

Suicide Prevention Council Report To The Community

2014

The San Diego County Suicide Prevention Council (SPC) created this report to the community in order to share the most recent information available on the status of suicide and local suicide prevention efforts in the County. The goal of this report is to bring awareness to the community, and ultimately, to help all of us reduce regional suicide rates. This report is also intended to reduce the stigma associated with suicide and mental illness, and connect people with available resources. In this report, you will discover the following: (1) information about the San Diego County Suicide Prevention Council; (2) a timeline that reflects the key milestones of suicide prevention on local and national levels; (3) a suicide report card that includes data spanning from 2008 to 2013; (4) a status update on key suicide and suicide prevention efforts in San Diego County; (5) information about what stakeholder groups can do to address this public health challenge; and, (6) information about how trends locally, statewide and nationally compare. In addition, this report includes highlights of high impact prevention programs and resources, such as “Question, Persuade, Refer” training, the *It’s Up to Us* media campaign, and the Access & Crisis Line’s new online CHAT service. Bringing this information together in one, comprehensive report has never been done before, and we hope that this report’s contents benefit all stakeholder groups, and bring great value to prevention efforts across San Diego County.

The San Diego County Suicide Prevention Council

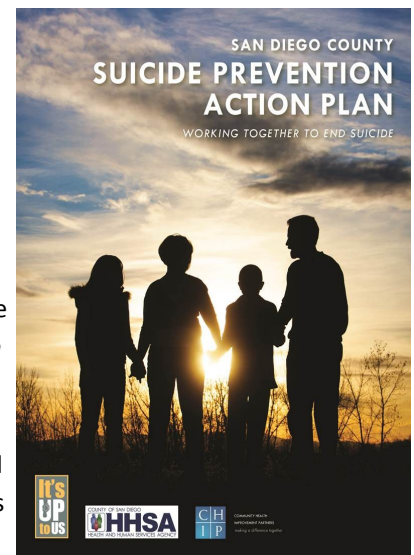
Local efforts

SPC SUBCOMMITTEES

- Help Line Collaborative
- Media
- School (K-12) Collaborative
- Faith Organization Outreach
- Higher Education
- Assessment + Evaluation
- Training + Education

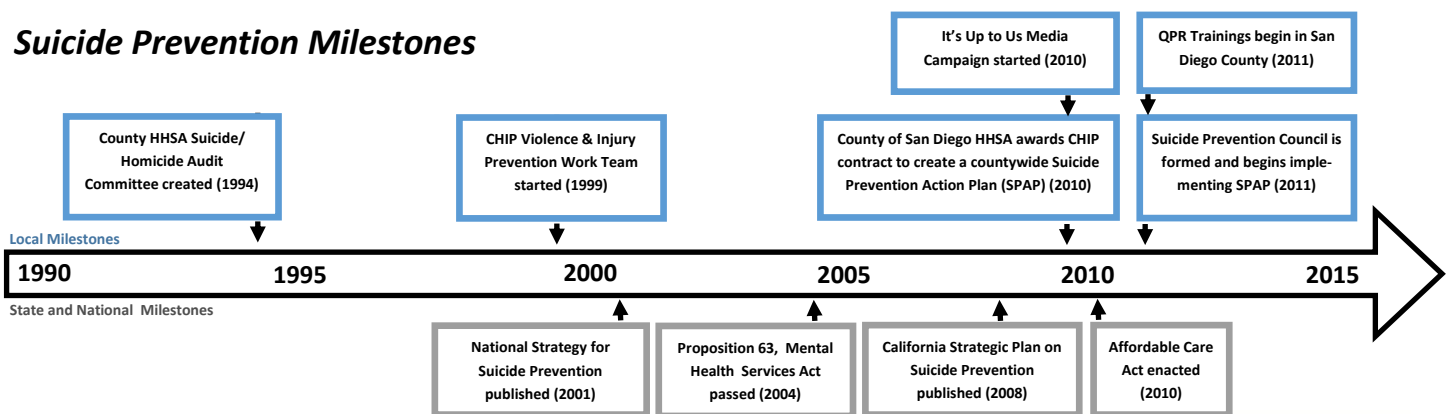
The SPC is a community-wide collaborative focused on realizing a vision of zero suicides in San Diego County. Our mission is to prevent suicide and its devastating consequences in San Diego County.

On April 1, 2010, the County of San Diego Health and Human Services Agency (HHSA) awarded Community Health Improvement Partners (CHIP) a contract to form and establish an interagency council to create, introduce and drive implementation of a *Suicide Prevention Action Plan* for San Diego County, the first of its kind in California. Today with continued support from the County of San Diego, the council provides oversight, guidance, and collective support to implement the recommendations of the *San Diego County Suicide Prevention Action Plan*.



For more information on the plan or to join SPC visit www.spcsandiego.org.

Suicide Prevention Milestones



Status of Suicide & Suicide Prevention in San Diego County: 2014 Report Card

What do the data reveal about suicide? What is being done about it?

This report card brings together data from multiple sources for the years 2008 through 2013 (most recent data available) to present a profile of suicide in San Diego County. Information from the County Medical Examiner, the Access and Crisis Line, hospital emergency departments, student self-reports, suicide prevention awareness campaigns and gatekeeper-training programs are displayed in this report card in order to provide a more complete understanding of the status of suicide and efforts to prevent suicide in San Diego County.

Indicator	2008	2009	2010	2011	2012	2013
1. Total Suicide Deaths						
A. Number	366	377	369	392	413	441
B. Rate per 100,000	12.1	12.3	11.9	12.6	13.2	14.0
2. ED Discharges: Self-Inflicted Injury/Poisoning						
A. Number	2,481	2,465	2,422	2,511	2,788	n/a
B. Rate per 100,000	81.8	80.4	78.2	80.6	89.1	n/a
3. Crisis Calls: Access & Crisis Line	13,310	13,549	14,314	13,450	15,834	17,635
4. It's Up to Us Media Campaign						
A. Website Visits	n/a	n/a	n/a	53,311	66,594	98,960
B. Facebook Fans	n/a	n/a	n/a	n/a	1,802	5,429
5. Students: Seriously Considered Suicide	17%	n/a	18.2%	n/a	20.0%	n/a
6. QPR Gatekeeper Training						
A. Presentations	n/a	n/a	n/a	37	96	83
B. Participants	n/a	n/a	n/a	738	3,596	2,041

n/a, data not available

Report Card Indicators: Type and Source

1) Total number and rate of persons that died by suicide according to County of San Diego HHSA, Medical Examiner's Database. Source: County of San Diego, HHSA, Emergency Medical Services, Media Examiner Database, 2004-2013. Population Data from SANDAG. **2) Total number, rates of persons discharged from emergency department that had self-inflicted harm from 2008-2012, according to County of San Diego HHSA, Emergency Medical Services.** Source: The County of San Diego HHSA, Emergency Medical Services, Medical Examiner Database, 2004-2013. Population Data from SANDAG. **3) Total number of self-reported crisis calls to the San Diego County Access and Crisis Line from 2008-2013, according to OptumHealth.** Source: OptumHealth. **4) Total number of persons that visited the *It's Up to Us* media campaign website and became a fan of the campaign Facebook page from 2011-2013, according to AdEase. Website launched August 19, 2010 and Facebook page launched November 8, 2011.** Source: AdEase. **5) Total percent of youth (9th and 11th Grade) that had suicide ideation (surveys conducted every other year from 2004-2013) per California Healthy Kids Survey.** Source: California Healthy Kids Survey (CHKS), Developed by WestEd for the California Department of Education, 2004-2012. The total percent is an average of the 9th and 11th grade percents. **6) Total number of Question, Persuade, Refer (QPR) trainings held, people trained for suicide prevention conducted in San Diego County through Suicide Prevention Council and tracked by CHIP.** Source: Community Health Improvement Partners (CHIP).

Call the **San Diego Access and Crisis Line (ACL)** at (888) 724-7240 to receive FREE assistance 7 days a week/24 hours a day. For mental health and suicide prevention resources, information about free suicide prevention trainings, or to chat with ACL Monday-Friday (4pm-10pm), visit www.Up2SD.org. For more information on the San Diego County Suicide Prevention Council visit www.spcsandiego.org.

The Status of Suicide & Suicide Prevention in San Diego County

The indicators in the Report Card describe the overall status of suicide — and key efforts to prevent it — in San Diego County. Together, they reveal that suicide remains a major health concern in our region. The number of suicides is unacceptably high, and the rate of suicide has increased three years in a row from 2011-2013. Discharges from local emergency departments for self-inflicted injuries and poisoning are also on the rise. Despite these negative trends, the SPC remains an active provider of Question Persuade Refer (QPR) Gatekeeper training, educating San Diegans on the warning signs of suicide and connecting individuals in crisis with resources. Since timely access to care is critical, the SPC also partners with the local Access and Crisis Line, and the *It's Up to Us* suicide prevention and stigma reduction media campaign, which empowers residents to talk about mental illness, use local resources, and seek help. The data in this report card demonstrates a significant impact that the SPC stakeholders are having in bringing awareness of resources to those in need: crisis calls to the hotline and website visits to *It's Up to Us* media campaign have both significantly increased. This increase in suicides will take time to change; it will take all of us coming together to turn things around. *"It always seems impossible until it's done" -Nelson Mandela*

Changes from 2012 to 2013

Positive Direction Changes

- Crisis calls to the Access & Crisis Line are up 11%
- *It's Up to Us* media campaign website visits are up 49%

Negative Direction Changes

- Suicide rate is up 6%; up 3 yrs. in a row
- Self-inflicted injury/poisoning emergency department discharge rate is up 11%*
- The number of QPR trainings is down 14%

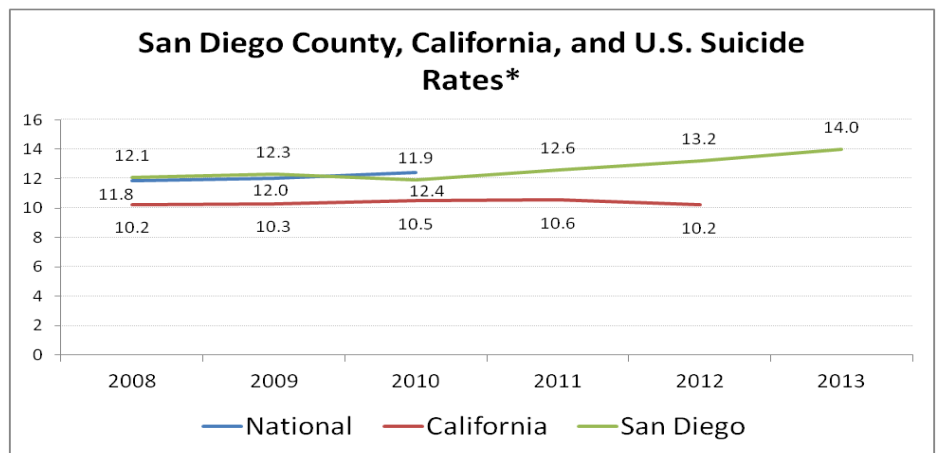
* 2011-2012 change

Consistent with the County's *Live Well San Diego* (LWSD) initiative, a comprehensive 10-year plan to improve the health and promote wellness for all San Diego County residents, the SPC Report Card addresses LWSD's Living Safely component and its Pursuing Policy & Environmental Change strategy. **To learn more about the LWSD initiative, visit www.livewellsd.org.**

Suicide Trends Locally, Statewide and Nationally

Historically, San Diego County suicide rates have been very similar to national rates. However, compared to California suicide rates, local San Diego County rates have remained approximately 20% higher.

In the most recent year of available data (2012), the California suicide rate fell for the first time in seven years, while the local County rate continued to increase. The national data has not been available since 2010 so it has been a challenge to compare local data with national data.



Source: County of San Diego, Health and Human Services, Emergency Medical Services, Medical Examiner Database, 2008-2013. Population Data from SANDAG. United States Department of Health and Human Services (US DHHS), Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS), Compressed Mortality File (CMF) on CDC WONDER Online Database, 1999 - 2010.
*Rates per 100,000 people

What You Can Do To Help:

- * Volunteer with a suicide prevention organization
- * Participate with SPC www.spcsandiego.org
- * Host a QPR suicide prevention Gatekeeper training
- * Take a QPR suicide prevention Gatekeeper training
- * Visit the *It's Up to Us* website www.Up2SD.org
- * Become a Facebook fan of *It's Up to Us* www.facebook.com/up2sd
- * Donate to a local suicide prevention organization
- * Share this information and talk to your family and friends about suicide and mental health; you can help reduce stigma
- * Check out www.livewellsd.org to see how you can join the *Live Well San Diego* efforts in your region

San Diego Now Has CHAT Services!

In August 2013, the Access and Crisis Line (ACL) launched a new online CHAT service for San Diego County. California Mental Health Services Authority (CalMHSA), San Diego County, and OptumHealth identified the implementation of CHAT services as a critical component for the next generation of suicide prevention efforts within our community. This innovation aligns with CalMHSA statewide Prevention and Early Intervention projects: Suicide Prevention, Stigma and Discrimination, and Student Mental Health.

The ACL receives thousands of calls per month related to suicide prevention, crisis intervention, counseling, community resources, mental health referrals, and alcohol and drug treatment services. Adding CHAT services to the existing ACL services enables more access for individuals needing help who may not want to call a telephone line. Research suggests that teens and young adults prefer other methods of communication over the telephone when in distress. San Diego's CHAT services are an important step in meeting the evolving needs of our community and a population that relies more on technological and virtual methods of communication. **CHAT services are available Monday through Friday (4pm-10pm) via a smartphone or computer at www.optumhealthsandiego.com or www.Up2SD.org.**

Did You Know?

- 87% of people who used CHAT service found it helpful
- 32% of CHAT users had thoughts of suicide within the last 24hrs
- 55% of CHAT users are between the ages of 25-59
- Average length of a CHAT is 28 minutes

Source: OptumHealth

Question, Persuade, Refer

Question, Persuade, and Refer (QPR) Gatekeeper Trainings for Suicide Prevention are available in San Diego County.

QPR is designed to give members of the general public the basic skills necessary to recognize a crisis and the warning signs that someone may be contemplating suicide. QPR is like CPR— an emergency mental health intervention for suicidal persons. The QPR Institute recommends that 1 in 4 adults are trained in QPR in order to eliminate suicide.

The QPR Gatekeeper Trainings are funded by the County of San Diego Health and Human Services Agency, and offered at *no cost* to attendees on behalf of the San Diego County Suicide Prevention Council. **If you are interested in attending or hosting a training please visit www.spcsandiego.org and click on Trainings for more information.**

As a QPR-trained Gatekeeper, you will learn to:

- Recognize warning signs of suicide
- Know how to offer hope
- Know how to get help and save a life

To date over 7,000 San Diegans have been trained in QPR.

It's Up to Us!

The *It's Up to Us* suicide prevention and stigma reduction media campaign is designed to empower San Diegans to talk openly about mental illness, recognize symptoms, utilize local resources and seek help. By raising awareness and providing access to local resources, the campaign aims to inspire wellness, reduce stigma and prevent suicide.

Recovery is possible and help is available. It's up to us to make a difference in the lives of San Diegans experiencing mental health challenges by offering support and providing opportunities.

Pain isn't always obvious. Someone you know, a friend or family member, may be suffering in silence and thinking about suicide. Learn the warning signs. Communicating your concern and offering to find help together, could save a life. If you are concerned, take action right away.

Call the San Diego Access and Crisis Line at (888) 724-7240 to receive FREE assistance 7 days a week/ 24 hours a day. For a list of warning signs, mental health and suicide prevention resources and additional information, visit www.Up2SD.org.



This campaign is developed through the **Up2SD.org** County of San Diego Health and Human Services Agency and supports the County's *Live Well San Diego* plan to promote a community that is healthy, safe and thriving.