



September 2022  
**Suicide  
Prevention  
Month**  
#SMCTakeAction4MH



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

# Today's Presentation

- 1. Introduction**
- 2. Suicide Prevention  
in San Mateo County**
- 3. Suicide Prevention Month  
in San Mateo County**
- 4. Suicide Prevention - What  
You Can Do**
- 5. Closing**



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# BHRS Office of Diversity & Equity



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# Why We Exist

In collaboration with and for community members the Office of Diversity and Equity (ODE) advances **health equity** in **behavioral health outcomes** of **marginalized communities** by influencing systems change and prioritizing lived experience.

## Health Equity

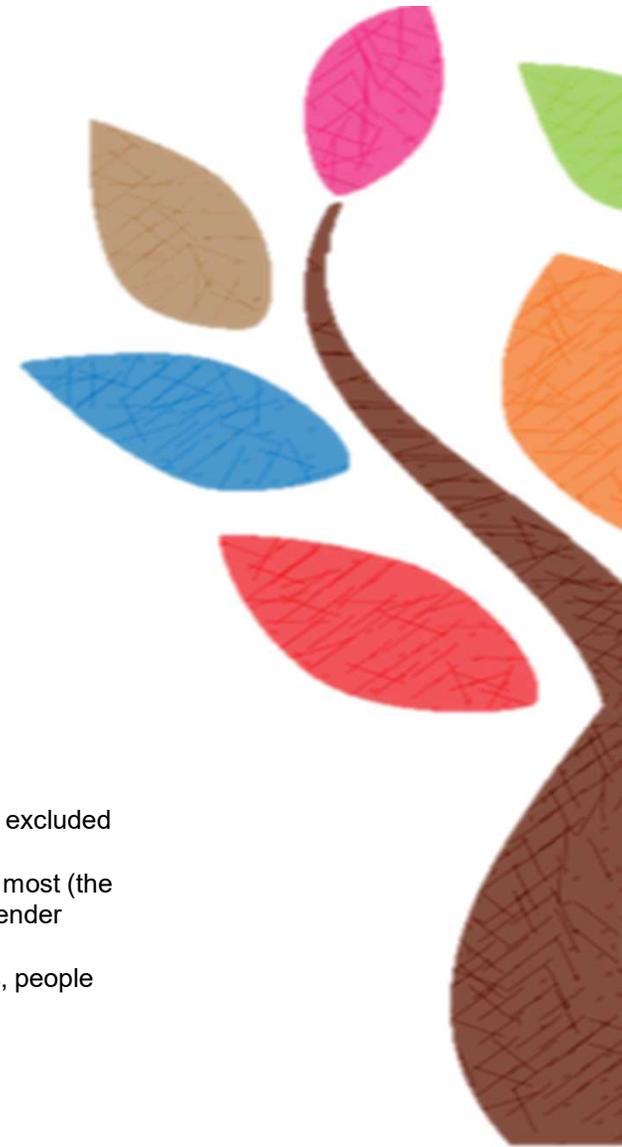
Everyone has a fair and just opportunity to experience positive behavioral health outcomes

## Behavioral Health Outcomes

Recovery is possible, access to quality behavioral health care, empowerment/ control over decisions that impact your life, etc.

## Marginalized Communities

Communities historically excluded and with greater challenges/barriers than most (the low-income, victims of gender inequities, the disabled, monolingual, immigrants, people of color, etc.).



# What We Do

## 4 Pathways in our Theory of Change



### **Workforce Development & Transformation**

BHRS' workforce and service provision is transformed and prioritizes cultural humility, inclusion and equitable quality care



### **Community Empowerment**

Deliberate opportunities exist for individuals with lived experience, families and community members to engage in decisions that impact their lives



### **Strategic Partnerships**

Meaningful partnerships in the community exist to maximize the reach and impact on equitable behavioral health outcomes



### **Policy & System Change**

BHRS influences organizational level policies and institutional changes across San Mateo County agencies to positively impact behavioral health outcomes



# Suicide Prevention in San Mateo County

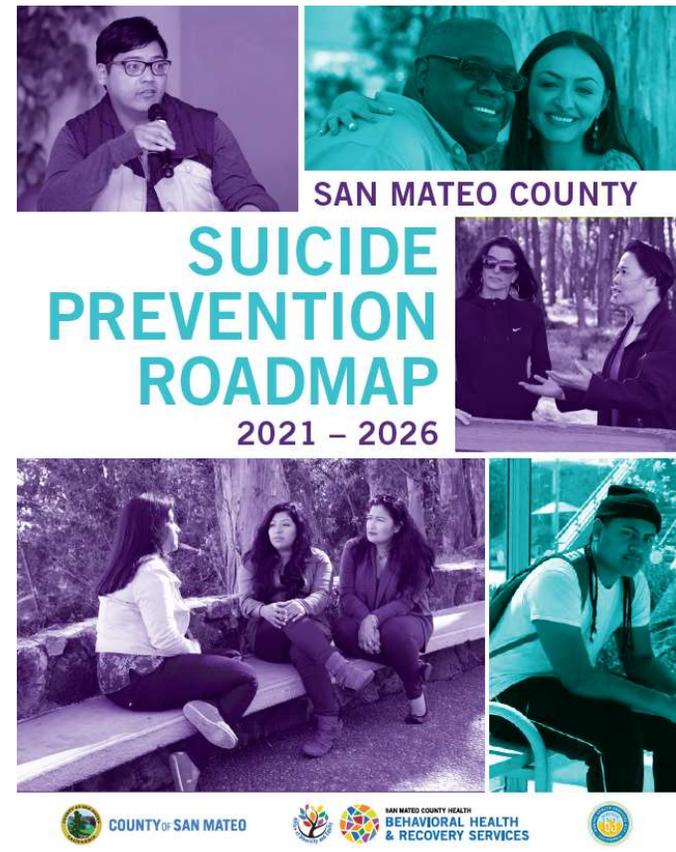


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# Suicide Prevention Strategy

## Benefits & uses

1. Data
2. Strategies
3. Education
4. Resources
5. Collaboration



# 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](mailto:stang@smcgov.org) | 650-578-7165

Zena Andreani | [zena.andreani@star-vista.org](mailto:zena.andreani@star-vista.org) | 650-339-5803

[smchealth.org/SuicidePrevention](http://smchealth.org/SuicidePrevention)



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# Suicide Prevention Month in San Mateo County



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# Suicide Prevention Month

**September**

Suicide Prevention Month

**September 4-10**

National Suicide Prevention Week

**September 10**

World Suicide Prevention Day



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For details and registration, please visit [smchealth.org/Suicide-Prevention-Month](https://smchealth.org/Suicide-Prevention-Month)

# Events

[COVID-19](#) [MONKEYPOX RESPONSE](#) [HEALTH CARE SERVICES](#) [LIVE HEALTHY](#) [FORMS & PERMITS](#) [F](#)

## SUICIDE PREVENTION MONTH

September is Suicide Prevention Month!



For 2022, San Mateo County, Star Vista, and partners are promoting the statewide theme of "Take Action for Suicide Prevention: Thriving at all Ages." Throughout our communities many people are continuing to experience mental health challenges, trauma, burn-out, and fatigue due to the prolonged impacts of the pandemic and natural disasters.



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Follow us @SMCHealth on Facebook, Twitter and Instagram

# Social Media Campaign



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San Mateo County Health ✓

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September is Suicide Prevention Month! For 2022, San Mateo County, StarVista and partners are promoting the statewide theme... See more

The poster features a stylized tree on the left side. In the top right corner, there are logos for San Mateo County Health and Behavioral Health & Recovery Services. The main text reads "September 2022 Suicide Prevention Month" with the hashtag "#SMCTakeAction4MH". Below this, a white box contains the text: "This year's theme is 'Take Action for Suicide Prevention: Thriving At All Ages.'" followed by "Free events & resources at the website or scan the QR code." and a QR code. At the bottom, the URL "SMCHealth.org/Suicide-Prevention-Month" is provided, accompanied by a purple and blue awareness ribbon icon.

# What You Can Do

- **Learn how to support a loved one** by taking community helper trainings or three key steps to suicide intervention.
- **Learn about how to talk about suicide in a safe and supportive way** in both private and public conversations.
- **Attend/share free events** at [smchealth.org/suicide-prevention-month](https://smchealth.org/suicide-prevention-month).

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# Suicide Intervention – Three Steps

Information at [smchealth.org/suicide-prevention](https://smchealth.org/suicide-prevention).



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# Suicide Safe Messaging

Information at [smchealth.org/suicide-prevention](https://smchealth.org/suicide-prevention).

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 1-800-273-8255) or text "BAY" to 741-741 or visit [sanmateocrisis.org](https://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 a what to expect, learn more at [smchealth.org/mh911](https://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](https://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



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# Suicide Prevention Month – Join Events

Information at  
[smchealth.org/suicide-prevention-month](https://smchealth.org/suicide-prevention-month).



The poster features a stylized tree with purple and blue leaves on the left side. In the top right corner, there are three logos: the Seal of the State of California (1850), the Seal of San Mateo County, and the logo for San Mateo County Health Behavioral Health & Recovery Services. The main text reads "September 2022 Suicide Prevention Month" in a mix of script and bold sans-serif fonts, with the hashtag "#SMCTakeAction4MH" below it. A white rounded rectangle in the center contains the theme text and a QR code. At the bottom right of the white box is a purple and teal awareness ribbon.

September 2022  
**Suicide Prevention Month**  
#SMCTakeAction4MH

This year's theme is "Take Action for Suicide Prevention: Thriving At All Ages."

Free events & resources at the website or scan the QR code.

[SMHealth.org/Suicide-Prevention-Month](https://SMHealth.org/Suicide-Prevention-Month)



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[smchealth.org/SuicidePrevention](https://smchealth.org/SuicidePrevention)



[stang@smcgov.org](mailto:stang@smcgov.org) or [zena.andreani@star-vista.org](mailto:zena.andreani@star-vista.org)



650-578-7165 or 650-339-5803

*If you or someone you know is in suicidal crisis or emotional distress, please reach out for 24/7 confidential crisis support:*

Call Star Vista's Crisis Hotline  
**(650-579-0350)**

Call National Suicide Prevention Lifeline  
**(988 or 800-273-8255)**

Text Crisis Text Line  
**(Text "BAY" to 741741)**





# Thank you!

Any questions,  
comments or input?



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