INSIGHTS AND LESSONS
LEARNED FROM LAUNCHING
THE ZERO SUICIDE MODEL

SEPTEMBER 2015
Introductions

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Workshop Agenda

- THRIVE
- Zero Suicide
- #WeNeedYouHere
- Addressing Concerning Social Media Posts
MISSION:
To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.
THRIVE: Four Goals

Enhance Tribal systems and services that prevent suicide

Improve coordination, collaboration, and sharing

Promote healthy family and community norms

Improve knowledge, attitudes and behaviors among youth
What THRIVE Offers

• SP Training and Technical Assistance

• SP Resources:
  ○ Educational Materials
  ○ Media Campaigns

• SP Tribal Subcontracts
Adolescent Health Tribal Action Plan
A Five-Year Strategic Plan for the Tribes of Idaho, Oregon, and Washington
2014-2018

Developed with the Northwest Native Adolescent Health Alliance
Northwest Portland Area Indian Health Board
Phone: (503) 228-4185 Fax: (503) 228-8182
www.npaihb.org
Why we chose Zero Suicide...

- Cohort 9 GLS Grantee
- NW Tribes expressed interest
- Fits well with the quality improvement activities and the integrated care model that our tribes were already moving toward
Zero Suicide is...

- In the National Strategy for Suicide Prevention.
- Priority of the National Action Alliance for Suicide Prevention.
- A project of the Suicide Prevention Resource Center.
- A focus on error reduction and safety in healthcare.
- A framework for systematic, clinical suicide prevention in healthcare systems.
- A set of best practices and tools including [www.zerosuicide.com](http://www.zerosuicide.com).
Suicide prevention is a core responsibility of health care.

Applying new knowledge about suicide and treating it directly.

A systematic clinical approach in health systems, not "the heroic efforts of crisis staff and individual clinicians."

System-wide approaches have worked to prevent suicide.

What is Different in Zero Suicide?

A FOCUS ON PATIENT SAFETY AND ERROR REDUCTION

- Screening
- Assessment
- Risk Formulation

- Collaborative Safety Plan
- Treat Suicidal Thoughts and Behavior
- Continuity of Care

Avoid Serious Injury or Death

Adapted from James Reason’s “Swiss Cheese” Model Of Accidents
A System-Wide Approach for Health Care: Henry Ford Health System

Suicide Deaths/100k HMO Members

Launch: Perfect Depression Care
7 Key Elements to Zero Suicide

Lead
Train
Identify
Engage
Treat
Transition
Improve

http://zerosuicide.sprc.org/toolkit
3 Tribal Clinics using EHR

Each site has a site coordinator, who is leading their clinic’s efforts.

We provide monthly/weekly training and TA to the site coordinators, to support their implementation efforts.
Zero Suicide in the Pacific NW

• Hosted a 2-day kick off training for clinic staff and community partners

• Each site completed an organizational assessment, a workforce survey, and selected a local Implementation Team
IDENTIFY
ENGAGE
Screening, assessment, the suicide care management plan, treatment, safety planning, and continuing contact and engagement are embedded in the electronic health record and clinical workflow.
TREAT
A Stepped Care Model for Suicide Care

Suicide-specific Care at Each Step
From Least to Most Restrictive Intervention

- Crisis Center Hotline Support + Follow-up
- Brief Intervention + Follow-up
- Outpatient Care
- Emergency Respite Care
- Partial Hospitalization
- Inpatient Psychiatric Hospitalization
TRANSITION
Zero Suicide Website  zerosuicide.sprc.org
Zero Suicide Toolkit

Welcome to the Zero Suicide Toolkit

Information, resources, and tools for systematic suicide prevention in behavioral health and health care.

Learn more about the fundamentals of providing suicide safer care and create a Zero Suicide work plan for each of seven key elements.

Lead  Train  Identify  Engage  Treat  Transition  Improve
The nation’s only federally supported resource center devoted to advancing the National Strategy for Suicide Prevention.
Questions/Discussion

What elements of the Zero Suicide Model feel most compatible with what you are already doing?

What elements would you need to work on?

What resources or support would you need to successfully implement this model?
Physical Environment & Public Policy

Structural & Organizational Systems

Tribal Values & Community Norms

Family Norms & Interactions

Individual Knowledge, Attitudes, & Behaviors
Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
   1. Select the target audience.
   2. Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
6. Select *product* and *placement* strategies.
7. Pretest and revise materials if needed.
8. Implement the campaign.

Kansas Community Toolkit ⇒ NPAIHB
We know you are in pain. We can heal together. #WeNeedYouHere

I've been there. We will get through this together. #WeNeedYouHere

Lived Experience Videos

Posters
Blank Flyer
Rack Card
Tip Card
Lanyard
Flash Drives
Radio PSAs
T-shirts
WE ARE CONNECTED
we need you here

If you or someone you know has shown signs of suicide, please get help. Contact a trusted adult, clergy member, spiritual advisor, healer, elder, health professional, or call the national suicide prevention crisis line 1-800-273-TALK (8255) or text START to 741741 to chat via text.

To learn more, visit www.wernative.org or www.SuicidePreventionLifeline.org

You are a gift from the Creator. You will pass on our traditions. #WeNeedYouHere

We know you are in pain. We can heal together. #WeNeedYouHere

I've been there. We will get through this together. #WeNeedYouHere

My life matters. I am here for a reason. My story has just begun.

www.npaibh.org

The materials document was developed in partnership with SAMHSA National Native American Indian Helpline Program. The views and opinions expressed in this document do not necessarily reflect the views or opinions of the Indian Health Service, SAMHSA, or HHS, and should not be construed to do so.
RESTRICTING ACCESS TO LETHAL MEANS CAN GREATLY REDUCE SUICIDE RATES.

Firearms are the most common means of suicide.
Use gun locks and gun safes, and limit the number of people who know where the key is or what the combination is.
Ask your police department to store your firearms.

Prescription drug overdoses can be prevented.
Store medications in locked cabinets.
Return unused medication to the pharmacy.
Know how many pills should be in each medicine bottle (to prevent someone from taking pills slowly).
Report lost or stolen prescriptions to the prescribing physician or law enforcement.

To GIVE help or GET help:
Call 911 if you or someone you know is in immediate danger.
Call the Suicide Prevention Lifeline: 1-800-273-TALK (8255).
Chat online at www.SuicidePreventionLifeline.org.
Text START to 741741 to chat via text.
Talk to trusted elders, healers, friends, family, clergy or health professionals.

(For people or local resources listed)
Lived Experience  www.youtube.com

Jo-E-Dee: Age 17
WASHINGTON STATE TRIBAL MEMBER
Natalia Shaw
11 hrs
My University’s Native American Student Union made signs!
#WeRnative #weneedyouhere

Jacquelyn Neaman Nielsen
15 hrs
Here is one my mom made! #WeNeedYouHere

“Place your hand over your heart, can you feel it? That is called purpose. You’re alive for a reason so don’t ever give up.” - Unknown

#IWillLive
#IWillLive
#IWillDie
September Challenge

For our next challenge... Many of us have been touched by a suicide loss, mental illness, or an attempt, and want to make a change for the better. Join us for this month’s We R Native Youth Ambassador Challenge!

Educating our friends and family about suicide and mental illness will help spread the word that suicide CAN be prevented.

Help us promote suicide prevention week by printing this sign or creating your own with #weRnative #WeNeedYouHere. Share it with your friends and family. Your efforts will bring awareness to this important issue, and will show those who are struggling that you care.

To get help or give help, call 1-800-273-TALK (8255) or text START to 741741 to chat via text.
Preventing Native Youth Suicide: 
#WeNeedYouHere 
Campaign Spreads Love and Help

She's only 15 years old, yet Kateri Daw, Navajo (Dine) has found her passion. She focuses on suicide prevention year-round by helping youth in her New Mexico community and other communities succeed by finding hope where hope doesn't seem to exist.

Kateri is one of 50 We R Native (WRN) Youth Ambassadors reaching out to young Natives by promoting World Suicide Prevention Day on September 10, and Suicide Prevention Week from September 7–12 with the message: 
#WeNeedYouHere.

"I feel like people who are suicidal and suffering have been ignored for too long, and it's time to get them the love and help that they need," Kateri told We R Native.

If you need help, or to give help, call 1-800-273-TALK (8255), or text START to 741741 to chat via text. To learn more about the signs of suicide and how to help a friend in need, visit the We R Native website.

We R Native is a multimedia health resource for Native teens and young adults run by the Northwest Portland Area Indian Health Board. The 50 Native teens and young adults from across the nation began participating as 2015-2016 WRN Youth Ambassadors over the summer, "helping to spread positive vibes and create positive change in their local communities," WRN said in a press release.

Spreading the message that suicide can be prevented is their first project. To increase the visibility of their campaign they created the hashtag #WeNeedYouHere, and individually they are speaking out.
What would your sign say to give hope?

#WeNeedYouHere
Social Media Focus Groups

- **Goal**: Better understand Native adolescents’ perspectives on concerning content (harm to oneself or others) posted on social media.
  - Develop culturally relevant strategies to help youth cope with and respond to such posts.

- Partnership with SMAHRT at Seattle Children’s Hospital
Focus Groups: Methods

- Native youth in Oregon and Washington
- Participants were asked about their experiences viewing concerning content.
- Completed an *Ideal Program* worksheet, which addressed their preferred social media platform, people to involve, proposed messages to youth posting concerning content, and requested resources.
Ideal Program Findings

- Facebook (68% of participants)
- Preferred Helpers:
  - family,
  - friends,
  - mental health professionals, and
  - health & safety programs.
Three themes emerged within the teens’ suggestions for intervention resources:

- inspirational videos
- tips or guides on how to respond, and
- Native specific resources (like www.weRnative.org).
Discussion

• Has this situation come up in your communities?

• 10 Minutes… Please share your experiences and feedback.

• What skills or resources do you need to help youth in this situation?
Facebook Reporting Tool

Family Safety Center
We believe safety is a conversation and a shared responsibility among all of us. That's why we provide the information, tools and resources you'll find here.

Meet The Facebook Safety Team

Introducing the Bullying Prevention Hub
Learn more about resources for Parents, Educators and Teens.

Our Philosophy
Safety is an ongoing conversation among everyone who uses Facebook.

The Facebook Community
Each of us plays a role in creating a safe environment.

Tools & Resources
Learn about your account settings, safety best practices and more.
Facebook Reporting Tool

Help Us Understand What's Happening

Why don't you want to see this?
- It's annoying or not interesting
- I think it shouldn't be on Facebook
- It's spam

Continue
Facebook Reporting Tool

Help Us Understand What's Happening

What's wrong with this post?
- It's annoying or distasteful
  Examples: pointless stories, memes or viral images, about something that bothers me
- It's pornography
  Examples: nudity, sexual arousal, sexual acts
- It goes against my views
  Examples: makes fun of my personal values, religion or politics
- It advocates violence or harm to a person or animal
  Examples: graphic injury, self-inflicted harm, body parts, animal abuse or torture
- It's a false news story
  Examples: purposefully fake or deceitful news, a hoax disproved by a reputable source
- See more options

What You Can Do

- Message Celena
  Ask Celena to take it down.

- Unfollow Celena
  You won't see posts from Celena.

- Submit to Facebook for Review
  Report this post if it goes against our Community Standards.

Back Done
WE R NATIVE
A multi-media health resource
FOR NATIVE YOUTH BY NATIVE YOUTH...
Website launched September 28, 2012

- Over 200,000 page views!
- Across all media channels, the service reaches on average 31,000 users per week
- Over 350 health/wellness pages, reviewed by AI/AN youth and topical experts.

Special features include:
- Discussion boards
- Blogs
- Videos
- Free gear & Promo Kits
We also have Physical Health.

We have tips for taking care of your body – head to toe.

Learn More

My Body

My Relationship
Service currently has 2,590 active subscribers

Health and Life Tips, Contests, MiniGrants - Bringing users back to www.weRnative.org for more information

Evaluated the service: Texting 4 Sexual Health
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