

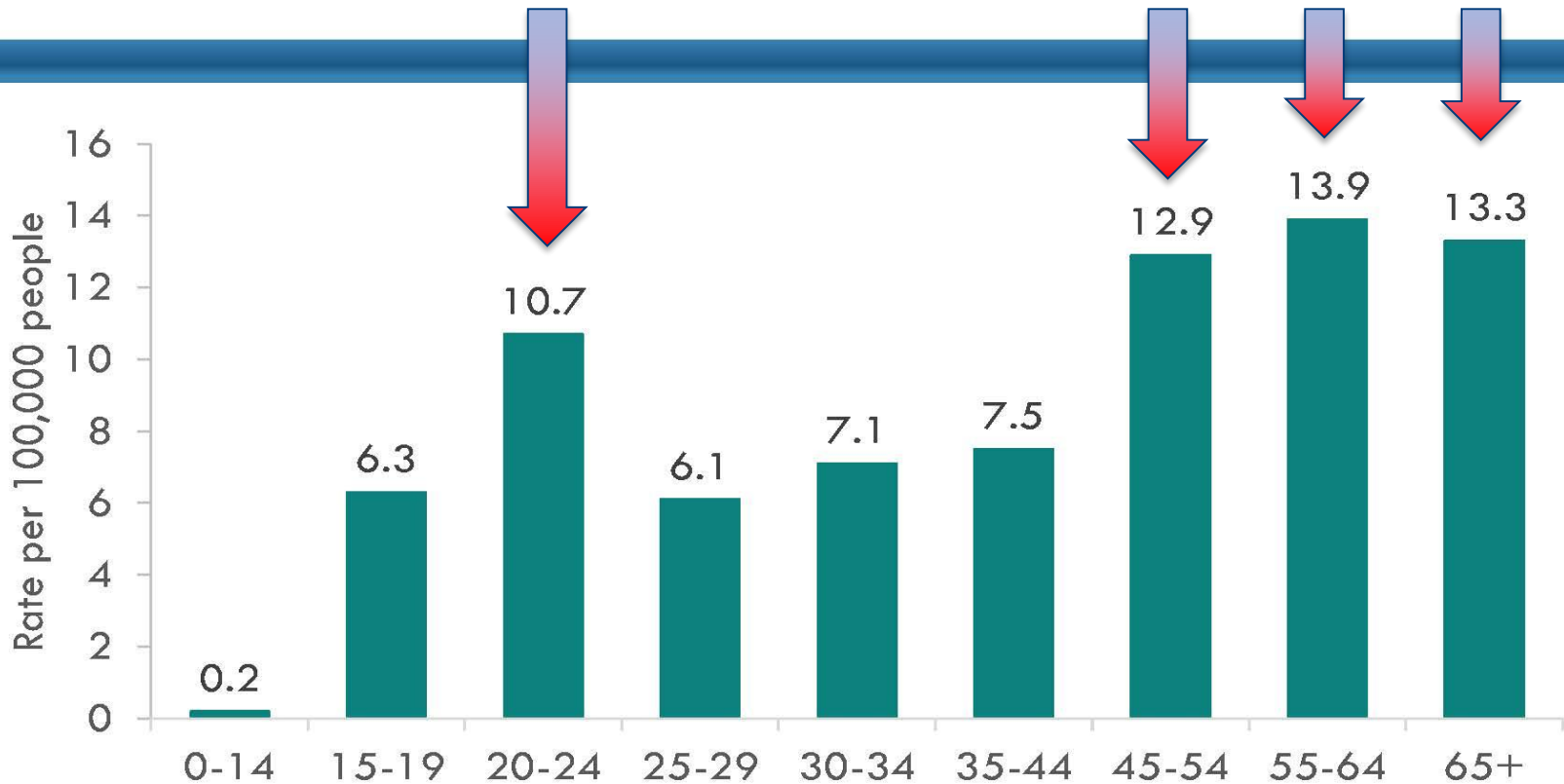


SANTA CLARA COUNTY
Behavioral Health Services

SUICIDE PREVENTION 2017 ANNUAL REPORT
BOARD OF SUPERVISORS
FEBRUARY 27, 2018

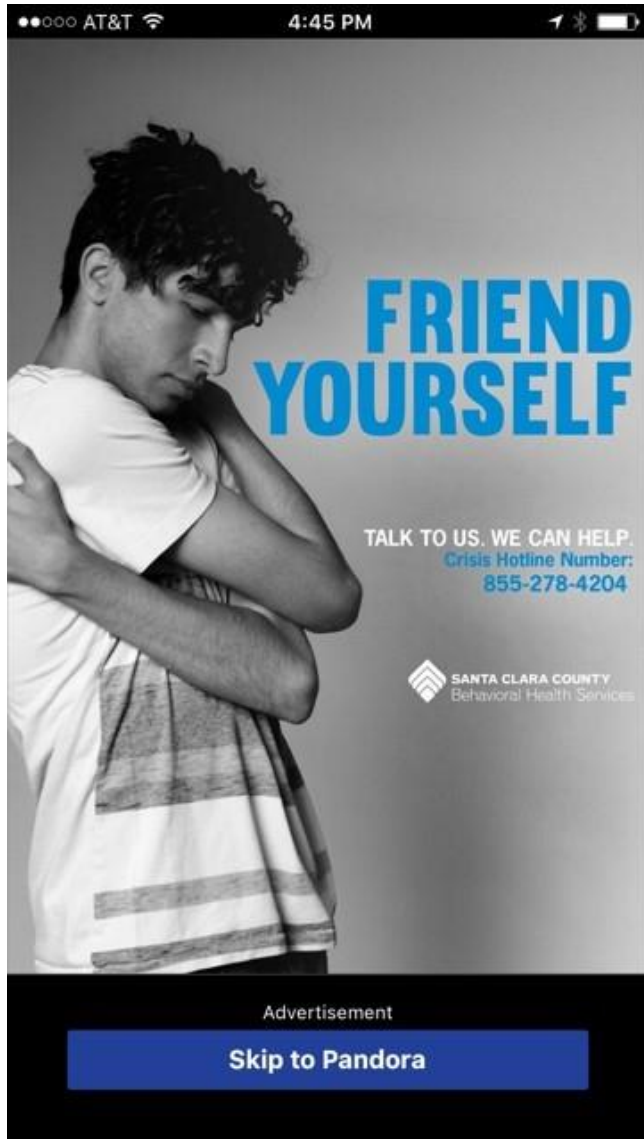
Age-specific rates of suicide deaths, 2010-2014 (pooled)

6



Source: Santa Clara County Public Health Department, Coroner death data, 2009-2014; State of California, Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2010. State of California, Department of Finance, State and County Population Projection, 2010-2060. Sacramento, California, January 31, 2013

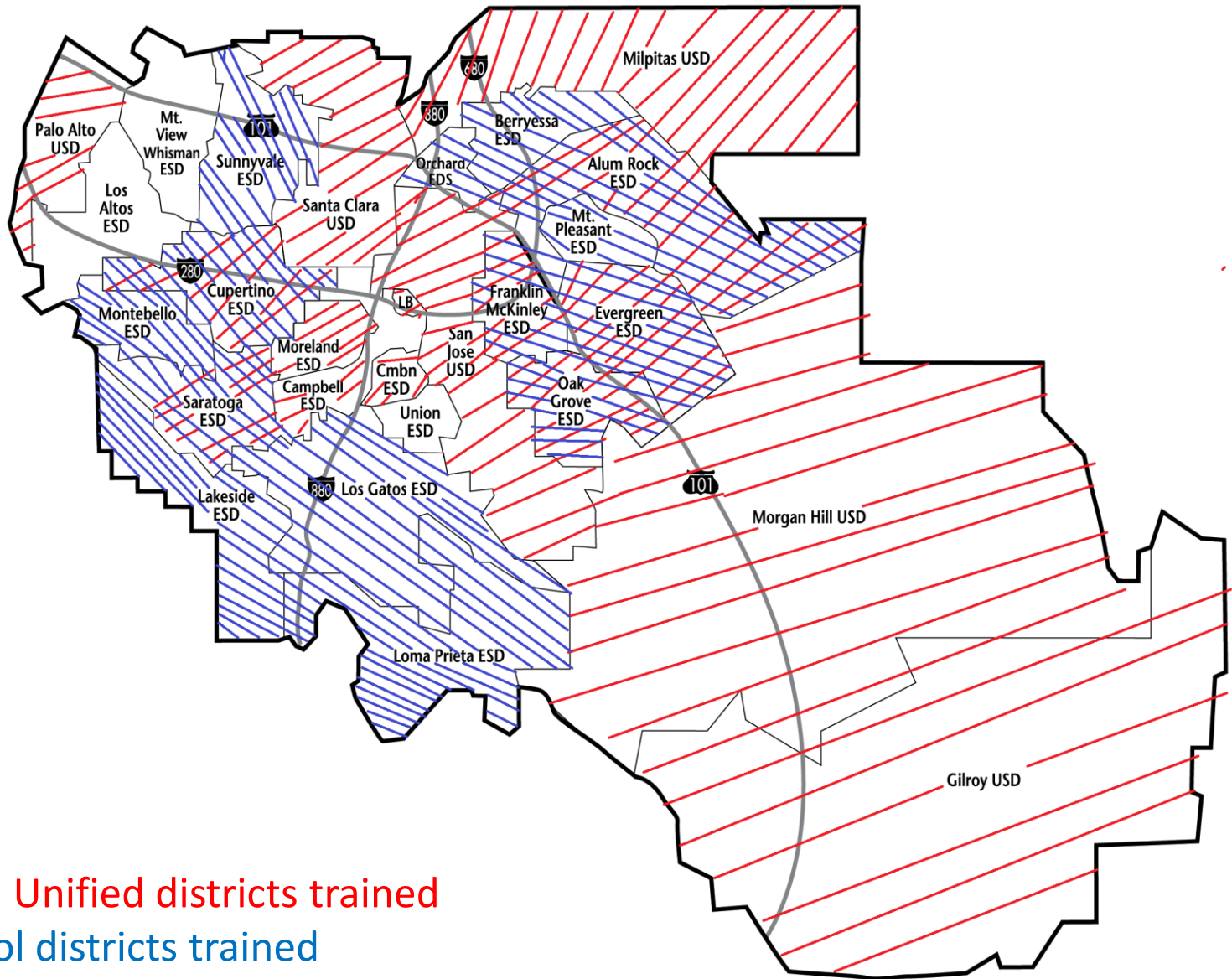
YOUTH SUICIDE PREVENTION



TOTAL IMPRESSIONS/REACH	3,989,069
Facebook	1,023,210
Instagram	988,311
Pandora	1,834,448
NCM (6 theaters)	94,342
Screen Vision Media (Morgan Hill theater)	30,000
Website hits www.mentalhealthstartswithme.org	18,758



YOUTH SUICIDE PREVENTION: TRAININGS BY SCHOOL DISTRICT



Union and Unified districts trained
High school districts trained

MIDDLE-AGED ADULTS SUICIDE PREVENTION

Reach

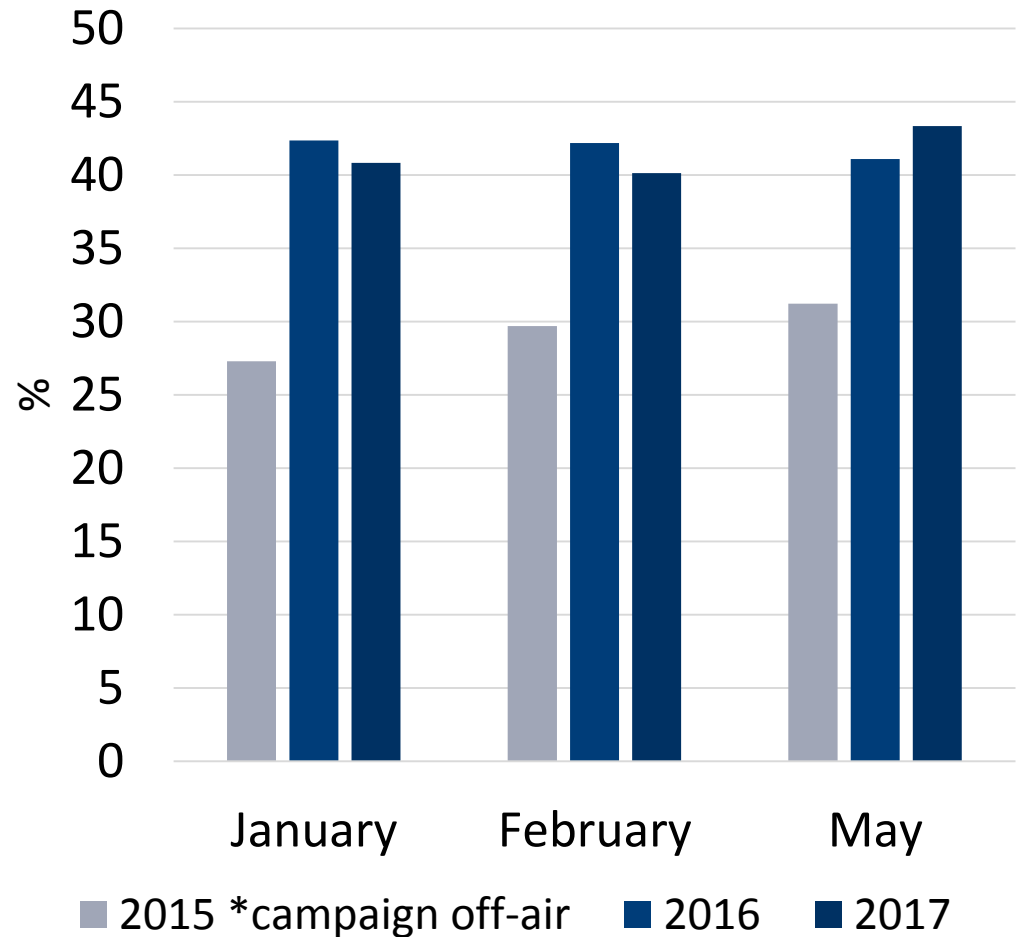
- 392,200 men, 25-54 yrs
- 346,000 men, 55+ yrs

Impressions (times heard)

- 4.2M, men 25-54 yrs
- 3.1M, men 55+ yrs

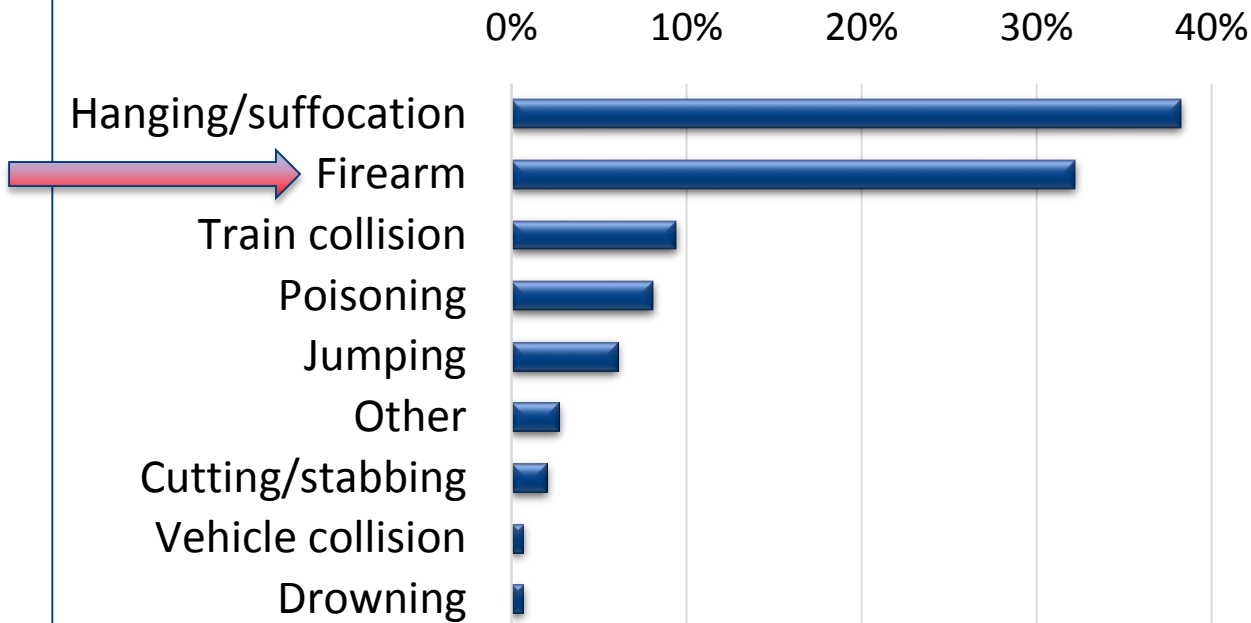


% Male Calls to Crisis Line during Selected Campaign Months



SUICIDE PREVENTION ACROSS LIFESPAN

Means of Suicide Deaths, 2015



- **SACS:** 21,434 calls received through October; joined National SP Lifeline
- **Older adults** FY18 information-gathering: data review, focus groups, outreach

GUN SAFETY RULES



11 10 COMMANDMENTS OF GUN SAFETY

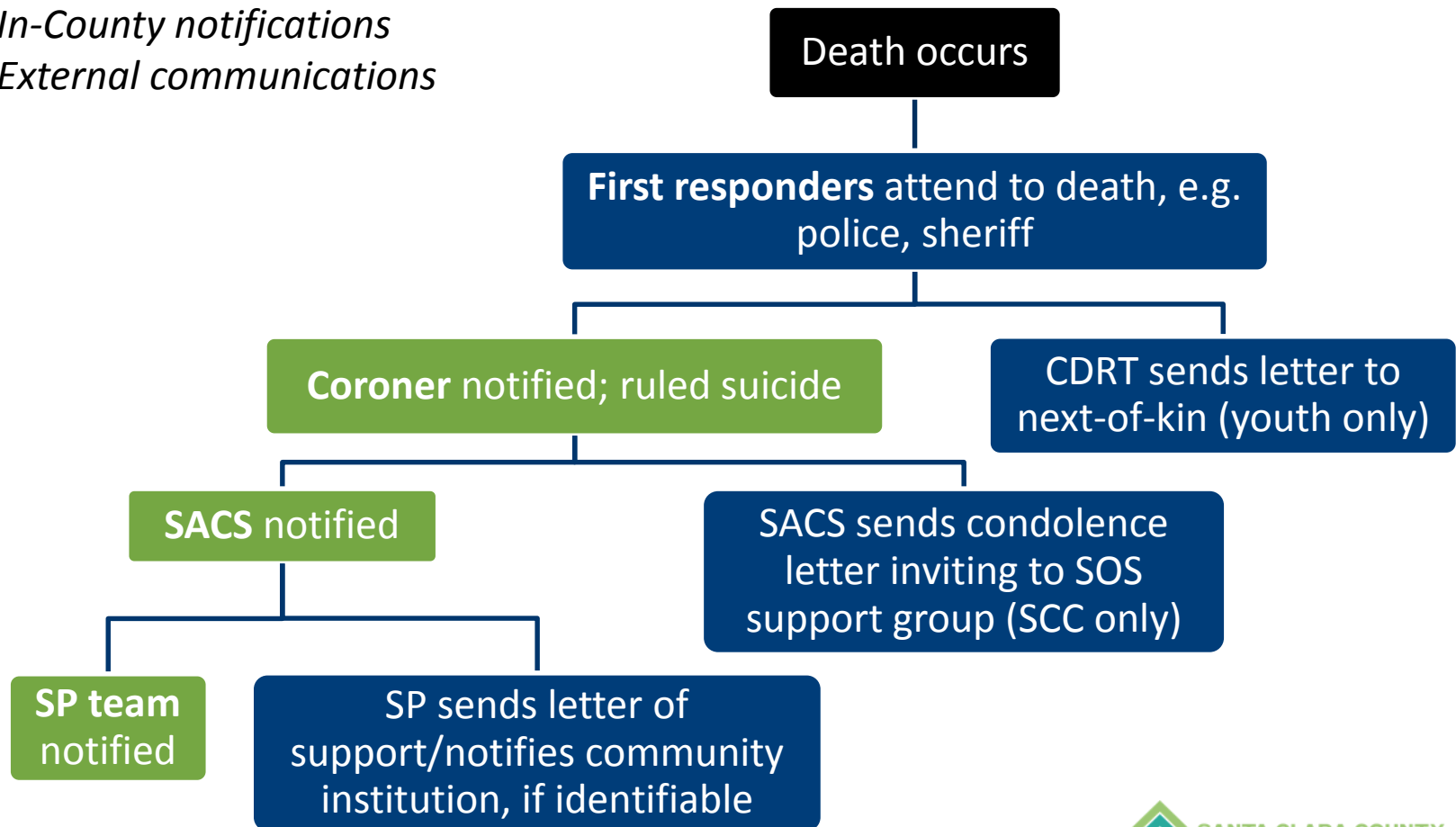
Look inside to see what's new!

SANTA CLARA COUNTY
Behavioral Health Services

SUICIDE PREVENTION ACROSS LIFESPAN

Santa Clara County: What Happens after a Suicide Death?

-  *In-County notifications*
-  *External communications*



DATA COLLECTION AND MONITORING SYSTEM

Data Workgroup: Assessing progress, opportunities, gaps in establishing data monitoring and evaluation system

Data

Palo Alto University (PAU) & Medical Examiner study of suicide deaths across demographic groups: IRB approval obtained; data entered and cleaned

Stanford study of suicides along railway corridor: IRB approval obtained; community forum held in Nov 2017

Evaluation

Process evaluation and cultural competency review in progress by PAU

Incorporating/improving evaluation for all activities, electronic when possible

RECOMMENDATIONS

1. Grow/strengthen program to more comprehensively **serve population across the lifespan**
2. Continue supporting efforts to **strengthen services/continuum of care**
3. Strengthen **primary prevention** efforts by incorporating upstream, public health strategies that focus on building resilience, improving environments
4. Focus on **sustainability of efforts**, namely through capacity-building
5. Ensure all SP efforts are **culturally competent**
6. Move towards **regular/continuous program monitoring and improvement**