San Mateo County Suicide Prevention Committee Presents

Messaging Matters Webinar

March 1, 2022
This meeting is being recorded.
This meeting is being recorded. Slides and recording will be shared with registered participants.
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

“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

“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

“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

“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
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 Indigeous People's Initiative (NIPI)** at smchealth.org/native-and-indigenous-peoples-initiative

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

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
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.43-45

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.
Next Steps

1. Apply suicide safe messaging guidelines

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