

Attendance:

1. Amber Ziring
2. Amy Ruona
3. Anders Kass
4. Annette Marcus
5. Bailey Simpson
6. Bob Wise
7. Caitlin Wentz
8. Carol Morton
9. Caroline Suiter
10. Crystal Larson
11. Daniell Zeigler
12. Donna Harrell
13. Emily Watson
14. Galli Murray
15. Gordon Clay
16. Heidi Lewis
17. Jake Dilla
18. Jenn Fraga
19. Jill Baker
20. Jim Polo
21. John Schrag
22. Joseph Stepanenko
23. Justin Potts
24. Justin Thomas
25. Kelly Martin
26. Kingsley / KOB-TV
27. Kristin Fettig
28. Kris Bifulco
29. Mary Massey
30. Maya Bryant
31. Miranda Sitney
32. Nicholas Clark
33. Pam Pearce
34. Roger Brubaker
35. Rosanna Jackson
36. Roxanne Wilson
37. Sandy Bumpus
38. Sandy Mathewson
39. Scott Vu
40. Steven Ware
41. Stevie Dyal
42. Sunshine Mason
43. Tim Glascock
44. Caller 1
45. Caller 2

Links from Presenters

Lines for Life Resources:

<https://www.linesforlife.org/get-help-now/>

<https://www.linesforlife.org/services/>

<https://www.breakingthesilenceor.com/>

<https://theactionalliance.org/BTS>

<https://www.linesforlife.org/suicide-prevention-month/>

Source to send our local newscasters and print media journalists to for safe messaging and reporting:

<https://reportingonsuicide.org/>

https://www.poynter.org/reporting-editing/2019/dozens-of-oregon-media-outlets-collaborated-on-suicide-prevention-coverage-heres-what-they-learned/?_cf_chl_jschl_tk=_pmd_fPKLyDOpv9Jc9lBJkADKAwju8NLCbgvNpGGRI1fGU6A-1629827013-0-gqNtZGzNAnujcnBszQY

Pamplin Media Stories:

<https://pamplinmedia.com/pt/9-news/485451-391000-news-article-about-boys-death-wins-national-save-award> (award)

<https://pamplinmedia.com/pt/266-politics/450756-366033-boys-death-puts-focus-on-mental-health-care> (paywall)

Story example from Bob Wise:

https://kobi5.com/category/features/in_this_together/

<https://kobi5.com/features/in-this-together-sue-waier-122172/>

Stories written by Carol Morton:

<https://www.oregonlive.com/pacific-northwest-news/2020/11/gun-advocates-take-the-lead-in-embracing-suicide-prevention-message.html>

<https://www.oregonlive.com/news/g66l-2019/04/0491a89bb5509/suicide-rates-in-the-mountain-west-are-skyhigh-now-research-is-seeking-answers.html>



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

Regional Coalitions and Friends Webinar

August 24, 2021

AGENDA

- ▶ Welcome: Alliance Update and Grounding Activity (in chat, name, pronouns, organization affiliation if applicable)
- ▶ Coalitions. Statewide Campaign, Signs of Hope
- ▶ Lines for Life's September Messaging Campaign: addressing issues of equity and reaching groups that are historically missed
- ▶ Journalism Panel: Illuminating the role of journalism in Oregon – Shining a Spotlight on the Public Health Crisis of Suicide - Hoping for a Positive Impact
- ▶ Reality of Launching a Social Media Campaign with a Big Vision and Limited Resources





Oregon Alliance to Prevent Suicide: Our Vision

In Oregon all young people have hope, feel safe asking for help, can find access to the right help at the right time to prevent suicide, and live in communities that foster healing, connection, and wellness.

Core Messages

HOPE

- Promote a sense of hope and highlight resilience.

HELP

- Make sure the right help is available at the right time.

HEAL

- Engage individuals and communities in the healing process after an attempt or suicide

Discussing Suicide at Public Meetings

- ▶ Let participants know about help available locally, and encourage them to seek help if they need it. Make sure they know that the National Suicide Prevention Lifeline is available anytime, 24/7, 365-days per year at 1-800-273-TALK (8255).
- ▶ Avoid discussing details of a suicide. It can increase risk of contagion and distress people who are at risk or who have attempted suicide.

Discussing Suicide at Public Meetings

- ▶ Get permission in advance from those involved before any disclosure –from the person or from relative and significant others, regardless of age. Obtain their permission, including children, to share at a public meeting-- and acknowledge the risk that the story will be repeated.

- ▶ Realize that everyone involved directly or indirectly with a suicide or attempt experiences trauma, including guilt and shame. Focus your discussion on what was helpful to you, and how a better-functioning system might have helped you. Be mindful to avoid statements that single out individuals or entities and could be perceived as blaming.

- ▶ Trauma Informed Oregon

Key Suicide Prevention Legislation Passed in 2021

HB2315 – Continuing Education for Behavioral Health Workforce

HB3037 – Medical Examiners Reporting of Suicides

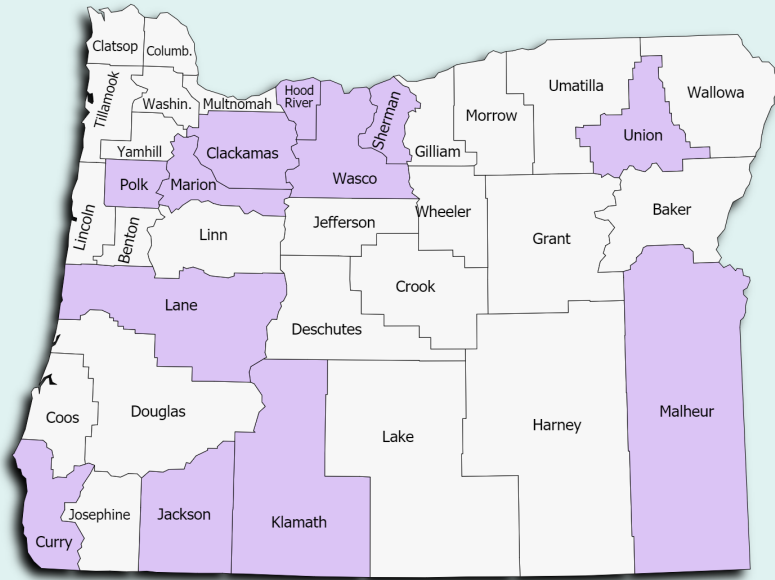
HB2381– YSIPP Age Change (to include all school age children)

HB3139 – Parental Notification regarding suicide

HB2417 – Includes language to approve start up of 988

SB52 - LGBTQ2SIA Advisory for ODE and Plan

Regional Suicide Prevention Coalitions Signs of Hope Campaign



Participating in Signs of Hope Campaign

Created with paintmaps.com

Signs of Hope Campaign



Signs of Hope Campaign

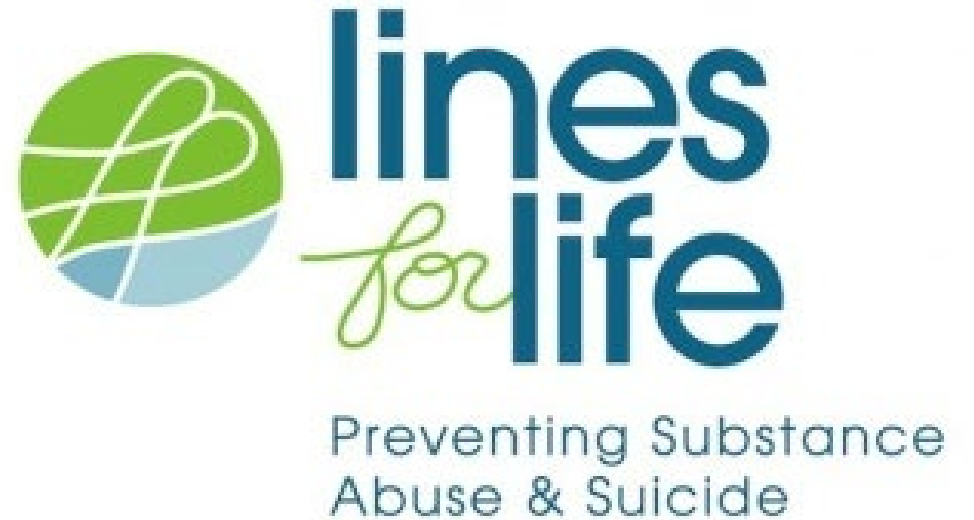
- ▶ Small group of coalition leaders came together to create a media packet for coalitions and organizations interested in participating in our September 9th event. Outreach and media materials can be found on our website [here](#) (link will be inserted in chat for folks)
- ▶ Here are some activities we know will happen across the state on September 9th
 - ▶ Union County Suicide Prevention / Response Coalition: Reached out to journalists, will hold signs on their main downtown area, and are putting together videos
 - ▶ Suicide Prevention Coalition in Clackamas County: Will have a sign planting day September 1st and then will have sign holding days throughout the month including September 9th, people can take home signs at the end of September

Signs of Hope Campaign

- ▶ Jackson County Suicide Prevention Coalition: Sign rally that will connect to suicide prevention and the year anniversary of the fires Jackson County experienced in 2020
- ▶ Mid-Valley Suicide Prevention Coalition: Will hold signs on the September 9th event with sign holders wearing Zero Suicide shirts, the coalition also connected with county media
- ▶ Suicide Prevention of Lane County: Signs were given to coalition members to do their own events and photos will be shared on social media
- ▶ Suicide Awareness and Prevention Council of Curry County: Working on board proclamations that the Curry County Commission approved yesterday on suicide prevention month. COVID limits in person events but signs may be shared across the county in key places.

Suicide Prevention Month: Addressing Issues of Equity

- ▶ Donna Harrel, Communications Director,
Lines for Life
- ▶ Bailey Simpson, Project Manager for
Communications, Lines for Life



Illuminating the role
of journalism in
Oregon on shining a
spotlight on the
public health crisis
of suicide and
having a positive
impact”

- ▶ Bob Wise – KOBI 5, General Manager and Vice President
- ▶ Carol Morton – Senior Science Journalist
- ▶ John Schrag – Executive Editor, Pamplin Media

ROGER BRUBAKER,
SUICIDE PREVENTION
COORDINATOR, LANE
COUNTY PUBLIC HEALTH

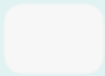
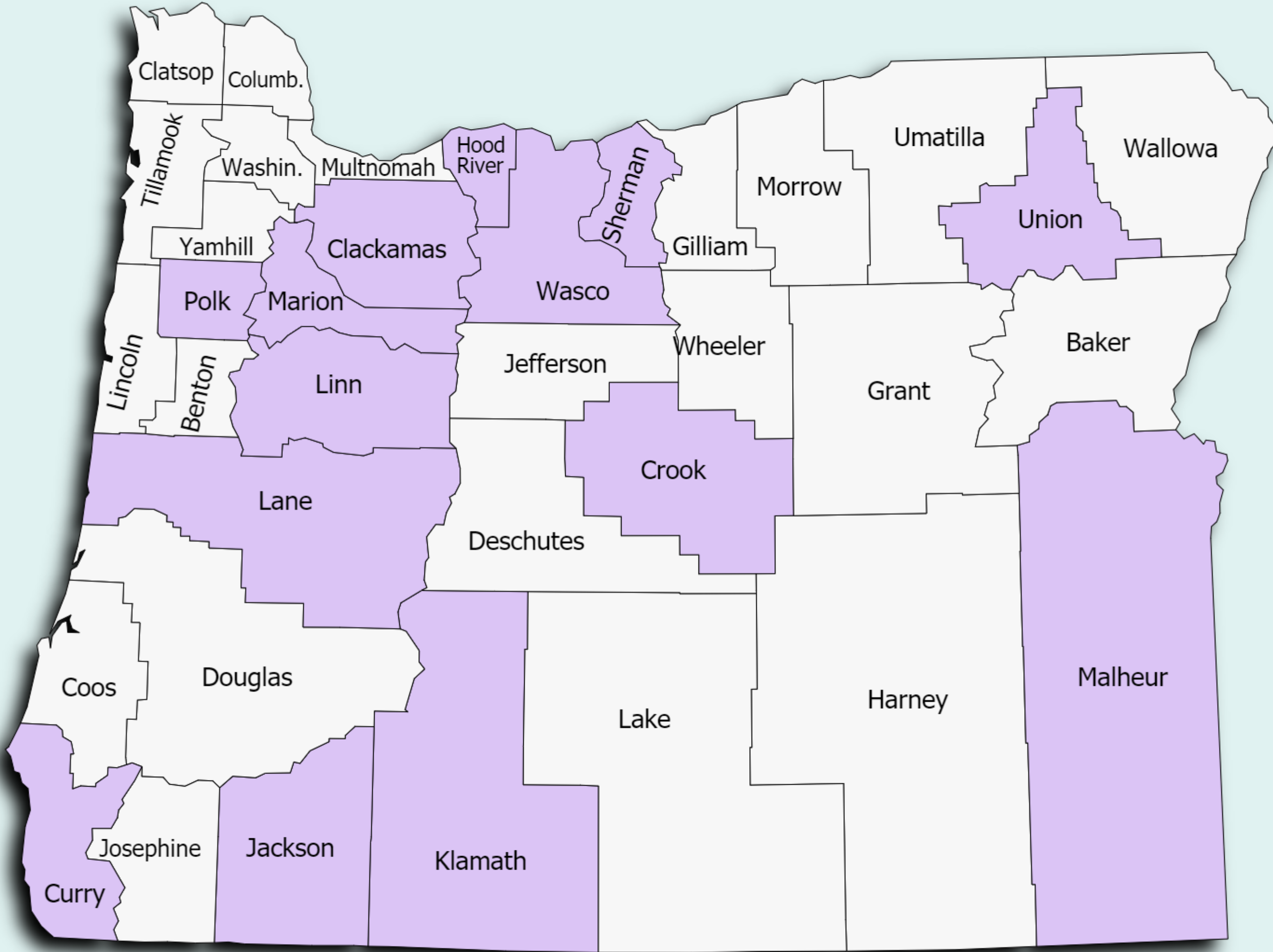
Reality of Launching a Social Media Campaign with a Big Vision and Limited Resources



:

https://oregon.qualtrics.com/jfe/form/SV_39vdFbrMSOOMyDY

Regional Suicide Prevention Coalitions Signs of Hope Campaig



Participating in Signs of Hope Campaign



2021 September Suicide Prevention Month Media Materials

Created for Regional Suicide Prevention Coalitions
By the Oregon Alliance to Prevent Suicide and the
Coalition Leader Advisory

August 2021

Preparing for the Event

What: Signs of Hope Campaign for Suicide Prevention Month September 2021

When: Thursday, September 9th

Time: Coalition specific.

Where: Coalition specific.

Partnering with the Alliance:

1. Do you need signs ordered for you? Tell Jenn at jfraga@aocmhp.org by Wednesday, August 18th. Go [here](#) to see the signs that will be ordered.
 - a. Signs will be delivered to Jenn and she will connect with you to plan delivery.
2. Do you want a blank sign to write your own messages or community resource? Let Jenn know and she will connect with you about logistics.
3. Take photos of your event and send them to Jenn at jfraga@aocmhp.org. Photos will be shared on the [Alliance Website](#) and our listserv.
4. Will you be holding signs during a specific time? Please complete [this form](#) so we can share a schedule on our [Alliance Website](#) and our listserv.

Press Release

Contact:

Insert Coalition Contact Information OR use Alliance Contact information

Annette Marcus, amarcus@aocmhp.org

Suicide Prevention Policy Manager, Oregon Alliance to Prevent Suicide

Regional Suicide Prevention Coalitions Want You to Know

Hope and Help is Around the Corner:

Salem, Ore.; September 1, 2021 – On Thursday, September 9th, [Regional Suicide Prevention Coalitions](#) across the state will join together and hold Signs of Hope as a visible reminder to people that they are not alone, that communities are here to help, and who they can reach out to when help is needed. Joining this campaign are the Oregon Alliance to Prevent Suicide, regional suicide prevention coalitions, Lines for Life, and the Oregon chapter of the American Foundation for Suicide Prevention.

Highlighting stories of resilience, sharing strategies to deal with suicidal thoughts, and connecting people with needed resources are important ways that news organizations can help to prevent suicide.

“While the practical and mental health challenges brought on by COVID-19 and the Oregon wildfires over the past years are like none in our lifetime, everyday Oregonians and state and local organizations have been stepping in to support one another and to make it safe to ask for help. The Signs for Hope campaign helps people to remember that it is normal to struggle, that they are part of community that cares.” - Annette Marcus, Oregon Alliance to Prevent Suicide

Defying many people’s expectations, preliminary reports from the Oregon Health Authority and CDC indicate suicide rates did not increase in 2020. At the same time, Lines for Life and Northwest Human Services report that traffic to their helplines have steadily increased.

While there is no one explanation for this, we are hopeful that it reflects an increase in people’s comfort in reaching out for help.

We invite you to join us in this movement to spread hope. Here are some tangible steps you can take:

Who to call or text if you or someone you know is in need of mental health support:

- 1. Senior Loneliness Line: 503-200-1633*
 - 2. Crisis Text Line: 741741*
 - 3. National Suicide Hotline: 800-273-8255*
 - 4. Trevor Project (LGBTQ+): 1-866-488-7386*
 - 5. Veteran Crisis Line: 1-800-273-8255*
-

1. Get comfortable asking, “Are you okay” and listening to the answer by going [here](#)
2. Know the warning signs of suicide, including protective factors, by going [here](#)
3. Participate in a webinar by the American Foundation for Suicide Prevention, such as Talk Saves Lives or More than Sad by going [here](#)
4. Register for your local Question, Persuade, Refer (QPR) Suicide Prevention Training or Mental Health First Aid. Like CPR, this training will give you the life-saving skills and tools to help someone who has suicidal thoughts or a mental health crisis. **INSERT YOUR LOCAL RESOURCE HERE OR YOU CAN USE THIS LINK [HERE](#)**

Ideas for Getting the Word Out

1. Call your local media outlets to alert them about the event
 - a. [Here](#) is a list of media lists across Oregon
 - i. http://www.dailynewsoregon.com/oregon_news_media_list.php
 - b. [Here](#) is a second list of newspaper outlets across Oregon
 - i. <https://sos.oregon.gov/blue-book/Pages/cultural/media-newspapers.aspx>
2. Connect with local media outlets after the event to show the success and connections made through the campaign
 - a. See [here](#) for an example
3. Share information on available social media outlets
 - a. Make press releases into an image to share on Facebook or Instagram
4. Connect with local leaders, such as City Commissioners or other public leaders
 - a. [Here](#) is a list of County Governments
5. If you are planning on standing in a certain spot at specific times of the day, include this when you connect with the media or share information about the event
6. Consider identifying a story of hope, help, or healing to share with local media
 - a. Please look at the [Breaking the Silence campaign](#) from Lines for Life for ideas

Safe Messaging

“Safe messaging focuses on avoiding potentially harmful messaging content. Certain types of messages about suicide can increase the likelihood that at-risk individuals will consider or attempt suicide themselves. “

Framework for Successful Messaging

A primary source for reporting guidelines is the *Framework for Successful Messaging* created by the National Action Alliance for Suicide Prevention. A full discussion of the *Framework* is available at <https://suicidepreventionmessaging.org/> The *Framework* is a resource to help programs and individuals messaging about suicide to develop content that is strategic, safe, positive, and makes use of relevant guidelines and best practices. The Suicide Prevention Resource Center’s “Best Practices and Recommendations for Reporting on Suicide” document is also an excellent source. It is available at <https://reportingonsuicide.org/>

The National Action Alliance provides an overview of the framework with graphics at https://suicidepreventionmessaging.org/sites/suicidepreventionmessaging.actionallianceforsuicideprevention.org/files/documents/FrameworkOverview_Apr2019.pdf

Framework for Successful Messaging

Created by the National Action Alliance for Suicide Prevention
as part of its focus to Change the Conversation about suicide
and suicide prevention

The Framework is a comprehensive web-based resource that outlines
four critical issues to consider when messaging to the public about suicide.

» All messages
should consider
four key elements:
**Strategy, Safety,
Positive Narrative,
and Guidelines**

Positive Narrative

means "promoting
the positive" in some
form, for example, by

- Sharing resources
- Telling real stories
of help-seeking,
giving support,
coping, or resilience
- Describing action steps
the audience can take
- Featuring program successes,
new research, or how people
are making a difference.

Safety is
avoiding
content that
is unsafe or
undermines
prevention.



Safety

Strategy involves planning and
focusing messages, so they are
as effective as possible. Includes

- Integrating communications
with other efforts
- Defining clear goals
- Understanding the audience
- Identifying a "call to action"
- Providing resources for taking
action.

Strategy



**Positive
Narrative**



Guidelines

Guidelines
means using
any specific
guidance or
best practices
that apply.

Learn more at SuicidePreventionMessaging.org.

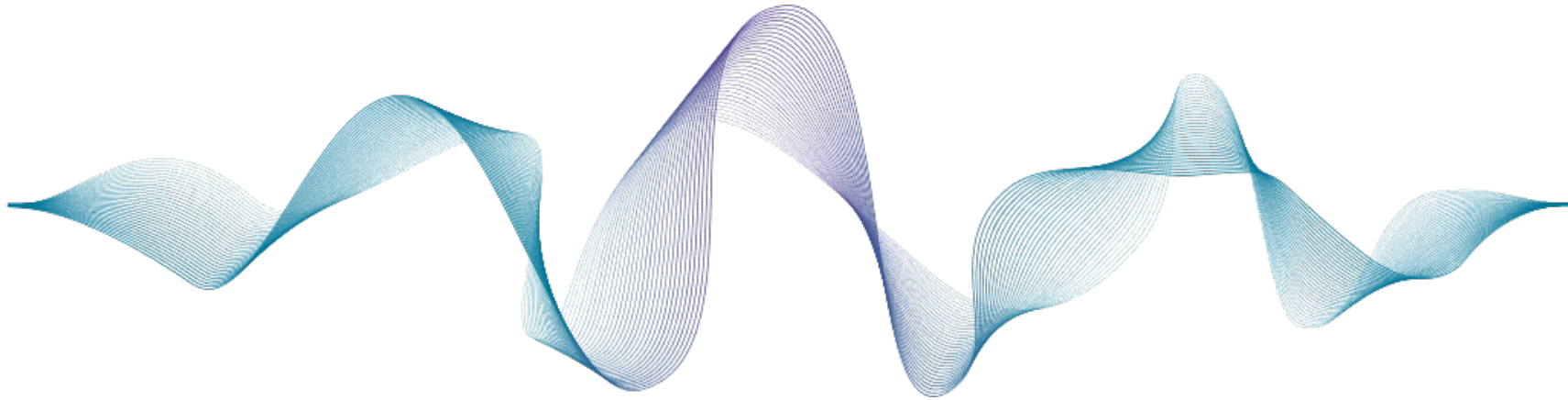
Ideas for Signage

Different ways you can participate in the Signs of Hope campaign:

1. Recruit volunteers to hold signs in different parts of your county
 - a. Clackamas County worked with their Department of Transportation to find the busiest intersections at two different times of the day, one in the morning and one in the afternoon
 - b. Volunteers then signed up for different time slots at different intersections
2. Place signs at different strategic places around your county
 - a. You can partner with different local businesses to have signs placed in front of the stores, emergency service buildings, community organizations, schools, parks, etc.
 - b. You can either pick them up yourselves after the event has ended or let community members know they can pick one up to have for themselves
3. Place signs in the lawns of coalition members

See images below for examples:





**Lines for Life is taking bold steps toward change
for Suicide Prevention Month**

Mental Health Out Loud

The conversation is overdue.

Lines for Life presents ***Mental Health Out Loud***, highlighting this cultural transformation. Mental Health Out Loud prioritizes speaking up, telling someone what you're going through, and reaching out for support when you need it.

Join us as we spotlight real stories and examples of individuals and communities speaking up and putting their experiences on blast. We encourage you to find your own way to engage with ***Mental Health Out Loud*** – if you typically keep things to yourself, consider telling one trusted person about something you're struggling with, or sharing one of the stories here with someone you care about and starting a conversation.

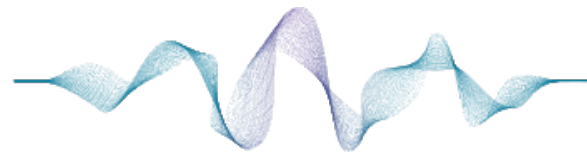
Because when we speak, we heal.

1 | The Statistics

It's Time To Change Our Approach

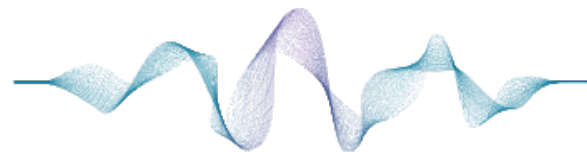
While we saw a decrease in suicide deaths in 2020, we know that many Oregonians are experiencing stress and mental distress.

We need to acknowledge this and the impact that suicide has on communities of color.



The Statistics tell the Story

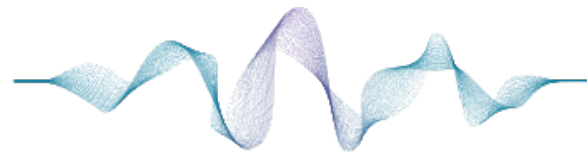
- Research suggests that the adult *Black community is 20%* more likely to experience serious mental health problems, such as Major Depressive Disorder or Generalized Anxiety Disorder.
- Additionally, Black emerging adults (ages 18-25) also experience *higher rates* of mental health problems and lower rates of mental health service utilization compared to White emerging adults, and older Black adults.
- Only 33% of Latinos with a *mental illness* receive treatment each year compared to the U.S. average of 43%. Stigma, access to care and language barriers are a few of the reasons for this disparity in mental health care for this group.
- According to mental health statistics in Native Americans, it is estimated that ***up to 70 percent*** of this population will suffer some sort of mental health disorder during their lifetime.



Week 1:

It's time to get real.

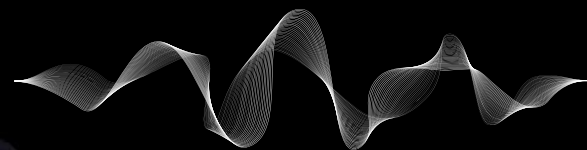
People in our communities are speaking out about their mental health struggles in ways we've never seen before. Actors, rappers, athletes, and faith leaders are going public with their stories, and offering support to others.





Mental Health Out Loud

It's time to get real.



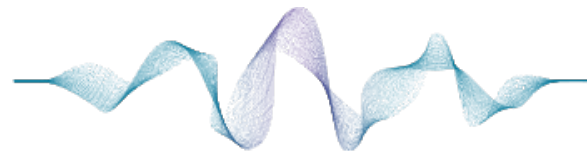
Week 2:

Look Up, Speak Up

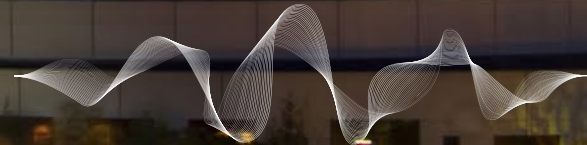
City lights shine purple and teal as a beacon across Oregon reminding those who are struggling to SPEAK UP and ask for support.

Morrison Bridge, National Suicide Prevention Week: Sun 9/5 - Sat 9/11

Convention Center, World Suicide Prevention Day: Friday, 9/10



Look Up, Speak Up

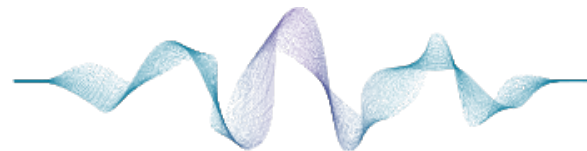


Week 3:

When we speak, we heal.

Personal stories about culture & Mental Health

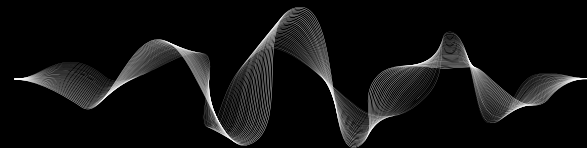
- Youth stories
- Families affected by the violence in the black community
- Stories from providers and key partners
- Facebook Live events tailored toward communities of color including in Spanish
- Blogs written by people with lived experience





Salud Mental en Alta Voz

Cuando Hablamos, Sanamos

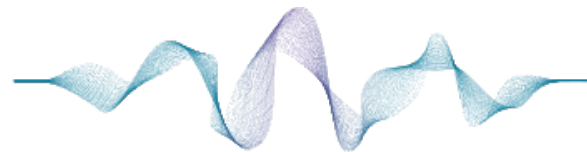


Week 4:

The conversation is overdue.

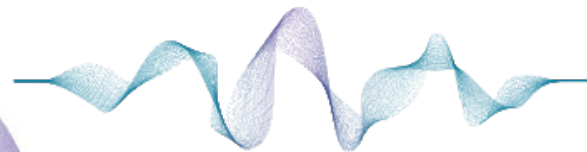
Stories from the lines- what we are hearing

- Youthline collaborations with Pamplin Media/KGW
- RESL Line and the culturally responsive approach to support
- Do communities of color call the line? How we are changing how we educate and engage with different communities (language, approach)
- Collaborations with Black Providers/organizations
- Addressing stigma and Trauma



Mental Health Out Loud

The conversation is overdue.



Media Placement

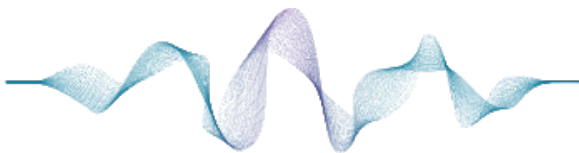
- Social Media
- News Media
- Community Partnerships and Real Stories
- Live Video
- Radio Interviews
- Billboards
- Blogs

Mental Health Out Loud **It's time to get real**

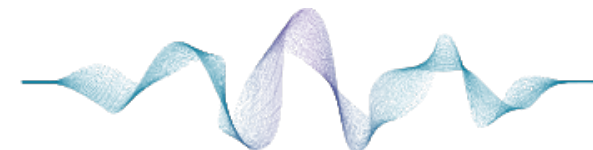
Suicide Prevention Month



Social Media Posts

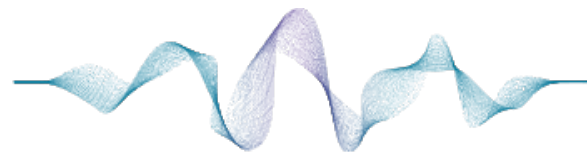


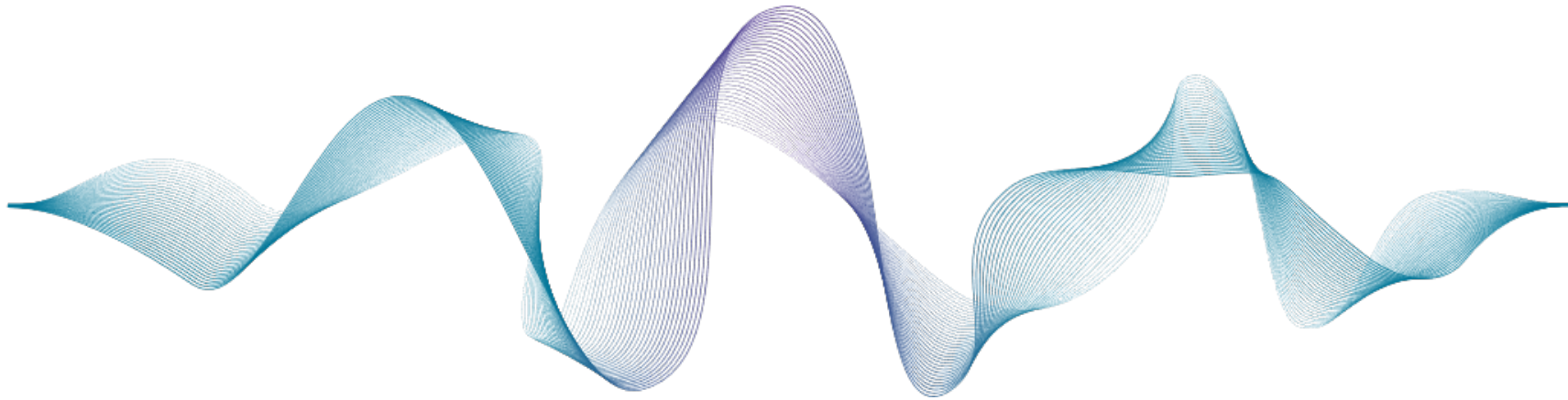
Social Media Posts



When Sharing these stories please reference support lines and resources.

- **Suicide Lifeline - 800-273-8255**
- **Racial Equity Support Line - 503-575-3764**
<https://www.linesforlife.org/racial-equity-support-line/>
- **Oregon Behavioral Health Support Line - 800-923-4357**
<https://www.linesforlife.org/behavioral-health-support-line/>
- **YouthLine - 877-968-8491**
<https://oregonyouthline.org/>
- **Other Lines for Life Services**
<https://www.linesforlife.org/get-help-now/>





Thank You

Social Media Development: Big Vision, Limited Resources

Roger Brubaker – Suicide Prevention Coordinator

Lane County Public Health
Prevention Section



PUBLIC HEALTH
PREVENT. PROMOTE. PROTECT.



Suicide Prevention
Coalition of Lane County



Suicide Prevention

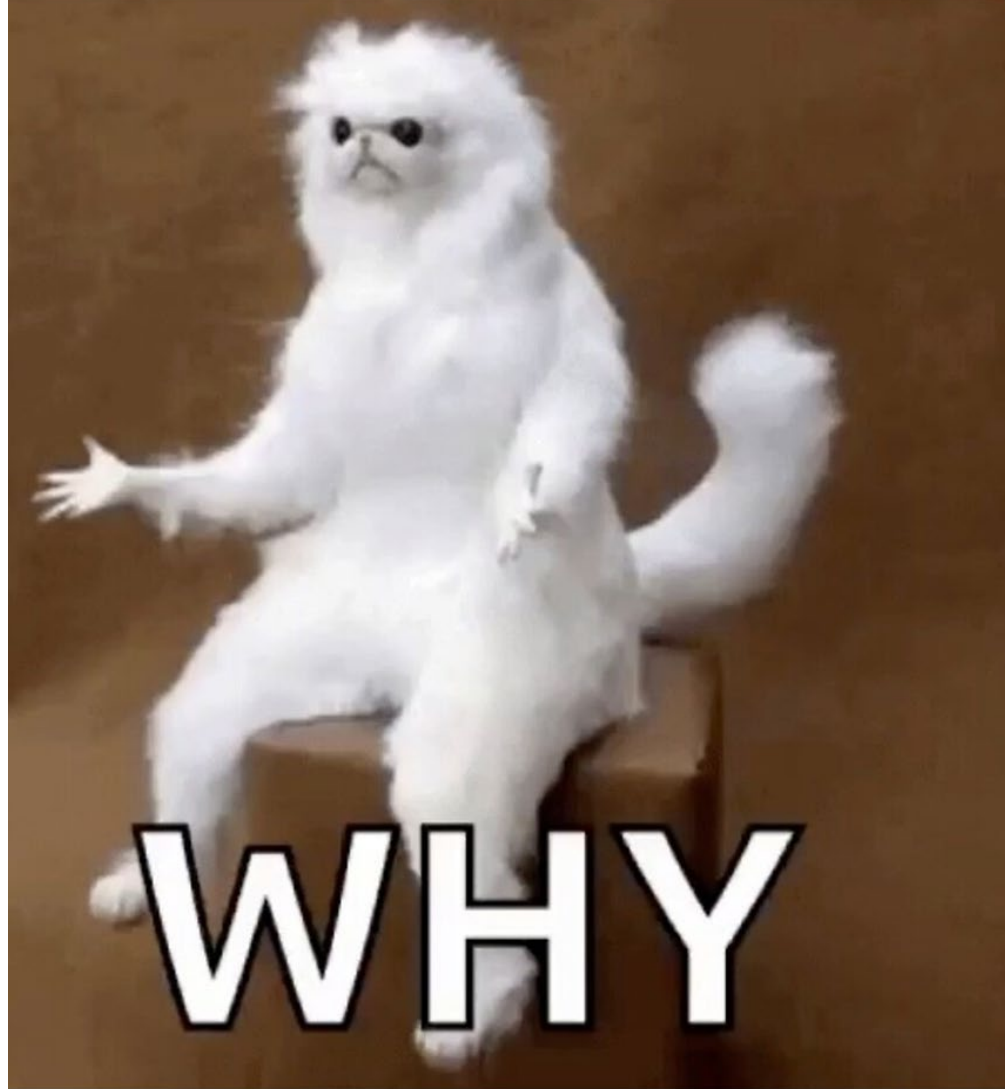
Coalition of Lane County



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Suicide Prevention
Coalition of Lane County



PUBLIC HEALTH
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Suicide Prevention
Coalition of Lane County

What can social messaging campaigns do?

- Raise awareness?
- Educate?
- Change attitudes?
- Change ~~behavior~~ behavior?



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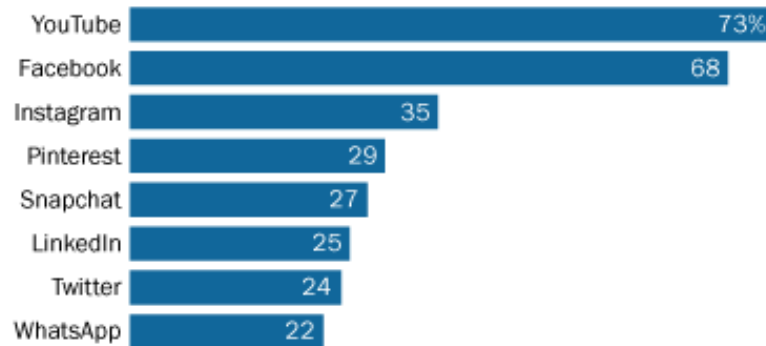


Suicide Prevention
Coalition of Lane County


Important U.S. Social Media Trends to Consider

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use ...

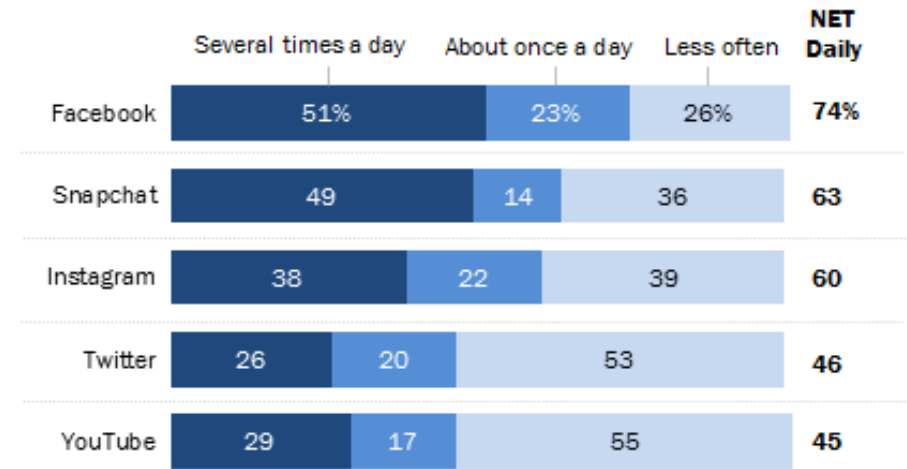


Source: Survey conducted Jan. 3-10, 2018

Pew Research Center 

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER



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**ARE THERE ANY HORSE
SOCKS?**



**IS ANYBODY LISTENING
TO ME?**

makeameme.org



PUBLIC HEALTH
PREVENT. PROMOTE. PROTECT.



Suicide Prevention
Coalition of Lane County

Objectives

1) **Mental Health Promotion and Suicide Prevention Messaging**

Create and share content related to mental health promotion and suicide prevention that provides information and resources for people at risk of suicide and people who can support those at risk of suicide.

2) **Training and Activities Promotion**

Share information related to trainings and other activities hosted by the SPCLC to improve the number of people who participate and reach new populations.



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Suicide Prevention
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Target Populations

People in Lane County, pop. 380,000

- ~ 190,000 use social media

Adults/Youth

- Current: Facebook/Instagram
- Future: YouTube, TikTok



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Vision: Roles and Responsibilities

Roles – Platform Administrators, Content Creators, Platform Monitors

Responsibilities – Approve content, create/find new content to share, monitor interactions and engage with audiences



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Reality



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Coalition of Lane County



Facebook @suicidepreventlaneco



Instagram @spclanecounty



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Suicide Prevention
Coalition of Lane County

Contact Information

Roger Brubaker

Suicide Prevention Coordinator

Lane County Public Health

roger.brubaker@lanecountyor.gov

Thank you!!!



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