Suicide rate by age, 2007-16

Open Data Portal:
www.sccphd.org/healthdata

Source: Santa Clara County Public Health Department, 2018
Emergency department visit rate due to suicide attempt/ideation, 2007-14

Open Data Portal: www.sccphd.org/healthdata

Source: Santa Clara County Public Health Department, 2018
Suicide rate by race/ethnicity, 2007-16

Open Data Portal: www.sccphd.org/healthdata

Source: Santa Clara County Public Health Department, 2018
Methods of suicide and suicide attempt/ideation

Suicide deaths, 2007-16
- Firearms: 31%
- Poisoning: 16%
- Suffocation: 34%
- Other: 14%
- Fall: 5%

Emergency department visits due to suicide attempt/ideation, 2007-14
- Poisoning: 61%
- Cut/pierce: 29%
- Fall: 0.3%
- Fire/flame: 0.4%
- Other: 8%

Source: Santa Clara County Public Health Department, 2018
https://data-sccphd.opendata.arcgis.com/
CDC EpiAid report:
www.sccbhd.org/suicideprevention

Youth suicide rates by city of residence, 2003–2015

<table>
<thead>
<tr>
<th>City</th>
<th>Count</th>
<th>Crude Suicide Rate per 100,000</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Jose</td>
<td>113</td>
<td>4.6</td>
<td>3.8 5.5</td>
</tr>
<tr>
<td>Morgan Hill</td>
<td>13</td>
<td>12.7</td>
<td>7.3 21.8</td>
</tr>
<tr>
<td>Palo Alto</td>
<td>19</td>
<td>14.1</td>
<td>9.0 22.2</td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>17</td>
<td>6.4</td>
<td>4.0 10.3</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>14</td>
<td>5.1</td>
<td>3.0 8.5</td>
</tr>
</tbody>
</table>

Data Source: Vital statistics, combined years 2003-2015
Case Definition: (1) County of residence listed as Santa Clara County, (2) Death occurred in state of California, (3) Decedent 10 to 24 years of age, (4) Manner of death listed as suicide.
Crude Emergency Department (ED) visit and hospitalization rate for suicide attempt/self injury†

Data Source: Emergency Department Data (2005-2014), Patient Discharge Data (2003-2014)
Population: (1) Patient was 10 to 24 years of age, (2) Patient was a resident of Santa Clara County, and (3) Visit/hospitalization was for suicide attempt/self-injury. Suicide attempt/self-injury was defined based on the principal or any other diagnosis coded with ICD-9 external cause of injury codes (E-codes) in the range 950.0–959.9, corresponding to suicide attempt and self-inflicted injury.
Weighted prevalence of past year suicidal ideation among public high school students, 2013–2014

Data Sources: California Healthy Kids Survey (2013-2014)
Population: Public high school students from Santa Clara County
Goals

Reduce and prevent suicide deaths and suicide attempts in Santa Clara County

Outcome Objectives

- Increase early identification and support for people thinking about suicide
- Increase use of mental health services
- Strengthen community suicide prevention and response systems
- Reduce access to lethal means
- Improve messaging in media about suicide
# Suicide Prevention Adult Training Programs

## Basic
- **QPR: Question, Persuade, Refer**
  - Recognize the warning signs of a suicide crisis. Learn how to question, persuade, and refer someone to help.
  - **Audience:** General-adult
  - **Format:** In-class, online
  - **Duration:** 1-2 hrs

- **safeTALK**
  - Learn to move beyond the common tendency to miss, dismiss, and avoid suicide.
  - Apply the TALK steps: Tell, Ask, Listen, and KeepSafe.
  - **Audience:** General-adult
  - **Format:** In-class
  - **Duration:** 3 hrs

## Mental Health First Aid (+ youth version)
- Understand risk factors and warning signs for common mental health challenges and 5-step mental health action plan to help both youth and adults in crisis.
- **Audience:** General-adult
- **Format:** In-class
- **Duration:** 8 hrs

## ASIST
- Learn to provide suicide first aid to a person at risk.
- Identify key elements of a suicide safety plan and the actions required to implement it.
- **Audience:** mental health professionals, caregivers
- **Format:** In-class
- **Duration:** 2 days

## Advanced
- **Suicide to Hope**
  - Understand a framework for finding and exploring recovery and growth opportunities for clients with suicide experiences.
  - Apply a Pathway to Hope (PaTH) model for setting recovery goals.
  - **Audience:** mental health professionals
  - **Format:** In-class
  - **Duration:** 8 hrs

---

To arrange a training and for information about youth trainings, please contact **evelyn.quintanilla@hhs.sccgov.org**, (408) 885-3723

All trainings are free and funded by the voter-approved Mental Health Services Act (Prop. 63).
KOGNITO “AT-RISK” ONLINE SIMULATIONS
## Mental Health and Suicide Prevention Curricula for Youth

*It is strongly recommended to incorporate suicide prevention trainings into a broader health or mental health curriculum.*

<table>
<thead>
<tr>
<th>Curriculum:</th>
<th>Suicide Prevention</th>
<th>General Mental Health</th>
<th>Features:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Walk in Our Shoes: Focus on destigmatizing mental health challenges.</td>
<td></td>
<td>✓</td>
<td>• Audience: Middle school students</td>
</tr>
<tr>
<td>2 More Than Sad: Learn about depression as a medical illness, symptoms of depression and treatment.</td>
<td></td>
<td>✓</td>
<td>• Format: In-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Duration: 8 model session</td>
</tr>
<tr>
<td>3 Ending the Silence: warning signs of mental health conditions and what steps to take.</td>
<td></td>
<td>✓</td>
<td>• Audience: High school students</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Format: In-class: film &amp; discussion</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Duration: 1 hr</td>
</tr>
<tr>
<td>4 Community Conversations: Finding solutions to mental health needs on campus.</td>
<td></td>
<td>✓</td>
<td>• Audience: Middle/high school students</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Format: In-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Duration: 50 mins</td>
</tr>
<tr>
<td>5 Question, Persuade, Refer (QPR): Learn about warning signs of suicide, how to refer/connect to help.</td>
<td>✓</td>
<td></td>
<td>• Audience: High school students</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Format: In-class &amp; online</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Duration: 1-2 hrs</td>
</tr>
</tbody>
</table>
TIERED APPROACH TO SUICIDE PREVENTION AND MENTAL HEALTH TRAININGS

**Tier 1**
- Youth Mental Health First Aid: Parents
- More than Sad, Break Free from Depression: Students

**Tier 2**
- QPR, Kognito: School staff, teachers

**Tier 3**
- Suicide to Hope/ASIST: Mental health professionals, counselors
K-12 TOOLKIT FOR MENTAL HEALTH PROMOTION AND SUICIDE PREVENTION

http://www.heardalliance.org/help-toolkit/
SUICIDE INTERVENTION PROTOCOL FLOWCHART: LOW, MODERATE & HIGH RISK
STUDENT HAS DEMONSTRATED RISK FOR SUICIDE

Low Risk: Student is demonstrating warning signs with no intent to act.
- Inform counselor who assesses student for risk level
- Notify family
- Develop care plan
- Create safety plan
- Provide community resources
- Develop follow-up plan

Moderate to High Risk: Self-harm behavior, threats, ideation, plan, prior attempts.
- Notify nearest CRT member
- Assess situation severity (Contact UFS)
- If transport to hospital or health services required, call 911
- If needed, activate CRT plan

Notify Administration
- Counselor/Psychologist is the Case Manager
- Physician Report

Document event on "Student Suicide Risk Documentation Form"
- Debrief with all involved.

Follow up with student, family, and staff.

Upon re-entry:
- Update safety plan
- Coordinate academic plan w/ teachers

*Once moderate/high risk is identified, bring in CRT

Peer Concern
Tell Trusted Adult

Parent Concern

Staff Concern
Use QPR Gatekeeper Skills

Do NOT Leave Student Alone
# COUNTY BEHAVIORAL HEALTH RESOURCES

<table>
<thead>
<tr>
<th>Name</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Clara County Suicide and Crisis Hotline</td>
<td>1-855-278-4204</td>
</tr>
<tr>
<td><strong>Crisis Text Line Number</strong></td>
<td>Text RENEW to 741741</td>
</tr>
<tr>
<td>Mental Health Urgent Care Walk-In Clinic: 871 Enborg Court, San Jose</td>
<td>(408) 885-7855 Open everyday 8am-10pm</td>
</tr>
<tr>
<td>Uplift Mobile Crisis Unit</td>
<td>(408) 379-9085</td>
</tr>
<tr>
<td>Call Center (for referral)</td>
<td>1-800-704-0900</td>
</tr>
<tr>
<td>911 – ask for a CIT officer</td>
<td></td>
</tr>
</tbody>
</table>
First responders attend to death, e.g. police, sheriff

Coroner notified; classified suicide

SACS notified

SP team notified

SP sends letter of support/notifies community institution, if identifiable

CDRT sends letter to next-of-kin (youth only)

SACS sends condolence letter inviting to SOS support group (SCC only)
## INCREASING GRIEF SUPPORT SERVICES

<table>
<thead>
<tr>
<th>Grief support: In-person</th>
<th>Free and confidential, unless noted</th>
</tr>
</thead>
<tbody>
<tr>
<td>• American Foundation for Suicide Prevention</td>
<td></td>
</tr>
<tr>
<td>• Bill Wilson Centre for Living with Dying</td>
<td></td>
</tr>
<tr>
<td>• Camp Erin: Where Children and Teens Learn to Grieve and Heal</td>
<td></td>
</tr>
<tr>
<td>• Hospice of the Valley</td>
<td></td>
</tr>
<tr>
<td>• Kara</td>
<td></td>
</tr>
<tr>
<td>• Santa Clara County Suicide Prevention Program</td>
<td></td>
</tr>
<tr>
<td>• Santa Clara County Survivors of Suicide (SOS) Support Group</td>
<td></td>
</tr>
</tbody>
</table>

- **2019**: Grief support training for clinicians and peer support workers, with BWC for Living with Dying (Dr. Janet Childs)
“FRIEND YOURSELF” SOCIAL MEDIA CAMPAIGN

- **Aim:** Increase help-seeking behavior among youth ages 18-24
- **Air dates:** 9/10/17-1/15/18

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>3,989,069</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,023,210</td>
</tr>
<tr>
<td>Instagram</td>
<td>988,311</td>
</tr>
<tr>
<td>Pandora</td>
<td>1,834,448</td>
</tr>
<tr>
<td>NCM (6 theaters)</td>
<td>94,342</td>
</tr>
<tr>
<td>Screen Vision Media (Morgan Hill theater)</td>
<td>30,000</td>
</tr>
<tr>
<td>Website hits</td>
<td>18,758</td>
</tr>
<tr>
<td><a href="http://www.mentalhealthstartswithme.org">www.mentalhealthstartswithme.org</a></td>
<td></td>
</tr>
</tbody>
</table>
COMMUNITY OUTREACH

- Tabling: 1,610 reached in 2018 with suicide prevention and mental health resources
- Partnership-building (e.g. colleges and universities, CBOs)
- Volunteer program
Gun Violence Restraining Orders: www.speakforsafety.org

The 11th Commandment of Gun Safety Rules

11. Consider temporary off-site storage if someone you know is having thoughts of harming themselves or others. When an emotional crisis (like a break-up, job loss, legal trouble) or a major change in someone's behavior causes concern, storing guns outside the home for a while may save lives. If someone you know is showing the warning signs of suicide, immediately follow safety measures.

What you can do:

- Lock the unloaded firearms in a gun safe or tamper-proof storage box, with ammunition locked in a separate location.
- Store firearms outside of the house, with an individual who can legally hold a gun.
- Inquire with local gun shops and shooting ranges, who may rent storage lockers for a fee.
- Family members can ask law enforcement officers to seek a Gun Violence Restraining Order (GVRO) against people who pose a threat to themselves or others.
- To find out more about state law visit: https://oag.ca.gov/firearms/tips
SAFE MESSAGING EFFORTS

• Media monitoring and analysis
• Work with media: Response team, safe messaging trainings, BHB Hero awards, interviews
CITY PARTNERS FOR SUICIDE PREVENTION

• Cities with suicide prevention policies: Palo Alto, Mountain View, Los Gatos, Sunnyvale, Milpitas, Morgan Hill

• Project Safety Net/Palo Alto

• South County Suicide Prevention Workgroup
  - Strengthen continuum of care/case review team
  - Increase LGBTQ services
  - Safe messaging training
  - Gatekeeper trainings
CONTACT US

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Nhi Tran
Suicide Prevention Associate
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www.sccbhd.org/suicideprevention
Comments & Questions