

# **Suicide Prevention & Mental Health Stigma Reduction: Statewide Resources for Schools & SBHCs**



**California School-Based Health Alliance**

**March 2015**

**Theresa Ly, MPH – Program Manager, California  
Mental Health Services Authority**

**Compassion. Action. Change.**



# Webinar Housekeeping

- Everyone is in “listen-only” mode.
- Two listen options: phone or web (phone tends to be better!)
- Call in #: 415-655-0003, Access Code: 662 505 734
- Type questions in the sidebar to the right and there will be time for questions throughout.
- The webinar is being recorded.
- The powerpoint and supporting materials will be emailed to you and available on our website.



# California School-Based Health Alliance

The California School-Based Health Alliance is a statewide non-profit organization dedicated to improving the health and academic success of children and youth by advancing health services in schools.

Our work is based on two basic concepts:

- Health care should be accessible and *where kids are*, and
- Schools should have the services needed to ensure that poor health is not a barrier to learning



# Statewide Annual Conference

Join Us in sunny San Diego April 30 & May 1, 2015, for *Advancing Equity in Education & Health Care*, our statewide annual conference.

More information at [www.schoolhealthcenters.org](http://www.schoolhealthcenters.org).



**April 30 & May 1**  
**Bahia Resort**  
**San Diego's Mission Bay**

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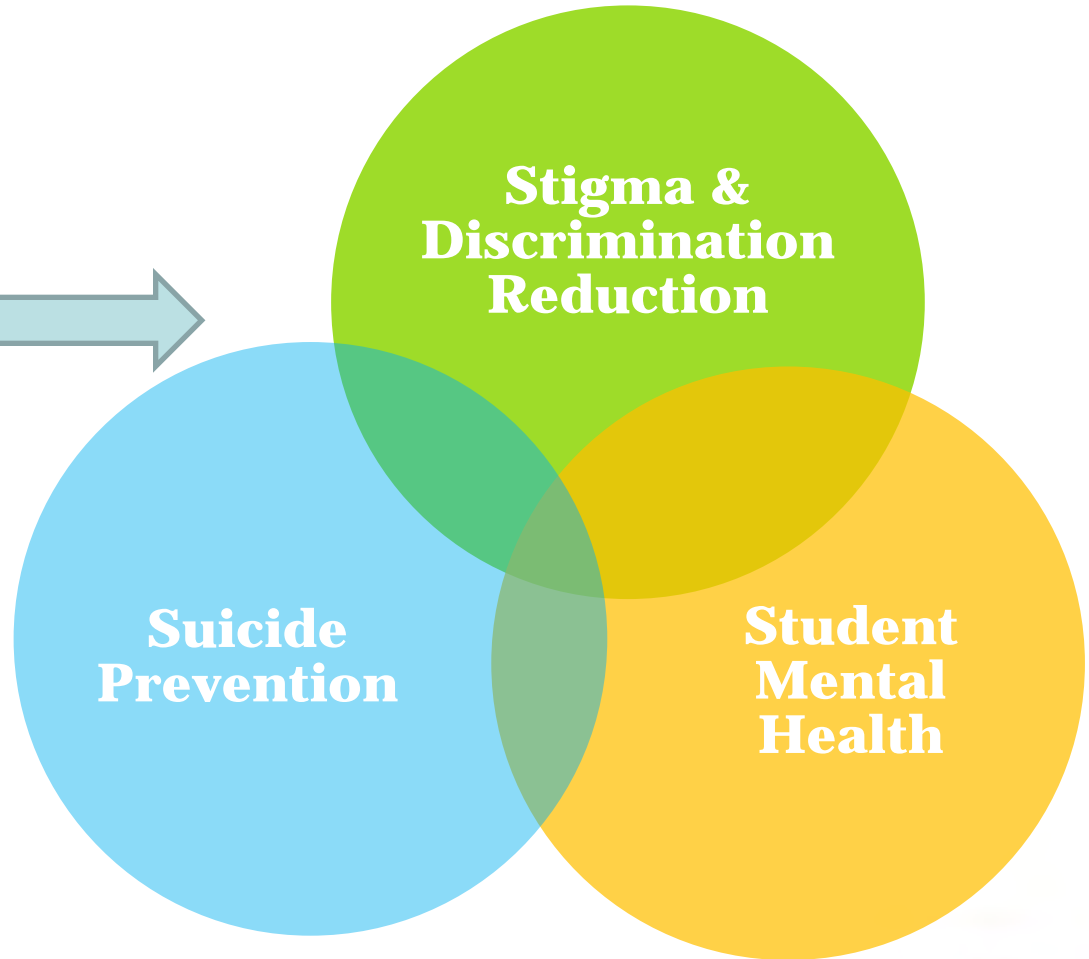
# The California Mental Health Services Authority (CalMHSA) and the Mental Health Services Act funding



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# Three statewide Prevention & Early Intervention (PEI) initiatives



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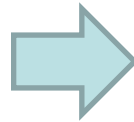


# Each Mind Matters: California's Mental Health Movement

**Stigma &  
Discrimination  
Reduction**

**Student  
Mental  
Health**

**Suicide  
Prevention**



**EACH MIND  
MATTERS**

California's Mental Health Movement



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# Each Mind Matters resources for schools



EACH MIND  
MATTERS  
California's Mental Health Movement

Pain Isn't Always Obvious



Suicide Is Preventable

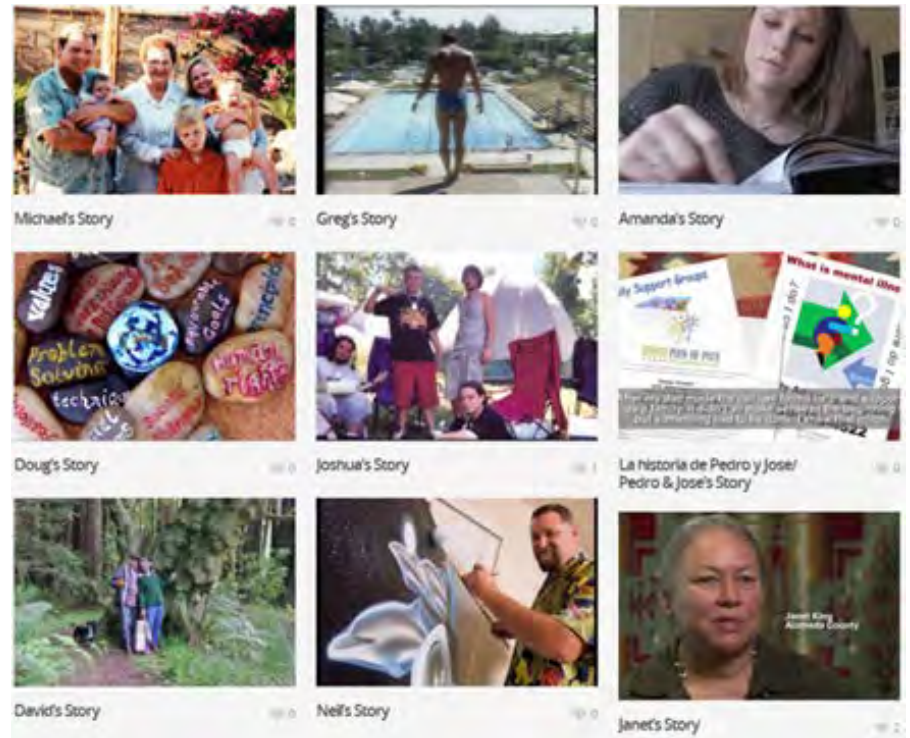


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# Resource #1: Each Mind Matters



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# Resource #2: Know the Signs

**KNOW THE SIGNS**

Know the Signs Find the Words Reach Out

## PAIN ISN'T ALWAYS OBVIOUS.

Every day in California friends, family and co-workers struggle with emotional pain. And, for some, it's too difficult to talk about the pain, thoughts of suicide and the need for help. Though the warning signs can be subtle, they are there. By recognizing these signs, knowing how to start a conversation and where to turn for help, you have the power to make a difference - the power to save a life.

KNOW  
THE SIGNS

FIND  
THE WORDS

REACH  
OUT

SPREAD THE WORD

Media | About | Contact Us | Resource Center | En Español

Know the Signs Find the Words Reach Out

## 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. Here are some ways to get the conversation started.

- 1 Start the conversation
- 2 Listen, express concern, reassure
- 3 Create a safety plan
- 4 Get help

WHAT NOT TO SAY

Know the Signs Find the Words Reach Out

## KNOW THE SIGNS

Pain isn't always obvious, but most suicidal people show some signs that they are thinking about suicide. If you see even one warning sign, stop in or speak up. Take the time to learn what to do now, so you're ready to be there for a friend or loved one when it matters most.

Select a category

**CRITICAL TEENS THE SIGNS**

- Loss of interest
- Personality change
- Withdrawal
- Neglect of personal appearance
- Changes in sleep
- Sudden mood changes
- Physical pain
- Reckless behavior
- Substance abuse
- Giving away belongings

Know the Signs Find the Words Reach Out

## REACH OUT

You are not alone in helping someone in crisis. There are many resources available to assess, treat and intervene. Crisis lines, counselors, intervention programs and more are available to you, as well as to the person experiencing the emotional crisis.

**STATE & NATIONAL RESOURCES**

**COUNTY RESOURCES**

California Statewide & National Resources

- California Statewide Resources
- National Suicide Prevention Lifeline, 1-800-273-8255
- Get Trained in Suicide Prevention
- Resources for those who have lost someone to suicide

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



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# Resource #2: Know the Signs

Pain Isn't Always Obvious

# KNOW THE SIGNS

Suicide Is Preventable

El Sufrimiento No Siempre Se Nota

# RECONOZCA LAS SEÑALES

El Suicidio Es Prevenible

Do you know the warning signs for suicide?



There are people in our community who experience intense sadness every day. They believe that their life has no meaning and there is no hope. And because they are ashamed of what they are going through and they find it difficult to understand their experience, they hide their pain. The warning signs of their call for help are there, but not always obvious. Visit [suicideispreventable.org](http://suicideispreventable.org) to learn the signs, find the words and reach out.

National Suicide Prevention Lifeline:  
1.800.273.8255

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

**KNOW THE SIGNS**

EVERYONE THINKS I'VE GOT IT TOGETHER BUT EVERYTHING'S FALLING APART.



## PAIN ISN'T ALWAYS OBVIOUS

The warning signs of emotional pain or suicidal thoughts aren't always obvious. HERE'S WHAT TO LOOK FOR:



- Sudden mood changes
- Feeling hopeless, helpless, or despairing
- Changes in sleep
- Changes in eating
- Isolation or withdrawal
- Loss of interest
- Thinking about suicide or death
- Giving away possessions
- Drinking more
- Using drugs
- Talking about wanting to die or suicide
- Writing a will
- Seeking help
- Increased drug or alcohol use

Pain Isn't Always Obvious

# KNOW THE SIGNS

Suicide Is Preventable



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# Resource #3: Reach Out Here



Thank you everyone so much for all the kind words! It means a lot to have a community that shows this much support. I don't even know any of you personally but I still feel like I'm not alone in this.—anonymous forum member



23 peer supporters of variety of ethnicities, gender who contribute to forums

Number of CA ReachOut visits: 345,102 (May 2012-August 2014)

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# Resource #4: Walk In Our Shoes



## Performance

Statewide school-based performance tour



## Website

Educational, interactive website (English and Spanish)



## Media

Targeted mass media (radio, digital, cable TV)

**Comprehensive campaign targeting 9-13 year olds**



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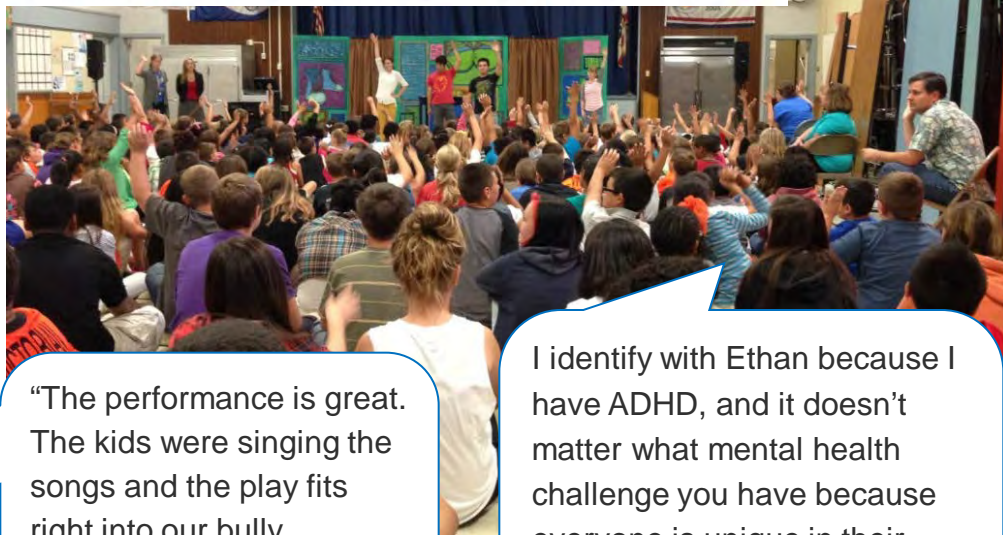
# WALK IN OUR SHOES.ORG

## Statewide Educational Campaign

- Target audience 9-13 yr. old students
- Teach mental health challenges are common and variable
- Recovery is possible

## Goals

- Encourage asking questions about mental health
- Encourage help-seeking behavior
- Reduce stigma, discrimination, and bullying with mental health challenges
- Provide teachers with materials and resources



“

“The performance is great. The kids were singing the songs and the play fits right into our bully prevention curriculum. — **School Psychologist**

I identify with Ethan because I have ADHD, and it doesn't matter what mental health challenge you have because everyone is unique in their own way and it just adds to who you are. — **Student**

”

Performance

**18,000** students  
viewed performance.

Website (make a shoe!)

**45,436** students  
engaged on website.



Dialogue

In a pre-post evaluation, RAND found significant increase in knowledge and shift in attitude after the performance

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# Resource #5: Directing Change



*"This contest represents a unique opportunity for students to become involved in raising awareness about student mental health issues and helping their peers to become better informed".*

Tom Torlakson,  
State Superintendent of  
Public Instruction, California  
Department of Education.

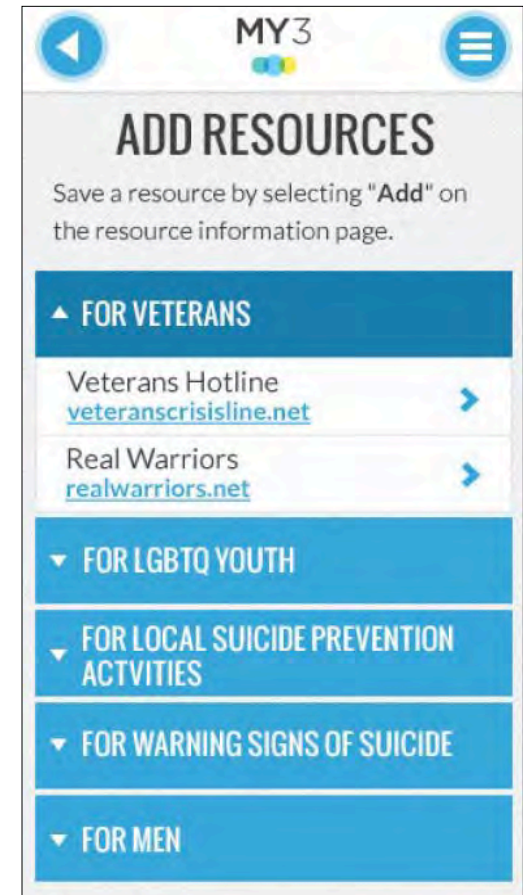
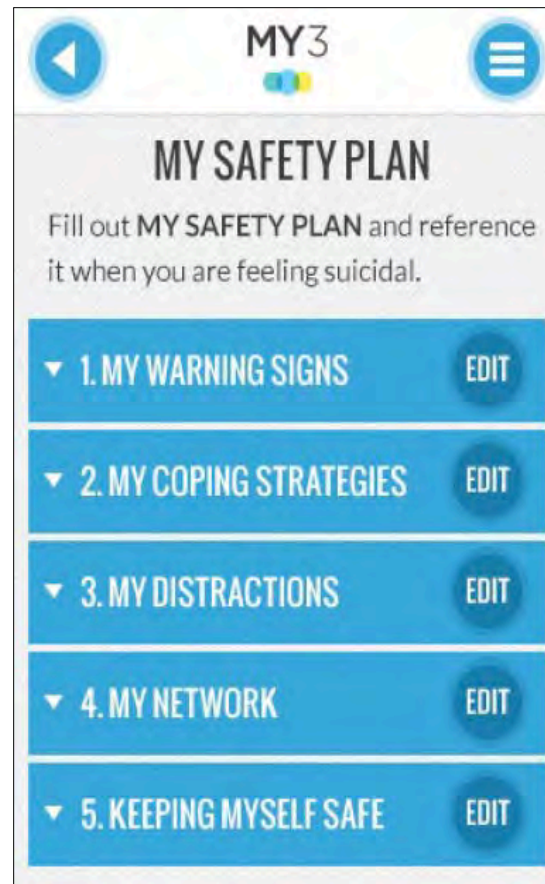
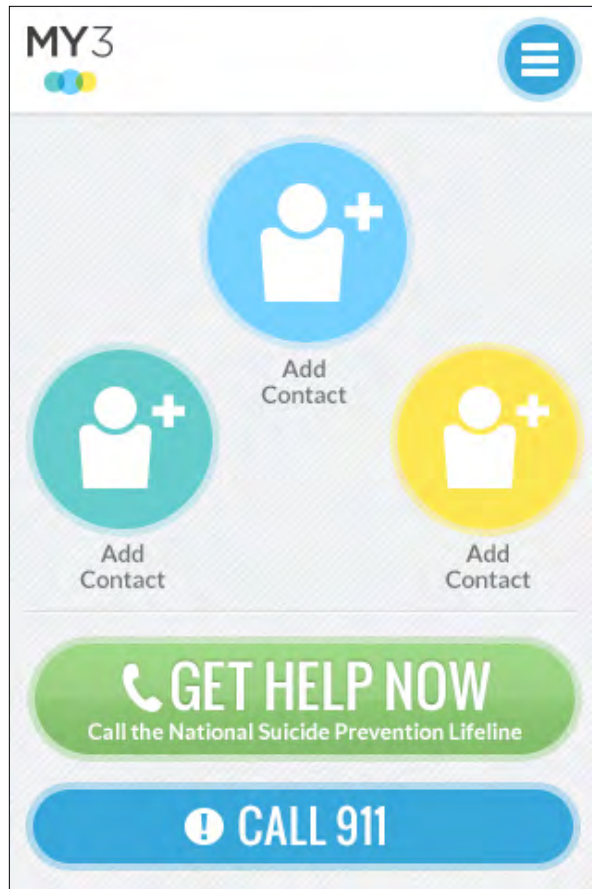
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# Resource #6: MY3 Suicide Prevention Mobile App



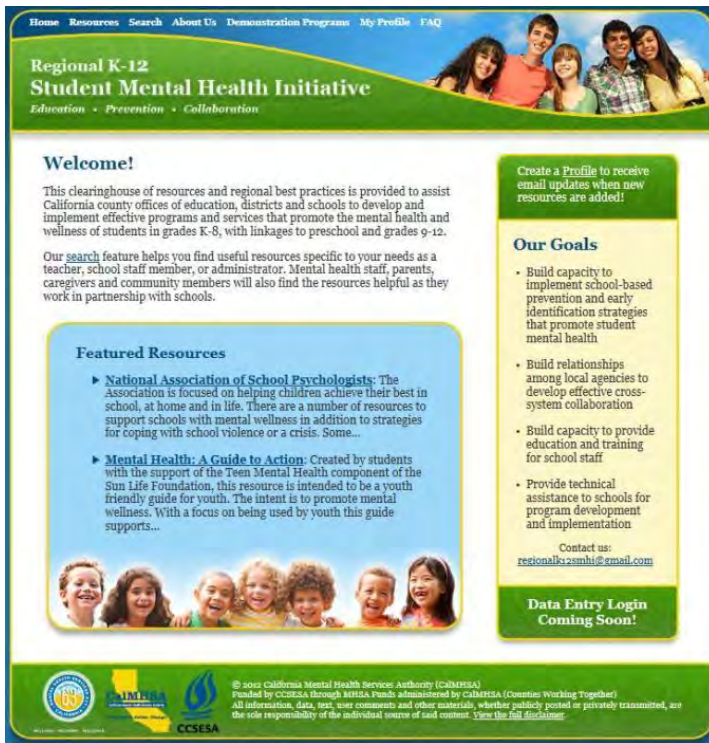
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# Resource #7: K-12 Mental Health Resources Clearinghouse

- Resources and best practices that assist California county offices of education, districts and schools to develop and implement **effective** programs and services that promote mental health and wellness of K-12<sup>th</sup> grade students
- Available programs rated as “evidence based practice”, “promising practice”, or “emerging practice”



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# Resource #7: K-12 Mental Health Resources Clearinghouse

Anger  
management

Bullying Youth Violence

Drugs/Alcohol/  
Tobacco use

Youth  
Development

Suicide

Gangs

Mental  
health/wellness

Behavior  
management

Professional  
Development

School Climate  
& Culture

Stigma and  
Discrimination  
Reduction

Pregnancy

Parent/Family/  
Community  
Collaborations

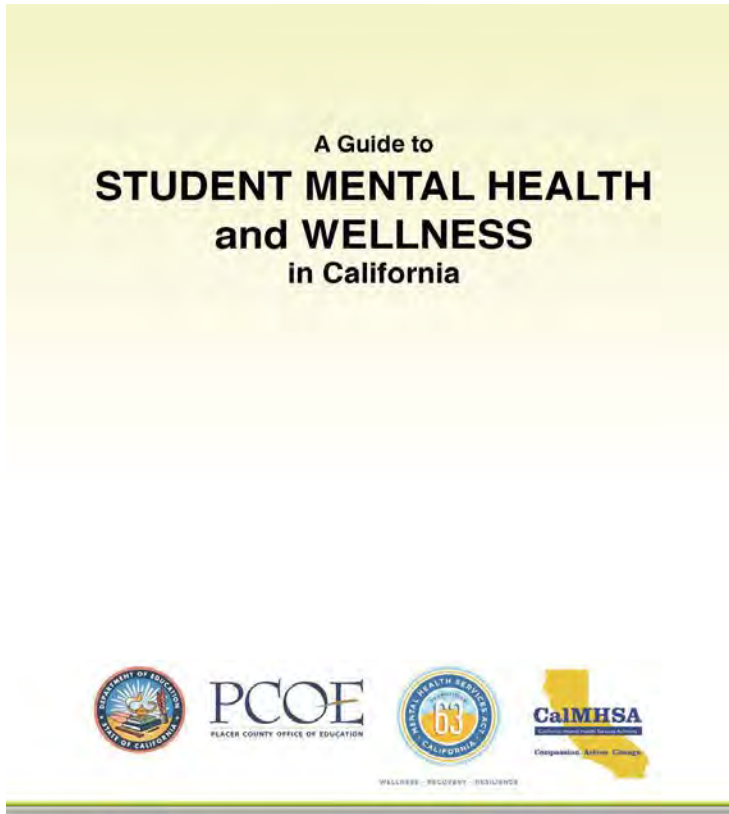


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# Resource #8: Educators Guide to Children's Mental Health in California



PCOE  
PLACER COUNTY OFFICE OF EDUCATION



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California Department of Education and Placer County Office of Education

- Behaviors and symptoms commonly associated with mental health disorders
- Affect on performance
- How to form partnerships with parents
- Common mental health disorders among children & youth

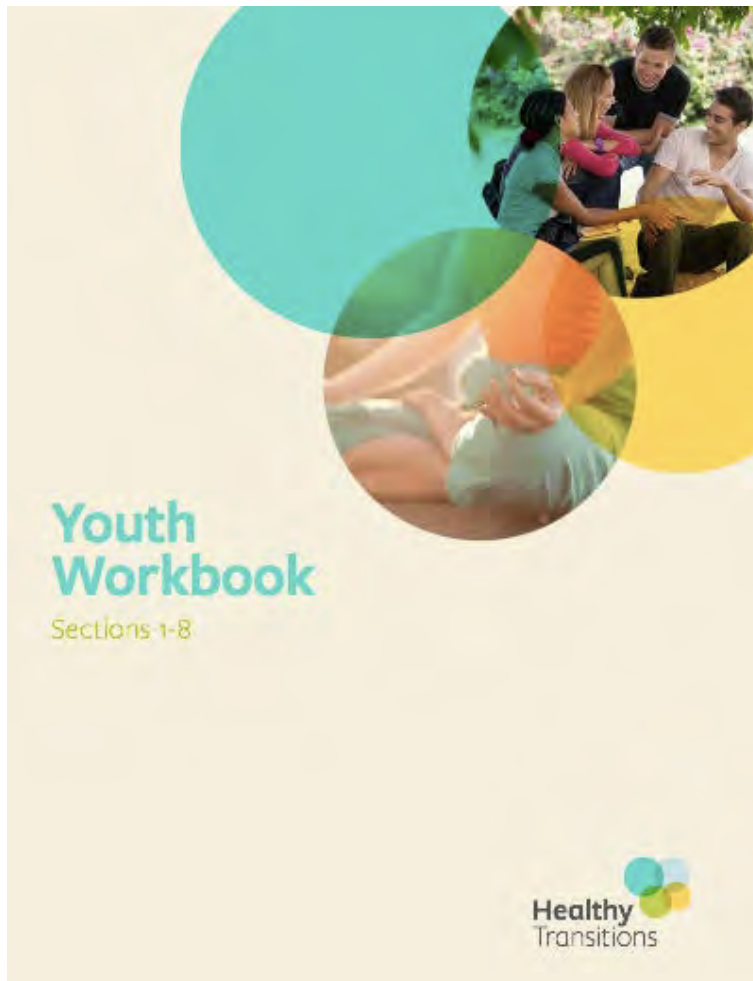
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# Resource #9: Healthy Transitions



- Created with feedback from 200 youth and Community College faculty
- Provides curriculum for young adults transitioning out of foster care
- Goal of the curriculum is to increase awareness and disseminate information about wellness and self-care

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# Resource #10: Gatekeeper Trainers



**safeTALK**





Each Mind Matters created a toolkit to help organizations raise awareness about the importance of mental health throughout the month.

Toolkit includes:

- Each Mind Matters posters & flyers
- Engaging activities
- Guides for planning events about mental health on social media
- Website banners
- And more!

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# Resources

- Each Mind Matters: [www.eachmindmatters.org](http://www.eachmindmatters.org)
- Sana Mente: [www.sanamente.org](http://www.sanamente.org)
- Walk In Our Shoes: [www.walkinourshoes.org](http://www.walkinourshoes.org)
- Ponte en Mi Zapatos: [www.ponteenmizapatos.org](http://www.ponteenmizapatos.org)
- Reach Out Here: [www.ReachOutHere.Com](http://www.ReachOutHere.Com)
- Busca Apoyo: [www.buscaapoyo.com](http://www.buscaapoyo.com)
- Directing Change: [www.directingchange.org](http://www.directingchange.org)
- Know the Signs: [www.suicideispreventable.org](http://www.suicideispreventable.org)
- Reconozca Las Senales: [www.elsuicidiesprevenible.org](http://www.elsuicidiesprevenible.org)
- My3 App: [www.my3app.org](http://www.my3app.org)
- K-12 Mental Health Resources Clearinghouse:  
<http://www.regionalk12smhi.org/>
- Mental Health Matters Month toolkit:  
<http://www.eachmindmatters.org/get-involved/spread-the-word/may-is-mental-health-matters-month/>







# Thank you!

Theresa Ly, MPH  
CalMHSA Program Manager  
[Theresa.Ly@CalMHSA.org](mailto:Theresa.Ly@CalMHSA.org)

