



## **Riverside County Suicide Prevention Coalition**

### **Suicide Messaging Content Work Group**

Wednesday March 3rd @ 10am

#### **In Attendance:**

1. Jennifer Carson, Inland SoCal 211 United Way: [jcarson@connectriverside.org](mailto:jcarson@connectriverside.org)
2. Mary Obideyi, RUHS- Public Health: [mobideyi@ruhealth.org](mailto:mobideyi@ruhealth.org)
3. Kaylea Snaer- RUHS- Public Health: [ksnaer@ruhealth.org](mailto:ksnaer@ruhealth.org)
4. Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)
5. Amenze Ogbebor, RUHS-Behavioral Health: [aogbebor@ruhealth.org](mailto:aogbebor@ruhealth.org)

#### **Absent:**

1. Gloria Moriarty, CODIE: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)

### **Minutes**

#### **I. Introductions**

- Pamela Norton from RUHS-Behavioral Health joined us for the first time today and contributed ideas to the content that we had already created
- We discussed our goals from the workgroup and that we want to focus on creating a toolkit for the media that is focused around how to safely report on suicide rather than just suicide prevention and resources
- The reason this is our goal is because there is a good amount of content regarding prevention, awareness, and access to resources but we have identified a shortage for safe suicide messaging
- The below is the acronym for “SAFE” which is a simplified guide to general, safe, and effective messaging which we discussed ideas on how to make it clear and easily understandable
  - **S.** Share helpful resources



- **A.** Avoid singling out causes or methods
- **F.** Focus on stigma reduction
- **E.** Encourage prevention
- We realized that the acronym was not in layman's terms and we had gotten too far from the research-based standards provided by [Reporting on Suicide](#)
- The edits that were made include:
  - **S.** Share prevention resources
  - **A.** Avoid causes or methods
  - **F.** Focus on stigma reduction
  - **E.** Encourage and instill hope

## **II. General Suicide Messaging Document**

- Below is the messaging content created by the Suicide Messaging Work Group and the edits that we made:
- **Do Provide Resources**

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

Use hopeful images promoting that suicide is preventable.  
Utilize safe language ( i.e. died by suicide instead of committed suicide. )
- **Do Share the Signs**

Teach people how to recognize a person with thoughts of suicide  
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 by describing and depicting methods or causes.

Do not point out or highlight events that might be the cause.

### **III. Action Items**

- The group is going to review the [Reporting on Suicide](#) website to align the language with the research
- Committee members will put there suggestions on the Google Doc and leave the original content as a template
- Kaylea will reach out to the Public Relations Work Group to update them on the changes that have been made
- Both work groups will prepare to present to the sub-committee for additional ideas and feedback

### **IV. Next Meeting**

- Wednesday, April 7th, 10:00-11:00am