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Your *First* **STOP** for
Rural Health
INFORMATION



Introducing the Rural Suicide Prevention Toolkit

Housekeeping

- Q & A to follow – Submit questions using Q&A area
- Slides are available at <https://www.ruralhealthinfo.org/webinars/suicide-prevention-toolkit>
- Technical difficulties please call 866-229-3239

Featured Speakers



Carrie Henning-Smith, PhD, MPH, MSW, Deputy Director, University of Minnesota Rural Health Research Center



Scott LoMurray, MBA, Executive Director, Sources of Strength



Catherine Barber, MPA, Senior Researcher, Harvard Injury Control Research Center and Director, Means Matter



Adam D. Swanson, MPP, Senior Prevention Specialist, Suicide Prevention Resource Center operated by EDC

Concrete Strategies for Rural Communities: The Rural Suicide Prevention Toolkit



December 11, 2019

Carrie Henning-Smith, PhD, MPH, MSW
University of Minnesota
Rural Health Research Center

Rural Health Outreach Tracking and Evaluation Program

- Funded by the Federal Office of Rural Health Policy (FORHP)
- NORC Walsh Center for Rural Health Analysis
 - Michael Meit, MA, MPH
 - Alana Knudson, PhD
 - Alycia Bayne, MPA
- University of Minnesota Rural Health Research Center
 - Ira Moscovice, PhD
 - Amanda Corbett, MPH
 - Carrie Henning-Smith, PhD, MSW, MPH
- National Organization of State Offices of Rural Health
- National Rural Health Association

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Rural Health Outreach Tracking and Evaluation Program

- Rural Health Outreach and Tracking Evaluation is designed to monitor and evaluate the effectiveness of federal grant programs under the Outreach Authority of Section 330A of the Public Health Service Act
- Outreach Authority grantees seek to expand rural health care access, coordinate resources, and improve quality

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Rural Evidence-Based Toolkits

1. Identify

evidence-based and promising community health programs in rural communities



2. Study

experiences of these programs including facilitators of their success



3. Disseminate

lessons learned through Evidence-Based Toolkits



Rural Health Information Hub: <https://www.ruralhealthinfo.org/>

Suicide in Rural Communities

- Rates of suicide and suicide attempts are increasing across the country
- Rural communities have higher rates of suicide than urban areas
- People who face the highest risk of dying by suicide include men and middle-aged adults
- Suicide is also more common in counties with lower social cohesion, more gun shops, and more veterans

Source: Steelesmith et al. (2019). *JAMA Network Open*

Challenges Preventing Suicide in Rural Areas

- Rural communities face challenges in preventing suicide, including:
 - Fewer health care facilities and mental health care workforce shortages
 - Transportation and infrastructure limitations
 - Financial constraints, including lower insurance rates and chronic economic stressors
 - Higher rates of gun ownership
 - Increased mortality from most other causes

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Rural Suicide Prevention Toolkit

ruralhealthinfo.org/toolkits/suicide

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Rural Health Information Hub

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Online Library - Topics & States - Rural Data Visualizations - Case Studies & Conversations - Tools for Success -

IN THIS TOOLKIT
Modules

- 1: Introduction
- 2: Program Models
- 3: Program Clearinghouse
- 4: Implementation
- 5: Evaluation
- 6: Sustainability
- 7: Dissemination

About This Toolkit

Rural Health > Tools for Success > Evidence-based Toolkits
> Rural Suicide Prevention Toolkit

Rural Suicide Prevention Toolkit

Welcome to the Rural Suicide Prevention Toolkit. The toolkit compiles evidence-based and promising models and resources to support organizations implementing suicide prevention programs in rural communities across the United States.

The modules in the toolkit contain resources and information focused on developing, implementing, evaluating, and sustaining rural suicide prevention programs. There are more resources on general community health strategies available in the [Rural Community Health Toolkit](#).

RHihub This Week

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RELATED RHihub CONTENT

- [Rural Mental Health Topic Guide](#) – Information, resources and frequently asked questions on rural mental health services and issues.

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Rural Suicide Prevention Toolkit Methods

- Reviewed FORHP grantees' applications and literature
- Conducted telephone interviews with programs and experts in the field
- Developed a toolkit with resources about evidence-based and promising models for suicide prevention; how to implement, fund, sustain, and evaluate programs; and successful examples in rural communities
- Toolkit is available through the Rural Health Information Hub (RHIfhub):
<https://www.ruralhealthinfo.org/toolkits/suicide>



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Organization of the Toolkit

↓ IN THIS TOOLKIT Modules

- 1: Introduction
- 2: Program Models
- 3: Program Clearinghouse
- 4: Implementation
- 5: Evaluation
- 6: Sustainability
- 7: Dissemination
- About This Toolkit



2: Program Models

- Education and Awareness
- School-Based Programming
- Crisis Lines
- Risk Reduction
- Screening Tools
- Community Connectedness
- Prevention Trainings

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Rural Suicide Prevention Program Models

- Suicide prevention in rural areas can happen in a variety of settings, and take many forms, including:
 - Public Education and Awareness Campaigns
 - School-Based Programming
 - Crisis Lines
 - Lessen Harms and Reduce Risks
 - Screening Tools
 - Foster Community Connectedness and Address Isolation
 - Suicide Prevention Trainings

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When Considering a Rural Suicide Prevention Program...

Several pieces should be in place when considering a rural suicide prevention program:

1. Ensure that all relevant stakeholders are at the table.
2. Consider the target population and best way to reach them.
3. Develop a plan for implementation, evaluation, and sustainability.
4. Disseminate results from the program so others might learn from them.



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Important to Keep In Mind



Photo credit: Kathleen Henning, 2019.

- While suicide seems like a personal tragedy, it has wide-reaching community and societal implications. Everyone can have a role in prevention.
- When considering prevention, it is important to be clear about where, who, and with whom you will intervene.
- There is hope. Promising models and programs exist.

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Thank you!

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 @Carrie_H_S; @UMNRHRC

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SOURCES OF STRENGTH

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Upstream Prevention



Upstream Prevention

Intervention
Sources of Strength Secondary Benefit
· Peer Leaders are 4x more likely to refer a suicidal friend or student



Upstream Prevention

Intervention

Sources of Strength Secondary Benefit

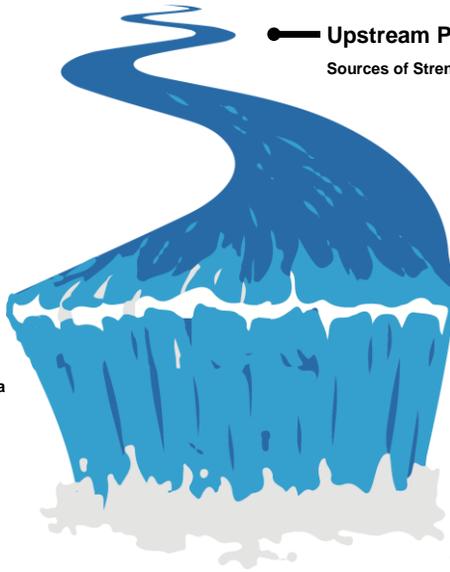
- Peer Leaders are 4x more likely to refer a suicidal friend or student

Upstream Prevention

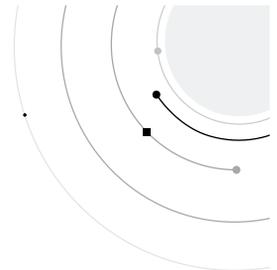
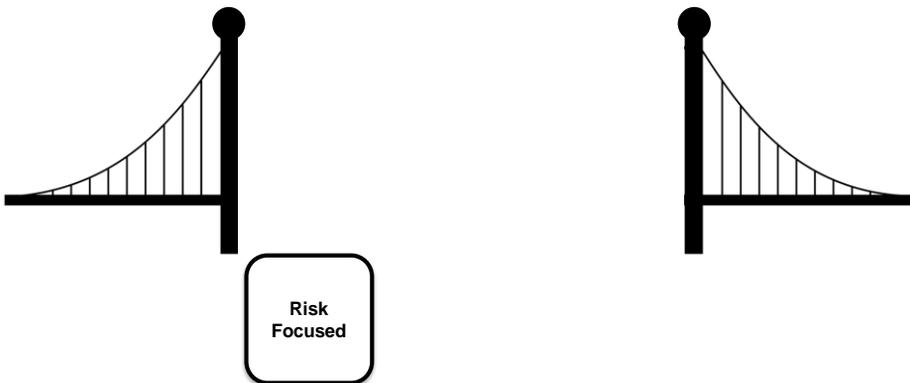
Sources of Strength Primary Mission

Postvention

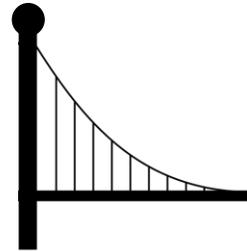
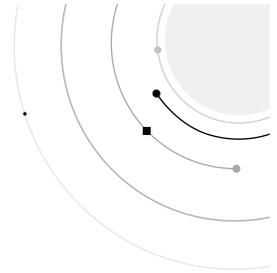
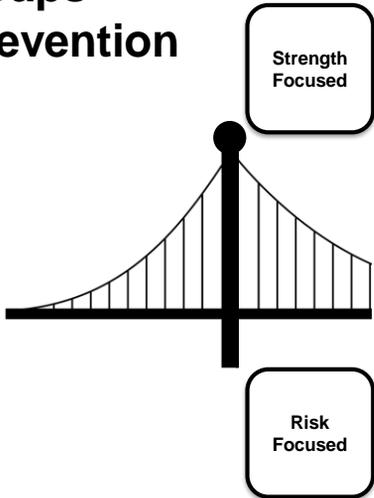
Effective Postvention is Effective Prevention



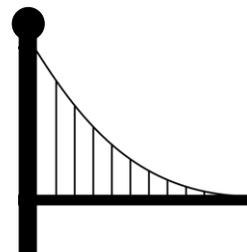
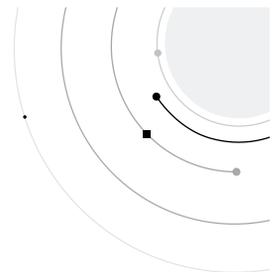
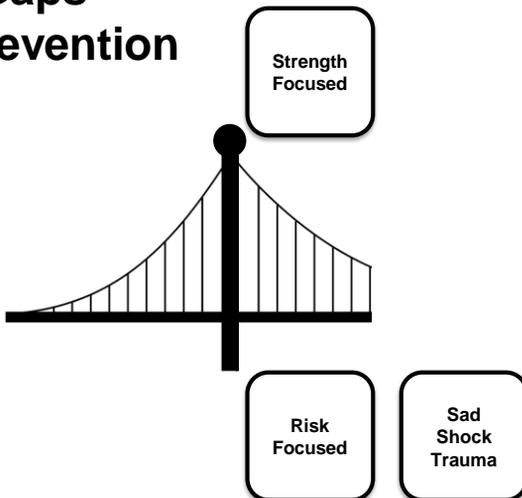
Bridging the Gaps in Prevention



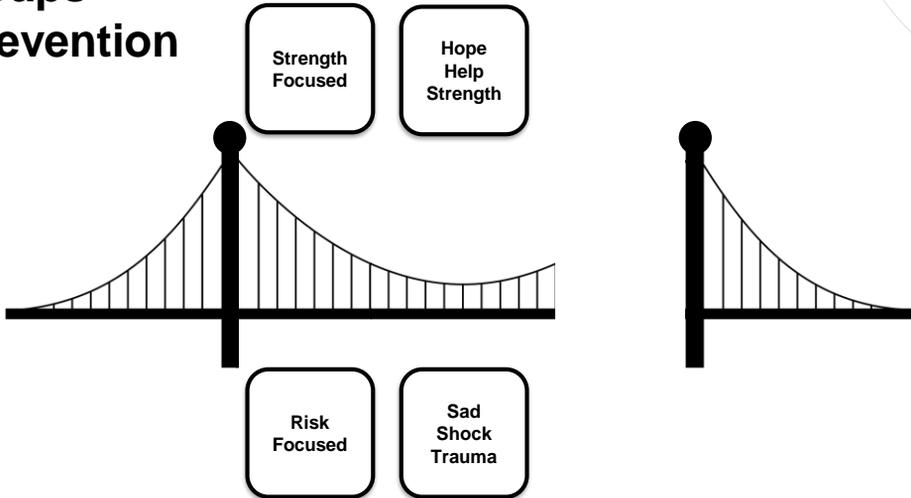
Bridging the Gaps in Prevention



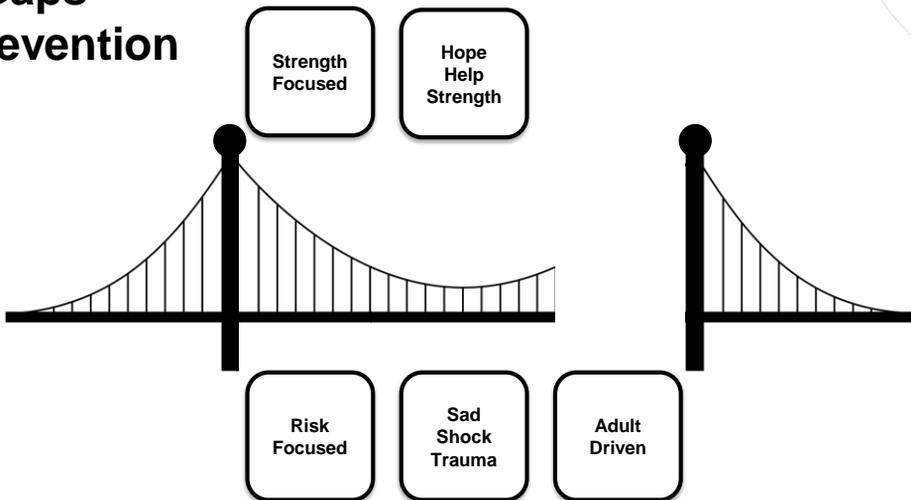
Bridging the Gaps in Prevention



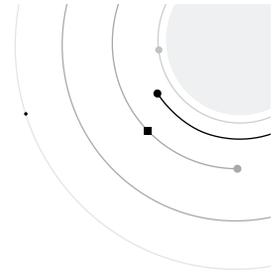
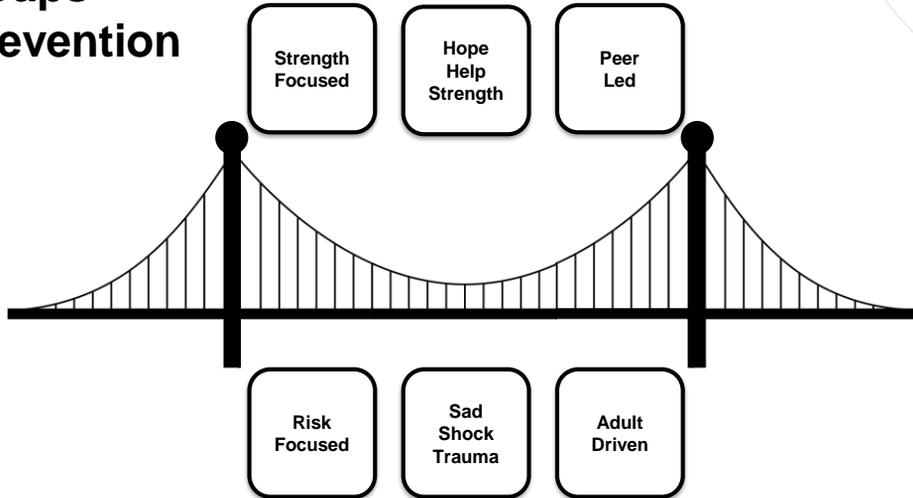
Bridging the Gaps in Prevention



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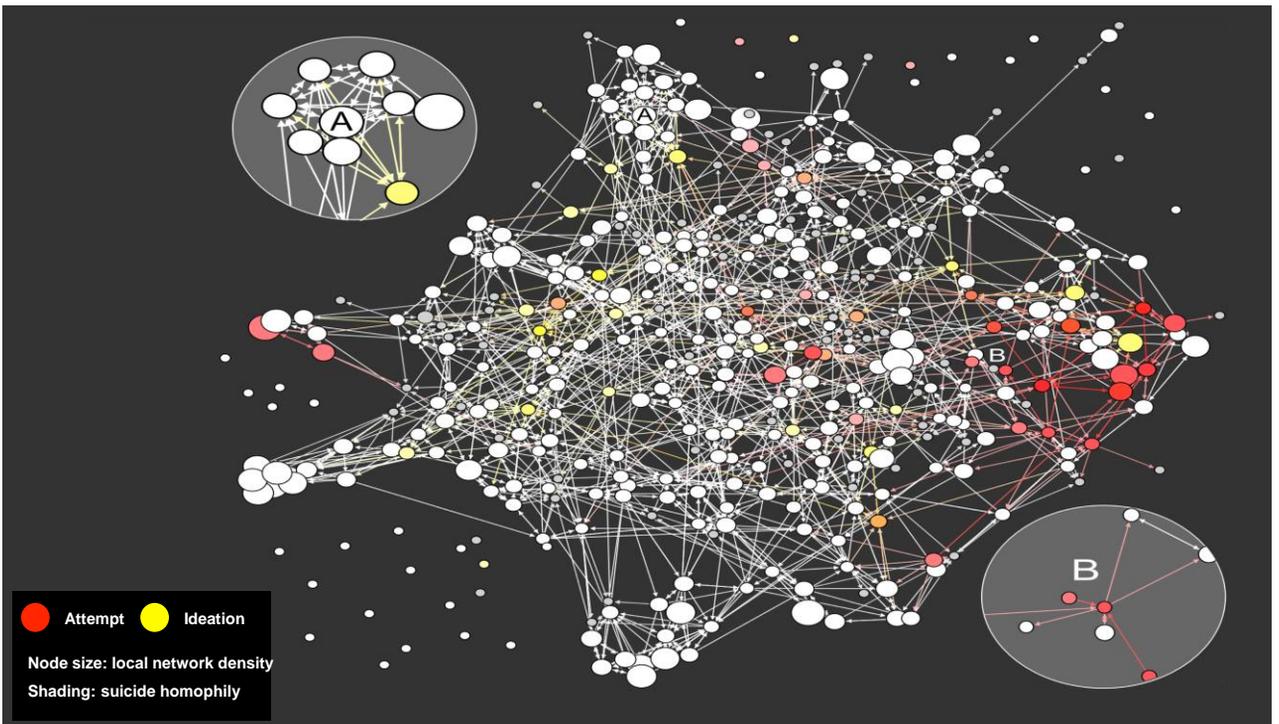
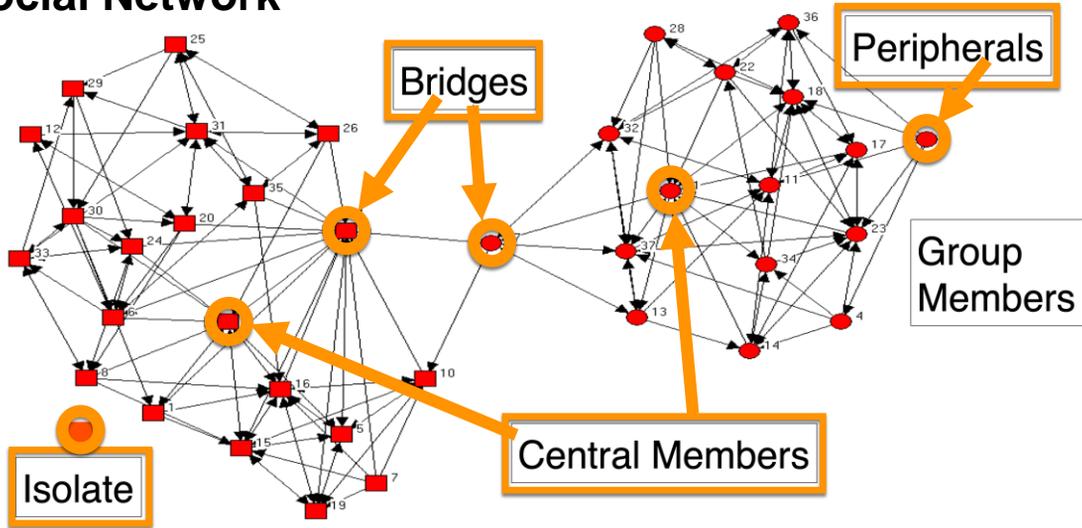
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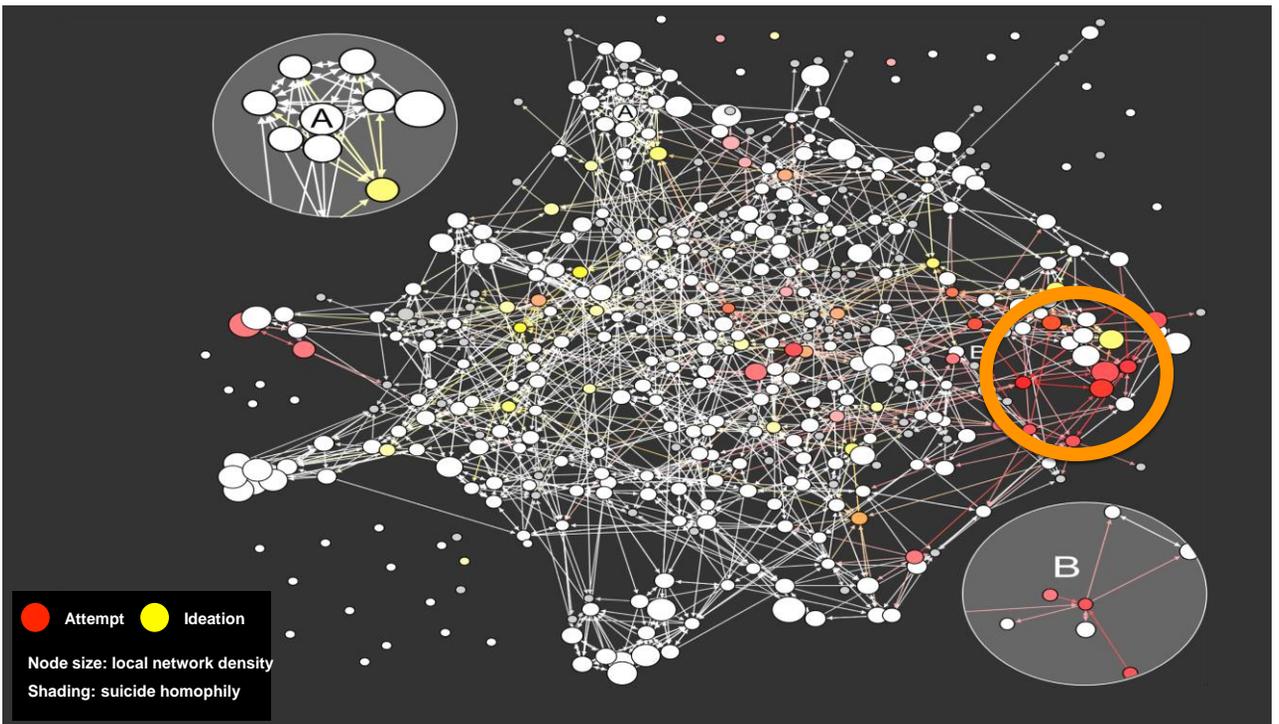
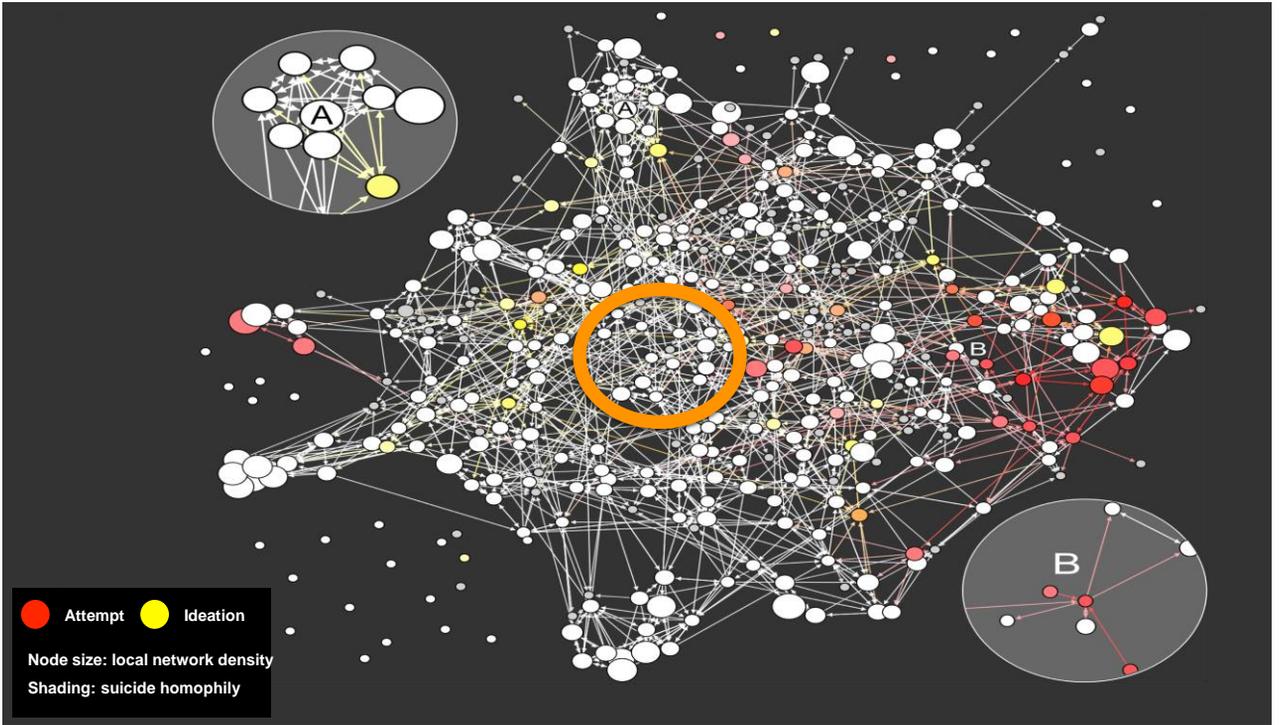


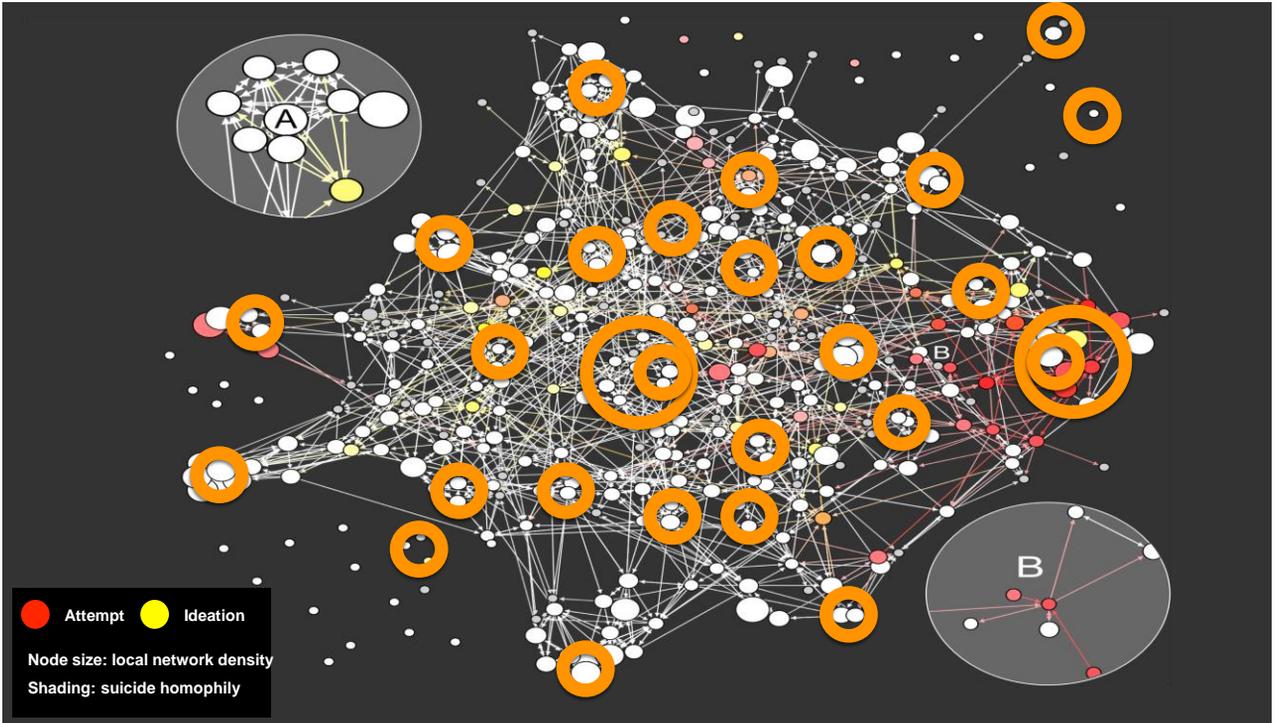
Sources of Strength Model



5th Grade Social Network







Impact of Sources of Strength

Cluster Randomized Control Trial (NIMH, SAMSHA Funding)

18 Schools; 465 Peer Leaders; 2,700 Students

Peer Leaders

- Increased healthy coping attitudes/norms
- More connections to adults
- 4X more likely to refer peer to adults
- Largest Gains for least connected or healthy PL's

School Population

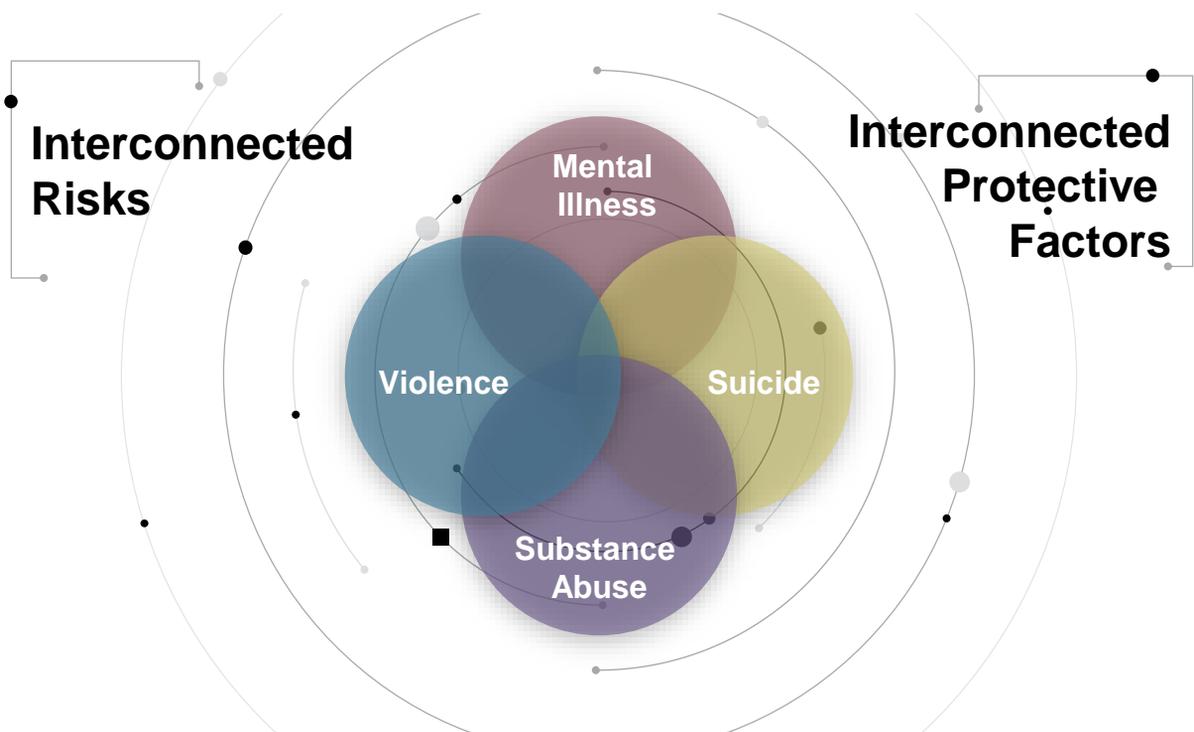
- Increased help-seeking acceptability
- Increased perception that adults help suicidal peers
- Largest gains for students with a history of suicide attempts
- Peer Leaders enhanced protective factors associated with reducing suicide across the school population level

Wyman et al. (2010). *American Journal of Public Health*

Research Partnerships

One of the most heavily researched peer leader programs

- National Peer Leadership Study - Funded by National Institute of Mental Health - data analysis phase with University of Rochester
- Stanford University - Suicide contagion in schools
- University of Manitoba - Swampy Cree - Canada 1st Nation trial
- University of Rochester - Wingman Connect Air Force Project
- Australian National University & Black Dog Institute - Australian Pilot
- Johns Hopkins - White Mountain Apache
- Sexual Violence Prevention Study - funded by the CDC, in partnership with the Colorado Department of Public Health, the University of Rochester, and the University of Florida





Sources of Strength Campaigns

Campaign Templates for Peer Leaders

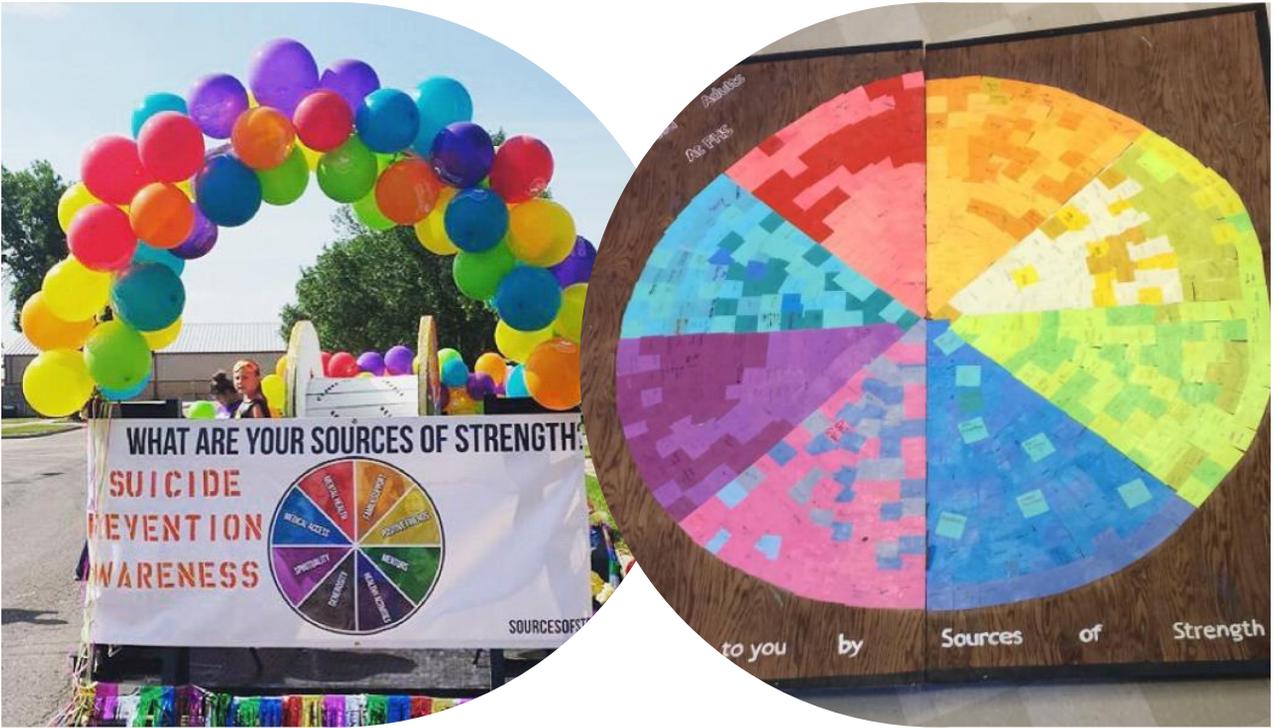


New to the website



- Presentations**
- Art/Walls Displays**
- Video**
- Social Media**
- Other Media**
- School-Wide Activities**







Partnering with Gun Owners to Prevent Suicide



Catherine Barber
Harvard Chan School of Public Health, Dec. 2019

Moving the Field

- Ten years ago, most suicide prevention groups weren't talking about guns and most gun groups weren't talking about suicide.
- And yet gun owners die by suicide at higher rates
- They're not more likely to have a mental illness or to be suicidal; they *are* more likely to die should they become suicidal.
- This is a modifiable risk factor and yet the movement was frozen.

Engaging Gun Owners

- How do we reach gun owners at risk of suicide?
- With an anti-gun agenda? No
- That's like sending an anti-gay group to do a suicide prevention campaign in the gay and lesbian community.
- **If you don't trust the messenger, you don't trust the message.** And you're likely to get the message wrong.
- When approached as **part of the solution**, most gun groups will help.

What's the Message?

I'm worried my husband may attempt suicide.

Worried person

Is there somewhere you can store your guns until he's feeling better?

Confidante

E.g., clinician, friend, hotline worker, defense attorney, shooting buddy

Good Messengers

- Firearm instructors, gun owner groups, gun magazine writers, sportsmen clubs, gun shop owners, etc. are great messengers.
- **Strong safety culture** around firearm safety, protecting the family, neighbors looking out for one another.
- These values dovetail well with suicide prevention.
- Expanding focus from preventing unintentional firearm deaths (500/yr) to firearm suicides (23,000/yr) is a natural fit.

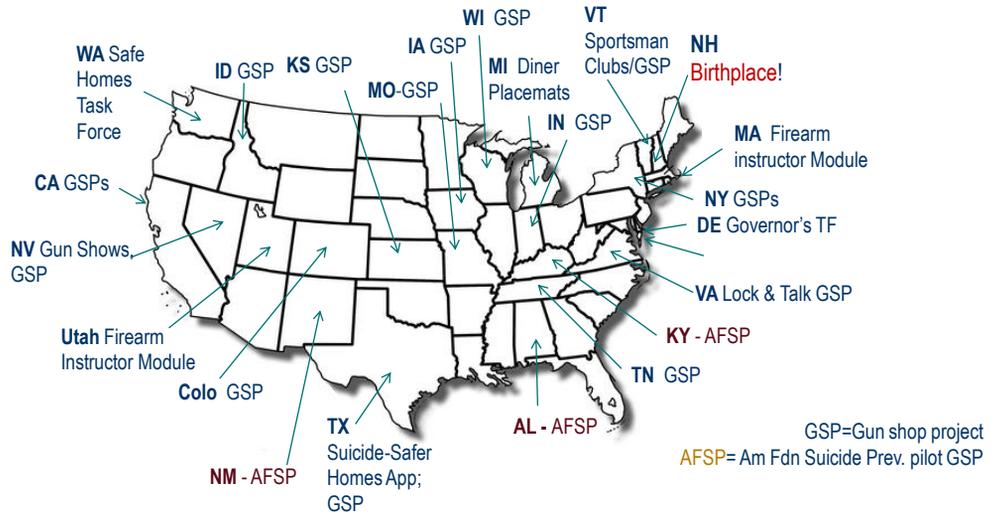
Pushing on an Open Door



Gun Partnerships - 2009



Gun Partnerships - 2016



New Hampshire Firearm Safety Coalition



- April 2009 – Coalition of gun retailers and suicide prevention people began examining role for gun shops in preventing suicide.

2012 NHFSC Members. Pictured: Ralph Demicco (Riley's Guns), Elaine de Mello (NAMI-NH), Howard and Sarah Brown (Gun Owners of NH), Mary Vriniotis (Harvard), David Welsh (legislator), Elaine Frank (CALM), Elizabeth Fenner-Lukaitis (state health dept). **Regular Members Not Pictured:** Cathy Barber (Harvard), Tom Brown (firearm instructor), Natalie Riblet (VA), John Yule (Wildlife Taxidermy and Sports [gun shop])



**CONCERNED ABOUT
A FAMILY MEMBER
OR FRIEND?**

ARE THEY SUICIDAL?

- Depressed, angry, impulsive?
- Going through a relationship break-up, legal trouble, or other setback?
- Using drugs or alcohol more?
- Withdrawing from things they used to enjoy?
- Talking about being better off dead?
- Losing hope?
- Acting reckless?
- Feeling trapped?

SUICIDES IN NH
for civilian law homicides.

**FIREARMS ARE THE
LEADING METHOD**

**ATTEMPTS WITH A GUN
ARE MORE DEADLY**
than attempts with other methods.

HOLD ON TO THEIR GUNS
- Putting time and distance between a suicidal person and a gun may save a life.
- For other ways to help, call the National Suicide Prevention Lifeline: 1-800-273-8255




**GUN
SAFETY
RULES**

11 of 10 COMMANDMENTS
OF GUN SAFETY

Look inside
to see
what's new!

11. Consider temporary off-site storage if a family member may be suicidal. When an emotional crisis (like a break-up, job loss, legal trouble) or a major change in someone's behavior (like depression, violence, heavy drinking) causes concern, storing guns outside the home for a while may save a life. Friends as well as some shooting clubs, police departments, or gun shops may be able to store them for you until the situation improves.

48% of NH gun shops displayed at least one of the materials (observed during unannounced visits to all shops in state).



Utah Firearm Deaths

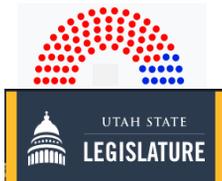
~85% of firearm deaths in Utah are **suicides**.



2013-2017 Firearm Deaths

Source: CDC WONDER website (official mortality data)

Utah Responds



- Rep. Eliason in 2014 led legislation to develop suicide prev. messaging geared to gun owners.
- State SAMH agency (Kim Myers) sets up diverse firearm committee of UT Suicide Prevention Coalition to advise on materials.

Utah Responds

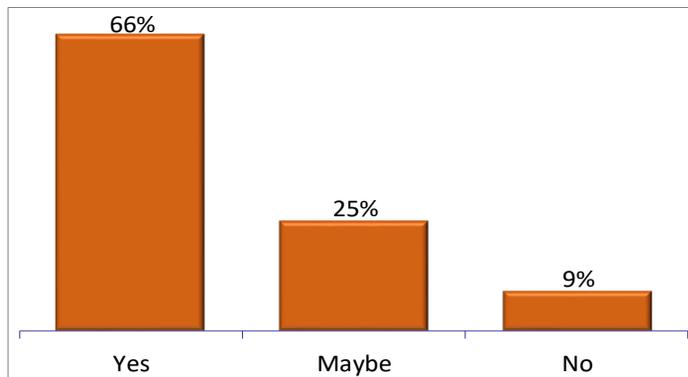


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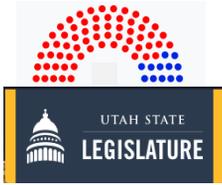
Instructor Survey (n=1,005)

- Would you be interested in briefly covering suicide prevention in your firearm classes? (asked after viewing module)



Survey of instructors certified to teach Utah Concealed Firearm Permit classes. Acknowledgments: Rep. Steve Eleason, Kim Myers, Clark Aposhian, BCI, and the Utah Suicide Prevention Coalition's firearm safety committee

Utah Responds

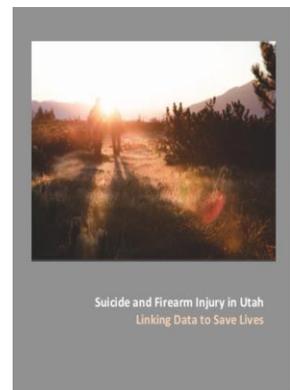
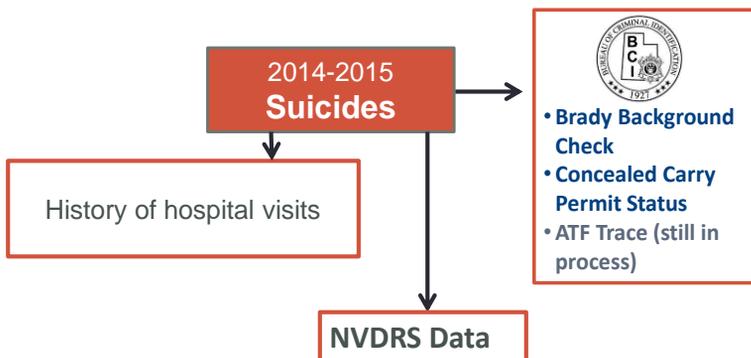


- 2017: legislature directs state SAMH agency (Kim Myers) to conduct a study of firearms & suicide in Utah, linking existing state data. Gun rights group testified in support.

Utah Responds



- 2017: legislature directs state SAMH agency to conduct a study of firearms & suicide in Utah, linking existing state data. Gun rights group testifies in support.



<https://tinyurl.com/utahreport>

How many suicide decedents could pass a background check?



How many suicide decedents could pass a background check?

9 out of 10
87% overall, 92% gun suicides



Policy Implication: Role of friends, family, providers, etc. in persuading those at risk to store guns away from home or inaccessibly until they have recovered.

State action: \$2 million state matching fund to promote suicide awareness and safe firearm storage as basic tenets of firearm safety.

Largest private donors: Intermountain Healthcare, LDS Church, Utah Shooting Sports Council



<https://vimeo.com/175761640>

How many men who took their lives with a gun had a concealed firearm permit?



How many men who took their lives with a gun had a concealed firearm permit?

1 out of 4



State action: Suicide prevention & lethal means safety now part of CFP classes, applications, & renewals.

What % of rural youths' gun suicides by rifle or shotgun?



What % of rural youths' gun suicides by rifle or shotgun?

Sixty-two percent



State action: State now provides cable locks to gun shops to accompany all sales of rifles & shotguns.

State action: Training mental health workforce in CALM-Utah (free online training, *Counseling on Access to Lethal Means*, produced by Intermountain Healthcare with Means Matter & CALM).

Online Suicide Prevention Course

Reducing access to lethal means can prevent a suicide.

Counseling on Access to Lethal Means (CALM-Utah) is an effective way to reduce suicide risk. Learn this life-saving practice to put time and distance between an at-risk patient and a fatal method like a firearm.

Visit www.train.org/utah, then search for CALM-Utah.

Approved for AMA PRA Category 1 Credit and NASW-Utah Credit

NOVA SCORES

Intermountain Primary Children's Hospital

Intermountain Healthcare

By 2025

I don't think I
can't take it any
more.

Let's get you some
help. And for now,
how about storing
your guns away from
home?

Clinicians and gatekeepers

Raising gun access is 2nd nature & comfortable for clinician and client.

Gun-owning community – Every class, website, brochure, etc., that covers firearm safety mentions suicide prevention (“Be alert to signs of suicide in loved ones and help keep firearms from those at risk until they have recovered.”)

The more that the gun-owning community is having these conversations *outside* the clinician's office, the easier it will be to have these conversations *inside* the office.



MeansMatter

CATHERINE BARBER

cbarber@hsph.harvard.edu

Visit gun owner pages on www.meansmatter.org for training materials

Visit training.sprc.org for CALM-Online



Using a Comprehensive Approach to Prevent Suicide

Adam D. Swanson, MPP

Senior Prevention Specialist
Suicide Prevention Resource Center
Member, National Suicide Prevention Lifeline Consumer-Survivor Advisory Committee

December 11, 2019
Rural Health Information Hub



 @SPRCTweets



SPRC | Suicide Prevention Resource Center

Funding and Disclaimer



The Suicide Prevention Resource Center at EDC is supported by a grant from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 5U79SM062297.

The views, opinions, and content expressed in this product do not necessarily reflect the views, opinions, or policies of CMHS, SAMHSA, or HHS.

Agenda



- SPRC Overview
- Review the Model of Effective Suicide Prevention
 - *Considering a Comprehensive Approach*
- Navigating SPRC Resources to Implement a Comprehensive Approach

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Suicide Prevention Resource Center

The national **Suicide Prevention Resource Center** is your one-stop source for suicide prevention. We help you develop, deliver, and evaluate evidence-informed suicide prevention programs.



What we offer

- Best practice models
- Toolkits
- Online trainings
- Research summaries and more!

Who we serve

- Communities
- Organizations
- Agencies
- Systems

CONNECT WITH US



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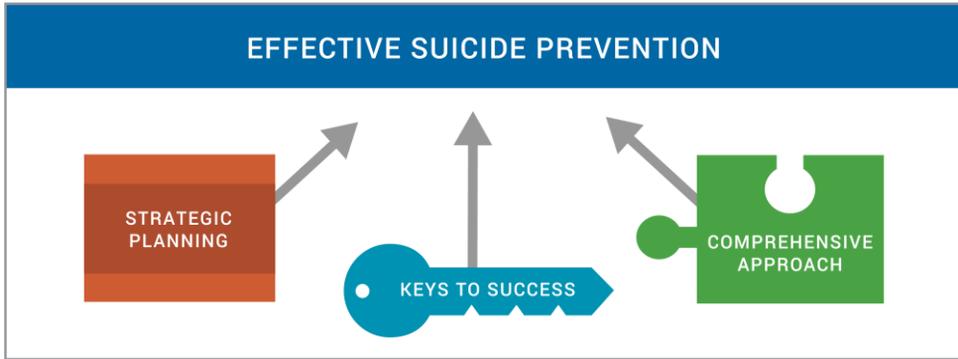


@SuicidePrevention
ResourceCenter

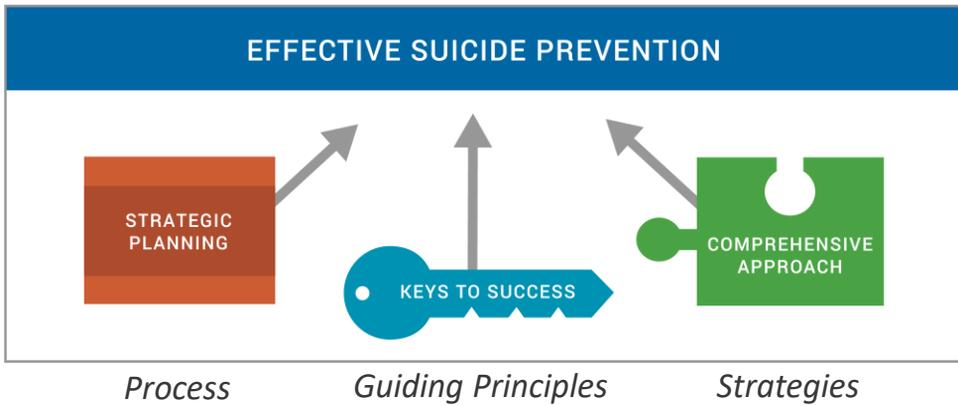


@SPRCTweets

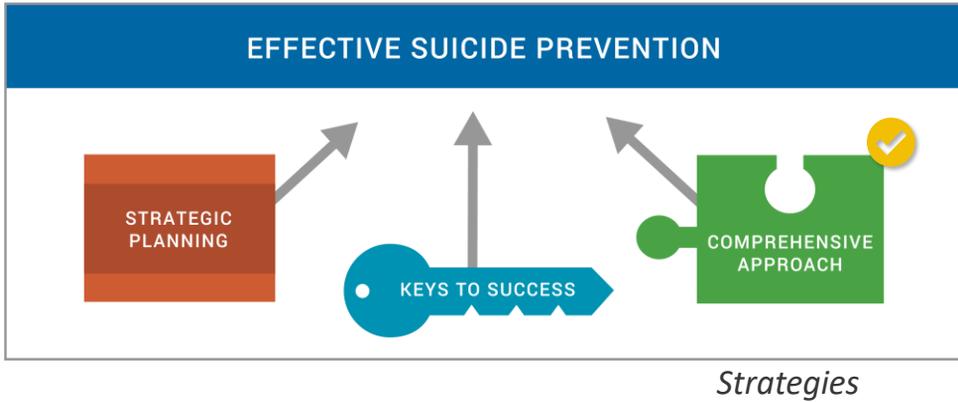
Model of Effective Suicide Prevention



Model of Effective Suicide Prevention



Model of Effective Suicide Prevention



SPRC Comprehensive Approach to Suicide Prevention



Components of the Comprehensive Approach

Identify and Assist Persons at Risk

- Screenings and assessment
- Gatekeeper training
- Outreach/education

Increase Help-seeking

- Ensuring mental health services culturally appropriate
- Making services more accessible (e.g., telehealth)
- Reduce barriers (e.g., hours, costs, transportation, location)
- Share real stories of help/hope



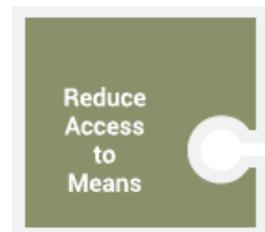
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Components of the Comprehensive Approach

Reduce Access to Means of Suicide

- Key: analyze context-specific data
- Environmental change
- Train health providers on lethal means counseling (e.g., Counseling on Access to Lethal Means)



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Components of the Comprehensive Approach

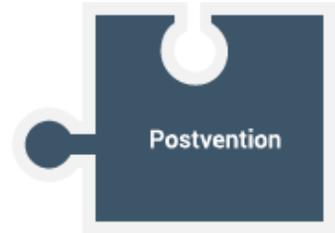
Provide for Immediate and Long-term Postvention

Immediate postvention examples:

- Institutional protocols and plans
- Immediate support & assistance tailored to suicide loss
- Aid mourning rituals, minimize contagion

Long-term postvention examples:

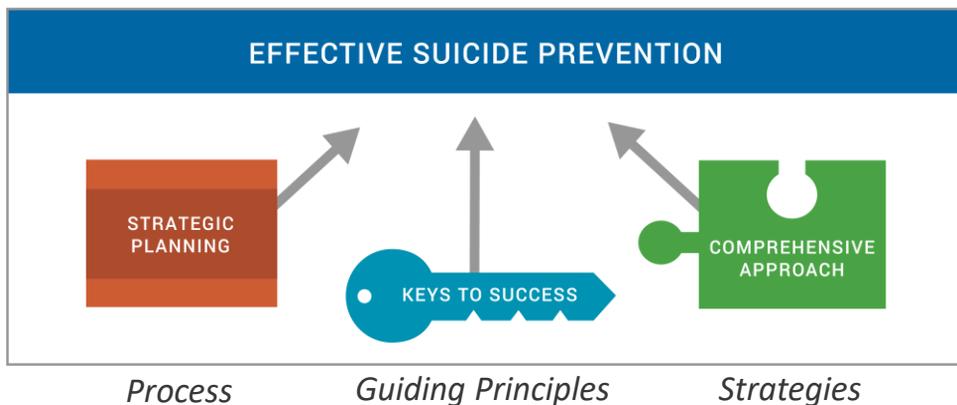
- Support options for ongoing and complicated bereavement (e.g., peer support, clinical services)
- Train professionals on the unique needs of suicide loss survivors



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Model of Effective Suicide Prevention



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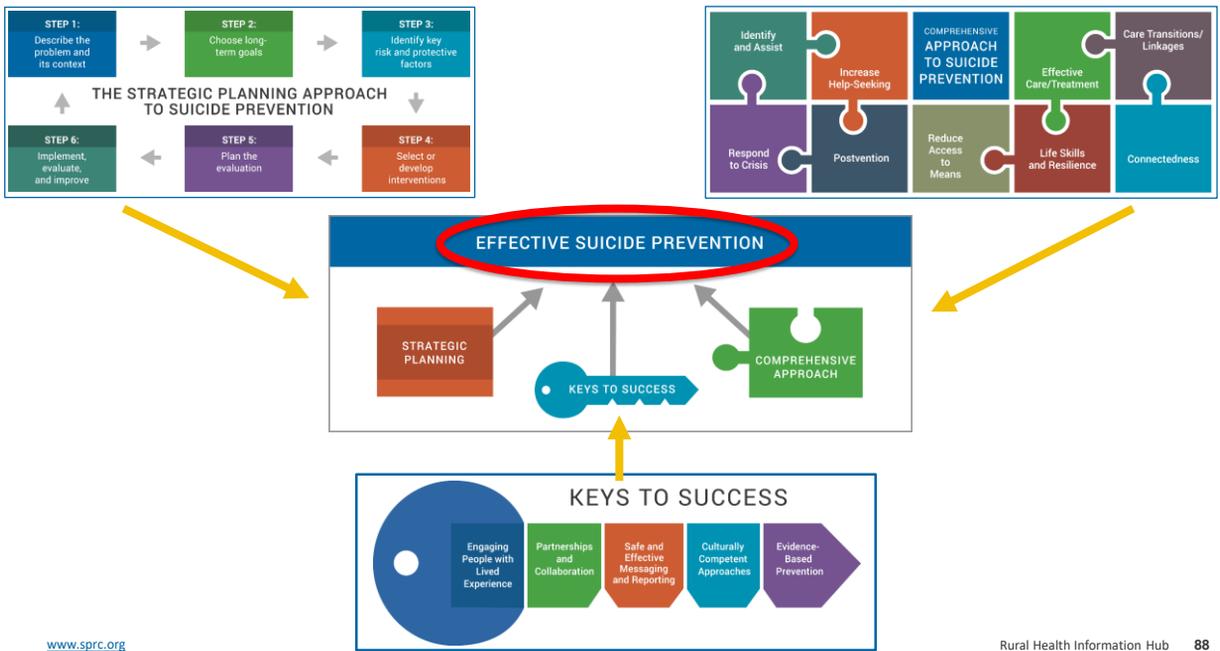
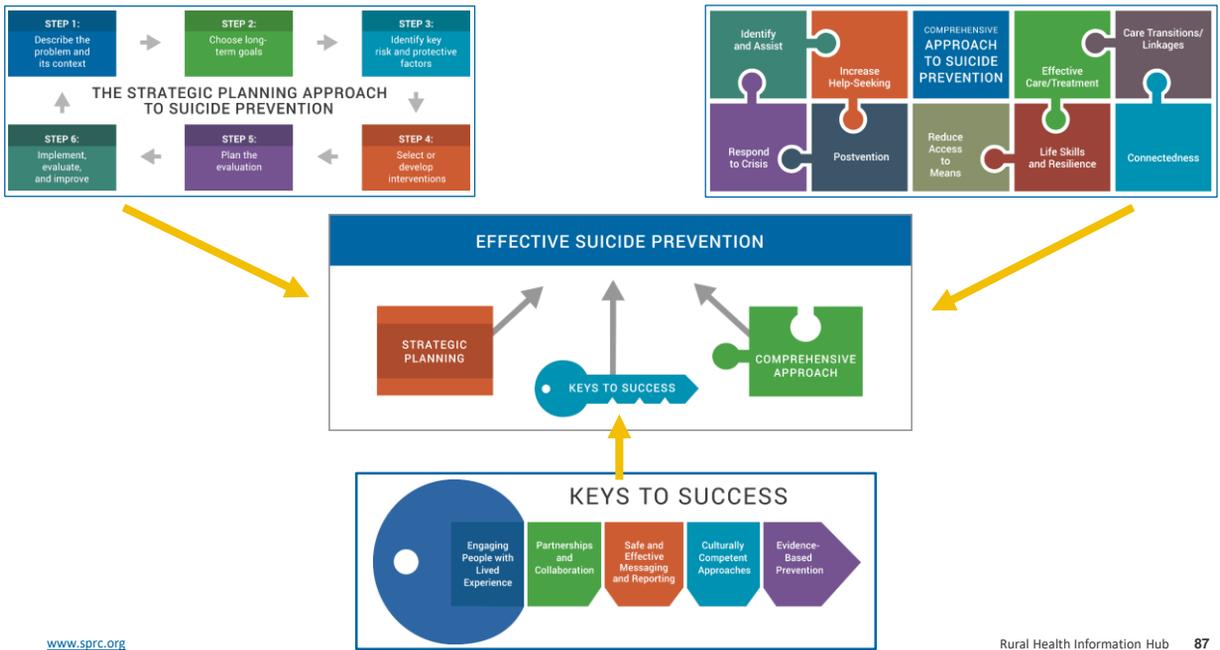
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Strategic Planning



Guiding Principles



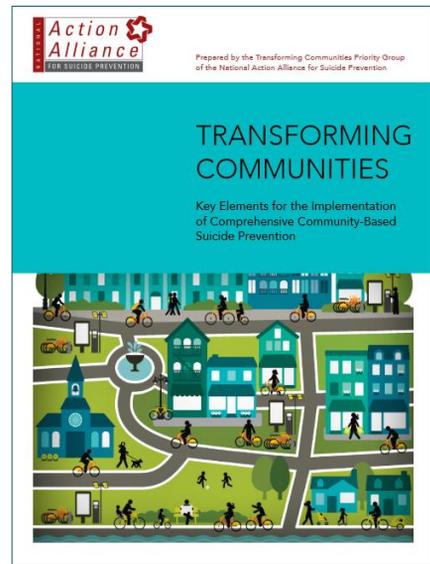


Why?

Comprehensive programs with results:

- United States Air Force Model
- Model Adolescent Suicide Prevention Program
- Help for Life Program (Quebec)
- European Alliance Against Depression (EAAD)
- Optimizing Suicide Prevention Programs and Their Implementation in Europe (OSPI-Europe)
- LifeSpan program (Australia)
- Zero Suicide

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Resources to Apply the Approach

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Comprehensive Approach -	Strategic Planning -	Keys To Success -	State Infrastructure -
Identify and Assist	Finding and Using Data	Engaging People with Lived Experience	About the Recommendations
Increase Help-Seeking	Program Evaluation	Partnerships and Collaboration	Authorize
Effective Care/Treatment	Finding Programs and Practices	Safe and Effective Messaging and Reporting	Lead
Care Transitions/Linkages		Culturally Competent Approaches	Partner
Respond to Crisis		Evidence-Based Prevention	Examine
Postvention			Build
Reduce Access to Means			Guide
Life Skills and Resilience			State Infrastructure Tools
Connectedness			

Comprehensive Approach -	Strategic Planning -	Keys To Success -	State Infrastructure -
Identify and Assist	Finding and Using Data	Engaging People with Lived Experience	About the Recommendations
Increase Help-Seeking	Program Evaluation	Partnerships and Collaboration	Authorize
Effective Care/Treatment	Finding Programs and Practices	Safe and Effective Messaging and Reporting	Lead
Care Transitions/Linkages		Culturally Competent Approaches	Partner
Respond to Crisis		Evidence-Based Prevention	Examine
Postvention			Build
Reduce Access to Means			Guide
Life Skills and Resilience			State Infrastructure Tools
Connectedness			



Thank you!

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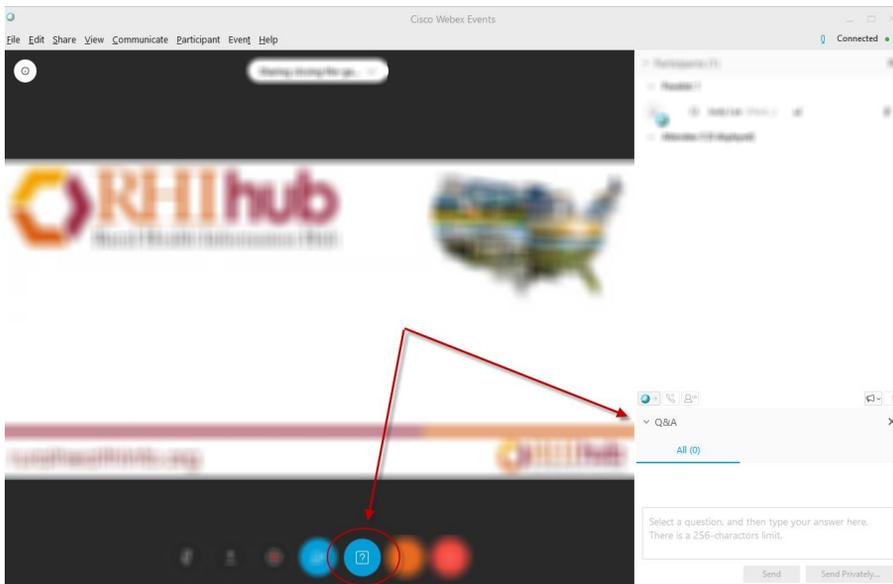
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Questions?



Thank you!

- Contact us at ruralhealthinfo.org with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIhub website