

Alliance Oregon
to Prevent Suicide
Hope • Help • Healing

Connecting the
Field
March 30, 2020

Alliance Oregon
to Prevent Suicide



Funded by

Oregon
Health
Authority

Agenda

- ▶ Centering
- ▶ Intro to the Alliance
- ▶ Update from OHA
- ▶ Questions and Concerns
- ▶ Safe Messaging and Innovations
- ▶ Update from Lines for Life
- ▶ Discussion

- ▶ “Human beings like certainty. We are hardwired to know what is happening when and to notice things that feel threatening to us. When things feel uncertain or when we don’t generally feel safe, it’s normal to feel stressed. This very reaction, while there to protect us, can cause all sorts of havoc when there is a sense of uncertainty and conflicting information around us.”
- ▶ *Doreen Marshall, PhD, American Foundation for Suicide Prevention*



Mindful Moment

- ▶ Five things you see
- ▶ Four things you feel
- ▶ Three things you hear
- ▶ Two things you smell
- ▶ One thing you taste



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Alliance Oregon to Prevent Suicide *Hope • Help • Healing*

- ▶ Established by the Oregon Health Authority in 2016 to oversee statewide integration and coordination of suicide prevention, intervention and postvention activities.
- ▶ Members are appointed by OHA and include policy influencers, subject matter experts, youth, and people with lived experience with suicide.
- ▶ Focus: Implementing the 2016-2020 Youth Suicide Intervention and Prevention Plan.

Framing Messages

The Alliance supports youth and families and promotes public policy to:

- Promote a sense of **hope** and highlighting 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



Update from Oregon Health Authority

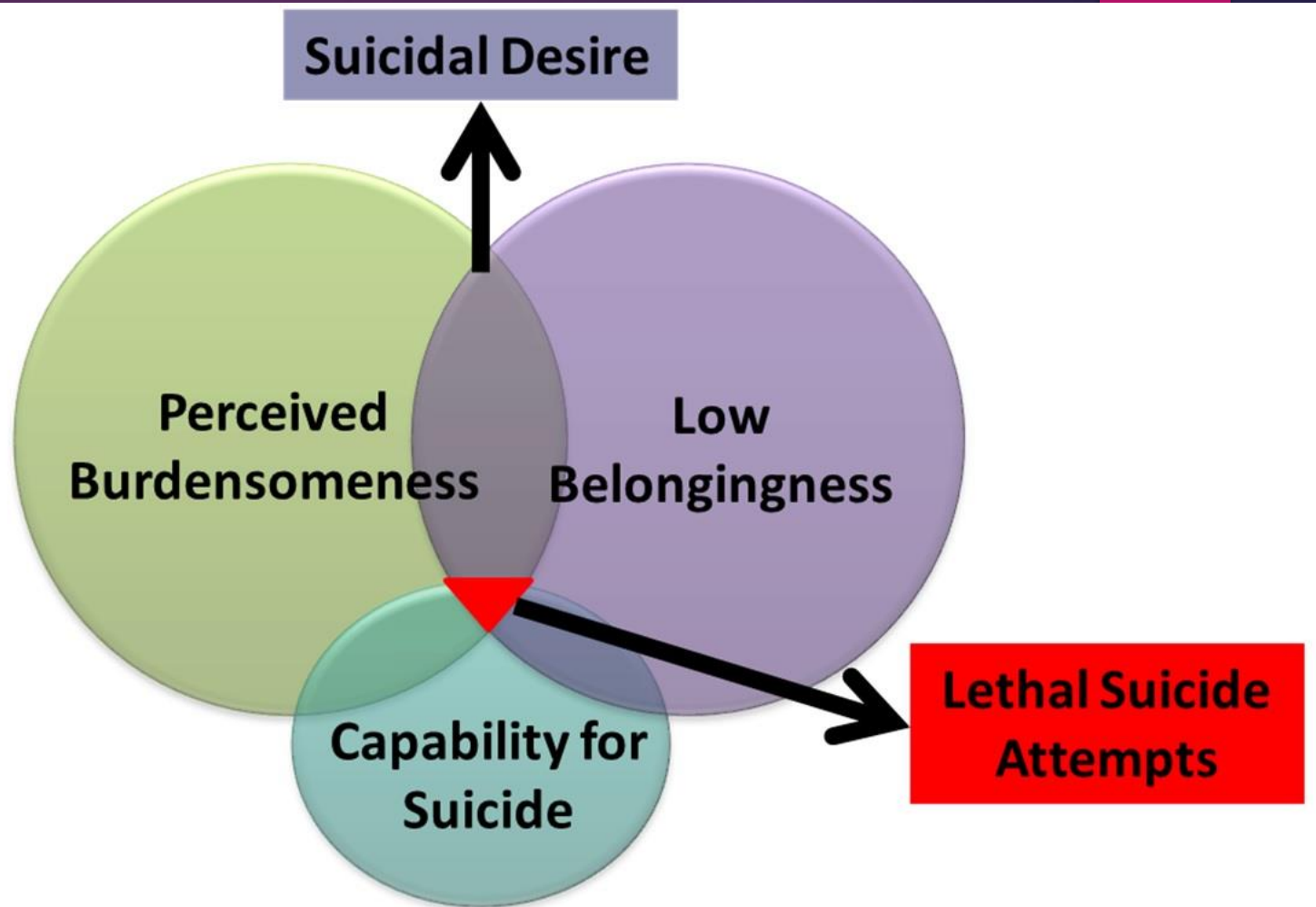
So Many Questions

- ▶ How will people who already struggle with depression, anxiety and other mental health issues get through this time?
- ▶ Will isolation and economic downturn increase suicide?
- ▶ How do we reach people when everyone has to stay at home?
- ▶ How will I personally get through this time?
- ▶ What is the state of Oregon doing to respond to this unprecedented moment?



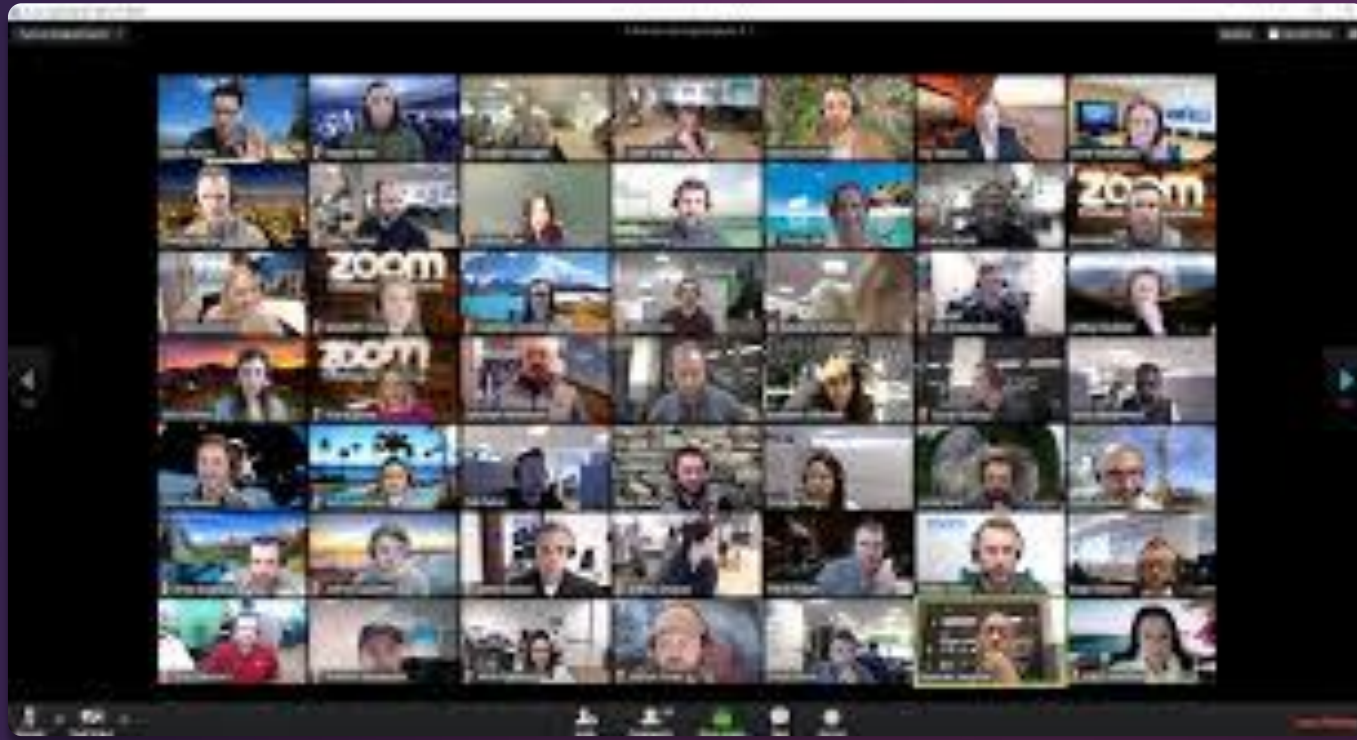
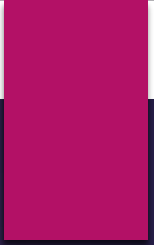
Interpersonal Psychological Theory of Suicide

- ▶ This figure illustrates the circles of Influence that affect suicide risk and must be addressed in suicide prevention activities.





Together:
We Got
This!



Together
Virtually:
We Got
This!

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.

Innovative Efforts

YOUTH ERA - Virtual Drop In Centers, Virtual One on Ones, Virtual Team Meetings, Peer Support on Twitch

YMCA Lane County – Outreach to every member and check in

Trauma Informed Oregon – Evolving online resources and guidance

Sources of Strength – At home resources and webinars

Virtual Postvention Guidance from Connect and OHA

Trauma Informed Oregon Guidance

- ▶ **Safety** – How can you provide physical safety (e.g., access to essential services, safe spaces) but also emotional safety (e.g., someone is looking out for me).
- ▶ **Consistency** – In what ways can you promote consistency even as things are ever changing. For example, getting up at the same time even if you are not going to work, school, or services. Developing a routine/daily schedule for students at home.
- ▶ **Transparency** – How can you provide clear, direct, and accurate information and keep this updated? Consider offering multiple ways of information sharing (e.g., websites, videos with closed caption, twitter, email, flyers, etc.) and in multiple languages.
- ▶ **Peer Support** – How can you support each other in this response? Using technology to check in on how colleagues, friends, family, and neighbors are doing as well as sharing your ideas for coping. Join online groups that are supporting neighbors.
- ▶ **Collaboration**– How are your strategies including those impacted? Are communities included in the decisions and kept up to date?
- ▶ **Culturally Responsive**– Are you considering the cultural strengths and needs of the community as you plan responses? Who has and does not have access to resources?

What Can We Do Together?

- ▶ Share stories of hope and resilience
- ▶ Highlight best practices across the state
- ▶ Develop mutual support across the field to address challenges and support one another
- ▶ Inform OHA and ODE of local and regional needs
- ▶ Share funding and other resource opportunities
- ▶ Strengthen local, regional and state coalitions