



2026 Suicide Prevention Month

The Weight We Carry



PENINSULA
SUICIDE
PREVENTION



Felton
institute

Felton
institute 988



SAN MATEO
COUNTY HEALTH
All together better.



SPEAKERS



Sylvia Tang

*Community Health Planner
(Work-Out-Of-Class)
Health Equity Policy and Planning*



Suicide Prevention Work Transition

Mental Health Services Act (MHSA) investments under Behavioral Health and Recovery Services (BHRS) for two decades helped build a countywide suicide prevention foundation.

A few highlights of accomplishments:

1. Built the first countywide suicide prevention plan centered on equity and communities most at risk
2. Expanded training and public education to help people recognize warning signs, talk about suicide safely, and connect others to support
3. Strengthened coordination among crisis services, schools, community organizations, and other partners

MHSA Shifted to BHSA

With BHSA, behavioral health prevention moved from the California Department of Health Care Services to the Department of Public Health.

As of July 1, 2026

Suicide Prevention efforts will be led by **Public Health, Policy & Planning** division in San Mateo County Health



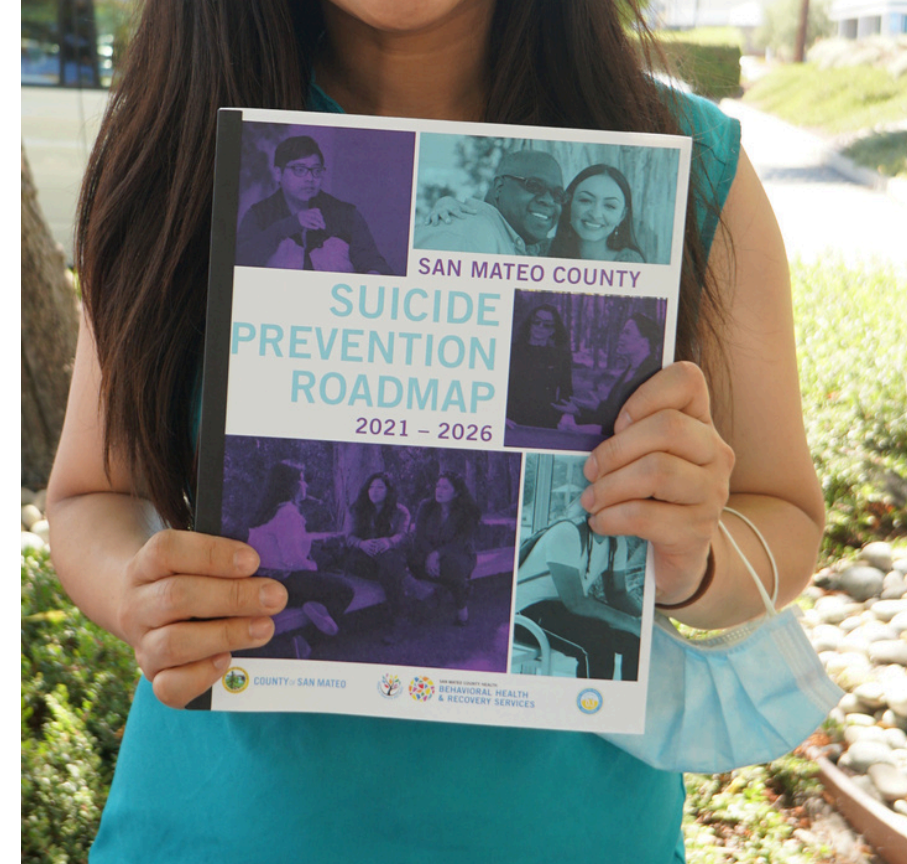
SAN MATEO COUNTY HEALTH
**BEHAVIORAL HEALTH
& RECOVERY SERVICES**



**Dear Tuofefine,
Your burden is also mine to carry.
That is why I'm your brother.
I will always be here for you in
your time of need.**

Why Suicide Prevention Month?

Suicide prevention resource card
from SMCHealth.org/Pacific-Islander-Initiative



SMCHHealth.org/SuicidePreventionMonth



Carrying the Weight Together

Resources that meet people where they are—offering a continuum of support.

LIFELINE



988 Suicide & Crisis Lifeline

(Felton Institute Peninsula
Suicide Prevention)

SUPPORT GROUPS



Alternatives to Suicide

(Heart & Soul, Inc)

Suicide Loss Support

(Mission Hospice)

EDUCATION



Be Sensitive, Be Brave
Mental Health First Aid
Applied Suicide Intervention Skills
Training
Felton Institute Peninsula Suicide
Prevention Presentations

Call to Action

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. If you know someone who is in suicidal crisis or emotional distress, get 24/7 free confidential crisis support: Call 650-579-0350 or call/text 988.
 - For emergencies that need an immediate response, call or text 9-1-1. When contacting 9-1-1, request a crisis intervention trained (CIT) officer. To find out how to request a CIT officer, visit www.smchealth.org/mh911.
- 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. ACKNOWLEDGE THE COMPLEXITY OF SUICIDE - AVOID OVERSIMPLIFYING**
 - Avoid suggesting that any one event, stressor, or circumstance "caused" a suicide.
 - Avoid speculating about motives. While it's natural to want to understand why, we don't have a complete picture of the many factors involved.
- 4. AVOID DISCUSSING DETAILS ABOUT THE METHOD OF SUICIDE**
 - Avoid details that describe the suicide including weapon/method used, the specific location of the wound.
- 5. AVOID SENSATIONAL LANGUAGE AND IMAGES**
 - Use language like "die by suicide" instead of "commit suicide" or "successful suicide." Avoid terms that imply blame, judgment, or success/failure.
 - Avoid presenting statistics in a way that makes suicide seem common or inevitable.
 - When sharing data, highlight help-seeking and prevention, such as local crisis line calls.
 - Choose images that convey hope, connection, and support. Avoid graphic or distressing images of suffering.
- 6. HELPFUL RESOURCES**
 - San Mateo County Suicide Prevention Committee - for local experts and resources: www.SMCHealth.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

THREE STEPS OF SUICIDE PREVENTION

- 1. KNOW THE SIGNS**
 - Talking about death or suicide
 - Researching methods for suicide
 - Feeling hopeless, trapped, or burdensome
 - Giving away their possessions or saying a final goodbye
 - Sudden and intense changes in their mood or behavior
- 2. FIND THE WORDS**
 - "Tell me about what you are experiencing right now."
 - "I'm worried about you, let's find support together."
 - "Are you thinking about ending your life?"
- 3. CONNECT TO SUPPORT**
 - If you, or someone you know, is experiencing a mental health crisis or thinking about suicide:
CALL 650-579-0350 (San Mateo County Crisis Line)
CALL/TEXT 988 (Suicide & Crisis Lifeline)

To learn more about suicide prevention, scan the QR code or visit SMCHealth.org/SuicidePrevention

SAN MATEO COUNTY HEALTH All together better.
PENINSULA SUICIDE PREVENTION
Felton Institute

Learn signs of suicide,
including for men and boys

Share events and resources by
County and community partners

Learn to talk about suicide in a
compassionate and helpful way

Consider joining Suicide
Prevention Committee to
contribute beyond September

SMCHealth.org/SuicidePreventionMonth



2026 SUICIDE PREVENTION MONTH

MICHA

Military Veteran



More information on September 10 When the Mission Follows You Home forum for veterans, first responders and supporters at <https://bit.ly/4xSpHpF>.



WHEN THE MISSION FOLLOWS YOU HOME

A FORUM FOR VETERANS AND FIRST RESPONDER COMMUNITIES

DISCUSSION PANEL

Honest conversations on mental health, trauma, and suicide risk.

RESOURCES THAT MAKE A DIFFERENCE

Discover organizations actively supporting veterans and first responders.

WHAT'S WORKING

Explore practical and proven approaches that are making an impact in our community.

STRONGER TOGETHER

Build connections. Share support. Strengthen our community.

FOR VETERANS AND FIRST RESPONDER COMMUNITIES
★ IN THE BAY AREA ★

SEPT 10TH
9:00 AM – 12:00 PM

A MORNING EVENT
Coming together to raise awareness, share resources, and support those who serve.

LOCATION

CENTRAL PENINSULA CHURCH
1005 Shell Blvd
Foster City, CA 94404

COUNTY OF SAN MATEO
HUMAN SERVICES AGENCY
VETERANS COMMISSION

SAN MATEO COUNTY HEALTH
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CONGRESSMAN
KEVIN MULLIN
CALIFORNIA 15

AWARENESS ★ CONNECTION ★ RESOURCES ★ HOPE

Optional Registration (Walk-Ins Welcome)

<https://bit.ly/4xSpHpF>





SPEAKERS



Taylor Coutts, ASW

*Director of Programs
Peninsula Suicide Prevention
Felton Institute*



Walter Ng

*Community Engagement Supervisor
Peninsula Suicide Prevention
Felton Institute*



Frankie Anguiano

*Community Engagement Counselor
Peninsula Suicide Prevention
Felton Institute*



PENINSULA SUICIDE PREVENTION

Suicide Prevention for San Mateo County since 1966



**988 Suicide and
Crisis Lifeline**



**Community
Trainings and
Outreach**



Suicide Loss Team



**Local, State, and
National Advocacy**

988 STATS FY25-26

- **HOTLINE**

13292 988 Calls Routed to PSP Team

2774 Follow-Up Calls Provided

4760 First Time Callers

1771 Third Party Callers

- 34% being parents calling about their children

- **CHAT AND TEXT**

2427 Texts Answered

1279 Chats Answered





COMMUNITY ENGAGEMENT 2025-2026

- **SMC COUNTY FAIR**
10,000+ Direct Contacts (Tabling)
30,000+ Concert Exposure (Concert)
- **PSP TABLING**
45 Tabling Events
48,500+ Contacts
- **SOCIAL MEDIA**
50,000+ Exposure





PARTNERSHIPS



KNOW OF LOCAL EVENT?

Email it to wng@felton.org



KNOW OF A NPO/CBO'S EVENT?

Tag us on Instagram
[@peninsulasuicideprevention](https://www.instagram.com/peninsulasuicideprevention)



KNOW A COUNCILMEMBER

Connect them with Walter (wng@felton.org)



KNOW A SCHOOL DISTRICT REP?

Email their contact information to Walter.



POSTVENTIONS



WHAT IS IT?

An organized public health response implemented after a suicide death to support healing and reduce trauma.



CORE GOAL

Prevents suicide contagion by providing safe messaging, counseling, and community-wide stabilization



PROVIDER CARE

Protects your frontline behavioral health staff and clinicians from burnout and secondary traumatic stress



THE PRIORITY

Requires proactive, written crisis protocols and interagency partnerships before a tragedy occurs.



WHAT'S IN THE WORKS AT PSP



LOCAL OUTREACH TO SUICIDE SURVIVOR (LOSS) PROGRAMMING



SUPPORT GROUPS



FOLLOW-UP EXPANSION



COMMUNITY ENGAGEMENT IN SPANISH



QUESTIONS?

*We are here to
provide support to
you all!*

