



Suicide Prevention Coalition Quarterly Meeting
January 24, 2024

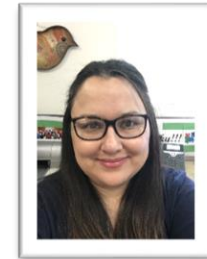
Welcome!



Coalition Leadership Team



Diana Gutierrez
RUHS – Behavioral Health
Prevention and Early
Intervention
Administrative Services Manager



Rebecca Antillon
RUHS – Public Health
Injury Prevention Services
Program Director

Agenda



- I. Suicide Prevention Coalition Overview
- II. Presenter Bailey Parnell, “#Safesocial: Social Media’s Impact on Mental Health”
- III. Q&A
- IV. Presenter Robert Youssef, “Safe Messaging Best Practices”
- V. Q&A
- VI. Closing & Announcements

Our Beliefs

- Suicide is often preventable with the right knowledge and skills.
- Everyone can play a role in suicide prevention, regardless of background or experience.



Vision Statement

Working collaboratively in Riverside County to eliminate suicide deaths and suicide attempts and increase resources and supports.





www.rivcospc.org

Upstream



Mary Hrinko



Leadership



Diana Gutierrez,
MS LMFT LPCC



Myeshia Bobo, LCSW



Rebecca Antillon

Effective Messaging & Communications



Robert Youssef

Higher Education



Lynnette Sullivan
DSW, LMFT, LPCC



Connie Marmolejo,
DRPH

Engaging Schools



Denise Granger



Kathy King

Trainings



Andrea Deaton,
LMFT



Kimberly Jow,
MPH CHES

Intervention



Jim Grisham
RN, LMFT

Postvention



Brenda Scott



Jenn Carson, DSW

Measuring & Sharing Outcomes



Lily Gallegos



Suzanna Juarez-Williamson



Krsytal Silguero

Overarching Strategic Approaches

Building Infrastructure & Support

Goal: Enhance visible leadership and networked partnerships

- Identify leaders to champion suicide prevention.
- Create a formal coalition.

Effective Messaging & Communications

Goal: Increase safe reporting of suicide and healthy social media use

- Partner with members of media to provide information about resources.
- Integrate best practices into public campaigns.
- Communication strategies for suicide loss.

Measuring & Sharing Outcomes

Goal: Advance data monitoring and evaluation

- Partner with coroners and medical examiners to develop a method for accessing data to improve suicide prevention strategies.

Suicidal Crisis Path



Supporting Strategic Approaches

Upstream

Goal: Increase connectedness between people, family members, and community

- Increase services focused on fostering a sense of belonging.
- Promote a culture free of stigma and discrimination.

Goal: Increase resiliency and help-seeking

- Integrate activities into community-based services that increase life skills.
- Expand services to increase help-seeking behaviors and promote messages of resiliency, recovery and hope.

Trainings

Goal: Increase detection and screening to connect people to services based on suicide risk

- Trainings to increase effectiveness of suicide risk screenings, assessments and trauma-informed practices.
- Trainings to support identification and intervention to effective care.

Engaging Schools

Goal: Standardize policies and curriculum to promote connectedness and address suicide risk

- Implement programs that foster social emotional growth.
- Develop and implement standardized suicide risk assessment tools and prevention plans.
- Assist schools with the implementation of trauma-informed practices.

Higher Education

Goal: Standardize policies and curriculum to promote connectedness and address suicide risk

- Increase education and awareness regarding mental illness and suicide amongst college students and staff.
- Assist schools with the implementation of trauma-informed.
- Promote increased help-seeking behaviors among college youth.

Intervention

Goal: Deliver best practices in care targeting suicide risk

- Provide information to caregivers and family members on how they can support a person at risk and help plan for safety.

Goal: Create safe environments by reducing access to lethal means

- Implement activities to reduce access to lethal means for individuals thinking about suicide.

Goal: Deliver a continuum of crisis services across the county

- Evaluate crisis services to identify gaps and potential funding sources.
- Increase awareness and utilization of crisis services.

Goal: Ensure continuity of care and follow-up after suicide-related services

- Facilitate safe, timely and effective transitions to ongoing care.

Postvention Services

Goal: Expand support and services following a suicide loss

- Expand support services for survivors of suicide loss.
- Enter into MOUs with coroners and medical examiners to coordinate responses following a suicide loss.

A portrait of Bailey Parnell, a woman with long, wavy brown hair, wearing a black top, resting her chin on her hand.

Bailey Parnell

#Safesocial: Social Media's Impact on Mental Health







Robert Youssef

Safe Messaging Best Practices



Everyone Has a Role in Suicide Prevention



If we take a step in the right direction, in being mindful of what we share, how we share and to whom we share with, then we are doing something to make a difference!



Inclusivity

HOW...

Audience

WHO...

Content

WHAT...



Inclusivity

- Make text accessible by writing in plain language.
- Don't overuse caps.
- Write hashtags with a capital letter for each word. Put hashtags and mentions at the end.
- Provide descriptive image captions.
- Include video captions.
- Be careful when using color to convey meaning.
- Promote positive inclusion and representation.

This shows others that they matter!



<https://twitter.com/i/status/1083073242330361856>

A screenshot of a tweet from Kent C. Dodds (@kentcdodds) posted on January 9, 2019, at 10:49 AM. The tweet text reads: "You think it's *cute* to **write** your tweets and usernames **this way**. But have you **listened** to what it *sounds like* with assistive technologies like *VoiceOver*?" The text in the tweet is poorly formatted, with some words in all caps and some in italics. Below the tweet text, there is a video player showing a play button and a caption that says "x button". The tweet has received 54.8K likes and 35.6K retweets. The browser address bar shows the URL: https://twitter.com/compose/tweet.

Audience

- Pay attention to your pictures.
- Pay attention to your language.
- Pay attention to your social media platform.



Audience

Questions to Consider:

1. Who are you trying to reach?
2. What do you want them to do?
3. Where are they online?



Content

Safety concerns don't mean we should avoid messaging.

Communicating to the public about suicide is critical; what's important is how we message about it.

Be mindful of language. Words Matter!

Don't reinforce negative stereotypes, myths, or stigma related to mental illnesses or suicidal persons.

This may shift beliefs, attitudes, and behaviors in the wrong direction.

SAFE Messaging: Do's and Don'ts

DO's	DON'TS
<p>Provide Resources</p> <ul style="list-style-type: none">• Riverside County Crisis & Suicide Helpline: 951-686-HELP• National Suicide Prevention Lifeline: 800- 273-8255	<p>Include Methods</p> <ul style="list-style-type: none">• Don't share specific details of location and method
<p>Promote Prevention</p> <ul style="list-style-type: none">• Use hopeful images promoting that suicide is preventable.• Utilize safe language (e.g. say someone "died by suicide")	<p>Don't Normalize</p> <ul style="list-style-type: none">• Don't make suicide seem common by describing and depicting methods or causes.
<p>Share the Signs</p> <ul style="list-style-type: none">• Teach people how to recognize a person with thoughts of suicide	<p>Don't Glorify</p> <ul style="list-style-type: none">• Don't point out or highlight events that might be the cause



Keep messages short

ruhsbh

Reconoce las Señales
Know the Signs

Obtén Ayuda Hoy
Get Help Today

LA CLAVE UseMyHand.co
UseLaCLAVE.com
TakeMyHand.co

1 like

ruhsbh Utiliza La CLAVE para conocer las señales de una enfermedad mental grave. Obten más información sobre La CLAVE en TomamiMano.co™

-

Use La CLAVE to Know the Signs of serious mental illness. Learn more about La CLAVE at TakeMyHand™

-

#TakeMyHand #EmotionalWellnessSupport

Post content in a conversational style

ruhsbh

Take My Hand UseMyHand.co

Chat with us at:
TakemyHand.co

1 like

ruhsbh New Year, same me, but I am going to love me better than ever!
Visit [TakemyHand.co](https://www.takemyhand.co)™ or download the app at the App Store.
TakeMyHand™ is always anonymous, confidential, and completely free.
#TakeMyHand #ChatSupport
#EmotionalWellnessSupport #OurPeersCare
#WeListen #WeGetIt #WeveBeenThereToo

Develop fresh and engaging content

ruhsbh

HAPPY
Holidays

Riverside University HEALTH SYSTEM Behavioral Health

4 likes

ruhsbh It's the holiday season, and we want to remind you that you're not alone. Riverside University Health System - Behavioral Health is here to help! Our 24/7 CARES Line at (800) 499-3008 can connect you with our mental health services whenever you need them. Remember, you matter to us! -



Media & Suicide Prevention

- Media plays an important role in preventing suicide.
- When media reports include helpful resources and convey a message of hope it can encourage individuals to seek help and helps reduce stigma.



When writing content for suicide or suicide prevention, it is always advisable to review the Safe Messaging Guidelines. www.sprc.org/library/safemessagingfinal.pdf

Resources

Style Guide: Reporting on Mental Health

<https://sprc.org/wp-content/uploads/2023/01/mental-health-reporting-style-guide.pdf>

Know the Signs - How to Use Social Media for Suicide Prevention: User Guide

https://emmresourcecenter.org/system/files/2017-04/SocialMedia_HowTo.pdf

CDC Social Media Tools, Guidelines & Best Practices

<https://www.cdc.gov/socialmedia/tools/guidelines/pdf/microblogging.pdf>

In the Know: Social Media for Public Health

<https://npin.cdc.gov/training/know-social-media-public-health>

Online Media Recommendations for Reporting on Suicide

<https://reportingonsuicide.org/wp-content/uploads/2022/12/ROS-One-PagerUpdated2022.pdf>

Social Media Guidelines for Mental Health Promotion and Suicide Prevention

<https://emmresourcecenter.org/system/files/2017-08/teamup-mental-health-social-media-guidelines.pdf>



Q&A



Learning Opportunities

- Know the Signs (2 hours)
- *safeTALK* (3-4 hours)
- ASIST (Applied Suicide Intervention Skills Training) (2 full days)



pei@ruhealth.org
(951) 955-3448



SAVE the DATE

Wednesday April 24th, 2024, 9 a.m. to 11:30 a.m.

Scan the QR Code to register:



After registering, you will receive a confirmation email containing information about joining the meeting.



In Closing

- Please visit the coalition's website:
www.rivcospc.org
- Next Meeting: Wednesday April 24th, 2024,
9 a.m. to 11:30 a.m.

- Join a subcommittee:



1. Open Camera app.
2. Scan QR code.
3. Click pop-up link.





Please complete
our survey:



1. *Open Camera app.*
2. *Scan QR code.*
3. *Click pop-up link.*

