

Suicide Prevention Council (SPC) 2012-2014 Strategic Plan

**Goal #1: Enhance collaborations to promote a suicide-free community:** This goal speaks to the need for the SPC members to form strong community collaborations in order to coordinate efforts to address priorities and implement needed suicide prevention, education, and awareness projects.

Objectives		Activities	2011	2012	2013	2014	Lead Partner(s)	Additional Partner(s)	SPAP Objectives Addressed	Evaluation / Evidence	Notes
1.1	Increase the number of <b>tools</b> available to SPC members to disseminate information about suicide prevention and the SPC to other community groups and coalitions.	1.1a Create a <b>SPC brochure</b> to use in recruitment efforts		X			CHIP		US1, ICS1		
		1.1b Create an " <b>elevator pitch</b> " for suicide prevention and the SPC	X				CHIP		US1		
		1.1c Create <b>educational pamphlets</b> to be disseminated to the general population about the warning signs of suicide and effective help-seeking		X			CHIP, OptumHealth	AdEase	UT1		
		1.1d <b>Brand the SPC</b> ; create a logo, banners, posters, other outreach materials for promotion of efforts at events		X			CHIP	AdEase	US1, ICS1		
1.2	Increase the <b>number, variety, and diversity</b> of individuals and organizations represented by SPC members to include representatives from multiple sectors and high risk populations.	1.2a Identify <b>current stakeholder groups/organizations</b> participating in the SPC	X				CHIP		US1, ICS1		
		1.2b Identify <b>stakeholders not currently participating</b> in the SPC who should be involved		X	X	X	CHIP		US1, ICS1		
		1.2c <b>Invite stakeholders</b> identified in 1.2b to participate in the SPC		X	X	X	CHIP		US1, ICS1		
1.3	Increase <b>buy-in and commitment</b> among high-level stakeholders (ensure the right people and decision-makers)	1.3a Develop a <b>charter or interagency agreement</b> to ensure partnerships and a shared vision among stakeholders	X				CHIP		US1, ICS1		Recommended that SPC develop the charter & County sign it; Use SPAP to create high level buy in
		1.3b Hold an <b>annual meeting</b> of SPC stakeholders to reconfirm the charter and to gather feedback on what works and what doesn't work			X	X	CHIP	CoSD	US1, ICS1		
		1.3c Provide <b>community presentations</b> to stakeholder groups on the work of the SPC and the recommendations in the SPAP	X	X			CHIP		US1, ICS1		
1.4	Increase opportunities for <b>appropriate referrals</b> for individuals demonstrating signs of suicidal behavior	1.4a Form a <b>San Diego County Help Line Collaborative</b> to share information about resources and best practices	X				OptumHealth, CHIP		UT2, SSM1, ICS1		
		1.4b Develop a <b>decision tree</b> and suicide prevention <b>resource list</b>		X			2-1-1, OptumHealth	Help Lines	UT2, SE1		
		1.4c Hold a <b>training</b> for stakeholders on how to use the decision tree developed in 1.4b, and support each agency in the use of the decision tree			X		2-1-1, OptumHealth	Help Lines	UT2, SE1, ISC1		
		1.4d Form a Collaborative of San Diego County <b>school districts</b> to provide suicide prevention resources and outreach		X			SDUSD (SPEAK)	SD County school districts, CHIP	UT2, SE1, SSM1		

**Goal #2: Conduct assessment to identify gaps in suicide prevention services and supports:** This goal address recommendations to continually track, assess, and report on suicides, suicidal behaviors, and suicide prevention efforts in San Diego County.

Objectives		Activities	2011	2012	2013	2014	Lead Partner(s)	Additional Partner(s)	SPAP Objectives Addressed	Evaluation / Evidence	Notes
2.1	Track suicide prevention efforts conducted by the SPC	2.1a	Create an <b>inventory</b> of SPC activities and outreach	X	X	X	X	CHIP		US1, ICS1	Minimum data set to include activity description, partners, community target population, annual numbers served (outcome, process), cost/resources consumed, any policy change as a result.
		2.1b	Develop a <b>report card</b> of the SPC work goals to use in tracking and evaluating activities annually		X	X	X	CHIP		US1, ICS1	
		2.1c	Identify a SPC assessment <b>subcommittee</b>		X			TBD		US1, ICS1, DU1, DU2	
		2.1d	Identify <b>gaps in outreach</b> efforts based on 2.1a/b			X	X	CHIP		US1, ICS1	
2.2	Conduct <b>annual assessment</b> on suicide in SD County	2.2a	Annually <b>track suicide and suicidal behavior</b> in age groups and other target populations		X	X	X	CoSD EMS, OptumHealth	CHIP, UCSD	SE1, IRB1, DU1, DU2	Consider using YBRS.
		2.2b	Prioritize and develop a <b>workable calendar</b> for continual assessment(s)		X			CHIP	OptumHealth, CoSD EMS, UCSD	US1, ICS1, DU1, DU2	Similar to original suicide reports; e.g., 3 year reports vs 1 year reports for various items
		2.2c	Consider conducting additional surveillance or tracking of <b>suicidal behavior measures</b>			X	X	TBD	OptumHealth, CoSD EMS, UCSD	IRB1, DC1, DC2	request to CHIS for suicidal behavior questions through the County?
2.3	Identify high risk groups that do not currently have <b>suicide risk assessment and referral</b> procedures	2.3a	<b>Assess current procedures</b> used by primary care providers, ED MDs and other ED staff, first responders (EMT, paramedic, firefighters), and community based providers to identify suicide risk factors in high risk groups or populations		X			CHIP	ED physicians, SDCMS, Police chiefs, PERT, OptumHealth, ADS	IRB1, DC1, DC2, DS1	Including high risk & target populations identified in SPAP, substance abusers, women (perinatal)
		2.3b	Identify <b>gaps in suicide risk assessment</b> procedures for high risk groups or populations			X		TBD	ED physicians, SDCMS, Police chiefs, PERT, OptumHealth, ADS	IRB1, IRB2, DC1, DC2, DS1	Including high risk & target populations identified in SPAP, substance abusers, women (perinatal)
2.4	Track <b>suicide prevention resources</b> available throughout San Diego County	2.4a	<b>Map</b> results of 2.1a using GIS by HHS Region			X		CoSD, 211		US1, ICS1, DU1, DU2	
		2.4b	<b>Map</b> results of 1.4b using GIS by HHS Region			X		CoSD, 211		US1, ICS1	
		2.4c	Identify <b>gaps in suicide prevention resources</b> and outreach efforts				X	TBD	OptumHealth	US1	

**Goal #3: Disseminate vital information on the signs of suicide and effective help-seeking:** This goal addresses recommendations to increase awareness and provide education to members of the general population and within priority populations about how they can help to prevent suicide.

Objectives		Activities	2011	2012	2013	2014	Lead Partner(s)	Additional Partner(s)	SPAP Objectives Addressed	Evaluation / Evidence	Notes	
3.1	Increase the number of " <b>first contacts</b> " (teachers, clergy, police, etc..) who are knowledgeable about the warning signs of suicide and available suicide prevention resources	3.1a Offer <b>Gatekeeper Trainings</b> to the general public (i.e., QPR)	X	X	X	X	CoSD, OptumHealth, CHIP		UT1, SSM1			
		3.1b Provide suicide prevention trainings to law enforcement and other <b>first responders</b> (EMTs, ED staff, firefighters), primary care physicians, and other medical providers			X	X	TBD	Hospitals, EMT/Paramedics, OptumHealth, PERT, CHIP, AdEase, CoSD	STP1, ISC1		Offer certification/credential/ceu course	
		3.1c Provide suicide prevention trainings to other <b>targets</b> as identified in the SPAP		X	X	X	TBD	OptumHealth, CHIP	SE1			
3.2	Increase the <b>availability</b> of suicide prevention, intervention, and postvention materials	3.2a Identify opportunities to fund production of <b>educational pamphlets</b> to be disseminated to the general population about the warning signs of suicide and effective help-seeking (see 1.1c)		X		X	CHIP	CoSD	UT2, US1			
		3.2b Make educational pamphlets, materials, etc.. Available on a <b>publicly available</b> website (i.e., CHIP, <a href="http://www.Up2SD.org">www.Up2SD.org</a> )		X			CHIP, CoSD		UT1			
		3.2c Identify opportunities to <b>reach the greatest number</b> of people and highest need populations (i.e., large corporations)		X			CHIP		UT1, SE1			
		3.2d <b>Disseminate</b> educational pamphlets (1.1c, 3.2a) to primary care offices, schools, and other public locations to be widely disseminated to the public (3.2c).		X	X	X	TBD		UT1, SE1			
		3.2e Develop a <b>first responder/medical provider tool kit</b> for suicide prevention			X			CHIP	PERT, ED Physicians, SDCMS, Police, OptumHealth	US2, STP1, ISC1, IRB2		
		3.2f Include suicide prevention information in <b>Help Connection</b>	X					CHIP		UT1		
3.3	Increase the <b>variety</b> of events, information channels, and venues where suicide prevention information and materials are provided	3.3a Identify SPC members to host <b>suicide prevention tables</b> at health fairs and other community events.		X	X	X	TBD		US1, UT2			
		3.3b <b>Identify</b> events, information channels, and venues where suicide prevention information and materials can be disseminated		X	X	X	TBD		US1, UT2			
3.4	Increase the number of <b>trained SPC speakers</b> on suicide prevention	3.4a Conduct a <b>train the trainer</b> workshop to increase the number of trained speakers on suicide prevention		X		X	CoSD, OptumHealth, CHIP		UT1, SE1			
		3.4b Create & maintain a <b>speakers bureau</b> of trained speakers on suicide prevention		X			CHIP, OptumHealth		UT1, SE1			
		3.4c <b>Recruit</b> speakers from high risk populations to participate in the speakers bureau		X			TBD	OptumHealth	UT1, SE1			
3.5	Increase the <b>use of media</b> (television, radio, newspapers, newsletters, etc..) to publicize about suicide prevention and available resources.	3.5a Create a brief <b>written statement</b> on suicide prevention to provide associations, such as AARP, to disseminate in their publications		X			TBD		UT2, US1			
		3.5b Utilize <b>mass media</b> to advertise suicide prevention events and activities		X	X	X	AdEase		UM1, UM2, UM3			
		3.5c Obtain more <b>media coverage</b> at events related to suicide prevention		X	X	X	CoSD	AdEase	UM1, UM2, UM3			
		3.5d Identify a local, well-known person who has been affected by suicide to <b>champion</b> the suicide prevention message		X				OptumHealth	AdEase	UM1		

**Goal #4: Provide resources to those affected by suicide and suicidal behavior.** This goal addresses recommendations to provide resources to individuals who have had a previous suicide attempt, and to the families and friends of individuals who have attempted or died by suicide.

Objectives		Activities	2011	2012	2013	2014	Lead Partner(s)	Additional Partner(s)	SPAP Objectives Addressed	Evaluation / Evidence	Notes
4.1	Increase the number of physicians and other community service providers who are <b>knowledgeable</b> about suicide prevention, intervention, and postvention resources.	4.1a <b>Train first responders</b> in available resources for those affected by suicide and suicidal behavior (see 3.1b)			X		TBD	ED Physicians, SDCMS, Police Chiefs group, PERT, CHIP, OptumHealth	STP1, STP2, IRB2, ISC1		
		4.1b Provide <b>resources and training</b> to physicians and other community based providers			X	X	TBD	ED Physicians, SDCMS, Police Chiefs group, PERT, CHIP, OptumHealth	UT1, US2, STP1, ISC1		
		4.1c Consider opportunities to engage physicians and other community based providers in achieving SPAP goals			X	X	TBD	ED Physicians, SDCMS, Police Chiefs group, PERT, CHIP, OptumHealth	UT1, US2, STP1, ISC1		Use information from objective 2.3 to help inform this activity.
4.2	Increase the <b>availability</b> of current resources to those affected by suicide and suicidal behavior.	4.2a Develop <b>informational pamphlets</b> for those affected by suicide and suicidal behavior, to include local resources			X		SOSL	OptumHealth, CHIP	UT1, SE1		
		4.2b Make informational pamphlets, materials, etc.. available on a <b>publicly available website</b> (i.e., CHIP, <a href="http://www.Up2SD.org">www.Up2SD.org</a> )			X		CHIP, AdEase, CoSD		UT1, SE1		
4.3	Increase <b>knowledge</b> of available resources (prevention, intervention, and postvention) among those affected by suicide and suicidal behavior.	4.3a <b>Distribute</b> informational pamphlets on suicide prevention resources (see 4.2a)			X	X	SOSL, CHIP		UT1, SE1		
		4.3b Send out reminders to SPC members to <b>promote and distribute</b> educational information and on-line resources		X	X	X	CHIP		US1		

**Goal #5: Advance policies and practices that contribute to the prevention of suicide:** This goal addresses recommendations to encourage policy change and positive practices within organizations, government, and other institutions to influence suicide prevention.

Objectives		Activities	2011	2012	2013	2014	Lead Partner(s)	Additional Partner(s)	SPAP Objectives Addressed	Evaluation / Evidence	Notes
5.1	Promote the use of the <b>San Diego County Suicide Prevention Action Plan</b> as a document to guide countywide suicide prevention efforts	5.1a Develop a <b>standard presentation</b> to use in promoting the SPAP	X				CHIP		US1		
		5.1b Identify members of the SPC to <b>present the final SPAP to community groups and organizations</b>		X			CHIP		US1		
		5.1c <b>Promote</b> the release of the SPAP in the media	X				CoSD	AdEase	US1		
		5.1d <b>Present the final SPAP</b> to community groups and organizations	X	X			CHIP		US1		
5.2	Promote <b>best practice</b> training in suicide prevention	5.2a <b>Make recommendations</b> to organizations about suicide prevention best practices		X	X	X	OptumHealth		US1		
		5.2b Develop a suicide prevention " <b>best practice</b> " log			X		OptumHealth		US1		
5.3	Support local, state, and national <b>advocacy</b> efforts to improve suicide prevention	5.3a <b>Support</b> follow-up and support procedures of suicide attempts (i.e., warm hand off protocol from hospitals to mental health agencies; hospital follows up after discharge; intensive case management post hospitalization for Medi-Cal clients who survived suicide attempts)		X	X	X	OptumHealth		US3, ISC2, ISC3, ICS2, DS1		
		5.3b Create <b>calendar of activities</b> identifying local, state, and national suicide prevention weeks, mental health months, survivors of suicide loss day, etc..		X			TBD		US1		
		5.3c Write <b>letters of support</b> for positive plans and policies		X	X	X	TBD		US3, ICS2, DC1, DS1		
		5.3d Support advocacy efforts to provide <b>reimbursement to providers</b> conducting suicide risk assessments		X	X	X	TBD		US3, ICS2, ISC3, DS1		
5.4	Impact <b>responsible reporting</b> on suicide in the media	5.4a Form a <b>media subcommittee</b> of the SPC	X				CHIP		UM1, UM2, UM3		
		5.4b Provide <b>local resources and education</b> to the media about responsible reporting on suicide		X	X	X	CHIP, OptumHealth	AdEase	UM2		
		5.4c Work with the SPRC to further develop <b>local guidelines and procedures</b> for working with the media			X		CHIP		UM1, UM2, UM3		