



Agenda: Alliance Suicide Prevention Regional Coalition Webinar

September 22, 2020 10:00 AM – 11:30 AM

**Please join my meeting from your computer, tablet, or smartphone.**

<https://www.gotomeet.me/AnnetteMarcus/coalitionwebinar>

**You can also dial in using your phone.**

United States: [+1 \(872\) 240-3412](tel:+18722403412)

**Access Code:** 115-644-093

Time	Topic and Presenter
10:00 – 10:20	Welcome and Introductions (intro's on chat) and Alliance Update Suicide Prevention Month Messaging – Annette Marcus
10:20 – 11:00	You Matter to Klamath Presentation – Abbie McClung
11:00 – 11:30	Group Discussion and Reflections



**Please enter your name,  
pronouns, title, organization,  
email and coalition in the  
chat box**

**Regional Coalition  
Webinar Sept. 22,  
2020**

# Unprecedented Challenges and Yet...

- Promote a sense of hope and highlight resilience.
- Make sure the right help is available at the right time.
- Engage individuals and communities in the healing process after an attempt or suicide



# Data News

**“Based on preliminary data, Oregon has not seen an increase in the number of suicides for the first seven months of 2020 when compared to the same time period in 2019. This is also true when compared to the average number between 2016 and 2019. Until more data (finalized data) become available, it is premature to identify any changes since the start of the COVID-19 pandemic.”**

Source: National Violent Death Reporting System (NVDRS). NVDRS includes combined and abstracted data from medical examiner, death certificate and law enforcement.

# Framework for Safe Messaging

- ▶ Safety – avoid content that increases risk for vulnerable individuals or is unhelpful by reinforcing problematic norms, conveying negative stereotypes or undermining prevention.
- ▶ Positive Narrative – promote the positive in some form, such as sharing resources, telling positive real stories, describing action steps, and featuring program success.
- ▶ Guidelines – use specific guidance or best practices that apply to messaging.
- ▶ Strategy – plan and focus messages so they are as effective as possible. This includes integrating communications with other efforts, defining clear, achievable and measurable goals, understanding the audiences, identifying a “call to action” and providing resources for taking action.



**Framework for Successful Messaging**

## AGENDA 10:00 – 11:30 a.m.

- ▶ Welcome and Alliance Update – Annette Marcus
- ▶ You Matter to Klamath , Abbie McClung
- ▶ Group Discussions and Reflections

# Alliance Update

- ▶ YSIPP 2.0 ongoing development, led by OHA with research by the University of Oregon Suicide Prevention Lab
- ▶ Updated messaging about suicide prevention
  - ▶ Connection is Critical in Preventing Suicide During Isolation of COVID-19 and CRISIS of Oregon Wildfires
- ▶ 18 LGBTQ mini-grants
- ▶ **Community Mental Health Programs respond to the wildfires**
- ▶ **Alliance website updates**

## ▶ Alliance Policy Priorities

- ▶ Requiring Behavioral Health workforce to be trained in suicide prevention, intervention and management
- ▶ Supporting continued investment in behavioral health system to prevent and treat suicide
- ▶ Extending age of YSIPP from 10 -24, to Kindergarten – 24'
- ▶ Supporting implementation of Adi's Act (SB52)
- ▶ Supporting implementation of HB3090/3091 which require caring contact after emergency dept. visit for mental health crisis

# 18 LGBTQ+ Mini-Grants

*"HIV Alliance and TransPonder are honored to offer support to trans/gender diverse Oregonians during this critical time. Our Eugene-Springfield community has experienced so much trauma over the last months. With wildfires now displacing many in our community and burning through our cities' backyard, the need to come together is more important than ever."*

**–HIV Alliance**

*"As an isolated, rural, underserved community this new funding is vital to Klamath County. This grant award ensures our agency has the capacity to insert critical supports into the lives of our at-risk LGBTQ+ and Two-Spirit youth. We are looking forward to creating positive spaces, community, and connectivity during a time where life is chaotic and lonely."*

**–Citizens for Safe Schools, Klamath County**





# You Matter to Klamath;

SUICIDE AWARENESS COALITION

## Suicide Prevention, Intervention, and Postvention in Klamath County

**Abbie McClung, MBA, QMHA-C**  
**Klamath Basin Behavioral Health**  
**Communications Manager**  
**You Matter to Klamath Co-Chair**

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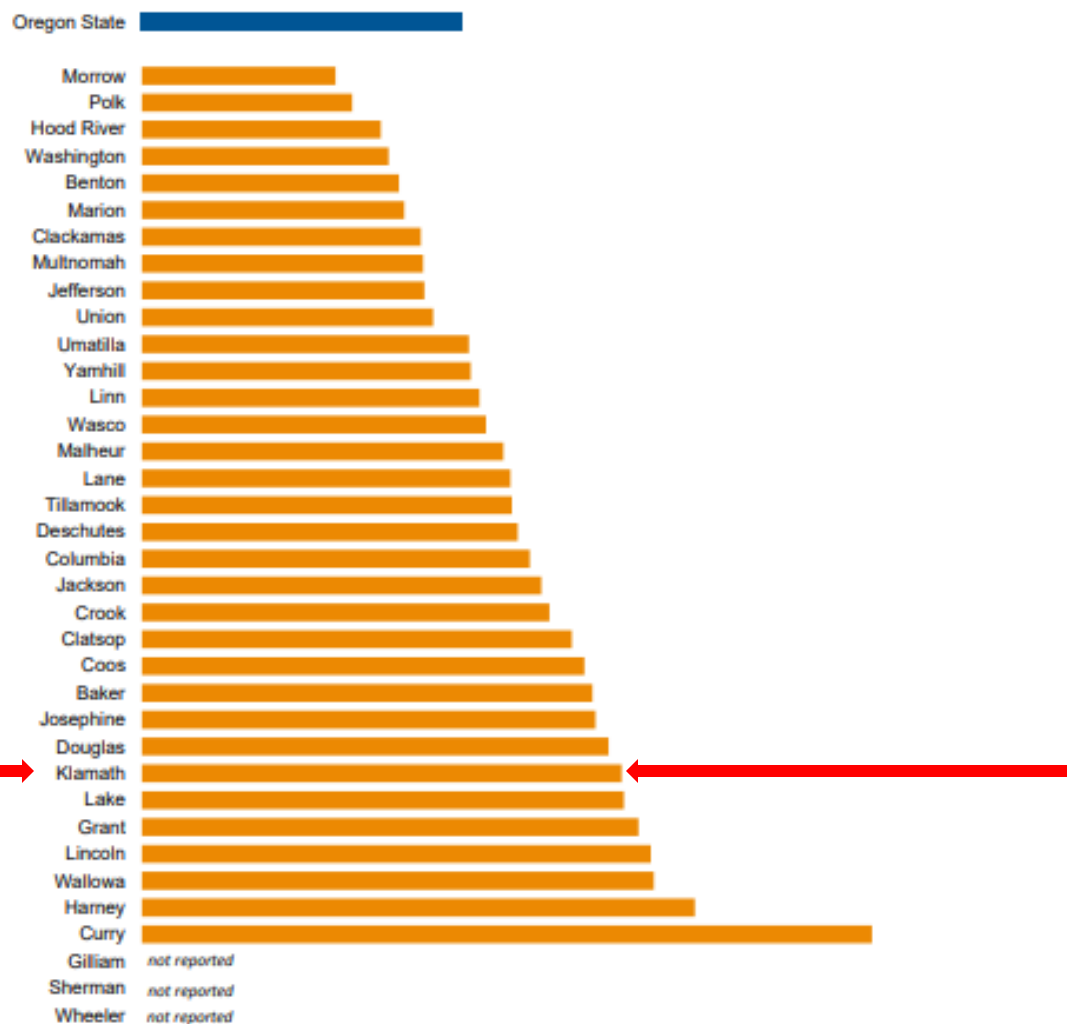


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**Suicide deaths by county, Oregon, 2011–2017**

Rate per 100,000 population (age-adjusted)





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## 25+ Agency Collaboration

- KBBH
- Klamath Tribes
- Sky Lakes Medical Center
- Citizens for Safe Schools
- Klamath County School District
- Klamath Falls City Schools
- Veterans Affairs
- Mission 22
- Friends of the Children
- Department of Human Services
- Cascade Health Alliance
- Klamath County District Attorney
- Klamath County Public Health
- Law Enforcement
- NAMI
- The Rise Up Project
- Loss survivors
- Youth leaders
- And more...

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## FIRST UP:



**SUICIDE  
WARNING  
SIGNS**

**YOUR COMMUNITY CARES**  
Talk to a trusted staff member today.

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## SUICIDE AWARENESS COALITION



October 2018: Parent Handout

### TALKING TO YOUR KIDS ABOUT SUICIDE



#### MAKE TIME

This conversation is critical. Pick a time when you have the best chance of getting your kid's attention. Sometimes a car ride assures you of a captive audience. Or a dinner together, a hike, going out for ice cream—any activity you and your kid enjoy together.



#### UNPLUG TIME

Plan what you want to say ahead of time and minimize distractions. Creating a reference point can be helpful. For example, *"I was reading in the paper that youth suicide has been increasing,"* or *"I heard there is a flyer in your school talking about suicide warning signs."*



#### WAIT TIME

Ask for your kid's response and wait for it. For example, *"What do you think about suicide? Is it something any of your friends talk about?"* Listen to hear, not listen to respond. You have asked the question so pause and consider your kid's response.

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## SUICIDE AWARENESS COALITION



**January 2019:**

**CONNECT Training, *Postvention Response***

### Klamath County CONNECT

#### SUICIDE POSTVENTION RESPONSE TRAINING

Suicide has a devastating impact on an entire community and creates a ripple effect of shock and grief beyond the immediate family and friends. Klamath Basin Behavioral Health is hosting *Connect*, a National Best Practice series of events to help community partners work together on a community-wide response plan.

EVENT	DETAILS	GOAL /AUDIENCE
DAY 1: KICK-OFF PRESENTATION	<b>Monday, January 28</b> 8:30 a.m.—4:30 p.m. Community Health Education Center <i>Maximum attendees: 30</i>	<b>Goal:</b> Learn best practice strategies to support your organization after a suicide or traumatic death. <b>Who should attend?</b> Community leaders, stakeholders, and train the trainers participants .
DAYS 2-3: TRAIN THE TRAINERS	<b>Tuesday, January 29</b> <b>Wednesday, January 30</b> 8:30 a.m.—4:30 p.m. Community Health Education Center <i>Maximum attendees: 16</i>	<b>Goal:</b> Guide your agency in the event of a suicide and commit to delivering yearly trainings in your community. <b>Who should attend?</b> Leaders from organizations directly involved in responding to a suicide death. (Participants must attend the kick-off presentation.)
DAY 4: SUICIDE RESPONSE PLAN	<b>Thursday, January 31</b> 8:30 a.m.—4:30 p.m. Community Health Education Center <i>Maximum attendees: 30</i>	<b>Goal:</b> Strengthen Klamath County's existing youth suicide and sudden death community response plan. <b>Who should attend?</b> Representatives with the authority and/or expertise to help guide a community-wide postvention response plan.

## After a Loss

*Caring Resources Following an Unexpected Death*

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## SUICIDE AWARENESS COALITION

### SUICIDE PREVENTION TOWN HALL

Saturday, May 18 | 12:30-3:30 p.m. | Doors open at 12 p.m.  
Mills Auditorium, 2000 Orchard Ave | Klamath Falls, OR

➔ **March 2019:**  
**Oregon Suicide  
Prevention  
Conference**

➔ **May 2019:**  
**1st Annual Town Hall**

### QUESTION & ANSWER PANELISTS



Kendra Barnes  
LCSW  
Veterans Affairs  
SORCC



Jeff Bullock  
MA  
Klamath County  
School District



Bree Howe  
STUDENT  
Youth Rising  
Leadership  
Institute



Agnes McKeen  
FOUNDER  
Just Talk  
Suicide Prevention



Kenda Plate  
MA  
Klamath Tribal  
Health YFGC



Chloe Say  
QMHA  
Klamath Basin  
Behavioral Health



Jenn Sedlock  
MA, QMHP  
Klamath Falls  
City Schools



Will Utley  
LCSW, CPS, CADCI  
WTW Counseling

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➡ August -October 2019: Video Contest

YOUTH SUICIDE PREVENTION VIDEO CONTEST  
YOU CAN SAVE LIVES

1st Place

\$200

2nd Place

\$150

3rd Place

\$100

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**September  
2019 – January  
2020:**

- **Poster  
Campaign**
- **QPR Training  
Grant**
- **OHSU  
Campus for  
Rural Health**
- **Lines for Life  
Rapid  
Response**



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**Feeling lost, alone, anxious, or depressed?**

**Let's Talk About It.**

**You are not alone. | Confidential Resources | 24/7/365**

- Klamath Basin Behavioral Health: 541.883.1030
- National Suicide Prevention Lifeline: 800.273.8255
- Crisis Text Line: Text HOME to 741741
- Trevor Project (LGBTQ Youth): 866.488.7386
- Trevor Project (LGBTQ Youth): Text START to 678678

**Oregon YouthLine | by Lines for Life**

*\*YouthLine Teens are available from 4pm-10pm Pacific Time. Adults are available at all other times.*

- **YouthLine: 877.968.8491**
- **YouthLine: Text TEEN2TEEN to 839863**





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**March – July 2020:**

- **Covid-19 Hits**
  - Town Hall cancelled
  - Prevention events cancelled
- **Drive-thru events**
- **Virtual meetings**
- **Virtual QPRs**



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**August 2020 –  
*present***

- **2<sup>nd</sup> Annual Youth Suicide Prevention Video Contest**
- **Billboard campaign**

3rd Place	2nd Place	1st Place
\$100	\$200	\$300

[bit.ly/youmattertoklamath](https://bit.ly/youmattertoklamath)

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# INHALE PEACE. EXHALE STRESS.



## You Matter to Klamath;

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NATIONAL SUICIDE  
PREVENTION LIFELINE

800.273.8255

NATIONAL CRISIS  
TEXT LINE

741741

KLAMATH TRIBAL HEALTH  
YOUTH & FAMILY GUIDANCE CENTER

541.884.1841

KLAMATH BASIN  
BEHAVIORAL HEALTH

541.883.1030



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# "I Do Belong" – 1<sup>st</sup> Place

Search **You Matter to Klamath** on YouTube or visit this link  
to watch the video: <https://youtu.be/5vbP-BxrSvA>





**INHALE PEACE. EXHALE STRESS.**



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**SUICIDE AWARENESS COALITION**

