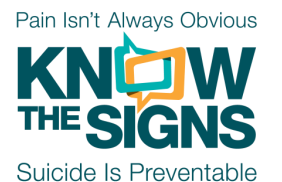


*San Mateo County
Suicide Prevention Committee
Presents*

Messaging Matters Webinar



March 1, 2022
This meeting is being **recorded**.



Media Notice



This meeting is
being recorded.
Slides and recording
will be shared with
registered
participants



PHOTO/VIDEO NOTICE

You are approaching an event area where filming and photography are being done. Your entrance into the event area constitutes your full consent to being filmed and photographed by the County of San Mateo. The County of San Mateo reserves the right to use any photography or film taken in the event area without providing compensation to you. Such use by County may include, but is not limited to, postings to social media or websites, and/or use in promotional or informational materials in any medium.

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Do not enter this event area if you do not wish to be subject to the foregoing. Alternatively, if you wish to participate/attend the event, but do not wish to have your photograph used in accordance with the above notice, please contact an Event Organizer. County will make best efforts to comply with your wish not to be photographed.

Thank you.

Welcome!



1. Introduce yourself

1. Name and Pronouns
2. Affiliation(s)
3. What do you want to get out of today's training?

2. Complete demographic survey



[https://www.surveymonkey.com/r/
2022-03-01-SPMessages-Demog](https://www.surveymonkey.com/r/2022-03-01-SPMessages-Demog).

Dedication



“To all the people that don’t believe they matter to anyone or feel numb. **You Should Be Here”**

– From *Letter To You* photovoice by Vivian Valdez, San Mateo



“The San Mateo County Mental Health Community is a Nation of Survivors and Believers; working together in love, **We Are Limitless.**”

– John Butler, Menlo Park



“One of the hardest experiences in my life was to choose life or death...I felt so alone during a time that I felt I should be happy...I wanted to die, and for the first time in my life...But the pain of not choosing my life and leaving my daughter to fend for life alone was even more terrifying. **I Chose My Life”**

– From the *Choices* photovoice by Desirae Miller, San Mateo

“Don’t be frightened, and don’t be shy. Pick up the phone and let a friend try, to show you the path to recovery and light. It may be hard but you will be alright. Others will help you and not let you fall, Because **Your Life is Precious to Us All”**

– From the *HELP* poem by Ellen Darnell, Redwood City

Photo by Tatiana Lyulkin, Burlingame. Tatiana lost her mother to suicide.

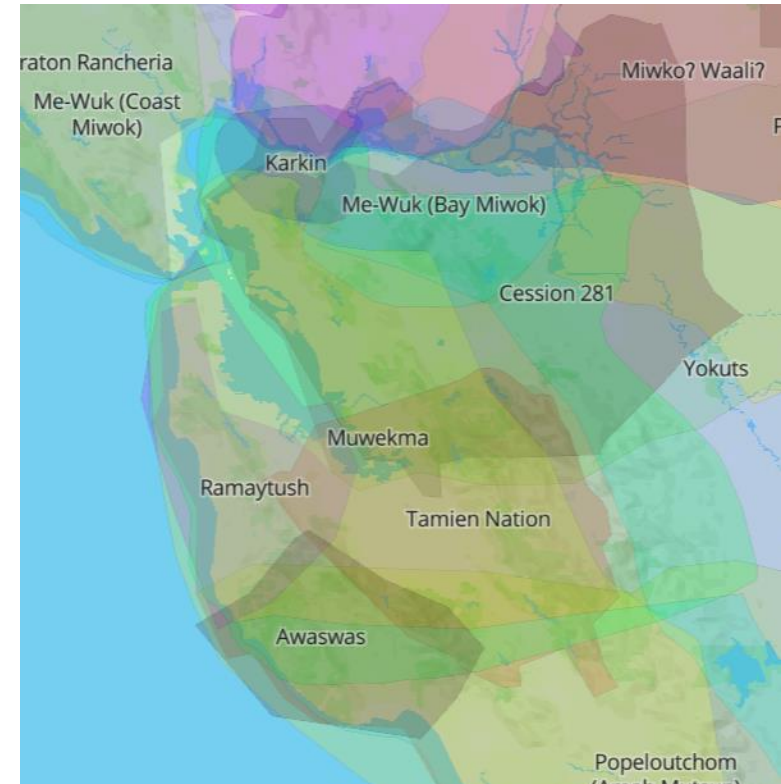
Indigenous Land Acknowledgement



San Mateo County acknowledges

- [Ramaytush Ohlone](#)
(Rah-my-toosh Oh-low-nee)
- [Muwekma Ohlone](#)
(Mah-wek-mah Oh-low-nee)

Learn more about **SMC BHRS Native Indigenous People's Initiative (NIPI)** at smchealth.org/native-and-indigenous-peoples-initiative



Source: <https://native-land.ca/>

Help Available Now



If you know someone who is in suicidal crisis or emotional distress, get 24/7 free confidential crisis support:

Call 650-579-0350 (or 1-800-273-8255) or
Text “BAY” to 741-741 or
Visit sanmateocrisis.org for teen crisis services

For emergencies that need an immediate response, call or text 9-1-1.

When contacting 911 during a mental health crisis, request a crisis intervention trained (CIT) officer. To find out how to prepare and what to expect, learn more at smchealth.org/mh911.

Suicide Prevention Committee



Suicide Prevention Committee

Usually meets 1st Tuesday of the month 1:30-3:00pm

<https://zoom.us/j/410362485>

669-900-6833 Meeting ID: 410 362 485

Sylvia Tang | stang@smcgov.org | 650-578-7165

Zena Andreani | zena.andreani@star-vista.org | 650-339-5803

smchealth.org/SuicidePrevention    SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
& RECOVERY SERVICES



Roadmap



GOAL 7: Increase the Use of Best Practices for Reporting Suicide and Promote Healthy Use of Social Media and Technology

Rationale

- Research has shown that certain types of public messaging about suicide can increase risk factors for suicide while other types of suicide-related public messaging can increase protective factors for suicide and reduce risk.⁴¹⁻⁴²

Long-Term Outcome

Reduce suicide contagion among the general population, including suicide clusters (when multiple suicides occur within a particular time period or location, especially among youth).

Equity Focus

Disseminate safe messaging best practices through media outlets commonly used by marginalized communities, including communities of color, youth, older adults, and LGBTQ+ communities.

Objective 7b | Disseminate Suicide Safe Reporting/Messaging Guidelines:
Disseminate information and/or deliver training on best practices guidelines for suicide reporting/messaging to media, entertainment and communication partners.



SUICIDE PREVENTION ROADMAP 2021 – 2026




Next Steps



1. Apply suicide safe messaging guidelines

2. Share with media, entertainment and/or communication partners

San Mateo County Suicide Prevention Committee Believes That
MESSAGING MATTERS
Tips for Safe and Effective Messaging on Suicide Prevention



1. PROVIDE A SUICIDE PREVENTION RESOURCE

- Describe the resources you are offering, and what to expect
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2. EDUCATE THE AUDIENCE ABOUT WARNING SIGNS AND RISK FACTORS

- Include information about warning signs and life circumstances that can increase risk (risk factors)
- Visit www.suicideispreventable.org for a list of warning signs

3. AVOID DISCUSSING DETAILS ABOUT THE METHOD OF SUICIDE

- Avoid details that describe the suicide including weapon/method used, the specific location, and the location of the wound

4. EXPLAIN COMPLEXITY OF SUICIDE, AVOID OVERSIMPLIFYING



- Reference the complexity involved in suicide
- Avoid oversimplifying "causes" of suicide or pointing to one event as "the cause" of a suicide attempt or death
- Don't speculate. It's natural to want to answer the "why" involved in a suicide but rarely do we fully
- Understand the reasons behind a suicide

5. FOCUS ON PREVENTION: AVOID SENSATIONAL LANGUAGE AND IMAGES

- Don't use statistics that make suicide seem overly common
- Consider using positive statistics that highlight help-seeking such as number of calls to the local crisis line, or visits to a prevention focused website
- Use hopeful images that show people being supported, avoid images that show people suffering alone

6. HELPFUL RESOURCES

San Mateo County Suicide Prevention Committee - for local experts and resources
www.SMCHHealth.org/SuicidePrevention
Know the Signs - for signs of suicide and resources
www.suicideispreventable.org
Reporting on Suicide - for the news media
www.ReportingOnSuicide.org
Framework for Successful Messaging - for background
www.SuicidePreventionMessaging.org



SMCHHealth.org/SuicidePrevention

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Thank You!

