

Universal Strategies								
Key Strategies	Universal Training (UT)		Research and Data Collection (URD)		Media Campaign (UM)			System (US)
Objectives	UT1. Training is provided using a universally adopted curriculum	UT2. Improve public-private partnership in suicide prevention	URD1. Improve and Expand Data Collection and Reporting	URD2. Data Utilization	UM1. Media campaign delivers one consistent message.	UM2. Impact responsible reporting	UM3. Age/Culturally Appropriate Message Delivery	US1. Create a Suicide Response/Prevention Agency in the County
Key Elements - Outreach and Direct Service	UT1. <ul style="list-style-type: none"> - Partner with non traditional partners - Ongoing training opportunities - Training is mandated - Incentives for training - Curriculum should include: <ul style="list-style-type: none"> + <i>Recognizing signs and symptoms</i> + <i>Risk Assessment</i> + <i>Customer service skills</i> - Training on identification of mental health issues (added for direct service providers) 	UT2. Employer engagement	URD1. <ul style="list-style-type: none"> - Make data a priority - Centralize data - Standardize data collection - Conduct research - Identify data gaps - Collect prevalence data at all levels – <i>death, injury, mental health</i> - Treatment effectiveness data - Ensure confidentiality - Use non-traditional data sources to collect data 	URD2. <ul style="list-style-type: none"> - Publish/market data - Demystify and de”myth”ify suicide 	UM1. <ul style="list-style-type: none"> - Care for Others message – shifting norms - Changing the norms by identifying the root causes of suicide, -talk about it so it is relevant to the population (i.e. bullying, isolation, self-esteem), signs and symptoms and resources. - Everybody is involved! (i.e. faith communities and divorce court) - Messages are value based and speak to who is responsible. 	UM2. <ul style="list-style-type: none"> - Conference for media - Establish ongoing committee to address reporting - Include stories - Change PSA timing. 	UM3. <ul style="list-style-type: none"> - Messages need to be appropriate for age and cultural groups in the County 	US1. <ul style="list-style-type: none"> - Require mandated reporting
Key Elements - Organizational /System	UT1. <ul style="list-style-type: none"> - Demonstrated support for training - Provide funding to cover staff time to attend training 	UT2. <ul style="list-style-type: none"> - Identify a convening authority - Create connected lines of communication 	URD1. <ul style="list-style-type: none"> - Organizations and systems put in place formal agreements - Modify death 	URD2. <ul style="list-style-type: none"> - Utilize data to engage stakeholders 	UM1. <ul style="list-style-type: none"> - Utilize Ambassadors and Champions - Champion/ Ambassador training 		UM3. <ul style="list-style-type: none"> - Consider existing models in broadcast networks 	US1. <ul style="list-style-type: none"> - Organizations are willing to follow up on suicide risk

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		<ul style="list-style-type: none"> - Provide incentives - Utilize Ambassadors and Champions - Champion/ Ambassador training - Training must have cultural and environmental relevance - Emphasize cost savings of implementing training - Evidence based training - Use of various mediums to train 	<ul style="list-style-type: none"> - Make the training a practice standard that are included in employee orientation packets - Collaborative curriculum development to address private/public needs - Organizations provide info regarding their own crisis intervention needs - Schools must be part of collaboration for possible implementation in high schools 	certificates to include more risk factor identification		<ul style="list-style-type: none"> - Multiple systems involved in messaging – public, private, faith based - Purchase media time 		