



Marin County Suicide Prevention Collaborative

ANNUAL REPORT 2020-2021

*Marin County Department of Health and Human Services
Division of Behavioral Health and Recovery Services*





This annual report is dedicated to the countless advocates and allies working tirelessly to save lives, families and friends supporting those left behind, and those lost to suicide.

**Marin County
Suicide Prevention
Collaborative**



**IF YOU OR SOMEONE YOU KNOW IS
IN DISTRESS, PLEASE CONTACT:**

National Suicide Prevention Lifeline: 1-800-273-8255

Linea Nacional de Prevención del Suicidio: 888-628-9454

Crisis Text Line (text MARIN to 741741)

Additional support resources can be found on the
BHRS Prevention and Outreach [website](#).



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Reflections of Year One

BY JEI AFRICA, PSYD, MSCP, CATC-V

DIRECTOR, BEHAVIORAL HEALTH AND RECOVERY SERVICES

The Marin County Suicide Prevention Collaborative launched in August 2020 during a historical time. In addition to a global pandemic and the thousands of lives lost, our community and nation experienced the pain of social injustice and violence, and an increase in poverty, substance use, homelessness, unemployment, and isolation. In total, these events uncovered the deep systemic inequities encountered daily by people of color and those most vulnerable in our society. With these dramatic events, it is no surprise that demands for behavioral health services also increased in our county—and across the country.

Throughout this time, the Marin County Suicide Prevention Collaborative, a multi-sectoral group of public and private agencies and individuals, including loss survivors, attempt survivors, behavioral health specialists, and many more, met monthly (and virtually) to advance [Marin's first comprehensive Suicide Prevention Strategic Plan](#). The purpose of this report is to showcase the accomplishments by the Collaborative in advancing the Strategic Plan and provide a snapshot of our work ahead.

In light of these unprecedented times, a common question raised by many of you addressed the impact of COVID-19 on mental health and suicide rates in our community. There is no doubt that members of our community endured significant stressors that were often life changing during the pandemic, including bereavement from the painful loss of a loved one or friend to suicide. Public health experts and suicidologists indicate that it will be a few years before the scientific community can truly understand the impact of COVID 19 on suicide rates, particularly among different demographic groups. If you are interested in learning more about data we've collected to help inform our strategies and interventions, please view Appendix A on page 25.

In addition, events from this past year emphasized the need in getting back to the basics. Taking care of each other, staying connected, and talking openly about suicide and mental health, can be lifesaving when someone is in distress. While it is not always easy, it is not impossible either. Consider this: Over the past 4 years, 83% of the time first responders negotiated with someone at the Golden Gate Bridge, they were successfully able to intervene¹. We can all be a “first responder” by learning about the signs of distress and the skills to connect and communicate when someone is in emotional or psychological pain.

Lastly, for those who are struggling, you are not alone, though it may often feel that way. There is help. Please visit the newly launched BHRS Outreach and Prevention [website's](#) suicide prevention page for [support](#)—or to [learn how](#) to help those in your life.

Our efforts to strive towards zero suicide will require our ongoing collaboration and persistence. I am grateful to each of you who have dedicated your time and are helping to save lives. I also invite new allies to join us as we continue to build a safer, healthier, and more equitable community in this post-pandemic world.

Jei Africa, PsyD, MSCP, CATC-V

Director, Behavioral Health and Recovery Services

(1) Data received from Golden Gate Bridge Highway and Transportation District on 1/22/21.

“Taking care of each other, staying connected, and talking openly about suicide and mental health, can be lifesaving when someone is in distress.”

JEI AFRICA, PSYD, MSCP, CATC-V

Director, Behavioral Health and Recovery Services

How to Help

It's okay to talk about suicide. You can help someone in distress. More people are speaking compassionately and openly about their struggles with mental health and substance use. Talking about suicide with others can be life-saving.

KNOW THE SIGNS:
Pay attention to any sudden changes in feelings, words, or actions of those around you such as: increased substance use, difficulty sleeping, acting recklessly, feeling depressed, talking about suicide, feeling like a burden, access to firearms, etc. Consider those signs expressed through a sociocultural lens that may inform your concern.

1

ASK DIRECTLY:
“I’m concerned about you. You’ve seemed really with-drawn. Are you thinking of suicide?” Asking will not give the person ideas to take their life. Consider unique sociocultural factors to help demystify the myths around suicide.

2

LISTEN AND SHOW SUPPORT:
“I’m sorry you’re in this much pain. I’m here for you.” Let them talk.

3

REFER FOR HELP:
Find resources together. Do not assume a person will get help on their own and assume you can help. “I’d like to sit with you while you call your (hotline, therapist, hospital) for help.”

4

FOLLOW-UP:
“Let’s make a plan to connect again.” A phone call or note to show you care can help in the healing process.

5

IF YOU OR SOMEONE YOU KNOW IS IN DISTRESS, PLEASE CONTACT:

National Suicide Prevention Lifeline: 1-800-273-8255

Linea Nacional de Prevención del Suicidio: 888-628-9454

Crisis Text Line
(text MARIN to 741741)

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Overview

Marin County Suicide Prevention Collaborative, Strategic Plan and Community Action Teams

The Marin County Suicide Prevention Collaborative—led by two Co-Chairs and Community Action Teams, and supported by Marin’s first Suicide Prevention Senior Program Coordinator and BHRS’ Prevention and Outreach team—launched in August 2020 to implement the Board of Supervisor’s approved [Marin County Suicide Prevention Strategic Plan](#). The focus of the Collaborative is to implement the following seven strategies of the Strategic Plan:

- 1 Establish infrastructure to provide leadership, oversight, and accountability to the Strategic Plan
 - 2 Develop a coordinated system of care to promote suicide prevention and wellness
 - 3 Implement public campaigns to raise awareness about warning signs, promote available resources, and increase help-seeking
 - 4 Provide evidence-based training and education to Marin County residents
 - 5 Provide outreach, engagement, and support to all residents with targeted efforts to groups disproportionately affected by suicide
 - 6 Foster safe and healthy environments on all school campuses
 - 7 Reduce access to lethal means for those at risk of suicide

The Collaborative pursues a socio-ecological framework to provide a structured approach to understanding and implementing prevention, intervention and postvention strategies (activities that reduce risk and promote healing after a suicide death) at the individual, community, and institutional levels. Members of the Collaborative serve on Community Action Teams focusing on: [Training and Education](#), [Postvention](#), [Data](#), [Schools](#), [Communication and Outreach](#), and [Lethal Means](#).

The Collaborative has established key partnerships to advance the plan’s strategies and which are outlined in more detail in this report, including:

- The Marin Schools Wellness Collaborative. The Wellness Collaborative was formed in 2019 with Marin County Office of Education and the Marin County school district representatives with the mission to develop, coordinate, implement, and improve policies and programs that will improve the mental health and wellbeing of students. The Wellness Collaborative focuses on Strategy 6 of the suicide prevention strategic plan which promotes and fosters safe and healthy environments on all school campuses.
- The Marin Gun Safety Collaborative, [Rx Safe Marin](#), [Marin Healthy Youth Partnerships](#), and Golden Gate Bridge. These groups work to accomplish Strategy 7 of the strategic plan which focuses on reducing access to lethal means for those at risk of suicide.

A Snapshot Of Year One Accomplishments And Next Steps:

The Collaborative's Community Action Teams play a critical leadership role in advancing the Strategic Plan goals. Throughout this past year, they have achieved important milestones that have created a strong foundation for our future work. The following summary describes examples of the Collaborative's year one accomplishments and a window into our next steps for the year ahead. The Collaborative is open to the public and meets the first Wednesday of each month at 2 pm.

Strategy 1

Establish infrastructure to provide leadership, oversight, and accountability to the Strategic Plan

ACCOMPLISHMENTS:

- Established leadership and operational structure. Hired Suicide Prevention Program Coordinator and identified Collaborative leadership to facilitate monthly meetings.
- Recruited Collaborative membership and participation averaging 60 participants at each monthly meeting.
- Launched and strengthened the role of the Marin County Schools Wellness Collaborative with increased focus on suicide prevention implementation in collaboration with the Schools Team.
- Established a Schools Team and a Training and Education Team to review recommendations for suicide prevention trainings to be implemented and supported at various levels in our community.
- Participated in the Mental Health Services Act-Oversight and Accountability Commission (MHSAOAC) Training and Technical Assistance Program to strengthen planning, implementation and momentum through curriculum modules, meetings, and consultations with other suicide prevention collaboratives from across the state.
- Collected and monitored local data to identify existing trends. Collected data to help inform priorities, implementation, and effectiveness. Presented key data to the Collaborative on deaths, attempts, and emergency room visits.
- Initiated partnership with Humboldt County regarding their Suicide Review Team to inform the role of surveillance data in our prevention efforts.

WHAT'S NEXT:

- Presentation by the Suicide Review Team from Humboldt County in Fall 2021.
- Pre-planning for the development of a suicide data dashboard is in process.
- Expansion of efforts addressing specific populations including Black, Indigenous and People of Color (BIPOC), LGBTQ+ youth and adults, and middle age/older men.
- Establish evaluation and performance measures for each Strategic Plan strategy.

Strategy 2

Develop a coordinated system of care to promote suicide prevention and wellness

ACCOMPLISHMENTS:

- Offered evidence-based trainings to support mental health providers, including two safety planning trainings for clients and a free training about lethal means counseling on the [BHRS Prevention and Outreach website](#).
- Contracted with a Local Outreach to Suicide Survivors (LOSS) Team expert to guide active evidence-based postvention activities and support for bereaved families and communities at the scene of a death. Released a Request for Proposal for the hiring of a LOSS Team Coordinator.
- Established partnerships with the Marin County Coroner's Office and the Marin County Police Chief's Association to address survivor's needs at time of death. Provide postvention resource listing to Coroner's office for sharing with those bereaved by suicide until LOSS Team in place.
- Created "Postvention Workflow Protocol" for timely notification of suicides within BHRS as well as between BHRS and Marin County Office of Education. Reviewed protocol for requests for immediate intervention or support of the school community by BHRS clinicians and Mobile Crisis Response Team (MCRT).
- Launched the [Buckelew SOS Allies for Hope Loss Survivor Support Group](#) in July 2020 to provide essential community support for suicide loss survivors. Hosted twice monthly for as many as 20 participants. Approximately 60 unique members have attended the program.
- Obtained funding for the development of a community support group for attempt survivors.

WHAT'S NEXT:

- Launch the LOSS Team Program, including the development of formal protocol for dispatch, resources for families and witnesses, marketing and recruitment and training of volunteers by Fall 2021.
- Launch the Care Coordination Team comprised of key stakeholders representing hospital systems, clinics, county services, consumers, and others by Fall 2021.
- Pilot Counseling for the Assessment and Management of Suicidality (CAMS) training for behavioral health clinicians.
- Finalize suicide risk assessment tool for training and implementation by school-based mental health providers (described more in Strategy 6).
- Disseminate a Request for Proposal for attempt survivors to foster community support and recovery.

Accomplishment Spotlight:

The Buckelew SOS Allies for Hope Loss Survivor Support group launched in July 2020. This group provides essential community support for suicide loss survivors and is held twice monthly for as many as 20 individuals. Approximately 60 unique members have attended the program.



Strategy 3

Implement public campaigns to raise awareness about warning signs, promote available resources, and increase help-seeking

ACCOMPLISHMENTS:

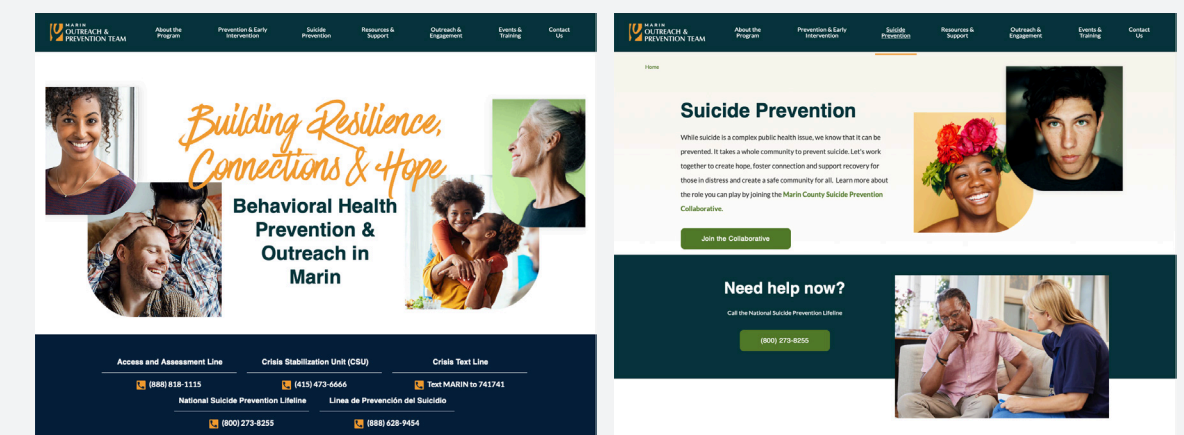
- Launched the [BHRS Prevention and Outreach website](#), providing a centralized and coordinated information hub for suicide prevention and other behavioral health resources and services for our community.
- Implemented a county-wide campaign in English and Spanish with print/digital ads/banners, social media, and bus shelter kiosks, and transit bus ads of “You Are Not Alone” and “Need Support?” representing diverse populations across the life span.
- Pilot tested first men’s “Movember” grassroots mental health campaign to reduce stigma and create awareness of men’s mental health in November 2020.
- Hosted suicide prevention specialist to present “[Communicating and Messaging for Suicide Prevention](#).”
- Disseminated Each Mind Matters Toolkits and evidence-based content and adapted for County messaging in campaigns.
- Established contract with Crisis Text Line (CTL) with co-branding for Marin (text MARIN to 741741). Created CTL social media toolkit for county-wide dissemination.
- Conducted a series of focus groups addressing mental health among men and boys across the life span to identify preferred methods of support and messaging.
- Coordinated with County high school students on multiple youth-led social media outreach campaigns targeting youth in Marin.

WHAT’S NEXT:

- Continue campaign to reach groups disproportionately impacted by suicide and mental health in our community. Utilize findings from men and boy’s focus groups to inform communication and intervention strategies.
- Promote BHRS Prevention and Outreach Website in conjunction with social media/print/media campaign efforts.
- Host a series of September Suicide Prevention month events in September 2021 in collaboration with BHRS community-based organization partners and Each Mind Matters.

Accomplishment Spotlight:

The [BHRS Prevention and Outreach website](#) was launched, providing a centralized and coordinated information hub for suicide prevention and other behavioral health resources and services for our community.



The BHRS Prevention and Outreach website.

Strategy 4

Provide evidence-based suicide prevention trainings and education to Marin County residents

ACCOMPLISHMENTS:

- Provided recommendations for training, including: American Foundation for Suicide Prevention Talk Saves Lives, Buckleup Programs, Question-Persuade-Refer (QPR) and Mental Health First Aid (MHFA). Supported free QPR for 200 community individuals.
- Hosted over 70 community events with BHRS and community-based partners, including three Spanish language only trainings, trainings for older adults, September Suicide Prevention and Recovery Month 2020 and May Mental Health Month 2021. Engaged over 2300 community members in suicide prevention and mental health education and training events.
- Hosted and pilot tested a Train the Trainer event with the American Foundation for Suicide Prevention to build community capacity in suicide prevention presenters.

WHAT'S NEXT:

- Measure the quality and impact of suicide prevention training and education in our community.
- Contract with a community-based organization to host training for primary care providers working with older adults to identify mental health and suicide risk.
- Expand Spanish only language suicide prevention trainings in partnership with community-based partners throughout Marin.
- Host 2-4 safety planning trainings for families and mental health providers.
- Launch a series of suicide prevention events during September Suicide Prevention and Recovery Month and May Mental Health Month in 2021-22.

Accomplishment Spotlight:

Event topics addressed suicide prevention and mental health across the life span including:

- NAMI storytelling series reaching 100+ participants
- Youth Mental Health Summit reaching 50+ youth for suicide prevention training and mental health awareness
- Jewish Children and Family Services reaching over 50+ participants with a suicide prevention training
- Youth-led “What Helps Me” campaign featuring art and film with over 30 submissions
- Suicide prevention training for providers working with older adults reaching over 30 participants
- Presentation in collaboration with the Age Forward Initiative on social isolation among older adults
- Panel discussion on trauma and the decolonizing of mental health attended by over 100 attendees



Strategy 5

Provide outreach, engagement, and support to all residents with targeted efforts to groups disproportionately affected by suicide

ACCOMPLISHMENTS:

- Expanded Community Health Advocates and Promotores model to support suicide prevention efforts among mental health ambassadors in communities of color and vulnerable populations that experience barriers to equitable and culturally appropriate health and wellness services.
- Supported community-based organization in hosting speaker series for residents from diverse communities with lived experiences around suicide to share their experiences in safe community spaces.
- Supported the development of the Toolkit Teach Pride, Reach Wide. This Toolkit was designed by Spahr Center staff and student leaders to help educators and staff build the skills to become stronger allies and advocates in classrooms for LGBTQ+ students.
- Expanded school-based newcomer supports (see more below in Strategy 6).
- Piloted Help@Hand. This older adult innovations project engages isolated older adults in accessing technology, developing and building digital literacy skills, and studying the impact of using digital wellness interventions.
- Released a Request for Proposals for culturally relevant peer-led programs for people experiencing mental health challenges. Awarded a contract to the Multicultural Center of Marin to provide peer support including culturally relevant hiking, cooking, and art groups and meditation in Spanish and Vietnamese starting in FY21/22.
- Served on planning committee for regional International Survivor's Loss Day hosted by the American Foundation for Suicide Prevention attended by over 100 loss survivors.
- Participated as a partner facilitator with Rx Safe Marin, a broad-based community coalition dedicated to reducing harm from prescription drug use, and Marin County Whole Person Care in a bereavement session for clinicians who have lost clients by overdose or homelessness.
- Presented to Spahr Center's parent support group on suicide prevention and ways to support LGBTQ+ youth and young adults in distress.

WHAT'S NEXT

- Host a meet-up for loss survivors to engage their ideas and solutions for building suicide prevention awareness activities and outreach.
- Serve on multi-county suicide prevention summit planning team for upcoming regional event.
- Conduct focus groups with BIPOC, LGBTQ+, faith leaders, older adults, and first responders to help inform cultural considerations for outreach, engagement, and training.
- Host community-wide change events addressing the intersection of race, equity, culture, trauma, and mental health with community-based organizations.

Accomplishment Spotlight:

The Community Health Advocates and Promotores models supports suicide prevention efforts among mental health ambassadors in communities of color and vulnerable populations that experience barriers to equitable and culturally appropriate health and wellness services.



Strategy 6

Foster safe and healthy environments on all school campuses

ACCOMPLISHMENTS

- Expanded school based mental health and newcomer supports through MHSA Prevention and Early Intervention funding support. Convened county, school district leaders and community providers to craft recommendations for a coordinated school-based approach to Newcomer wellness in Marin County.
- Reviewed and prioritized training and education programming for students and staff. Recommended Kognito (High School), Signs of Suicide (Middle School, High School) and Yellow Ribbon (Elementary) programs. Provided funding to support Signs of Suicide programming implemented at 12 Marin County middle and high schools and cost sharing for Kognito by BHRS.
- Established a Suicide Risk Assessment Team to create a uniformed district wide risk assessment tool, which is in process. This tool incorporates evidence-based practices including questions from the Columbia Suicide Severity Rating Scale (C-SSRS).
- Conducted two Mental Health Provider Trainings addressing student suicide risk for school-based providers. Content from this training will be customized for an online platform to be utilized by district providers.
- Conducted more than 15 presentations for parents and community members hosted by American Foundation for Suicide Prevention reaching over 160 individuals.
- Hosted two community-wide parent education events in September 2020 and April 2021 for 6-12 grade focus in partnership with Bucklelew Programs, MCOE and BHRS.
- Partnered with a youth led student program wellness series offering 17 events focusing on high school student wellness, including topics related to emotional intelligence, anxiety, pressure, leadership, substance use, LGBTQ+, digital wellness, and mindfulness.
- Engaged the Marin Schools Wellness Collaborative members to review postvention strategies and crisis response following a student suicide.
- Updated Student ID Card to feature National Suicide Prevention Lifeline number.
- Additional accomplishments can be viewed in Appendix D.



WHAT'S NEXT

- Continue Marin Schools Wellness Collaborative monthly meetings and support members with education, training and information.
- Launch of the Mental Health Provider Online Training for School-Based Providers in Fall 2021.
- Implementation of suicide prevention risk assessment tool and training in Fall 2021.
- Continue county-wide implementation of Signs of Suicide and Kognito programming for students and educators in Fall 2021.
- Develop county-wide Newcomer's Wellness Toolkit for school partnerships.
- Implement MHSA Innovations Student Wellness Ambassadors Program (SWAP), a County-Wide Equity-Focused program focusing on enhancing peer wellness supports for Marin students grades 6-12 through a centralized coordination, training and evaluation structure.
- Implement Mental Health Student Services Act (MHSSA) grant, a state program designed to improve partnerships between county behavioral health departments and local education entities to increase access and coordination of mental health supports on school campuses. This 4 million dollar, 4 year grant will provide Novato and San Rafael schools with funding to hire staff to develop robust coordination systems, peer supports, and school climate initiatives.
- Update student ID card with new 3-digit 988 number for Fall 2022.

Strategy 7

Reduce access to lethal means for those at risk of suicide

ACCOMPLISHMENTS:

- Launched a Lethal Means Team focusing on substance use, bridge, and firearm means reduction.
- Hosted two panel discussions with Rx Safe Marin and Marin Healthy Youth Partnerships, a non-profit organization working to reduce underage substance use, on the connection between suicidality and substance use including, “[Collaborating Across Behavioral Health Fields: Substance Use Awareness for Suicide Prevention](#)” at the Suicide Prevention Collaborative meeting in April 2021.
- Conducted a Naloxone training for members of the Suicide Prevention Collaborative to prevent opioid overdose by learning how to administer this life-saving opioid reversal medication.
- Disseminated print/social/ad campaign messages of safety, storage, treatment and recovery, all with suicide prevention hotline during April 2021 and throughout year.
- Established a partnership with local police departments. Examples include: Conducting two suicide prevention trainings for the Novato Police department first responders and engaged San Rafael Police Department in grassroots campaign, “Movember,” addressing men’s health.
- Partnered with the newly established Marin County Gun Safety Collaborative, which launched in February 2021 in direct response to the Marin Grand Jury Report. This Collaborative was co-founded by the District Attorney and the Marin representatives of the gun safety advocacy groups, Brady United and Moms Demand Action. The goal of this Collaborative is to reduce unintentional and intentional gun-related violence and suicide in Marin. Stakeholders presented to the Marin County Suicide Prevention Collaborative to ensure shared messaging and launch of a gun safety campaign in June 2021 utilizing a social medial toolkit.
- Initial dissemination of the free and virtual Zero Suicide’s [Counseling for the Assessment of Lethal Means](#) (CALM) featured on the BHRS website.

WHAT’S NEXT:

- Increase community awareness of gun safety through a series of community conversations with expert panelists on specific actions community members can take to keep guns stored.
- Operationalize systems change to identify vulnerable individuals with suicidality who use or overuse substances. Work with RxSafe Marin to align with screening of those at risk for suicidality when identified by Emergency Medical Services (EMS).
- Continue to promote the Counseling for Assessment of Lethal Means (CALM) training for use by providers.



Accomplishment Spotlight:

We partnered with the newly established Marin County Gun Safety Collaborative, which launched in February 2021 in direct response to the Marin Grand Jury Report. This Collaborative was co-founded by the District Attorney and the Marin representatives of the gun safety advocacy groups, Brady United and Moms Demand Action. The goal of the Collaborative is to reduce unintentional and intentional gun-related violence and suicide in Marin. Stakeholders presented to the Marin County Suicide Prevention Collaborative to ensure shared messaging and launch of a gun safety campaign in June 2021 utilizing a social medial toolkit.

What Role Can You Play?

As the Collaborative celebrates its accomplishments and plans for the year ahead, what role will you play in this community-wide effort? We invite you to join us in fostering hope, creating connection, supporting recovery—and ultimately preventing injury and saving lives.

Contact us :
Behavioral Health and Recovery Services
www.BHRSPrevention.org
BHRSPreventionandOutreach@marincounty.org



Actions You Can Take

While suicide is a complex public health issue, we know that it can be prevented. It takes a whole community to prevent suicide. Let’s work together to create a safe and healthy community for all. Here are a few actions each of us can take:

- Attend the [Marin County Suicide Prevention Collaborative](#) meetings and join a [Community Action Team](#).
- Share important telephone numbers such as the National Suicide Prevention Lifeline (1-800-273-8255), the Crisis Text Line (text MARIN to 741741) and the BHRS Access Line (888-818-1115) with your family and friends.
- Utilize the My3App to create a safety plan for yourself or loved one or share yours with your trusted support network.
- Take a [suicide prevention training](#).
- Support survivors and those who have suffered loss by checking in, offering assistance, supporting their grief process, and/or sharing [resources](#).
- Attend a suicide [loss survivor support group](#).
- Develop greater health literacy, share the facts about suicide and create conversation around suicide prevention. Use the information in this report to create conversation!
- Promote personal stories of recovery. [Submit your story of hope and recovery](#) on the BHRS Prevention and Outreach website.
- Help promote information about the interconnectedness of lethal means (firearm and substances) and suicidality.
- Be a fearless ally and take a stand against stigma (ie., language, social media).
- Spread positive messages around help seeking for groups disproportionately impacted by suicide.
- Engage in suicide prevention and mental health community [events](#) hosted by our community-based partners.
- Stay informed of state and federal legislation for mental health and suicide prevention.
- Become a phone counselor for the Buckelew Suicide Prevention Phone Counseling Team at HR@buckelew.org.

Appendices



APPENDIX A

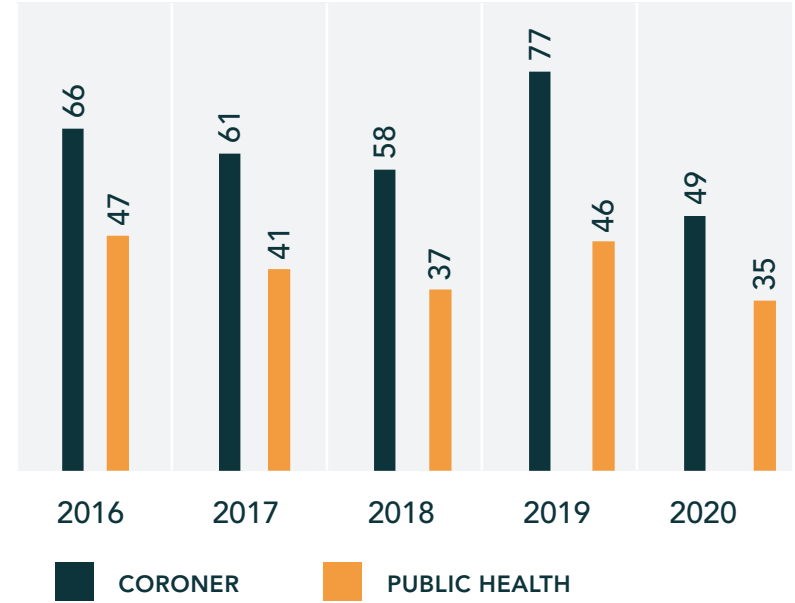
The Status of Suicide in Marin County: A Review of the Data (2016-2020)

The following summary is created in sacred honor to those who these statistics represent. Numbers, graphs, and charts are a way to help us see the big picture of how tragedy and suffering might be prevented in our community. Each 'data point' represents a life, a family, loved ones, pain, and in some cases, recovery.

- Between 2016-2020, there were 206 deaths by suicide among Marin County residents. At the time of this report, there are still 4 deaths from 2020 that are pending a final cause of death determination, so 2020 data is still considered provisional and subject to change. In 2020, data for Marin County residents indicates a slight decrease in suicide from the previous four years. The provisional data from 2020 shows that 35 Marin residents died by suicide, compared to 46 the year before.
- Suicide and suicidal thoughts and behaviors in our community impact individuals across race, life span and gender. However, white middle age and older adult men and youth/young adults are disproportionately impacted by suicide. Men make up 49% of the population of Marin and 76% of deaths by suicide. Adults age 45 and older represent 53% of the population and 71% of deaths by suicide.
- While youth between the ages of 15-24 represent 10% of the population, they represent 44% of emergency room visits, 36% of hospitalizations, and 10% of the deaths. The methods used by males and females result in different rates of fatality. For example, teenage girls disproportionately engage in non-fatal self-harm and suicide attempts that result in ER visits or hospitalizations while boys—though they attempt less frequently—die at higher rates than girls.
- Data indicate that race and ethnicity is somewhat proportional for Emergency Room visits and Hospitalizations, but Caucasians make up a significantly higher proportion of the deaths (89%) than their proportion of the population (71%) in Marin County.

APPENDIX A CONTINUED

Understanding The Data Around Deaths
Figure 1. Deaths By Suicide: Coroner’s Data and Public Health Data



WHAT DOES EACH DATA SOURCE SHOW?

Coroner’s Data: Represents data for all deaths investigated by the Marin County Coroner where suicide was determined to be the immediate cause of death—regardless of residency of the individual who died.

Public Health Data: Shows deaths of Marin County residents where suicide was listed as the immediate cause of death on their death certificate—regardless of where the death occurred.

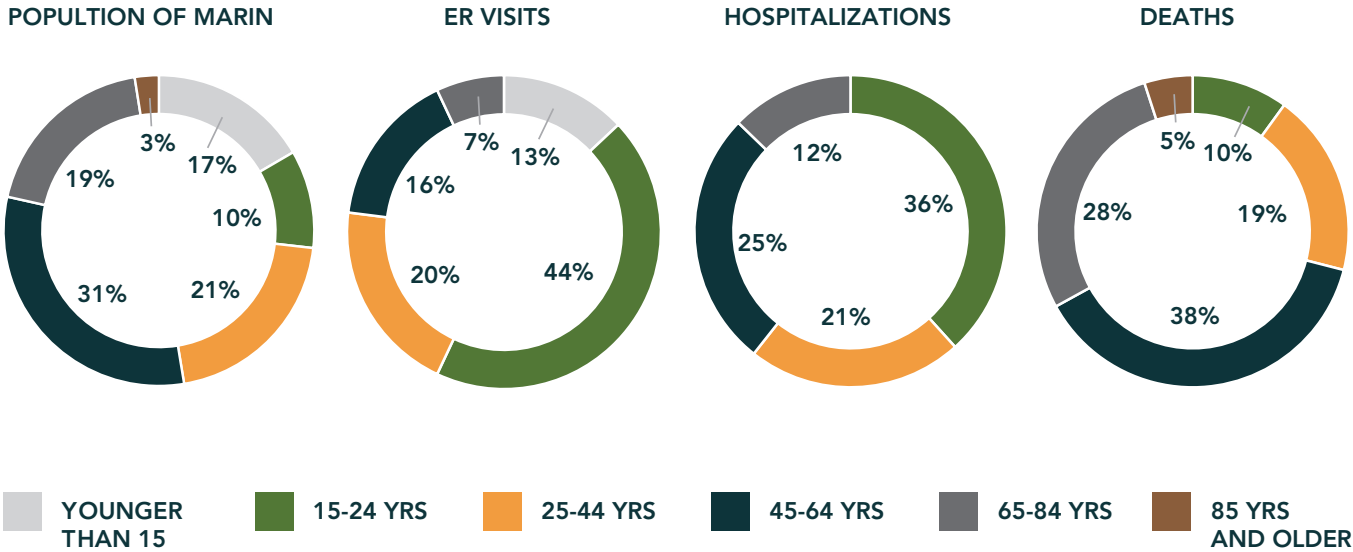
DATA SOURCES:

Coroner’s Data: Marin County Sheriff’s Office, reported in final 2020 Report

Public Health Data: VRBIS, CCDF, 2016-2020, accessed on 5/4/21

APPENDIX A CONTINUED

Figure 2. Suicidal Behavior By Age Group



DATA SOURCES

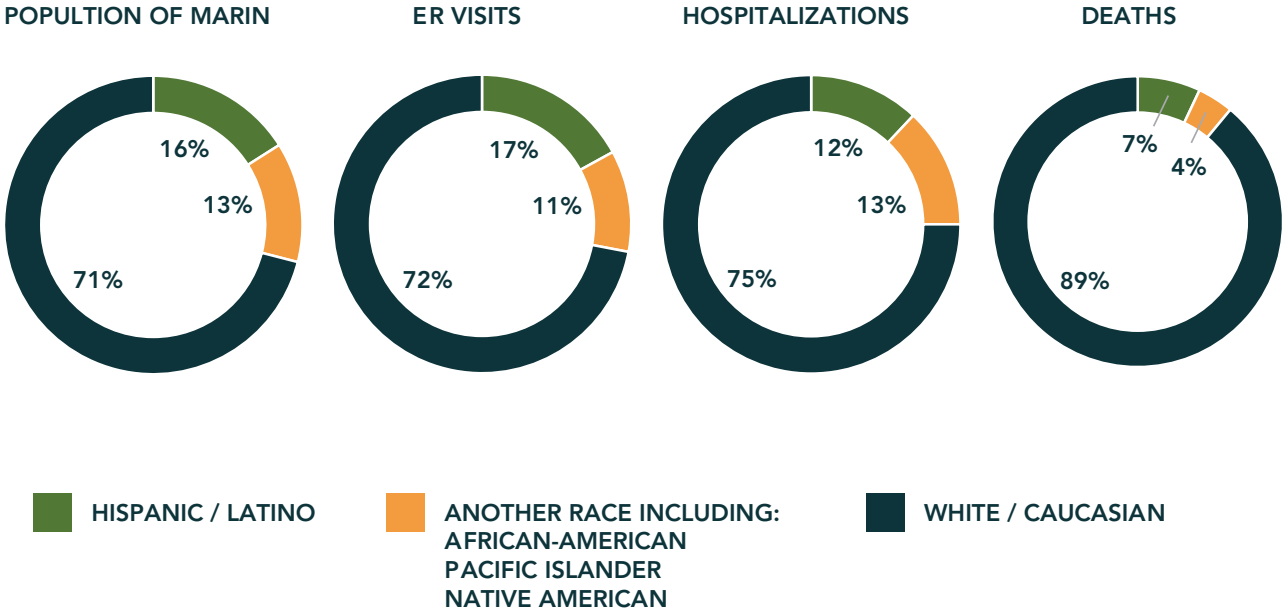
Population of Marin: U.S. Census Bureau, 2019: American Community Survey 5-Year Estimates Data Profile for Marin County, California

ER and Hospitalizations Data: Office of Statewide Health Planning and Development (OSHPD), 2016-2018, hospitalization and emergency department data

Deaths: VRBIS, CCDF, 2016-2020, accessed on 1/16/21

APPENDIX A CONTINUED

Figure 3. Suicidal Behavior By Marin County Residents By Race/Ethnicity

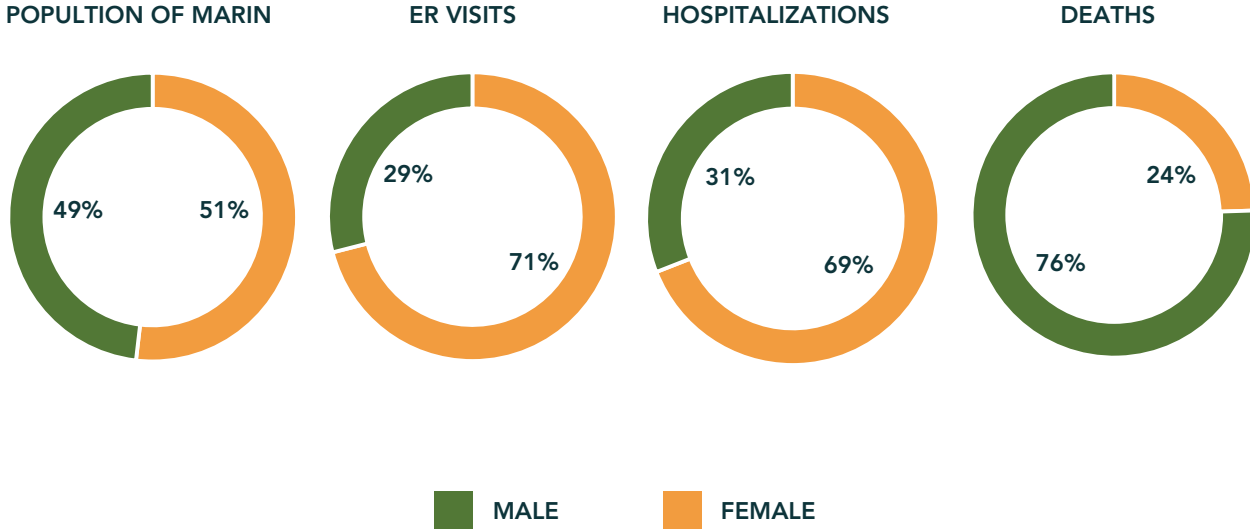


DATA NOTES

Due to data-sharing agreements we are not allowed to share counts of less than 10 for death data or 15 for ER/Hospitalizations. In order to be able to display data for groups where there were fewer than 10 or 15 data points some Race/Ethnicity categories were grouped together.

APPENDIX A CONTINUED

Figure 4. Suicidal Behavior By Marin County Residents By Gender



DATA SOURCES

Population of Marin: U.S. Census Bureau, 2019: American Community Survey 5-Year Estimates Data Profile for Marin County, California

ER and Hospitalizations Data: Office of Statewide Health Planning and Development (OSHPD), 2016-2018, hospitalization and emergency department data

Deaths: VRBIS, CCDF, 2016-2020, accessed on 1/16/21

APPENDIX B

Communication Data

- **PAID ADS** (Marin IJ, transit buses, radio, digital banners, video ads, bus shelter kiosks, social media etc.). These ran in 2020 and 2021 to raise community awareness of the importance of mental health and resources in Marin. Outreach campaigns ran utilizing geo-targeted social media (FB/Instagram), paid Spanish ads on the Univision digital network and radio spots. Univision digital ads included a video on the importance of mental health that ran on Univision digital networks and featured our Outreach and Prevention Coordinator, digital banners, print ads, geo-targeted e-mail newsletters, and outdoor advertising. Additional paid print, outdoor, and social media ads ran for May is Mental Health Month outreach in May 2021.
- **SOCIAL MEDIA:** This included paid FB/Instagram ads geo-targeting Marin residents only that have reached 137,002 people with 400,518 impressions from January 1, 2021 to now. In 2020, we ran geo-targeted paid ads reaching 19,122 Marin residents with 65,191 impressions.
- **PRINT ADS:** Marin IJ has a 66,500 daily readership count. We ran monthly print and digital banner (IJ website) ads along with a targeted e-mail campaign to 30K Marin IJ subscribers.
- **OUTDOOR ADVERTISING** (Transit Buses): From June 15 to August 9, 2020, we ran 14 paid ads in English and Spanish with Lamar Advertising and 24 bonus ads. Those ads generated an estimated 11,128,000 impressions reaching a wide Marin audience. Ads ran again in January 2021 in English and Spanish on the back of buses. In May 2021, we ran another campaign focusing on May is Mental Health Month awareness.
- **OUTDOOR ADVERTISING** (Transit Shelter Kiosks): From June 8 to October 25, 2020, we had 40 bus shelter kiosks running ads in English and Spanish through Outfront Media. Ads stayed up past the scheduled date with additional coverage at no additional cost. Those ads generated an estimated 1,962,915 impressions for the paid coverage time plus additional impressions when the ads stayed up for bonus coverage. In 2021, we continued the “Need Support” campaign in English and Spanish on 40 bus shelter kiosks with ads running from February to May 2021. In May 2021, we ran additional creative that promoted awareness of May is Mental Health month events and resources.



Examples of campaign materials.

APPENDIX C

Resources and Support

HOTLINES AND WARMLINES

- [Marin County BHRS Access Line](#): 1-888-818-1115
- [National Suicide Prevention Lifeline](#): 1-800-273-8255
- [Marin Suicide Prevention Hotline](#): 415-499-1100
- Crisis Text Line: Text MARIN to 741741
- [The Friendship Line](#) (60 years old+): 1-800-971-0016
- [Peer-Run Warm Line](#): 1-855-845-7415
- [California Youth Crisis Line](#): 1-800-843-5200
- [The Trevor Project](#): 1-866-488-7386
- [Trans Lifeline](#): 877-565-8860
- [Parent T.A.L.K Line](#): (415) 441:KIDS (441-5437)

PEER/FAMILY SUPPORT (MARIN COUNTY)

- Thriving Together Youth Group for Marin County youth ages 16-26. Meets every Tuesday at 2:00 p.m. on the Bright Heart Health Platform. [Looking for Your Virtual Appointment-Click to Join.](#)
- [NAMI-Marin Family Support Group](#): 415-444-0480
- [The Spahr Center Parent/Caregiver Support Group](#)—for parents/caregivers of transgender, non-binary, or gender questioning children youth. Email: jbarkin@thespahrcenter.org

GRIEF SUPPORT

- [Buckelew Programs SOS Allies for Hope: Support Group for Loss Survivors.](#)
Email: sosinfo@buckelew.org or 415-492-0614
- [Compassionate Friends](#)—Marin Chapter: 415-457-3123
- [Josie's Place](#): 415-513-6343

SUPPORT AFTER A SUICIDE ATTEMPT

- [After an Attempt: A Guide for Taking Care of Your Family Member after Treatment in the Emergency Department](#)
- [After an Attempt: A Guide for Taking Care of Yourself after Treatment in the Emergency Department](#)
- [American Association of Suicidology](#)

NATIONAL ORGANIZATIONS

- [Alliance of Hope Support Group for New Survivors and Counseling and Consultations](#): 847-868-3313
- [American Foundation for Suicide Prevention Healing Conversations](#):
Email: healingconversations@afsp.org
- [Center for Complicated Grief](#): 212-851-2107
- [The Dougy Center](#): 503-775-5683
- [Samaritans SafePlace Support Groups](#): 617-536-2460

APPENDIX D

Strategy 6: Social Emotional Learning and Tier 1 Activities

This Appendix highlights additional Strategy 6 activities achieved this year that address Social Emotional Learning and Tier 1 activities. School mental health promotion for all-or Tier 1-refers to all activities to foster positive social, emotional and behavioral skills and well-being of all students, regardless of whether they are at risk for mental health problems.

- Marin County Office of Education staff obtained certification to conduct Mental Health First Aid training in-person and virtually.
- Offered parent education using a four-part mindfulness webinar series that helps participants learn mindfulness tools and strategies to help reduce stress.
- Established a 5th–8th Grade Social Emotional Learning Community of Practice in partnership with Beyond Differences, a six-part virtual learning series for 5th–8th grade educators.
- Implemented Social Emotional Learning K-8 Dedication to Special Education and Changing Perspectives. This K-8 customizable curriculum aligns with five SEL core competencies (self-awareness, self-management, social awareness, relationship skills and responsible decision-making), and offers live virtual coaching, and parent programs. Currently, 16 schools are participating.
- Established the Elementary and Secondary Social Emotional Community of Practice in partnership with Wayfinder, a six-part virtual learning series for elementary and high school educators to engage in discussions and learnings around SEL practices and curricula.
- Created Mindful Classroom TK-3 A virtual curriculum designed to empower transitional kindergarten to 3rd grade educators to bring mindfulness to the classroom through yoga and breathing practices.
- Fostered education and training related to LGBTQ+ inclusive schools through the Teach Pride, Reach Wide Toolkit utilizing lesson plans and resources



**IF YOU OR SOMEONE YOU
KNOW IS IN DISTRESS,
PLEASE CONTACT:**

National Suicide Prevention
Lifeline: 1-800-273-8255

Línea Nacional de Prevención del
Suicidio: 888-628-9454

Crisis Text Line
(text MARIN to 741741)

Additional support resources can
be found on the BHRS Prevention
and Outreach [website](#).



Marin County Suicide Prevention Collaborative

Division of Behavioral Health and Recovery Services
www.BHRSPrevention.org
BHRSPreventionandOutreach@marincounty.org

