

Meeting the Challenges of Rural Suicide Prevention

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Communities Taking Steps Conference
Sacramento, CA | October 29, 2011

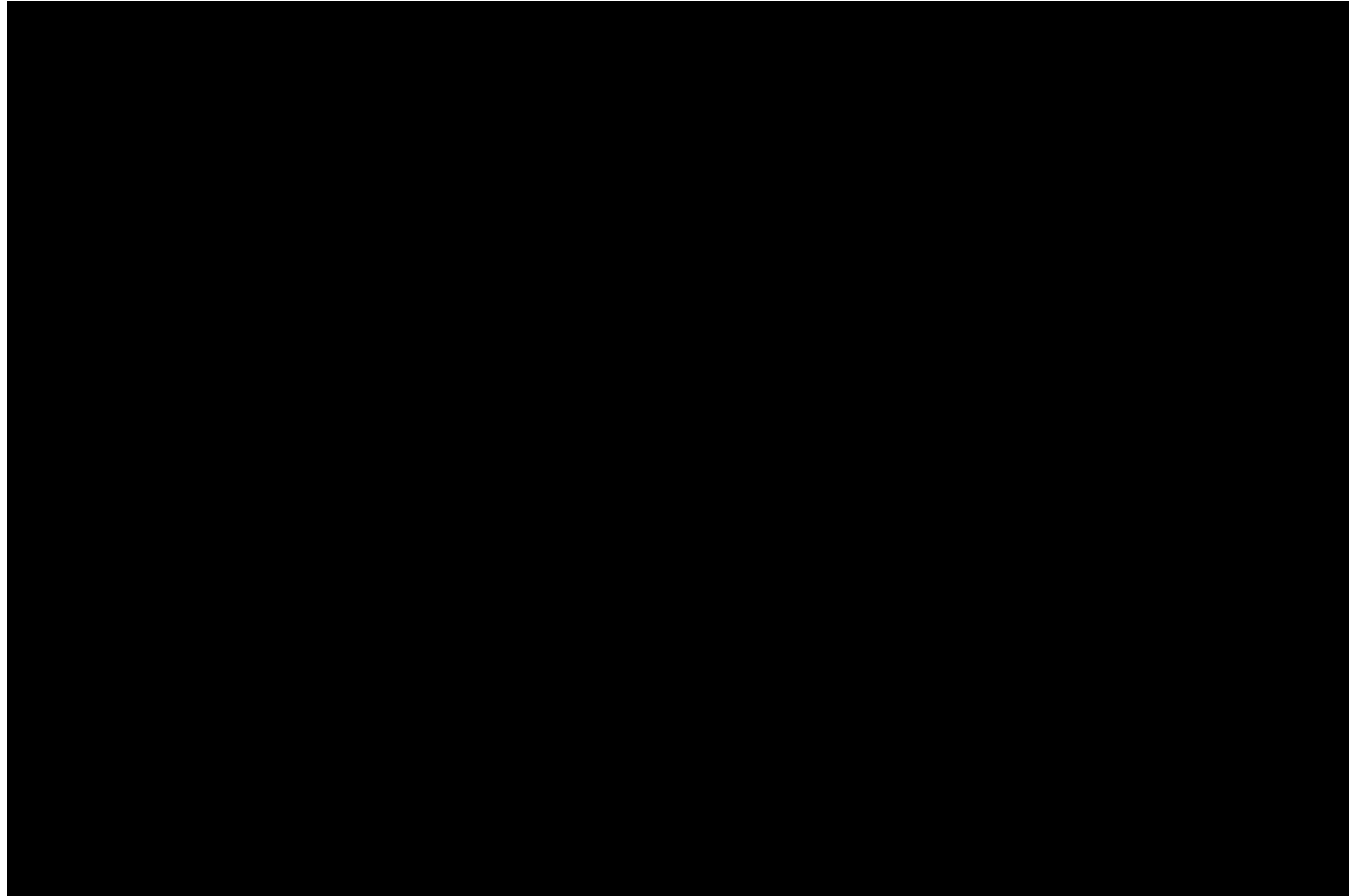




Calaveras County

- Rural, mountain county in Sierra Foothills
- Growing population of approx. 45,000
- Over 80% in unincorporated towns
- Minimal public transportation
- Isolated Native American groups
- Growing Latino population

A Country Road in Calaveras...



Calaveras Suicide Statistics

Year	16-20	21-44	45-64	65+	Total
2003	0	6	0	3	9
2004	1	2	7	3	13
2005	0	2	3	3	8
2006	0	2	5	0	7
2007	0	1	6	2	9
2008	0	2	5	3	10
2009	0	1	3	4	8
Total	1	16	29	18	64

The average suicide rate in California is 9 suicides per year per 100,000 persons living in the state

The average suicide rate in Calaveras is 9 suicides per year for a total population of 45,000



Historical Prevention “Climate”

- Services not widely advertised
 - Phone books & directories
- Lack of community education
 - Provided upon request
- Minimal agency collaboration
 - Death review board
- Few survivor support services
- No centralized coordination



Mental Health Services Act

- MHSA provided needed funding
- CA Strategic Plan on Suicide Prevention
- Prevention & Early Intervention Plan includes suicide prevention
- Led to new prevention committee
- Created new outreach position for suicide prevention



Prevention Committee

- Within 2 weeks, 26 people responded
 - “The Moms” (& a Dad)
 - “Volunteer” Survivor Staff
 - Other Crisis-Responding Agencies
- Self-selected subcommittees to identify projects in line with CA Strategic Plan
- Within 2 months, 1st initiative launched

1st Initiative: Live On!



Live On

Although I am floating
in feelings of blue
I will Live On

When the weight of grief, despair
threaten to crush my spirit
I will Live On

For the memory
of loved ones lost
I will Live On

To celebrate life
with grace, tranquility, hope
I will Live On

- Author Unknown

Are you or someone you
know at risk of suicide?

You are not alone.
Save a life; please call.

Call the Calaveras
County 24/7 Hotline at:
800-499-3030

Live On!

Be a suicide prevention
supporter and promote the
Hotline by wearing a Live On!
wristband. Call 209-754-6525
for more information.



1st Initiative: Live On!

- *Goal:* engagement, advertise crisis #
- *Target:* young adults, will be highest risk
- *Solution:* “bracelets-for-a-cause”
- *Strategy:* create prevention champions
- *Evaluation:* track crisis call volume
- *Expansion:* psych hospital discharges, 5150 evals, community events



The Live On! Organization

- Live On! Outcomes
 - 501(c)3 non-profit status
 - Friends for Survival Support Group
 - Annual Live On! Walk-A-Thon
 - Fairs/Information Booths
 - Fundraising Events
 - And more...



Calaveras River: Day of Hope

- Partnerships
 - Youth Collaboration
 - Consumer Leadership
 - Community Participation
- Outcomes
 - Over 50 in Attendance
 - “Living Our Stories”
 - Newspaper Articles
 - Personal Connections



Older Adult Outreach

- Older Adult Initiatives
 - Senior Peer Program
 - Specialized Literature, Brochures
 - Pedometers, Magnets, Pill Boxes
 - Training for Older Adult Support Agencies (IHSS, Agency on Aging, Meals on Wheels)
 - Friendship Line / Catholic Charities



Current CCBHS Initiatives

- Targeted Outreach
 - Youth
 - Older Adults
- Community Training (QPR)
 - Over 1,500 bracelets distributed
 - Over 500 people trained
- Prevention (i.e. Gun Locks)
- Data Gathering/Analysis



Suicide Prevention Collaborative

- 1st Meeting included 20 agencies
- Targeted At-Risk Groups
 - Economically Disadvantaged
 - Dually Diagnosed
- Outcomes
 - Interagency Collaboration
 - Bartender Outreach Program
 - Countywide Marketing Campaign
 - “Ask the Question...”



Questions & Comments

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