



# Marin County Suicide Prevention Collaborative

ANNUAL REPORT 2021-2022

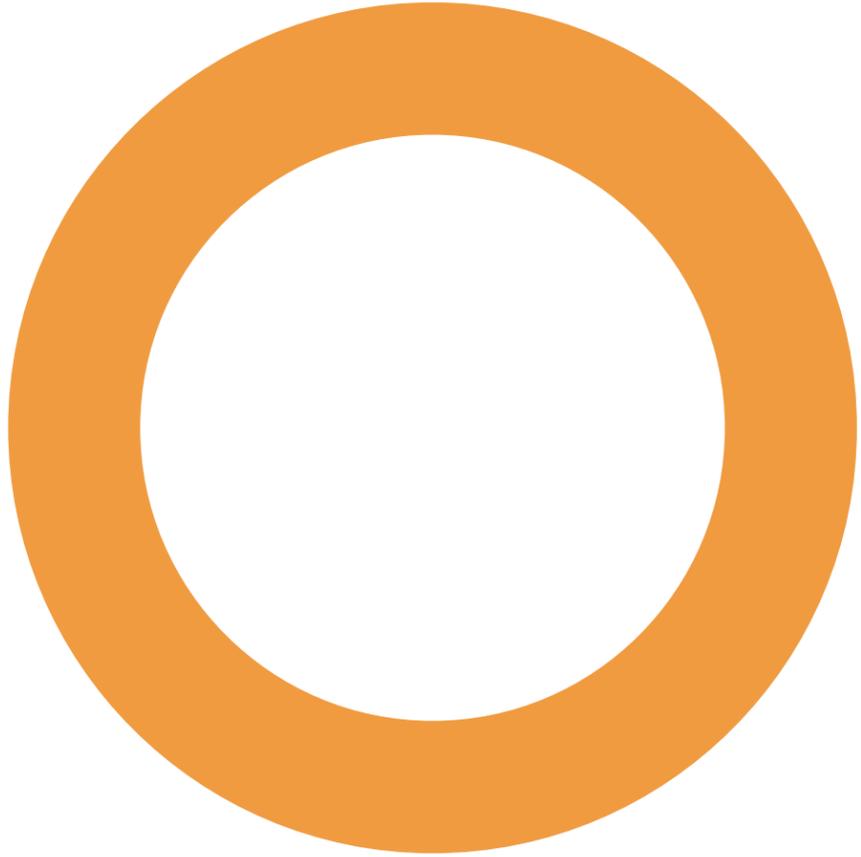
*Marin County Department of Health and Human Services  
Division of Behavioral Health and Recovery Services*





*This annual report honors those lives lost to suicide, families bereaved by suicide, and allies.*

**Marin County  
Suicide Prevention  
Collaborative**



**IF YOU OR SOMEONE YOU KNOW IS IN DISTRESS, THERE IS HELP. CONTACT:**  
Suicide and Crisis Lifeline/Linea de Prevención del Suicidio y Crisis: 988  
Crisis Text Line (text MARIN to 741741)  
Marin County Behavioral Health and Recovery Services Access Line: 888-818-1115  
Additional support resources can be found on the BHRS website: [www.marinbhros.org/](http://www.marinbhros.org/)



# Marin County Suicide Prevention Collaborative

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*“While our Strategic Plan is a thoughtful and comprehensive guide in our efforts, I believe our commitment to the practice of collective care will help to provide the necessary hope this work requires today and in the years ahead.”*

Todd Schirmer, PhD, CCHP  
Director, Behavioral Health and Recovery Services

# Reflections of Year Two

BY TODD SCHIRMER, PHD, CCHP  
DIRECTOR, MARIN COUNTY BEHAVIORAL HEALTH AND RECOVERY SERVICES

The Marin County Suicide Prevention Collaborative has completed its second year working to build community, create awareness, and reduce suicide attempts and death in our community. Many of you have played a critical role in this effort in both large and small ways, both seen and unseen, with compassion and humility. What makes our Collaborative unique is the way in which people truly show up, provide care, and walk together on a path to take life-saving actions.

This is no small feat. Suicide prevention demands urgent action and easy answers are often evasive. Addressing this complex health issue during a global pandemic has heightened our priority and response. While our [Strategic Plan](#) is a thoughtful and comprehensive guide in our efforts, I believe our commitment to the practice of collective care will help to provide the necessary hope this work requires today and in the years ahead.

Collective care is based on the belief that our health and well-being are inextricably connected to each other. While it does not and should not come at the expense of self, collective care broadens our vision of what it means to live in an inclusive and accepting community with one another. It means we embrace the action of looking out for each other, even someone you don't know, and creating care and safety within our communal interactions. Asking, “do you want to talk about it?” or “are you thinking of suicide?” or “what is the source of your pain?” can bring us closer together, cultivate belonging, and provide hope—and help—for someone on their darkest day. You can learn more on ways to care for others and raise awareness by reading our newly released, [“From Compassion to Action: A Community Guide to Suicide Prevention and Support in Marin County 2022.”](#) Also available in [Spanish](#).

Suicide can be prevented. However, we stand a greater chance when we walk together in the spirit and act of meaningful collective care.

Thank you for your compassion, connection, and care of one another as we build a community of belonging and safety, for all.

Todd Schirmer, PhD, CCHP  
Director, Marin County Behavioral Health and Recovery Services

# Talking About Suicide Can Be Life-Saving

Here are steps you can take to keep you or someone you know, safe.

## 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 withdrawn. Are you thinking about 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.

5

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

Suicide & Crisis Lifeline: 988 and in Spanish: Línea de Prevención del Suicidio y Crisis: 988

Crisis Text Line (text MARIN to 741741)

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

6

# Overview

## Marin County Suicide Prevention Collaborative, Strategic Plan

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 comprehensive socio-ecological framework to provide a structured approach to 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, Lethal Means, Youth, Men and Boys, and others.

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](#). Formed in 2019 with Marin County Office of Education and the Marin County school district representatives, the mission of the Collaborative is 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, OD Free Marin, Marin Healthy Youth Partnerships, and Golden Gate Bridge. These groups work to address Strategy 7 of the strategic plan which focuses on reducing access to lethal means for those at risk of suicide.

## A Snapshot Of Year Two Accomplishments And A Look Into Our Next Steps:

The Collaborative's Community Action Teams provide key leadership and vision in advancing the Strategic Plan goals. Throughout this past year, the Teams have worked hard to stay on top of trends impacting our community, achieving important milestones and expanding our efforts in responsive ways. The following summary describes examples of the Collaborative's year two accomplishments and a window into our next steps for the year ahead. The Collaborative holds monthly meetings that are open to the public. Please join us!

# Strategy 1

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

### ACCOMPLISHMENTS:

- Maintained membership in the Collaborative of 40-50 participants during monthly virtual meetings
- Continued leveraging the role of the Schools Team in providing support and recommendations to the Marin Schools Wellness Collaborative.
- Participated in the Mental Health Services Oversight and Accountability Commission (MHSOAC) 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. Presented to the program participants on the Collaborative's annual report as a model and the Caring Cards initiative as a form of follow up with those in distress.
- Collected and monitored local data to identify existing trends, help inform priorities, implementation, and effectiveness. Presented key data to the Collaborative on deaths, attempts, and emergency room visits. Data indicate a decline in suicide deaths from 2019 to 2021.
- Compiled and presented annual data on suicide with key partners, including the Golden Gate Bridge Patrol and the Gun Safety Collaborative.
- Hosted presentations by the Suicide Review Team from Humboldt County and the Chief Epidemiologist of Washington County recognized for developing and implementing an innovative suicide surveillance system for targeted interventions.
- Posted the newly released Suicide Dashboard by the Mental Health Services Oversight and Accountability Commission (MHSOAC) which supports suicide prevention planning by increasing public access to and awareness about trends in deaths by suicide in California to the Collaborative's website.
- Expanded efforts to address specific populations including Black, Indigenous and People of Color (BIPOC), LGBTQ+ youth and adults, and boys and middle age/older men.
- Conducted evaluations of training and events throughout Marin.
- Engaged in a state-wide Collaborative discussion on evaluation with State leadership as part of establishing evaluation and performance measures for each Strategic Plan strategy.

### NEXT STEPS:

- Compile year three data for presenting to the Collaborative and community.
- Formalize plan for Strategic Plan evaluation.
- Develop a year three strategy for the development of a Suicide Fatality Review program in Marin County.
- Launch a First Responder Community Action Team.

# Strategy 2

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

## ACCOMPLISHMENTS:

- Through a competitive RFP process utilizing Mental Health Services Act funding, the Felton Institute was awarded a contract which includes funding for a Program Coordinator to lead the development and implementation of the Local Outreach to Survivors of Suicide (LOSS) program for Marin and support groups.
- Continued contract with a LOSS Team expert to guide programmatic and operational components of the program. Established recruitment for volunteers protocol, hosted two informational sessions, created dispatch workflow for the timely notification for and arrival of LOSS Team volunteers to site immediately after a suicide, formalized resources for families and witnesses, and engaged in the pre-planning for a volunteer training to be held in the Summer 2022.
- Secured leadership support with the Marin County Sheriff's and Coroner's Office and the Marin County law enforcement to address loss survivor's needs at time of death.
- Support the development of the Felton Institute's community support group for youth loss survivors and attempt survivors to be launched in 2023.
- Established an innovative partnership with Marin County Mobile Crisis and Marin Medical Reserve Corps (MMRC) Trauma Response Team to augment postvention response and notification of suicides to BHRS and Marin County Office of Education.
- Launched the Crisis Text Line (text MARIN to 741741) in Spring 2022 emphasizing confidentiality which led to an increase in the use of CTL.
- Hosted a community-wide presentation on the pre-launch of the national Suicide & Crisis Lifeline three digit 988 number.
- Collaborated in the first of its kind "Marin Medical Tow" with Golden Gate Bridge Patrol and Highway Safety, MarinHealth, and AAA Insurance which safely stores cars of patients who are transferred from the Golden Gate Bridge to Unit A Psychiatric Unit at MarinHealth. This initiative is designed to reduce compounded stress and trauma of patients who might otherwise have their cars towed and stored for a fine.
- Offered evidence-based trainings to support mental health providers, including two safety planning trainings addressing adults and youth.
- Continued support for the Buckelew SOS Allies for Hope Loss Survivor Support Group to provide essential community support for suicide loss survivors. Hosted twice monthly for as many as 20 participants.
- Finalized the development of the School-based Suicide Risk Assessment Protocol for training and implementation by school-based mental health providers and County clinicians.



## WHAT'S NEXT:

- Launch the School-based Suicide Risk Assessment Protocol for school-based providers and County clinicians in Summer 2022.
- Promote and market the roll out of the Suicide & Crisis Lifeline 988 national number.
- Conduct training of LOSS Team volunteers and law enforcement for the launch of the LOSS Team program.
- Launch the Felton youth loss survivor group and adult attempt survivor support groups.
- Develop a County peer-based follow-up at discharge program to support suicide attempt and overdose survivors in their recovery.
- Implement Counseling for the Assessment and Management of Suicidality (CAMS) training for behavioral health clinicians.
- Host a training with BHRS clinicians and Mobile Crisis on the Columbia-Suicide Severity Rating Scale (C-SSRS).

## Accomplishment Spotlight:

Finalized the development of the School-based Suicide Risk Assessment Protocol for training and implementation by school-based mental health providers and County clinicians in partnership with Marin County Office of Education (MCOE) and Special Education Local Plan Area (SELPA).

# Strategy 3

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

## ACCOMPLISHMENTS:

- Launched the Men and Boy's Community Action Team representing those who self-identify as male and represent diversity across the lifespan. Engaged this Team in the design and implementation of a men and boy's mental health, grassroots county-wide campaign, "Redefining Strength," in English and Spanish with print/digital ads/banners and social media during May Mental Health Month.
- Disseminated Each Mind Matters Toolkit, "Take Action for Mental Health," and evidence-based content adapted for the County.
- Implemented Directing Change campaign for student art submissions. Awarded local students for state-wide recognition of poetry addressing mental health and suicide prevention.
- Launched the Crisis Text Line campaign (text MARIN to 741741) through county-wide dissemination, including school districts public spaces.
- Coordinated with County high school students on multiple youth-led social media outreach campaigns in Marin, including September Suicide Prevention and Recovery Month and May Mental Health Month.

## WHAT'S NEXT:

- Implement the Each Mind Matters Toolkit for September Suicide Prevention and Recovery Month, "Take Action for Suicide Prevention: Thriving at all Ages" and place bus shelter ads addressing recovery.
- Implement the "Redefining Strength" campaign activities in September 2022 and May 2023 to promote help seeking and stigma reduction among those who self-identify as male.
- Implement the Crisis Text Line campaign community-wide in both English and Spanish at partner events and social media videos/geo-targeted ad buys.
- Promote the national Suicide & Crisis Lifeline 988 number.
- Implement a youth-led wellness campaign with elements that include a digital youth resource guide.

## Accomplishment Spotlight:

Launched the Men and Boy's Action Team representing those who self-identify as male and represent diversity across the lifespan. Engaged this Team in the design and implementation of a men and boy's mental health, grassroots county-wide campaign, "Redefining Strength," in English and Spanish with print/digital ads/banners, social media, video and stickers during May Mental Health Month.



Campaign elements for the Men and Boy's Action Team.

# Strategy 4

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

## ACCOMPLISHMENTS:

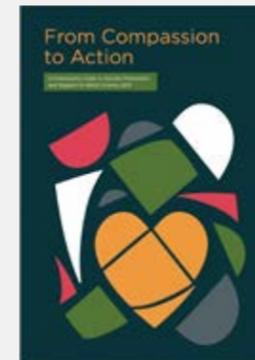
- Hosted over 50 different community events (trainings, presentations, meetings) with BHRS and community-based partners, including Spanish language only trainings (n=3), Mental Health Psychological First Aid (n=10) for over 100 participants, September Suicide Prevention and Recovery Month 2021 (n=10) and May Mental Health Month 2022 (n=13) events. Participated in a regional suicide prevention planning committee for September Suicide Prevention and Recovery Month hosting over 600 participants.
- Engaged over 2,600 community members in suicide prevention and mental health education and training events.
- Hosted Marin's first hybrid community event focusing on the "Redefining Strength" campaign for men and boys attended by 140 individuals held at the Board of Supervisors Chambers at the Marin Civic Center.
- Developed a first of its kind "From Compassion to Action: A Community Guide for Suicide Prevention and Support in Marin County." This Guide, also available in Spanish, will be used for training and addresses foundation suicide prevention information, perspectives from a loss survivor and an attempt survivor, and tips for supporting families following a suicide.
- Hosted a series of sensitivity trainings for the development and implementation of Caring Cards with youth in school and community-based settings (described more below).
- Presented to the Faith Collaborative of the Department of Health and Human Services on the role of faith in suicide prevention.
- In partnership with MCOE, hosted a series of 10 monthly American Foundation for Suicide Prevention Talk Saves Lives events, averaging 10-15 people.
- Continue to recommend and provide other suicide prevention programs including: Buckelew Programs, online and self-directed Question-Persuade-Refer (QPR), Mental Health First Aid (MHFA), and Talk Saves Lives, Kognito and Signs of Suicide (SOS) for school districts.
- Developed the online School-Based Suicide Risk Assessment Protocol for Marin County school-based providers and County clinicians.
- Hosted a training for pediatric providers on suicide prevention and risk assessment.
- Updated the MCOE School-based Suicide Postvention and Crisis Response Protocol and hosted a training with school-based providers to build skills and knowledge in postvention response.

## WHAT'S NEXT:

- Host a series of September Suicide Prevention and May Mental Health month events in collaboration with BHRS and community-based organization partners. Examples of topics to be addressed: Columbia-Suicide Severity Rating Scale (C-SSRS), American Foundation for Suicide Prevention (AFSP) Talk Saves Lives trainings, Conversation Circles for LGBTQ+ youth, older adults, men, parents/caregivers, as well as celebrations for substance use recovery, a substance use panel in Spanish, and a regional multi-county Suicide Prevention Summit.
- Continue to measure the quality and impact of suicide prevention training and education in our community.
- Distribute 500 Guides and 500 marketing postcards of "From Compassion to Action: A Community Guide for Suicide Prevention and Support in Marin County" throughout Marin health care and community settings in English and Spanish.
- Strengthen partnerships for training for primary care providers working with older adults to support them in identifying mental health and suicide risk.
- Expand Spanish only language suicide prevention trainings and education materials in partnership with community-based partners throughout Marin.

## Accomplishment Spotlight:

Developed a first of its kind "From Compassion to Action: A Community Guide for Suicide Prevention and Support in Marin County." This Guide will be used for training and addresses foundation suicide prevention information, perspectives from a loss survivor and an attempt survivor, and tips for supporting families following a suicide.



From Compassion to Action booklets are used for training and community education.

# Strategy 5

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

## ACCOMPLISHMENTS:

- Contracted with the Felton Institute to launch a county-wide Local Outreach to Suicide Survivors (LOSS) Team to support loss survivors.
- Launched the Men and Boys Action Team for those who self-identify as male and represent diversity across the lifespan with 50 unique members. Created a grassroots campaign and engaged community groups, schools and individuals.
- Launched the Caring Card initiative to support those transitioning from a treatment/recovery center or psychiatric unit, and/or participating in family support groups. Cards were written by youth in Marin following a sensitivity training. The cards feature artwork submitted to the Youth Art and Film Showcases and referral information on the back. Established key partners to distribute 1500 completed cards in both English and Spanish with referral information.
- Supported community-based organizations in hosting live and virtual speaker series for residents from diverse communities with lived experiences around mental health and suicide to share their experiences.
- Supported digital story telling series with a community-based organization of diverse individuals sharing their experience with substance use, suicidality, and mental health.
- Provided LGBTQ+ equity training at 10 schools (Archie Williams High School, Redwood High School, Tamiscal High School, Tamalpais High School, San Andreas High School, Hall Middle School, Neil Cummins Elementary School, Cove School, Glenwood Elementary School, Terra Linda High School) through a contract with Spahr Center.
- Hosted three loss survivor virtual gatherings for group discussions to engage participants in education and support.
- Engaged in pre-planning for youth-led wellness festival for September Suicide Prevention and Recovery Month 2022.
- Participated in the Call to Action Wellness Team, a multi-Collaborative County initiative to support youth and transition age young adults in the development of a wellness resource guide for youth. This early in design project will help youth navigate important resources.

## WHAT'S NEXT

- Host a series of Conversation Circles addressing topics related to parents/caregivers, LGBTQ youth, first responders, older adults, men, and parents/caregivers utilizing the "From Compassion to Action: A Community Guide for Suicide Prevention and Support in Marin County."
- Distribute virtual training for Caring Cards and implement and distribute 2,000 Caring Cards written by youth and schools with partner organizations.
- Host high school-wide youth led health festival addressing suicide prevention, mental health, help seeking and support.
- Launch the Call to Action Wellness Team youth resource guide to schools and youth groups across the County.
- Host International Survivor's of Suicide Loss Day in November 2022.

## Accomplishment Spotlight:

Launched the Caring Card initiative to support those transitioning from a treatment/recovery center or psychiatric unit, and/or participating in family support groups. Cards were written by youth in Marin following a sensitivity training. The cards feature artwork submitted to the Youth Art and Film Showcases and referral information on the back. Established key partners to distribute 1500 completed cards in both English and Spanish with referral information.



Writers for the Caring Cards initiative that provide messages of hope and healing for community members in recovery.

# Strategy 6

*Foster safe and healthy environments on all school campuses*

## ACCOMPLISHMENTS

- Launched the [MCOE Marin Schools Wellness Website](#) and the [Marin Schools Gun Safety Website](#) to ensure centralized and coordinated information on mental health, wellness and suicide prevention resources and information in alignment with Marin County BHRS website on suicide prevention.
- Adopted the Kognito online role-play simulations: At Risk Early Childhood, At Risk Elementary, At Risk Middle and At Risk High School (in English and Spanish) for all school staff and any agency serving students. The simulations help to recognize the signs of distress, use conversations to approach a student and discuss concerns, and, if necessary, refer parents/students to the appropriate resources. Only one simulation is required to complete the mandate under [California Education Code 215](#).
- Supported nine schools (middle, high school) in the implementation of [Signs of Suicide](#) developed by Mindwise.
- Expanded student training in suicide prevention through the launch of a School-based Team to develop the “Not Alone Curriculum” featuring the film, [Not Alone](#).
- The Marin County Schools Wellness Collaborative in partnership with BHRS, Each Mind Matters, and Marin County Special Education Local Plan Area (SELPA), developed a [School-Based Suicide Risk Assessment Protocol](#) grounded in evidence-based protocols. The protocol is available to all school-based mental health providers in the County.
- Reviewed suicide prevention notification and response protocol to provide County mobile crisis response services during the academic day. These skilled clinicians are available to clinically evaluate the need for a psychiatric hospital placement at a school site.
- Developed the [Crisis Response: Suicide Prevention and Postvention Protocol](#) based on key literature, resources and best practice guidance. Hosted a [training](#) for school staff on the document.
- Hosted [Wellness Week Marin](#) focusing on two Dimensions of the 8 Dimensions of Wellness. Each session can be viewed [here](#).
- Provided mental health and wellness trainings and initiatives such as [Mental Health First Aid](#) (adults and teens) and [Directing Change](#).
- Hosted a [May Mental Health Art and Film Showcase](#) to increase awareness and conversations around mental health and well-being within Marin through sharing youth art and perspective.
- Launched a Marin-specific [Crisis Text Line](#) with the purpose of providing all Marin residents with a free and confidential counseling, with trained professionals. Marin County students created a Social Media Toolkit as part of the launch campaign.



- Implemented the [Caring Cards](#), a youth-led initiative to provide support to those who are experiencing mental health, suicidality, and/or substance use issues.
- Applied for and received additional MHSSA funding to expand wellness supports in Novato and San Rafael (to be implemented in FY 2022-23).
- Expanded MHSA funding for school-based PEI providers for FY 2022-23.
- Developed a School-based Newcomer’s Toolkit for launch in 2022.

## WHAT’S NEXT

- Co-host the College of Marin Equity in Mental Health Symposium: Creating a Culture of Community to be held in Summer 2022. This event focuses on culturally responsive pedagogy, healing, and mental health to create an equitable community.
- Expand implementation of Kognito and SOS trainings across the district for students and staff.
- Evaluate K-5 student training opportunities.
- Launch the Not Alone Curriculum with identified schools.
- Launch the School-based Suicide Risk Assessment Protocol, an online training of these procedures and protocols in Summer 2022.
- Develop and support a pilot program to evaluate the implementation of an evidence-based wellness screener with the potential intention of implementing countywide.
- Develop and implement “Wellness Week Marin.”
- Introduce and enhance mental health service delivery through a key initiative [School Wellness Ambassadors Program \(SWAP\)](#) (peer counselors) in middle and high schools and implement SWAP across the first cohort of schools in Fall 2022.

# Strategy 7

*Reduce access to lethal means for those at risk of suicide*

## ACCOMPLISHMENTS:

- Partnered with Golden Gate Bridge, Highway and Transportation District and the Bridge Patrol Team. Provided data presentation by the Bridge Patrol and created awareness around the role of the Bridge Patrol Team in intervention.
- Partnered with OD Free Marin on the connection between suicidality and substance use through events and campaigns.
- Launched the “Marin Gun Safety Resources for the School Community” [website](#).
- Partnered with the Brady Campaign to launch a 30-day End Family Fire digital campaign in Marin County focused on the nexus between safe gun storage and suicide prevention.
- Distributed gun safety information through the Healthy Youth pamphlet to parents and guardians of all entering 6th and 9th graders.
- Partnered with Marin County Office of Education in distributing gun safety promoting messages to all schools.
- Partnered with an 8th grade student group to communicate and educate the entire class about gun safety and mental health as part of an educational project with the District Attorney’s Office, Marin County BHRS, community leaders, and a youth kindness speaker.
- Hosted seven Gun Violence Restraining Order (GVRO) trainings for community-based leaders across the County and a Marin GVRO public forum.
- Hosted in partnership with county-wide partners, led by the Gun Safety Collaborative, a [gun buy back program](#), receiving over 500 guns in exchange.
- Collected data on impact of firearms and suicide in Marin County and presented to key stakeholders.

## WHAT’S NEXT:

- Host training for SMART Train staff on suicide prevention and grief in Summer 2022.
- Promote Zero Suicide’s Counseling for the Assessment of Lethal Means (CALM) featured on the BHRS website with BHRS clinicians.
- Host a community-wide event to increase community awareness on lethal means reduction with OD Free Marin, Golden Gate Bridge Patrol, MCOE, Gun Safety Collaborative and Brady Campaign.
- Operationalize systems change to identify vulnerable individuals with suicidality who use or overuse substances. Work with OD Free Marin to align with screening of those at risk for suicidality when identified by Emergency Medical Services (EMS) and peer:peer follow up after discharge.



## Accomplishment Spotlight:

Partnered with the Brady Campaign to launch a 30-day End Family Fire digital campaign in Marin County focused on the nexus between safe gun storage and suicide prevention and partnered with Marin Office of Education in distributing firearm safety promoting messages to all schools, including firearm safety information through the Healthy Youth pamphlet to parents and guardians of all entering 6th and 9th graders.



Examples of Brady campaign elements shared throughout the County in 2022.

## What Role Can You Play?

As the Collaborative reflects on our accomplishments and looks ahead to our next year, we invite your continued role in this collective and community-wide effort. What role would you like to play? There is a role for everyone in working together to prevent injury and save lives.

Contact us :

Behavioral Health and Recovery Services

[www.prevention.marinBHRS.org](http://www.prevention.marinBHRS.org)

[BHRSPreventionandOutreach@marincounty.org](mailto: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 & Crisis Lifeline (988), the Crisis Text Line (text MARIN to 741741) and the BHRS Access Line (888-818-1115) with your family and friends.
- Learn more about [safety planning](#) for yourself or your loved one. Ask your care team for a safety plan.
- 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 the International Survivors of Suicide Loss Day each November.
- Attend a suicide [loss survivor support group](#).
- Develop greater health literacy, share the facts about suicide and create conversation around suicide prevention. Download a copy of "[From Compassion to Action: A Community Guide to Suicide Prevention and Support in Marin 2022](#)" or use the information in this report to create conversation!
- Promote personal stories of recovery and learn from others, such as [NAMI-Marin's](#) or [Opening the World's](#) story telling series.
- 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](mailto:HR@buckelew.org).
- Join the [Felton Institute Local Outreach to Suicide Survivors \(LOSS\)](#) Team.

# Appendices

## APPENDIX A

### The Status of Suicide in Marin County: A Review of the Data (2016-2021)

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. Fluctuations in suicide data can not be attributed to any one event or factor. Please take care of yourself as you review this data which can be activating.

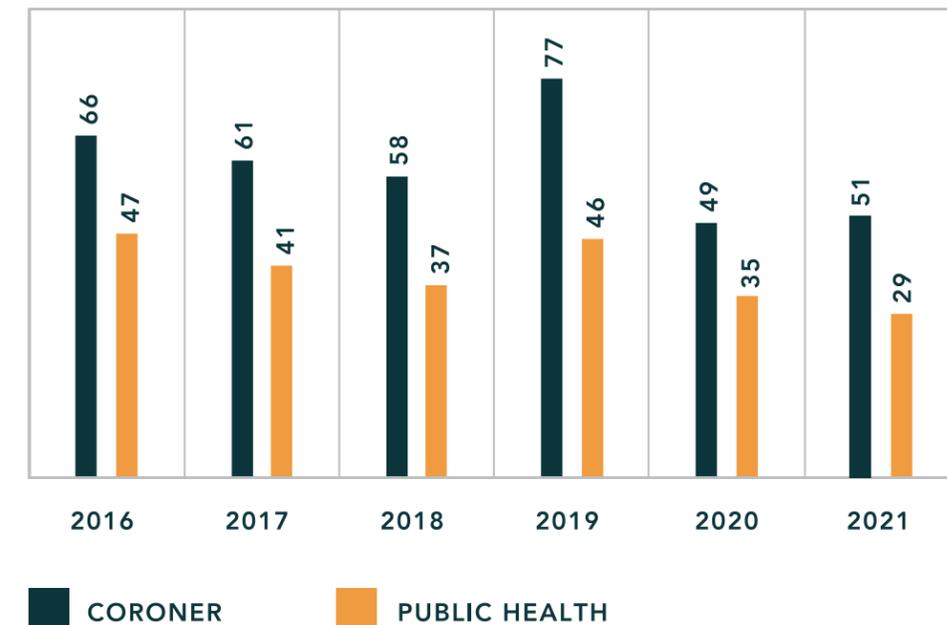
- Between 2016-2021, there were 235 deaths by suicide among Marin County residents. In 2021, data for Marin County residents indicates a slight decrease in suicide from the previous five years. The data from 2021 shows that 29 Marin residents died by suicide, compared to 35 the year before (and 46 the year before that).
- 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 which follows national trends. Men in Marin make up 49% of the population of Marin and 83% of deaths by suicide. Adults age 45 and older represent 53% of the population and 65% of deaths by suicide.
- While youth between the ages of 15-24 represent 10% of the population, they represent 30% of emergency room visits, 31% of hospitalizations, and 7% 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 ER visits and hospitalizations, but Caucasians make up a significantly higher proportion of the deaths (83%) than their proportion of the population (70%) 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.

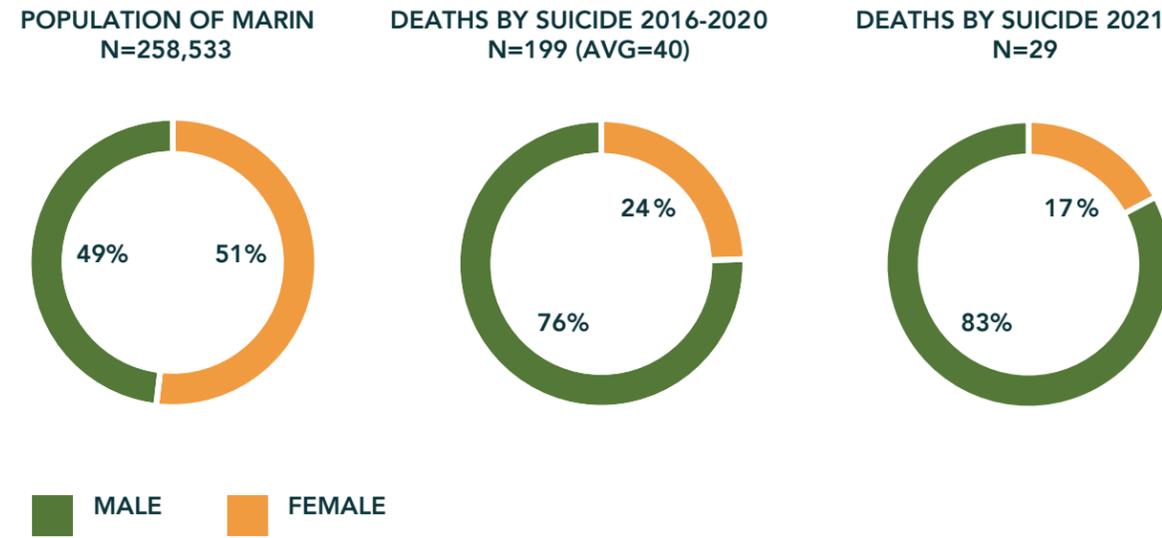
#### DATA SOURCES:

**Coroner's Data:** Marin County Sheriff's Office, reported in final report 4/7/22

**Public Health Data:** VRBIS, CCDF, 2016-2021, accessed on 8/15/22

**APPENDIX A CONTINUED**

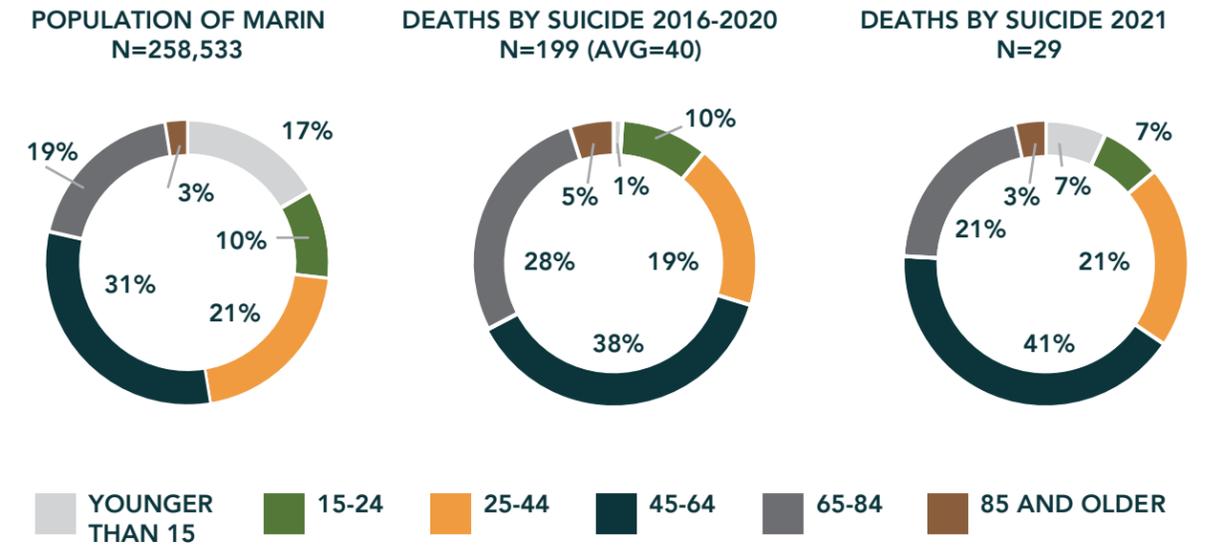
Figure 2. Proportion of Deaths by Gender



**DATA SOURCES**  
**Population of Marin:** U.S. Census Bureau, 2019: American Community Survey 5-Year Estimates Data Profile for Marin County, CA.  
**Death of Marin County Residents:** VRBIS, CCDF, 2016-2021, accessed on 8/15/22

**APPENDIX A CONTINUED**

Figure 3. Deaths by Suicide of Marin County Residents by Age Group

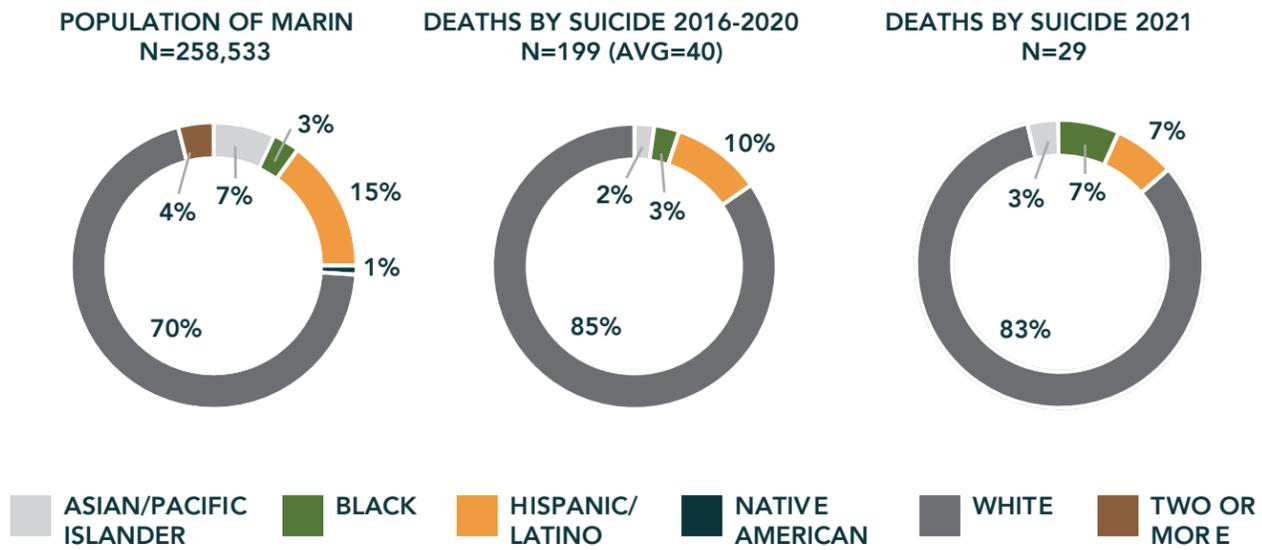


**DATA SOURCES**  
**Population of Marin:** U.S. Census Bureau, 2019: American Community Survey 5-Year Estimates Data Profile for Marin County, CA.  
**Death of Marin County Residents:** VRBIS, CCDF, 2016-2021, accessed on 8/15/22



**APPENDIX A CONTINUED**

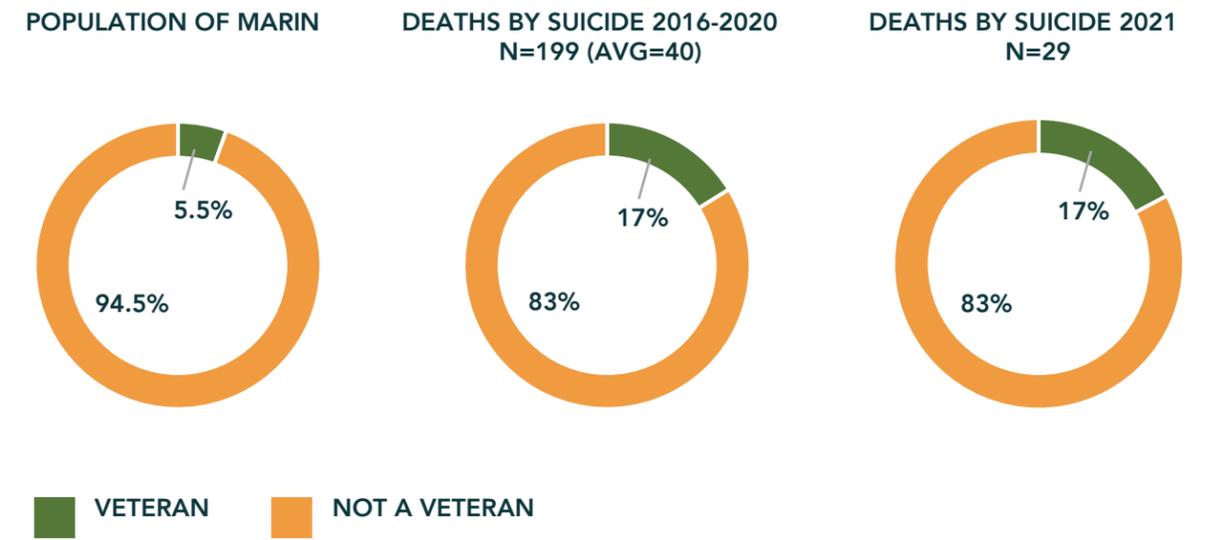
Figure 4. Deaths by Suicide of Marin County Residents by Race/Ethnicity



**DATA SOURCES**  
 Population of Marin. U.S. Census Bureau, 2019: American Community Survey 5-year Estimates Data Profile for Marin County, CA.  
 Deaths Of Marin County Residents: Vrbis, Ccdf, 2016-2021, accessed on 8/15/22

**APPENDIX A CONTINUED**

Figure 5. Deaths by Suicide of Marin County Residents by Veteran Status

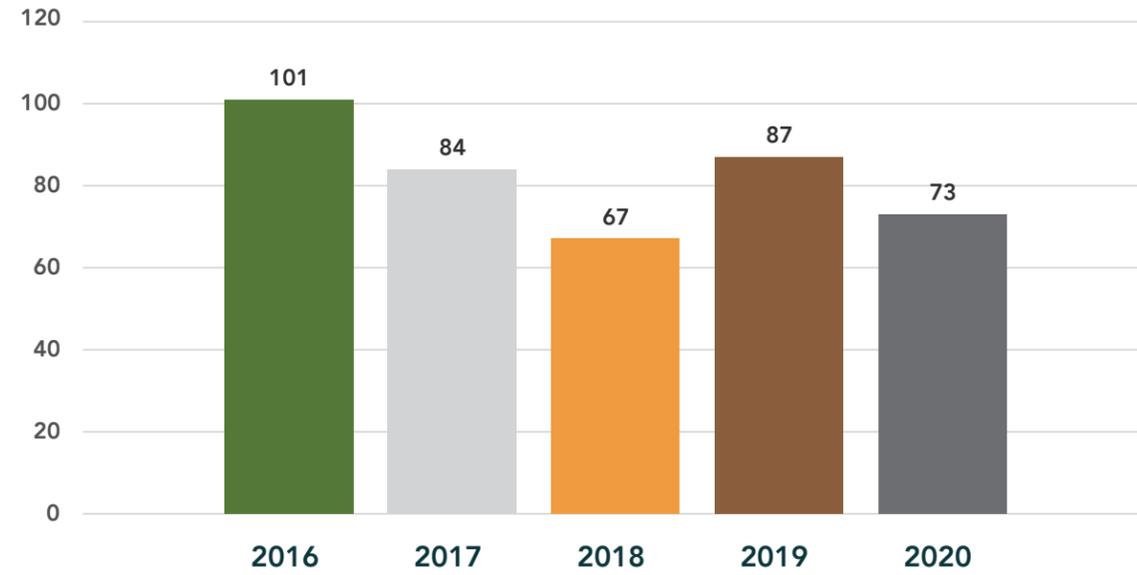


**DATA SOURCES**  
 Population of Marin. U.S. Census Bureau, 2019: American Community Survey 5-year Estimates Data Profile for Marin County, CA.  
 Deaths Of Marin County Residents: Vrbis, Ccdf, 2016-2021, accessed on 8/15/22



## APPENDIX A CONTINUED

Figure 6. Annual Hospitalizations of Marin County Residents Related to Intentional Self-Harm or Attempted Suicide



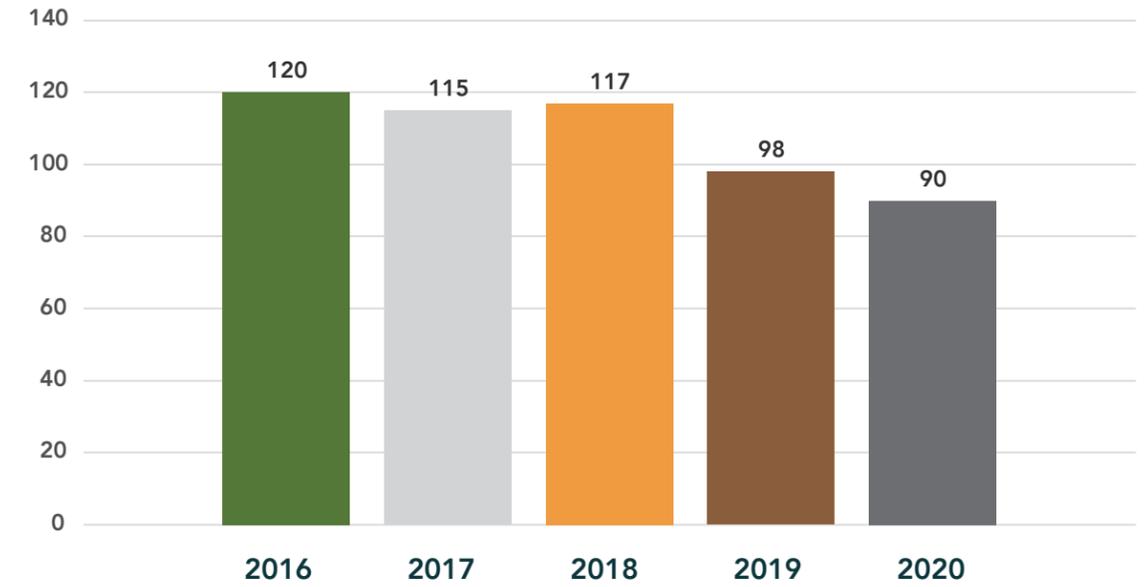
### DATA SOURCES

Office of Statewide Health Planning and Development (OSHPD) emergency department data.

The chart above represents non-fatal emergency department visits where any ICD-10 code on the record indicated that the visit related to intentional self-harm or attempted suicide.

## APPENDIX A CONTINUED

Figure 7. Annual Non-Fatal Emergency Department Visits Related to Intentional Self-Harm or Attempted Suicide



### DATA SOURCES

Office of Statewide Health Planning and Development (OSHPD) emergency department data.

The chart above represents non-fatal emergency department visits where any ICD-10 code on the record indicated that the visit related to intentional self-harm or attempted suicide.

## APPENDIX B

### Communication Data

The following communication data is an example of two community-wide awareness campaigns for suicide prevention and mental health in May 2022 distributed via bus shelter kiosks, print and digital ad, social media, email, posters and postcards. In addition to campaign awareness, several suicide prevention and mental health efforts received media attention via editorials, digital/print news articles, radio and TV broadcasts.

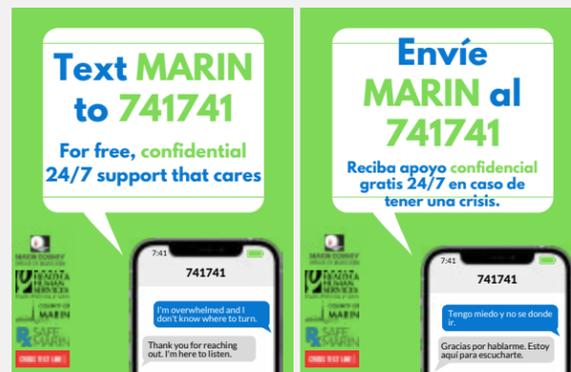
#### REDEFINING STRENGTH

**Print Advertisement:** The campaign consisted of (4) 1/4 page ads in the Marin Independent Journal. According to a Scarborough Readership Study, the paper's current circulation is 17,000 per day. The print ads ran on May 8, 15, 22 and 29.

- On May 10th, an email was sent out to Spanish speaking populations in Marin County.
- On May 25th an email was sent to the 55,000 plus subscribers of the Good Morning Marin email.
- From May 3 - May 30, 109,354 banners were served on smart phones to a Spanish speaking audiences.
- From May 3 - May 30, 99,795 banners were served on www.marinij.com.

#### CRISIS TEXT LINE:

**Outdoor Advertising (Transit Shelter Kiosks):** The Crisis Text Line campaign was delivered in both English and Spanish at twenty bus shelter kiosks throughout the County during the month of May (4 weeks). Ads stayed up past the scheduled date with additional coverage at no additional cost. Those ads generated an estimated 990,000 impressions per week for the paid coverage time plus additional impressions when the ads stayed up for bonus coverage, for a total of 4 million impressions.



*Redefining Strength and Crisis Text Line were just some examples of campaign elements disseminated in the County.*

## APPENDIX C

### Resources and Support

#### HOTLINES AND WARMLINES

- [Marin County BHRS Access Line](#): 1-888-818-1115
- [National Suicide & Crisis Lifeline \(text/call\)](#): 988
- 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
- [NAMI-Marín 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](mailto:jbarkin@thespahrcenter.org)

#### POSTVENTION RESPONSE AND GRIEF SUPPORT

- [Felton Institute and LOSS Team](#): Email: [sbalestreri@felton.org](mailto:sbalestreri@felton.org) or 415-726-4685
- [Buckelew Programs SOS Allies for Hope](#): Support Group for Loss Survivors. Email: [sosinfo@buckelew.org](mailto:sosinfo@buckelew.org)
- [By the Bay Health](#): 415- 927-2273
- [Compassionate Friends–Marin Chapter](#): 415-457-3123
- [Josie's Place](#): 415-513-6343
- [MCOE Crisis Response](#): Suicide Prevention & Postvention Protocols
- Visit the [BHRS website](#) for additional support group and postvention resources

#### SUPPORT AFTER A SUICIDE ATTEMPT

- [After an Attempt: A Guide for Taking Care of Yourself after Treatment in the Emergency Department](#)
- [A Journey Toward Health and Hope: Your Handbook for Recovery After a Suicide Attempt](#)
- [Live Through This](#)
- [With Help Comes Hope](#)

#### 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](mailto:healingconversations@afsp.org)
- [Center for Complicated Grief](#): 212-851-2107
- [The Dougy Center](#): 503-775-5683
- [Samaritans SafePlace Support Groups](#): 617-536-2460





# Marin County Suicide Prevention Collaborative

Division of Behavioral Health and Recovery Services  
[www.BHRSPrevention.org](http://www.BHRSPrevention.org)  
[BHRSPreventionandOutreach@marincounty.org](mailto:BHRSPreventionandOutreach@marincounty.org)

