



Riverside County Suicide Prevention Coalition
Public Relations Work Group
Thursday February 25th @10am

In Attendance:

1. Sarah Rodriguez, Board of Supervisors District 3: sarrodr@rivco.org
2. Mary Obideyi, RUHS- Public Health: mobideyi@ruhealth.org
3. Kaylea Snaer- RUHS- Public Health: ksnaer@ruhealth.org
4. Natalie Rocha, Reach Out: natalie.rocha@we-reachout.org

Absent:

1. Kim Starrs, Inland SoCal 211 United Way: kstarrs@uwiv.org

Minutes

I. Suicide SAFE Messaging

- We discussed creating different social media graphics based off the content that was created by the Suicide Messaging Content Work Group
- The below is the acronym for “SAFE” which is a simplified guide to general, safe, and effective messaging:
 - **S.** Share helpful resources
 - **A.** Avoid singling out causes or methods
 - **F.** Focus on stigma reduction
 - **E.** Encourage prevention

II. General Suicide Messaging Document

- Below is the messaging content created by the Suicide Messaging Work Group:

Do Provide Resources

Riverside County Crisis & Suicide Helpline: 951-686-HELP
National Suicide Prevention Lifeline: 800- 273-8255

Do Promote Prevention

Use hopeful images **so** that suicide can be preventable.
Use “died by suicide” instead of successful or committed suicide.



Do Share the Signs

Teach people how to recognize a suicidal individual.

Visit <https://up2riverside.org/> for a list of warning signs and additional resources.

Don't Include Methods

Do not share specific details of location and method.

Do not use graphic or violent language and images.

Don't Normalize or Glorify

Do not make suicide seem common, normal or acceptable.

Do not point out one event (a break-up...) that was the cause.

III. Action Items

- Sarah and Natalie will collaborate on Canva to create the social media posts
- The General Suicide Messaging Document will be created as part of the toolkit created for media members
- We would like to bring this content to the Sub-committee meeting to get feedback and help finalize the messaging used in the document

IV. Next Meeting

- Thursday, March 25th, 10:00-10:30am