Hope > Pain

“Speak the name of the beast and it will retreat” –Stan Collins
Directing Change is funded by county behavioral health agencies through the mental health services act and part of statewide mental health, student wellness and suicide prevention efforts.

www.DirectingChangeCA.org

eachmindmatters.org

suicideispreventable.org
“Suicide Prevention and intervention require constant vigilance.”

Hayes Lewis, co-creator of Zuni Life Skills
<table>
<thead>
<tr>
<th>Use</th>
<th>Don’t Use</th>
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<tbody>
<tr>
<td>“died by suicide” or “took their own life”</td>
<td>“committed suicide”</td>
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<tr>
<td></td>
<td>Note: Use of the word commit can imply crime/sin</td>
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<tr>
<td>“attempted suicide”</td>
<td>“successful” or “unsuccessful”</td>
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<td></td>
<td>Note: There is no success, or lack of success, when dealing with suicide</td>
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<tr>
<td><strong>Use</strong></td>
<td><strong>Don’t Use</strong></td>
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<tr>
<td>• I was diagnosed with Bipolar</td>
<td>• I am Bipolar</td>
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<tr>
<td>• She is experiencing a mental health challenge</td>
<td>• She is mentally ill</td>
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Certain presentations on the topic of suicide may influence a vulnerable person towards suicidal behavior.

But positive messaging about suicide prevention may have protective effects such as coverage of positive coping in adverse circumstances, or information about resources.
Key Messaging Items:

• Include a resource (keep it simple)

• Focus on PREVENTION

• EDUCATE (warning signs and risk factors)

• Avoid Oversimplifying the causes of suicide

• Don’t discuss means/methods

• Avoid statistics and statement that makes suicide seem common
What are the Causes of Suicide?
22 VETERANS COMMIT SUICIDE EVERY DAY
Of the **217,646 calls** made to the *National Suicide Prevention Lifeline* in the previous year, more than **90% of those calls were answered locally by crisis centers in California.**
Key Considerations:

• What messages are we using?

• What messages are we sending?

SuicidePreventionMessaging.org
Recommendations for Reporting on Suicide

Suicide is a public health issue. Media and online coverage of suicide should be informed by using best practices. Some suicide deaths may be newsworthy. However, the way media cover suicide can influence behavior negatively by contributing to contagion, or positively by encouraging help-seeking.

Download in English  See in Other Languages
California Resources

www.SuicideIsPreventable.org
www.elsuicidioesprevenible.org

www.EachMindMatters.org
www.SanaMente.org
National Crisis Resources

CRISIS TEXT LINE | Text HELLO to 741741
Free, 24/7, Confidential
Asking about Suicide

• Are you thinking about suicide?

• Do you have a plan?

• When is the pain the worst?
Key Messaging Items:

• Include a resource (keep it simple)

• Focus on PREVENTION

• EDUCATE (warning signs and risk factors)

• Avoid Oversimplifying the causes of suicide

• Don’t discuss means/methods/location

• Avoid statistics and statement that makes suicide seem common
Hold on to what is good,
Even if it’s a handful of earth.
Hold on to what you believe,
Even if it’s a tree that stands by itself.
Hold on to what you must do,
Even if it’s a long way from here.
Hold on to your life,
Even if it’s easier to let go.
Hold on to my hand,
Even if someday I’ll be gone away from you.

-Pueblo Prayer
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• Stan Collins
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