

Logic Model for San Mateo County September Suicide Prevention Month (SPM)

Program Goals

1. Reduction in stigma and discrimination against suicide
2. Increase in service utilization to support people facing suicide ideation, attempts or loss
3. Reduction in suicide attempts and deaths

Resources *we have to work with*

- Suicide Prevention Committee
- BHRS Office of Diversity and Equity staff
- SPM budget
- SMC Health communication channels
- Outreach materials from county and state
- Community partners
- Suicide data

Activities *that happen in our county*

- Advocacy**
- Behavioral Health Commission Meeting (September 6)
 - County Board of Supervisor Proclamation (September 12)
 - City Proclamations (August and September)
- Communications**
- Website
 - Social media calendar and posts
- Events**
- Events hosted by community partners
 - Mini-grants
 - Event support

Outputs *(the products of our activities)*

- Advocacy**
- # of cities participating in proclamation and/or lighting
 - # of public comments across all public meetings
- Communications**
- #/rate of engagement
 - # of reach
 - # of impressions
- Events**
- # of events
 - # of attendees across all events (Including new attendees)
 - # of survey respondents

Short-Term Outcomes*

- Increases in community members' belief that suicide is usually preventable
- Increases in community members' knowledge of suicide prevention and crisis services they can reach out to
- Increases in community members' willingness to seek professional support for suicide ideation, attempts and loss
- High degree of cultural relevance to community members

Long-Term Outcomes*

1. Reduction in stigma and discrimination against people considering suicide
2. Increase in service utilization to support people facing suicide ideation, attempts or loss
3. Reduction in suicide attempts and deaths.
4. Diverse participation by race/ethnicity, age, gender identity, sexual orientation and region of the county