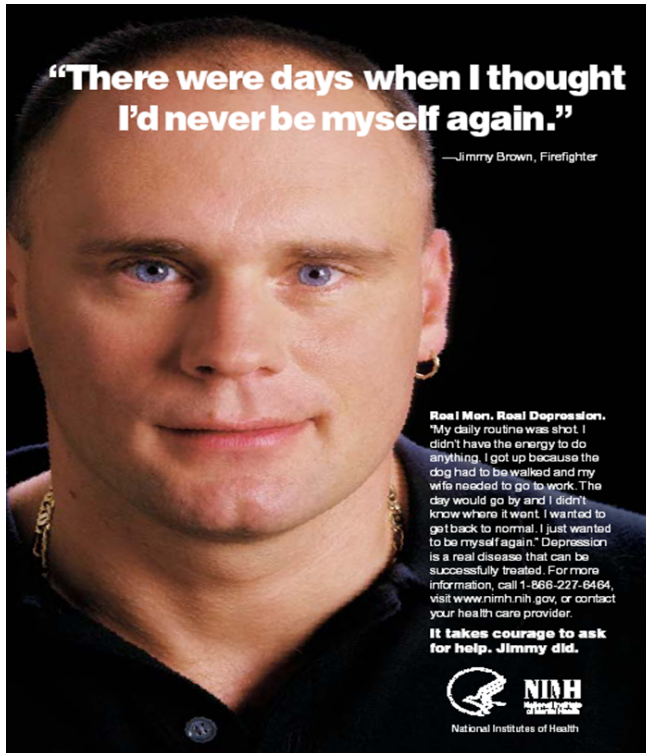
Why focus on men?

- Less help-seeking among men
- Depression symptoms are often masked in men (may show as anger, fatigue)
- Men may be an under-served population in suicide prevention.
- Are we using the right language, the right approaches to engage at-risk men?

Other campaigns to reach men...

Take Time to be a Dad today


Men in Gowns (preventive health)



“There were days when I thought I’d never be myself again.”
—Jimmy Brown, Firefighter

Real Men. Real Depression.
“My daily routine was shot. I didn’t have the energy to do anything. I got up because the dog had to be walked and my wife needed to go to work. The day would go by and I didn’t know where it went. I wanted to get back to normal. I just wanted to be myself again.” Depression is a real disease that can be successfully treated. For more information, call 1-866-227-8464, visit www.nimh.nih.gov, or contact your health care provider.

It takes courage to ask for help. Jimmy did.



NIH
National Institutes of Health



This year thousands of men will die from stubbornness.

Learn the preventive medical tests you need. ahrq.gov



CLEAR CHANNEL 4441

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

Often “man campaigns” use

- Themes of bravery, heroism, toughness (Don't Mess with Texas, Real Men/Real Depression)
- Tongue in cheek humor (Texas, Men in Gowns)
- Men talking directly to other men (Real Men, Men's Shed Movement)

San Diego It's Up to Us campaign

Focused around the word "UP"



Learn the warning signs of suicide.

Signs of Crisis and Concern

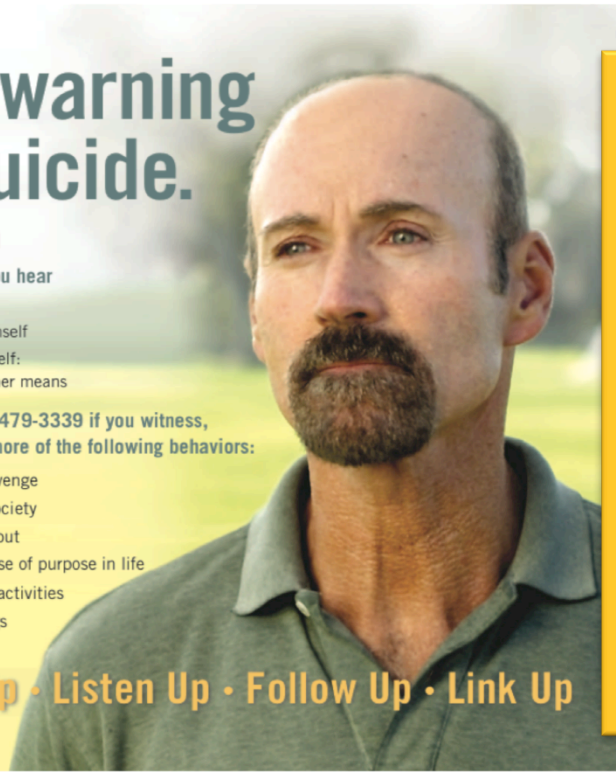
Call 9-1-1 or seek immediate help if you hear or see any one of these behaviors:

- › Someone threatening to hurt or kill themselves
- › Someone looking for ways to kill themselves: seeking access to pills, weapons, or other means

Call the Access & Crisis Line at (800) 479-3339 if you witness, hear or see anyone exhibiting one or more of the following behaviors:

- › Feeling hopeless, angry, or seeking revenge
- › Withdrawing from family, friends or society
- › Feeling trapped – like there's no way out
- › Expressing no reason for living; no sense of purpose in life
- › Acting recklessly or engaging in risky activities
- › Increasing their use of alcohol or drugs

Read Up • Speak Up • Listen Up • Follow Up • Link Up



Read Up
on signs and symptoms

Speak Up
and talk openly

Listen Up
and be attentive

Follow Up
and offer support

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

Tough Times: Middle-aged Men



Problems only magnify in silence.

Speak up. Help is available. **ToughTimesSD.org**

It's UP to US

OHHS



andora Radio - Listen x Portrait of a mature ma x psychologist - Google x It's Up to San Diego | It x

EMERGENCY CALL 911 HOTLINE CONTACT US UP2SD.ORG

Search Site SEARCH

COURSELF 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, DEPRESSION

PLAY VIDEO

FIND HELP NOW

CRISIS HOTLINE:
(888) 724-7240

LOCAL RESOURCE:
CALL 2-1-1

COURAGE TO CALL:
DIAL 2-1-1

50733.jpeg Show All

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

Targeted Campaigns

Have you been feeling sad, troubled or worried?

If problems are piling up, you feel trapped or that there is no way out, you are not alone.



Call for help now. The San Diego Access & Crisis Line provides free, confidential support in all languages 7 days a week / 24 hours a day.

(888) 724-7240

Up2SD.org
LINK UP FOR INFORMATION AND RESOURCES

¿Cómo puede saber si alguien está pensando en suicidarse?

Estas son algunas de las señales que debe buscar:

- ▶ Se retrae de todo el mundo
- ▶ Dice que se siente atrapado
- ▶ Habla sobre acabar con su vida
- ▶ Actúa de manera irresponsable y/o se ve distraído
- ▶ Bebe más o consume drogas
- ▶ Expresa desesperanza o falta de motivación para vivir



Si alguien que usted conoce presenta alguna de estas señales, llame ahora para pedir ayuda. La Línea de Acceso y Ayuda para Casos de Crisis de San Diego ofrece apoyo gratuito y confidencial en todos los idiomas, los 7 días de la semana, las 24 horas al día.

(888) 724-7240

www.Up2SD.org/nosotros


Conéctese para tener acceso a recursos para prevenir el suicidio.

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

Outcomes: 18 Month Follow Up Study



Of the **88%** of San Diegan's who recognized the ads:



43% had discussed them with someone else


53% increase from baseline study of those stating they know where to seek help

68% claimed this campaign has helped them learn the warning signs for suicide

Visit www.Up2SD.org for materials

Mental health challenges affect 1 in 4 adults.
Recovery is possible. Help is available.

Every day people recover from mental illness such as depression, anxiety, bipolar disorder and others. Learn to recognize the signs and don't be afraid to talk about them. Getting help with your friend or family member is the first step to a healthy future.



It's UP to US

Up2SD.org
LINK UP FOR INFORMATION AND MENTAL HEALTH RESOURCES

Live Well. Don't Die!™
HHS



It's UP to US

Crisis Hotline (888) 724-7240 Youth Site Physician Site ToughTimesSD.org Español

Search Site SEARCH

Find Help Help Others Personal Stories Learn Connect About

Link Up.
Help is available. +

FIND HELP NOW
If you or someone you care about needs to speak to someone or is in crisis and needs immediate help, please call the Access &

HELP OTHERS
Don't be afraid to step up as a friend or family member.

LEARN MORE
Mental illness, despite being common and widespread among people of all ages, is widely misunderstood. It's up to us to

RESOURCES
Find easy access to mental health and suicide prevention resources by using the links provided here.



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

Poll

Has your County tried to do targeted outreach to men?

Poll

Have you visited the ManTherapy website?

MAN THERAPY.ORG /

March 13, 2013

Jarrold Hindman, MS
Colorado Office of Suicide Prevention
303.692.2539 / jarrod.hindman@state.co.us

PARTNERS /PUBLIC, PRIVATE, NON-PROFIT

Office of Suicide Prevention



Linking Communities, Building Awareness,
Preventing Suicide
www.coosp.org

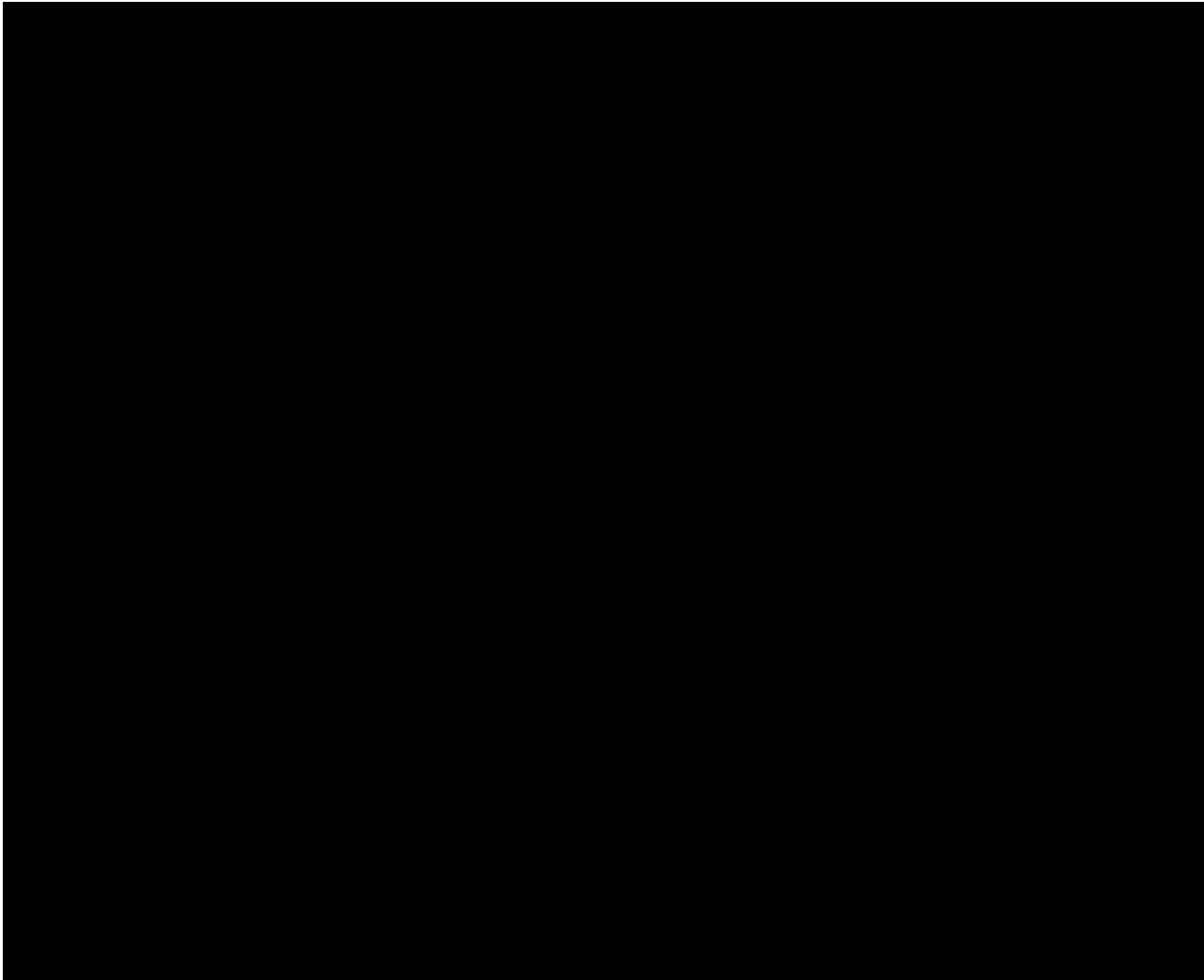


CACTUS



THE Carson J Spencer
FOUNDATION

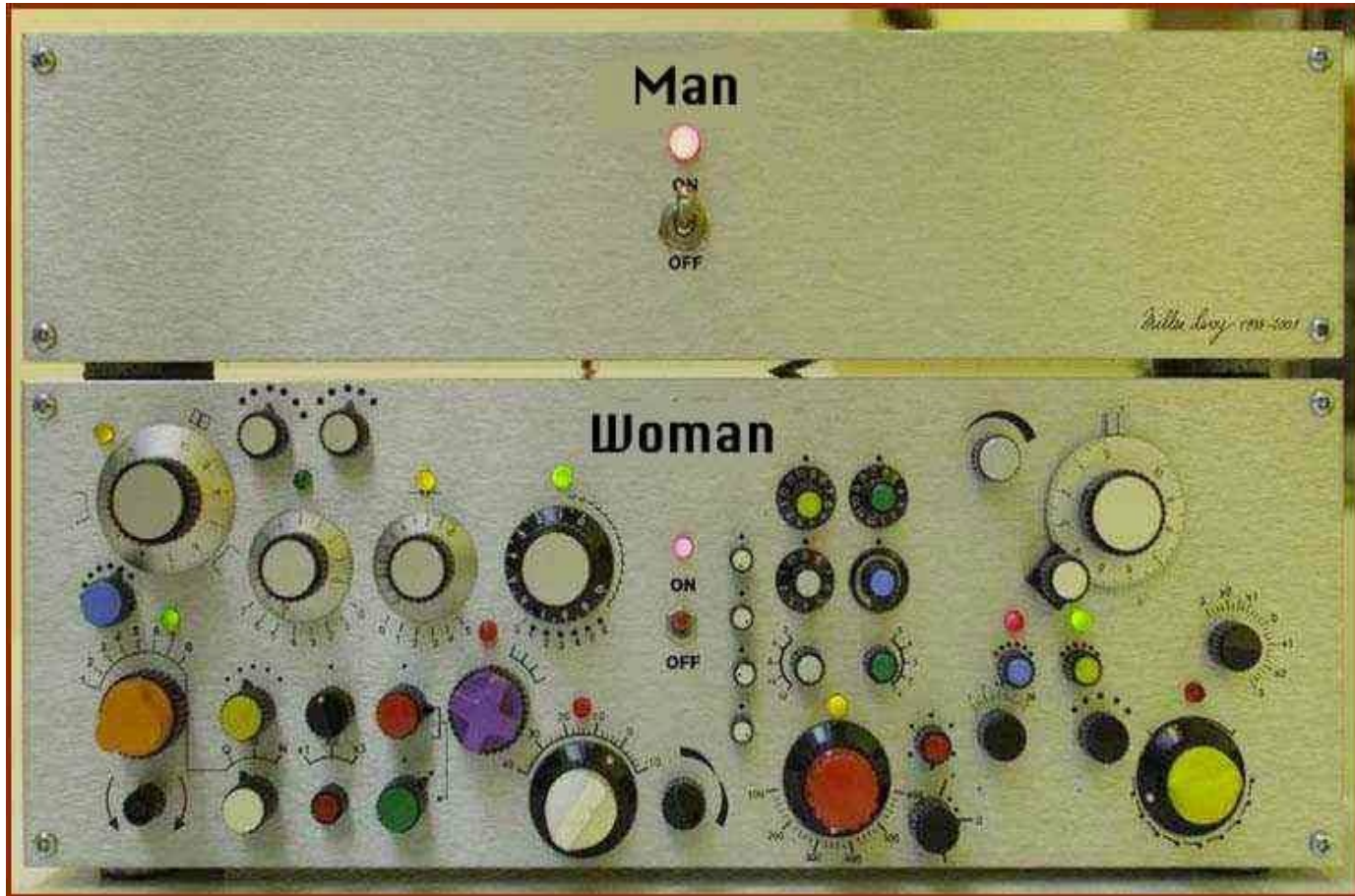
/PSA



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

D. BOONE /

“I WAS NEVER LOST BUT I WAS
POWERFULLY
BEWILDERED ONCE FOR THREE DAYS.”



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

MALE HEALTH DISPARITIES / ISSUES

- More unintentional injuries and death
- More HIV/AIDS
- More liver disease, heart disease, heart attacks
- More smoking, binge drinking, HBP
- More homicides
- More suicides (4 to 1)
- More uninsured

SUICIDE IN COLORADO / MEN 25 TO 64

- 2011 – COHID
 - 57% of suicide deaths (520/910)
 - 36.7/100,000 (all ages, 17.4/100,000)
- 2004-2010 – NVDRS
 - 63.6% - current depressed mood
 - 49.7% - firearm
 - 46.4% - intimate partner problem
 - 39.0% - crisis within 2 wks of the suicide
 - 37.1% - disclosed intent
 - 32.8% - problem with alcohol
 - 30.0% - job problem
 - 28.5% - financial problem
 - 24.1% - physical health problem

UNDERSTANDING MALE SUICIDE /

The Male Cultural Stigma to Seeking Help

- Men are far less likely to report depression. While there is no evidence that women experience higher rates of depression, men account for only 1 in 10 diagnosed cases of depression.¹
- Men have a resistance to asking for help, communicating inner feelings and forming groups around emotional issues.²

[1] “Ranking America’s Mental Health: An Analysis of Depression Across the States.” Prepared for Mental Health America by Thomson Healthcare. November 29, 2007.

[2] “Suicide – Men at Risk”. Julie-Anne Davies and Steve Waldon. March 2004.

CONSTRUCTION OF MALENESS /

- **No Sissy Stuff** – Stigma of all stereotyped feminine qualities including openness and vulnerability. Never resemble women or display strongly feminine characteristics for fear of being a “sissy”.
- **The Big Wheel** – Success, status and the need to be looked up to for what one can do or has achieved.
- **The Sturdy Oak** – A manly air of toughness, confidence and self-reliance.
- **Give ‘em Hell** – The aura of aggression, violence and daring.

SOURCE – Advancing Suicide Prevention (2007)

BACKGROUND /

2007-2009 Research and Development Period

Research question #1: “How do we reach men in distress who do not access mental health services?”

- Five focus groups – male business leaders, sociologists specializing in men’s studies, faith leaders, employee professionals, HR professionals, mental health service providers
- Transcribed/qualitative analysis

Research Question #2: How do suicidal men “come back to life”?

- 8 in-depth interviews with men who had experienced a suicide crisis, were at least 2 years out and were now considered “thriving”; 30-54 years old
- 2-hour interviews, transcribed/qualitative analysis

FINDINGS FROM RESEARCH /

- “Men have a ‘smaller bandwidth’ of support. When stresses come, they hit harder.”
- “We need to connect the dots between physical symptoms and mental health problems.”
- “Find stories of other men with ‘vicarious credibility’ who have struggled and recovered.”
- “Target of change: ‘first thought’ (of suicide) – [rather than wait for the crisis to emerge].”
- “Humor (especially dark) helps us break down barriers. Be edgy and direct.”
- “We are taught to power through impossible expectations.”
- “Just being a man leads to choices that are damaging to mental health [talking about male norm-congruent vices that are self-medicating]”

FINDINGS FROM RESEARCH /

- “Fear of surviving overrides good sense.”
- “People with mental disorders are seen [by many men] as unstable, unreliable, lazy, poor performers, or sick...so we make fun of mental illness as a source of coping, distancing.”
- “[When I was depressed] I was a destruction machine – drinking, fighting, driving drunk – death? Who cares?”
- “I put on a front because it was necessary.”
- “If I get help, I can help someone else. It makes me feel really good.”
- “[I realized] that life was good before all this, if I could figure it out, I could get back to that. I am not a quitter. I touch-stoned back to the places I’d been before.”
- “Can’t move a couch by yourself, can’t jump a car by yourself – sometimes you just need a hand to get over the big bumps in life.”
- “Don’t give me a diagnosis – tell me what to do.”
- “Show me how to fix myself. How to stitch up my own wound like Rambo.”

CONCLUSIONS AND APPROACH /

- 1) Soften the mental health language in initial communication
- 2) Show role models of hope and recovery
- 3) Connect the dots: physical symptoms
- 4) Meet men where they are
- 5) Target “double jeopardy men”
- 6) Offer opportunities to give back & make meaning out of the struggle
- 7) Coach the people around the high-risk men
- 8) Give men at least a chance to assess and “fix themselves”

CAMPAIGN APPROACH /

Men think therapy is for women and sissies. So they don't seek the help that they need, when they need it. Let's show them that therapy and honest talk can be masculine, by providing them the therapist they need. A therapist who is a no-nonsense, man's man. A therapist who will tell it like it is. A therapist like Dr. Rich Mahogany.

MATERIALS DEVELOPED /

Mantherapy.org Website

Advertising

- :30 PSA TV Spot
- Viral Videos
- Online Banners

Outdoor

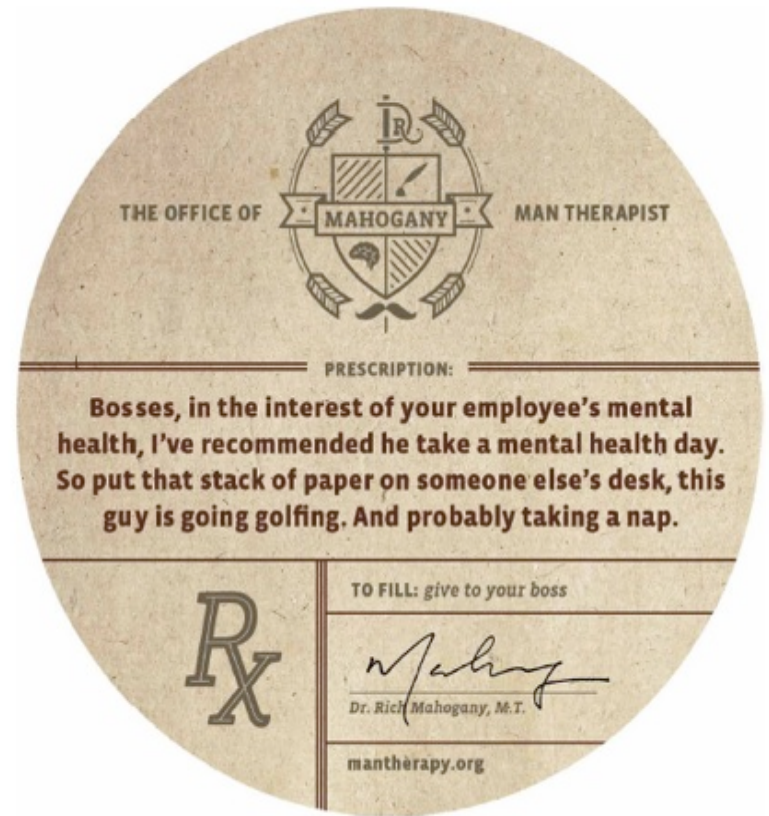
- Billboards
- Bus Shelters

Collateral

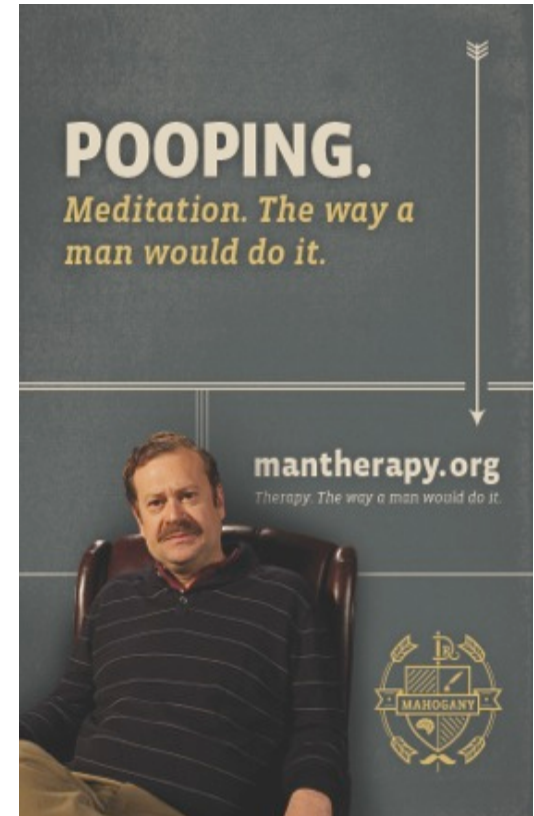
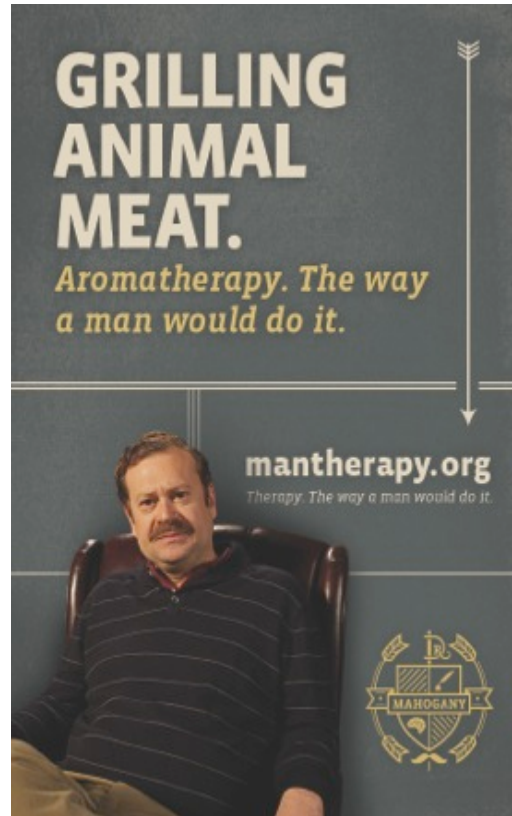
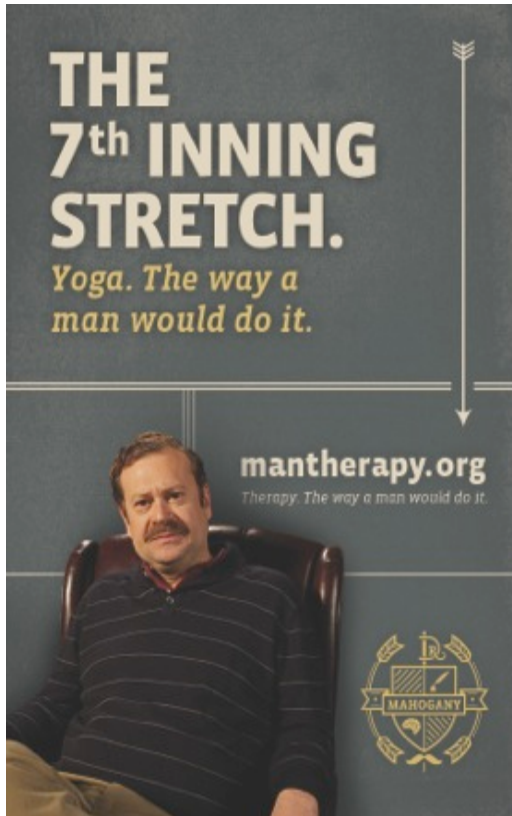
- Posters
- Coasters
- Business Card

Media Kit – Online

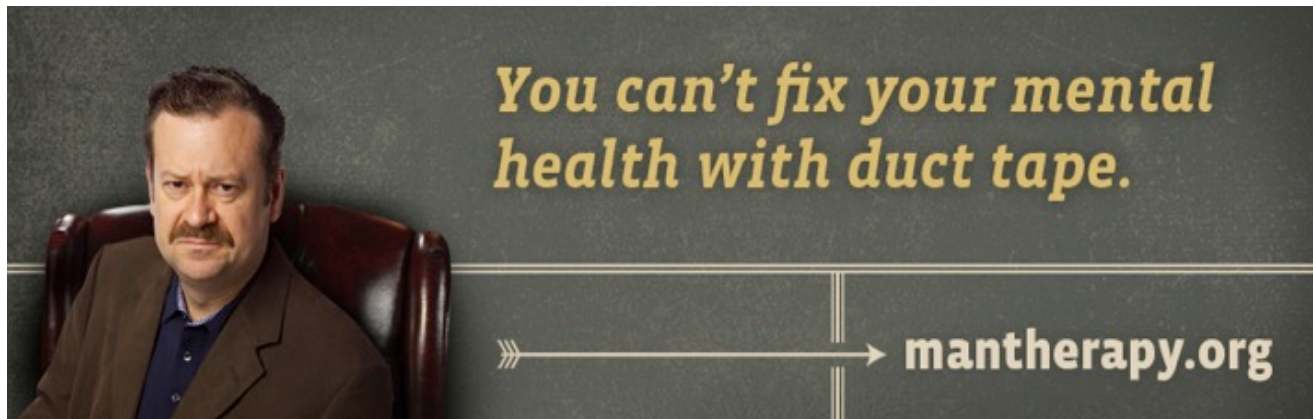
COLLATERAL / COASTERS



COLLATERAL / POSTERS



OUTDOOR / BILLBOARDS



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

COLLATERAL / BUSINESS CARD



COLLATERAL DISSEMINATION/

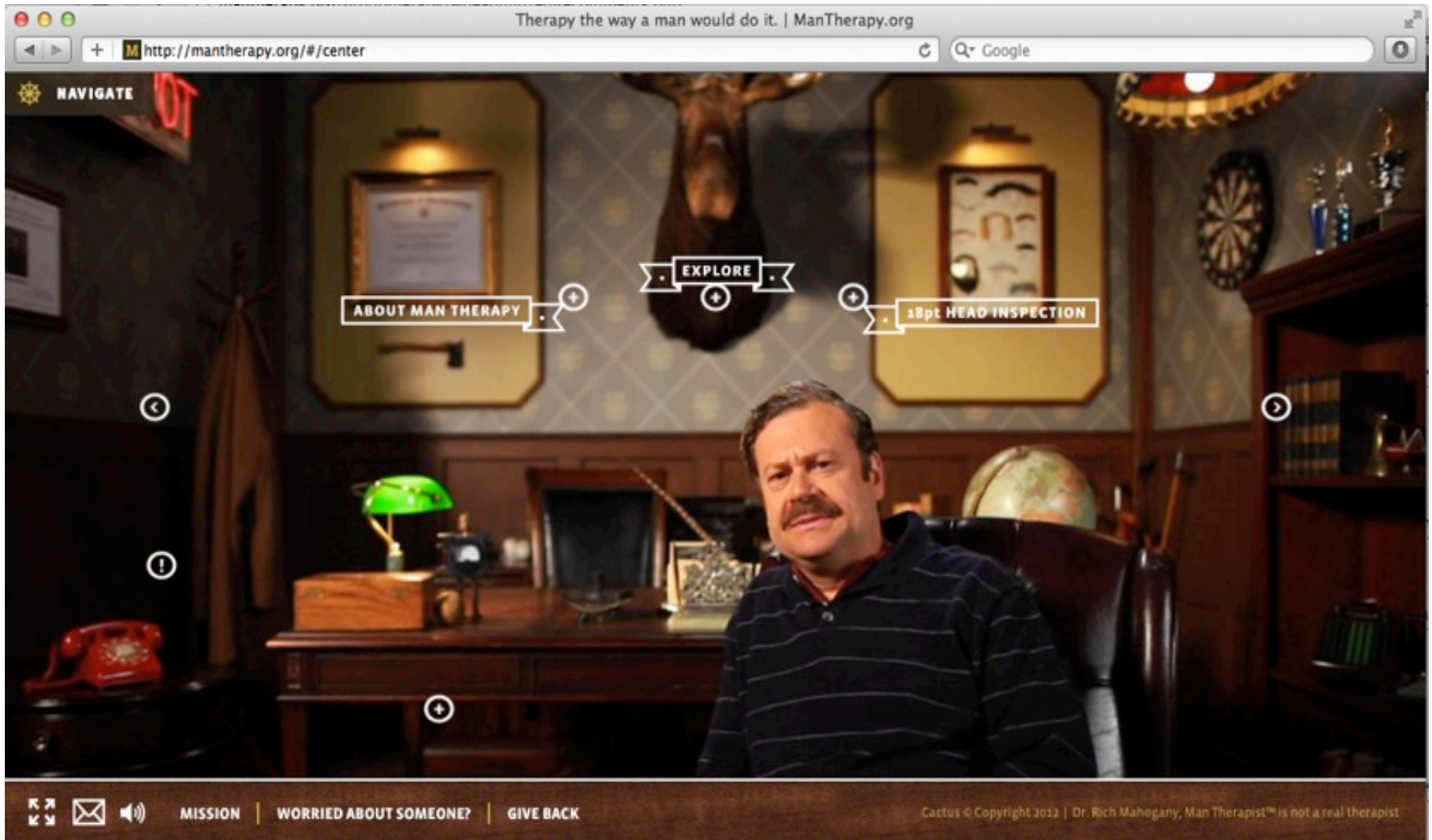
- OSP Community Grantees – 11 grantees, 28 counties (22 rural)
- Disseminate materials in non-traditional locations
 - Bars & restaurants
 - Gyms
 - Golf courses
 - Clubs (Elks, Rotary, Kiwanis, etc.)
 - Organizations that employ primarily men (law enforcement, constructions, oil and gas, etc.)
- Town hall meetings

/INTRO



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

WEBSITE /



Know the Signs >> Find the Words Mantherapy.org Reach Out

/ABOUT



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

/RESULTS...NOT SO HOT



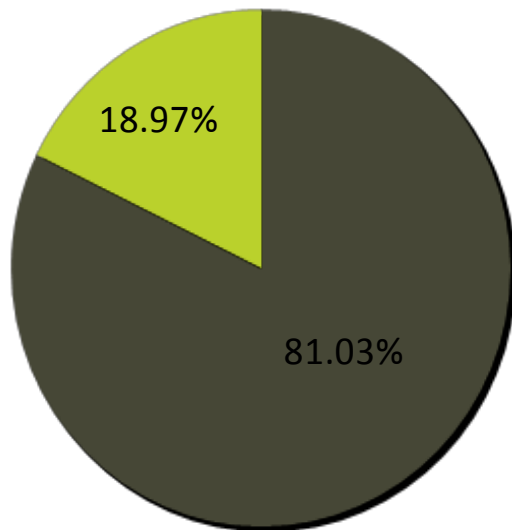
Know the Signs >> Find the Words >> Reach Out

/ ANALYTICS & EVALUATION

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

RESULTS /

■ New Visitors ■ Returning Visitors



Total Visits: 189,591

Unique Visitors: 153,521

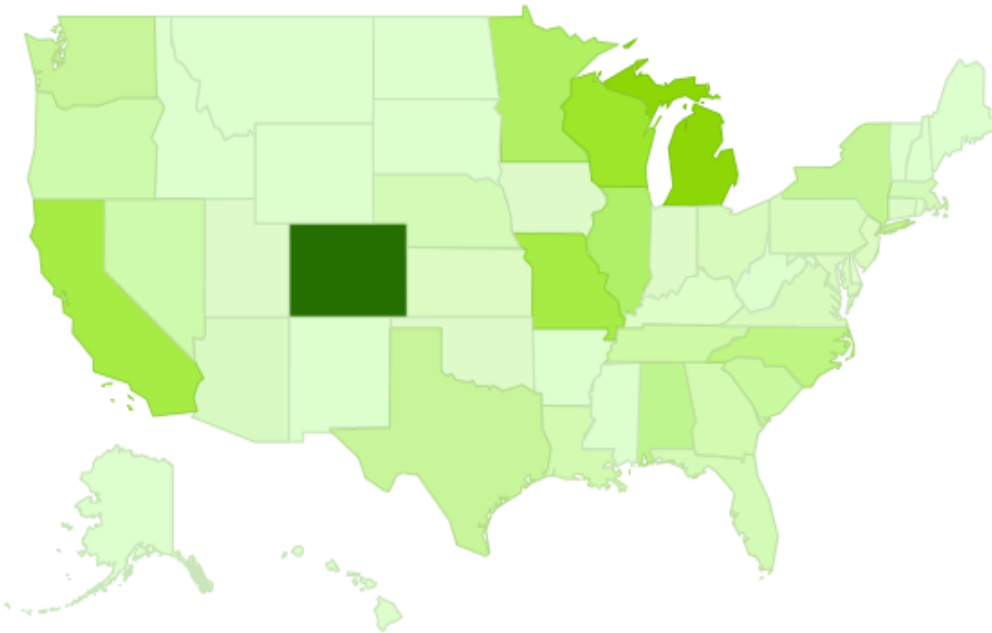
Average Time: 5:38

Quiz: 26,261

Crisis Line: 13,597

YouTube Views: 35,208

VISITS BY STATE /



1. Colorado – 33,976
2. Michigan – 13,917
3. Wisconsin – 11,561
4. California – 10,605
5. Missouri – 10,304
6. Minnesota – 8,319
7. Illinois – 7,893
8. New York – 5,932
9. North Carolina – 5,924
10. Alabama – 5,058

SURVEY /

- 77% male / 78% ages 25 to 64 / 15% active duty or veteran
- 84% would recommend the site to a friend in need
- 50% agreed or strongly agreed that after visiting the site, they were more likely to seek professional help (therapist or MH pro)
- 72% said the 18-pt Head Inspection helped direct them to the appropriate resources on the website
- 77% were satisfied or very satisfied with the quality of the Man Therapies
- 73% were satisfied or very satisfied with the info in Gentlemental Health 101
- 66% were satisfied or very satisfied with the quality of Tales of Triumph

Barrier – Very small sample size (N=258). Data are anecdotal at this point.

POP-UPS /

- 5,023 responses to 4 pop-up questions (14% of visits from 12.18.12-02.25.13)
- Gentlemental Health – 70% probably or definitely plan to use the information
- Man Therapies – 84% probably or definitely plan to use the strategies
- Tales of Triumph – 88% found the videos pretty or very helpful
- 18-Pt Head Inspection – 90% may or will definitely use the recommended techniques
 - Able to cross-tab w/ 3 response categories (A-ok, So so, Not so hot) across 4 results categories (Depression/suicide, Anger, Anxiety, Substance Use)

Barrier – No way to determine unique responses and no demographic or follow-up info

FOLLOW-UP /

GOALS:

- Measure utilization of recommended activities
- Measure connectedness
- Measure help seeking behavior
- Measure attitudes and beliefs about suicide and mental health
- Identify independent / outside evaluation team

Barrier – Low response rate

QUALITATIVE FROM WEBSITE SURVEY /

“I have never regarded myself as a stereotypical macho male, but was struck by: (i) how many of the macho-male myths I subscribed to and (ii) how fast they crumble when they are examined.Thanks.”

“I am a mental health clinician and I love the idea and the concept of using humor to get men the help they need.This is such an important area.”

“Extremely engaging use of humor, not only via the actor and faux therapist, but throughout.As a therapist and a man, I was pleased to see such a resource.Well done! Hopefully this will become the model for preventative campaigns within public health using modern media.”

“Dr. Mahogany is hilarious, with just the right level of warmth to keep me feeling engaged.That's not easy!”

“My 23-year-old, summa cum laude college graduate, and new engineer son is struggling with ADHD. He will not take medication. Of course he is having problems at work. I hope one day he will try medication, but in the meantime, your website helps him feel normal.”

/YOUTUBE - COOKING



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



Thank you!

Anara Guard
aguard@edc.org

Next small county webinar:

“Means Restriction”

Wednesday, April 10th, 1:30-2:30pm

Please fill out
the
Evaluation!

Webinar will be archived on
www.yourvoicecounts.org