Suicide Prevention: Engaging Youth in Schools and Communities

September 12, 2017
Introductions

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Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.
Welcome!

• Please **mute** your line
• If you have a **question**, **technical problem** or **comment**, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel.
Agenda:

• It’s Suicide Prevention Week!
• AB 2246 – Implementing Policy Change
• 13 Reasons Why & Messaging
• Walk in Our Shoes
• Directing Change Program & Film Contest
• NAMI on Campus
• Active Minds
• Community Colleges
• Resources and How to Get Involved
Tools for Suicide Prevention Week

#BeThe1To
Know the Signs. Find The Words. Reach Out.

September 10-16
Suicide Prevention Week
September 10
World Suicide Prevention Day

Suicide is Preventable.org
Suicide Prevention Week 2017

The toolkit includes:

- Suicide Prevention Tools & Resources
- Social Media Posts
- Resources and Activity Ideas for Youth & Schools

The toolkit can be found and downloaded at www.eachmindmatters.org/spw2017/
Host a suicide prevention gatekeeper training for parents
Host a screening of Directing Change films for youth/parents
Work with teachers to implement The Trevor Project’s “Lifeguard Workshop”
Set up a resource table with materials and resources about suicide prevention
Implement a “13 Reasons Why Not Activity”
Youth Mental Health Events in San Diego County

- Torrey Pines Mental Health Club hosted a “Green Ribbon Week Todd Marinovich Assembly” for May is Mental Health Month.
Youth Mental Health Events in LA County

- Claremont High School hosted a campus-wide mental health event where Directing Change films were screened in the gym.
Whitney High School hosted a screening of Directing Change films in the theatre during lunch time to raise awareness of mental health and suicide prevention.
Students created a video that was part of a lesson on Suicide Prevention which was shown to all students at Franklin High during advisory class period.

https://youtu.be/_f5U3kz3DHY
Boys & Girls Club of the San Gorgonio Pass

Speak Out
https://youtu.be/17OYLzMV8_g
Questions and Answers
“Suicide prevention and intervention require constant vigilance.”

Hayes Lewis, co-creator of Zuni Life Skills
AB 2246

- **AB 2246 language**
- **CDE Model Policy**
- **AB 2246 Guide**: Comprehensive overview of resources including staff training options, youth engagement programs and risk assessment tools.

Education Code section 215 (a) (1)

The governing board or body of a local educational agency that serves pupils in grades 7 to 12, inclusive, shall, before the beginning of the 2017–18 school year, adopt, at a regularly scheduled meeting, a policy on pupil suicide prevention in grades 7 to 12, inclusive. The policy shall be developed in consultation with school and community stakeholders, school-employed mental health professionals, and suicide prevention experts and shall, at a minimum, address procedures relating to suicide prevention, intervention, and postvention.
Building a Strong Foundation

Create a policy that provides the foundation for suicide prevention, intervention and postvention in your district.

A strong suicide prevention policy

- Protocols for helping students at risk
- Staff education and training
- Parent education and training
- Student education and engagement

✓ Prevention
✓ Intervention
✓ Postvention
District-wide trainings and one-on-one support for a school are available, including:

- Reviewing and updating a district’s or schools existing policies and protocols
- Providing an overview of the spectrum of suicide prevention efforts in the school-setting, including available staff trainings and student engagement programs.
- Identifying and responding to students that may be at risk
- Creating a post-vention plan to respond after a suicide attempt or suicide death in the school community

Mental Health First Aid
Thirteen Reasons Why

CRISIS INFORMATION

In need of help? Choose your country:

United States

Crisis Text Line
If you are immediately concerned about yourself or a friend, reach out for help:
TEXT: 741741
http://www.crisistextline.org/

JED
To learn about emotional health and how to support a friend, visit:
https://www.jedfoundation.org/help
For more guidance on talking to friends and family about the series click here

National Suicide Prevention Lifeline
1-800-273-8255
En Espanol: 1-888-628-9454
Deaf and Hard of Hearing: 1-800-799-4889
Suicidepreventionlifeline.org

https://13reasonswhy.info/#usa
Thirteen Reasons Why


Questions and Answers
Hello! Are you curious about what it’s like to be in someone else’s shoes? Do you want to learn about other people’s lives? Curiosity and learning are great, so lace up, strap on, or slip on your sneakers and let’s learn about mental health. Learning about other people can help you understand that they’re still a lot like you — they’re just on a journey in different shoes.
FOR GROWNUPS

NEED HELP NOW?

FOR TEACHERS

Mental health challenges are more common than one realizes. As an educator, you play a crucial role in introducing the subject of mental health to your students. In fact, some of your students have probably experienced their own mental health challenges.

The following resources provide information about mental health, a synopsis of the Walk In Our Shoes campaign and a Classroom Facilitation Guide, with accompanying activities, that familiarize students with mental health and wellness.

INTRODUCING MENTAL HEALTH (TEACHERS)
ABOUT WALK IN OUR SHOES
CLASSROOM FACILITATION GUIDE
CLASSROOM LESSON PLANS
CLASSROOM ACTIVITIES

www.walkinourshoes.org/for-grownups
Pain isn’t always obvious, but research shows that 4 out of 5 teens who attempt suicide have given clear warning signs.

Teens turn to their friends for support.

But are they prepared to help?
MENTAL HEALTH QUICK FACTS

- **75%**: Percentage of all mental illnesses that start by the age of 24.
  
  Source: National Alliance on Mental Illness (NAMI)

- **6 - 8 years**: Amount of time young people wait from onset of symptoms before getting help.
  
  Source: JAMA Psychiatry, 2005

- **70% - 90%**: Percentage of individuals reporting improved quality of life after receiving support and treatment.
  
  Source: NAMI California
The Directing Change Program engages young people throughout California to learn about mental health, the warning signs for suicide and how to help others in a language teens relate to: **film.**
Directing Change Program & Film Contest

Youth and young adults submit 30 and 60 second films about suicide prevention, mental health, and explore these topics through the lens of diverse cultures.

- Submission Deadline: March 1, 2018
- Volunteer to Judge Films!
- Red Carpet Award Ceremony
- Cash prizes for winning teams and schools
- Open to students in grades 7-12 and youth ages 14-25
THE DIRECTING CHANGE PROGRAM AND FILM CONTEST
engages young adults throughout California to learn about the warning signs for suicide, mental health and how to help a friend by creating short films. Throughout the filmmaking process, participants are engaged via all methods of the “learning spectrum” to see, hear, and apply concepts learned about suicide prevention and mental health. These films are used in schools and communities to raise awareness and start conversations about these topics.

Findings from a cross-sectional, case-control study by NOCQ at the University of Chicago demonstrated knowledge, attitudes and behavior changes:

Directing Change participants more frequently agreed that suicide is preventable, identified more warning signs and were more willing to encourage others to seek help beyond their own social circles.

Directing Change participants are more willing to engage in conversation aimed at suicide prevention and have fewer attitudes that contribute to stigma about mental health.

Teacher reports on students and school climate such as gaining skills for dealing with mental health issues later in life, noticing social isolation, increased sense of safety and sensitivity to the feelings of others, and knowledge of how to connect peers with resources.

Directing Change provides an effective, tangible, and supportive way to generate open discussion about mental distress, prevent suicide, increase help-seeking, and to reduce stigma and discrimination.

Since 2012, 5,343 youth have participated in the Directing Change Program and Film Contest. Their commitment and creativity towards raising awareness about suicide prevention has helped inspire a new generation to know the warning signs, reach out for help, and engage conversations that could help save a life.

Learn more about the Directing Change Program and Film Contest by visiting DirectingChange.org.

Learning Methodology

Directing Change integrates sound pedagogical principles into the filmmaking process so that participants are engaged via all methods of the “learning spectrum”: to see, experience, discuss, and apply. Once created films are used in schools and communities to raise awareness and start conversations about these topics.

https://youtu.be/gq4B8tB84io

https://youtu.be/aR7Rgo6tPU0

https://www.youtube.com/watch?v=IFCFICLJNbQ8
1) View one of the youth produced films today!

2) Participate! View Submission Details here: www.directingchangeCA.org

3) Request a training or technical assistance with implementing AB 2246
Questions and Answers
NCHS Online Format & Club Activities

Erik Villalobos, Education Coordinator
What is a NAMI on Campus High School (NCHS) Club?

- NAMI on Campus High School (NCHS) is a student-led mental health awareness and stigma reduction club program for high schools in California.

- The goals of NCHS are to:
  - Make mental health and mental illness more acceptable topics at school.
  - Bring awareness to how we can all better support and help one another when faced with a mental illness (either our own or someone we care about).
  - Reduce stigma so people feel more comfortable seeking help for a mental health concern.
New Process for Club Start Up

- In order to remove barriers to clubs starting, NAMI CA has implemented a new online process.

- Interested schools will now be able to initiate the process and complete a series of steps to have their club approved.

- In-person trainings are no longer required to start a club, but trainings will still be offered as funding allows.

- All information and forms are available on the NAMI CA website, [www.namica.org](http://www.namica.org).
Process to Start a Club

1. Students submit the Online Interest Form through NAMI CA website
   ▶ This lets NAMI CA know they are initiating the process; NAMI CA informs the local Affiliate

2. NAMI CA will send the students the Start Up Packet

3. NAMI CA coordinates a webinar or conference call with the students, Advisor, and local Affiliate
   ▶ Objective is to answer questions, go over important club policies, etc.

4. Local Affiliate, students, and advisor have an in-person meeting to get to know one another and form plans for partnership

5. Students and advisor complete the Start Up Packet and turn into NAMI CA for approval

6. NAMI CA reviews the Start Up Packet and officially approves the club
What’s Needed to Complete a Start Up Packet

✓ A group of at least 4 students (with at least 50% being in class levels besides senior)

✓ An adult Advisor that is committed to helping lead the club, who is comfortable talking about mental health, and is on-campus during school hours

✓ The approval of the school principal

✓ The approval of the local NAMI Affiliate

✓ Confirmation that the school has distributed the Parent Mental Health Awareness Letter
Club Requirements

• Clubs must:
  • Re-register at the beginning of each school year
  • Send out Parent Letter during re-registration
  • Complete bi-annual reports (available online in the Club Leaders only site)
  • Register any club events (available online in the Club Leaders only site)
  • Agree that funds raised will go to their own club, NAMI CA, or the local affiliate
  • Notify NAMI CA of any changes to the advisor or club leader
Real Life Examples from Clubs

- Held a mental health awareness day and decorated their halls with lime green ribbons and positive messages. Handed out EMM green ribbons and linked the EMM website to their school website.

- Displayed May is Mental Health Awareness Month on digital marquee and held a Mental Health Professional panel speaking about differences in mental health professions

- Held a training for school faculty and staff regarding signs of mental illness in teens
Questions and Answers
California Community Colleges Student Mental Health Program (CCC SMHP)

- Partnership between the California Community Colleges Chancellor’s Office, Foundation for California Community Colleges.

- The California Community Colleges Student Mental Health Program is a statewide effort focusing on prevention and early intervention (PEI) strategies which address the mental health needs of California community college students and advance the collaboration between community colleges and their county mental health services.
Crisis Text Line launched services to CCC’s in May 2017.

- SMHP disseminated awareness toolkits to 114 CCC’s (300,000 materials)
  - Decals, posters, wallet cards, bookmarks and display holders

- Materials were disseminated in:
  - Health centers
  - Libraries
  - Student centers
  - Cafeterias
  - Display boards
  - Classroom doors
  - Laptops
  - Email newsletters
  - Campus magazines and blogs
Crisis Text Line Toolkit Items

- 8.5” x 17” Poster
- 2” x 7” Bookmark
- Card and Card Holder Device
- 4” Decal
Crisis Text Line Toolkit Items (Continued)

Laminated wallet card: Easy and shareable card designed to highlight (1) the specific instructions for contacting Crisis Text Line (2) the text-in word [COURAGE] CCC students, faculty and staff must use when they text message and (3) the invitation for volunteers to help.
Kognito trainings teach faculty, staff, and students to recognize mental distress, with the goal of connecting students to support services.

Launched in 2011 with California Community Colleges.

Over **61,000** CCC faculty, staff and students users

**104** of **114** CCC’s currently accessing trainings
At-Risk for Faculty and Staff
This course is designed to prepare faculty and staff to: 1) recognize when a student is exhibiting signs of psychological distress, and 2) manage a conversation with the student with the goal of connecting them with the appropriate campus support service.

Veterans on Campus
This training is designed to present faculty and staff with typical challenges faced by student veterans so they are better able to assist and potentially refer students to appropriate support services.

LGBTQ on Campus for Faculty and Staff
This course is designed to prepare learners to effectively manage potentially prejudiced classroom discussions, conduct a supportive conversation with a student who identifies as LGBTQ, and to identify when a student may be distressed and refer them to support.

At-Risk for Students
This training is designed to prepare student leaders to: (1) recognize when a fellow student is exhibiting signs of psychological distress, and (2) manage a conversation with the goal of connecting them with the appropriate campus support service.

Veterans on Campus: Peer to Peer
In this training student veterans learn to recognize when fellow student veterans are in distress, approach them, and refer to supportive resources. Veterans on Campus: Peer to Peer was developed with input from leading experts and student veterans.

LGBTQ on Campus for Students
This training aims to increase students' confidence and skill to address discriminatory language, respond supportively when a peer comes out, and connect fellow students with appropriate resources.
Questions and Answers
What is Active Minds?

Active Minds empowers students to change the perception about mental health on college campuses.
Partner with Active Minds

For free…

• Create a Campus Chapter!
• Transform Your Campus
• Student Cohort: Applications DUE on October 6th
  • Mini-grants for students/campuses to get involved with Active Minds for Every Mind: a project to reach diverse audiences on campus
  • Does NOT have to be a current chapter
• Healthy Campus Award: Applications open on October 10th
• Follow us on social media for up-to-date, shareable mental health content

For fee…

• Active Minds National Conference
  • The nation’s largest conference focused on students and mental health
  • Nov. 3-5th, Washington DC
  • Options: Present, attend, sponsor students, etc.
• Send Silence Packing
  • Bring our nationally renowned suicide awareness display to your county.
  • Stay tuned for California Spring Tour Application Call!
• Active Minds Speakers Bureau
  • Book one of our highly trained mental health speakers

active minds
Ashley, CSU Fullerton
Orange County

“I think this project allowed me to be more comfortable talking about mental health issues and telling people about the tangible work we are doing to combat stigma. People were fascinated with the work that the State of California is doing. This project created an interest in me to explore career options in public health research. We grew our [Active Minds leadership] board from 3 to 6 members within 6 months. We also nearly tripled our membership.”
Becky Fein, MPH
becky@activeminds.org
California Statewide Program Manager
Based in Sonoma County
Questions and Answers
Each Mind Matters: Engaging Youth in California’s Mental Health Movement
Mini-Grantee Spotlight: NAMI San Diego
Mini-Grantee Spotlight: University of Redlands
Mini-Grantee Spotlight: Valley Oak Children’s Services
Materials Spotlight: Be True and Be You Booklet & #MillionsLikeMe Digital Album
Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.
The Each Mind Matters Shop provides promotional and educational materials for supporting California’s Mental Health Movement. If you would like to order materials with a Purchase Order, please review the Purchase Order Process. If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.

“A New State of Mind” Documentary DVD Toolkit

“Be True and Be You” Booklet for LGBTQ Teens

“Stories of Hope, Resilience and Recovery” Vignette DVD
Upcoming Webinars

Each Mind Matters 2017-18 Webinar Series

Join us for the 2017-18 Each Mind Matters webinar series. This series will provide a deeper understanding of mental health awareness, stigma and discrimination reduction, suicide prevention strategies, and available materials, with a special focus on learning from existing school and community-based efforts across the state.

Questions? Please email: info@eachmindmatters.org

August 8, 2017:
1:00-2:00PM PST
Suicide Prevention: Men and Means
emmresourcecenter.org/resources/suicide-prevention-skills-building-men-and-means

September 12, 2017:
1:00-2:00PM PST
Suicide Prevention: Engaging Youth in Schools & Communities
attendee.gotowebinar.com/register/6049936672722505219

October 10, 2017:
1:00-2:00PM PST
Each Mind Matters Resource Center 101:
Free Online Mental Health Resources for Diverse Audiences
attendee.gotowebinar.com/register/3023054828734266115

February 13, 2018:
1:00-2:00PM PST (Spanish) & 2:00-3:00PM (English)
Skills Building: Engaging Latino Communities in SanaMente
Spanish: attendee.gotowebinar.com/register/2280129115497206275
English: attendee.gotowebinar.com/register/1598171322020318467

March 13, 2018:
1:00-2:00PM PST
Learning Exchange:
Community Engagement for May is Mental Health Awareness Month
attendee.gotowebinar.com/register/7333185489592972803

This webinar series is hosted by Each Mind Matters: California’s Mental Health Movement, and is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote mental health and wellness. These initiatives are funded by counties with Prop 63 MHSA funds through the California Mental Health Services Authority (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families, and communities.
Questions and Answers
Get involved at eachmindmatters.org

SanaMente.org
ElSuicidioEsPrevenible.org
PonteEnMisZapatos.org
BuscaApoyo.org

EachMindMatters.org
SpeakOurMinds.org
SuicideIsPreventable.org
YourVoiceCounts.org
WalkinOurShoes.org
DirectingChange.org

Twitter: @eachmindmatters
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Instagram: eachmindmatters