



September 2022
**Suicide
Prevention
Month**
#SMCTakeAction4MH



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

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

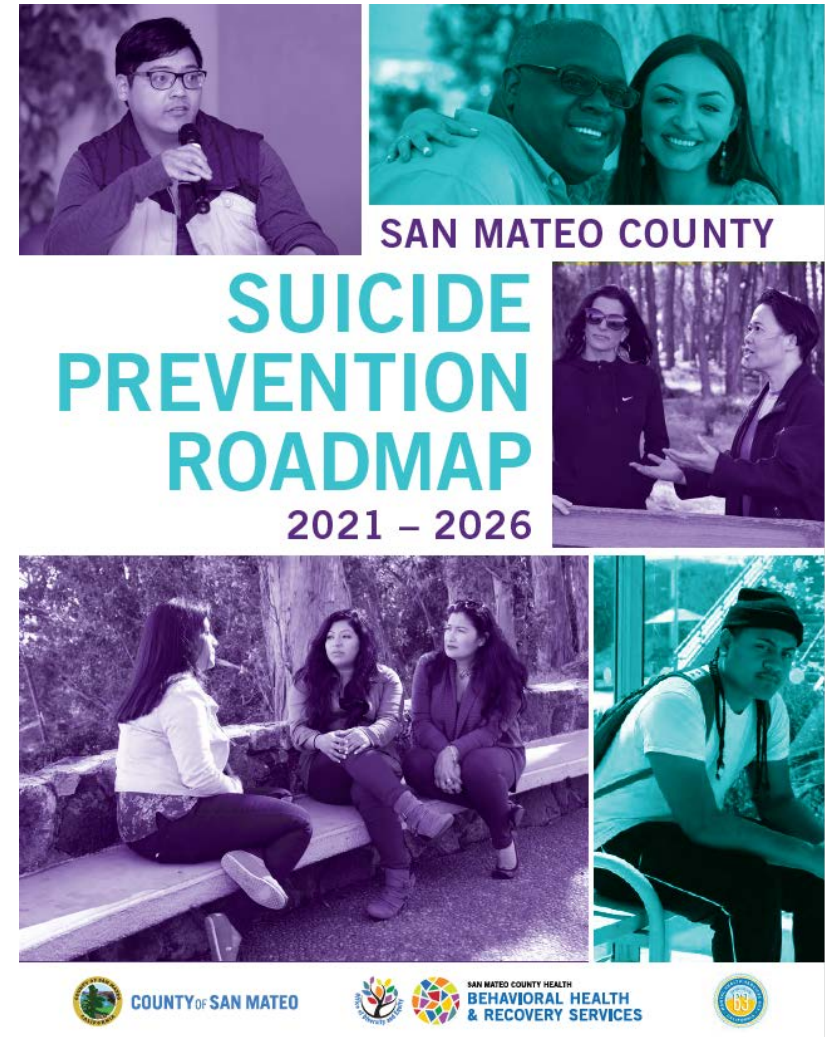
smchealth.org/SuicidePrevention    SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
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Suicide Prevention Strategy

Benefits & uses

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



Suicide Prevention Month

September

Suicide Prevention Month

September 4-10

National Suicide Prevention Week

September 10

World Suicide Prevention Day



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

Join Virtual & In-Person Events

Information at
smchealth.org/suicide-prevention-month.



The poster features a teal and purple color scheme with a stylized tree on the left. At the top right, there are logos for the State of California, San Mateo County Health, and Behavioral Health & Recovery Services. The main text reads "September 2022 Suicide Prevention Month" with the hashtag "#SMCTakeAction4MH". A white box contains the theme "Take Action for Suicide Prevention: Thriving At All Ages." and a QR code. Below the QR code is the website URL "SMCHealth.org/Suicide-Prevention-Month" and a purple and teal awareness ribbon.

STATE OF CALIFORNIA
SAN MATEO COUNTY HEALTH
BEHAVIORAL HEALTH
& RECOVERY SERVICES

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.

[SMCHealth.org/Suicide-Prevention-Month](https://smchealth.org/suicide-prevention-month)



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

Suicide Safe Messaging

Information at 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 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.

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



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smchealth.org/SuicidePrevention



stang@smcgov.org or 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!



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