

Sprinkled throughout the document, you will find artistic words from some of our Suicide Attempt and Loss Survivors in San Mateo County. We are grateful that they shared their voices to send messages of hope, resilience and recovery.

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If you know someone who is in a suicidal crisis or emotional distress, please reach out for 24/7 confidential crisis support:  
call **650-579-0350**  
(or 1-800-273-8255) or  
text **“BAY”** to **741741**.

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# Executive Summary

Suicide is a leading public health issue across the country, state and in our local county. While San Mateo County generally has lower rates of suicide compared to state and national rates, our county is committed to saving every life possible. There is also a need to examine suicide data more closely to identify specific demographic groups and factors that have increased suicide risk compared to the general population. Unless otherwise noted, the data used below is from 2017 because this is the most current year of data available across all levels of suicide data. San Mateo County is working to improve data infrastructure so we have more timely and detailed data.

## DEATH

Suicide is the  
**14th**  
leading cause of death in  
San Mateo County.

**59**  
San Mateo County  
residents died  
by suicide.

**7.9**  
per 100,000 population  
age-adjusted suicide death  
rate (2016-2018).<sup>3</sup>

## ATTEMPTS *or proxy attempt data*

**346**  
emergency visits were  
related to intentional  
self-harm in San Mateo  
County.

**360**  
hospital admissions were  
related to intentional  
self-harm in San Mateo  
County.

**1,475**  
estimated suicide attempts  
in San Mateo County  
*based on the estimate of 25  
suicide attempts for everyone one  
suicide death.*<sup>4</sup>

## THOUGHTS

**9.5%**  
adults reported that they ever  
thought seriously about dying by  
suicide (2017-2018).

**13.4%**  
9th grade students reported that  
they ever thought seriously about  
dying by suicide (2015-2017).

## HELP SEEKING

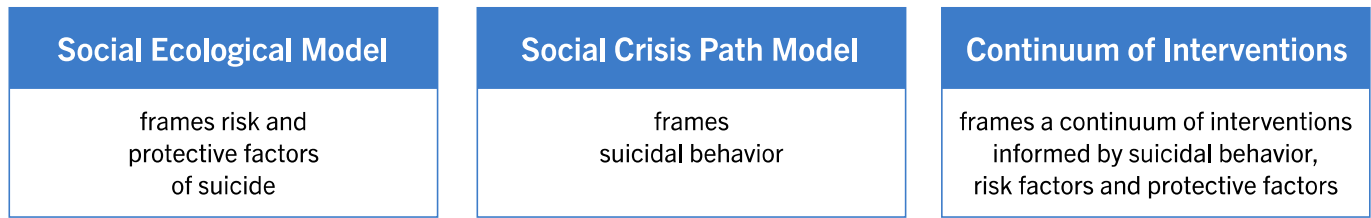
**1,176**  
calls from  
650 area code to  
California Peer-Run  
Warmline.

**5,684**  
calls from  
650 area code to  
Institute of Aging  
Friendship Line.

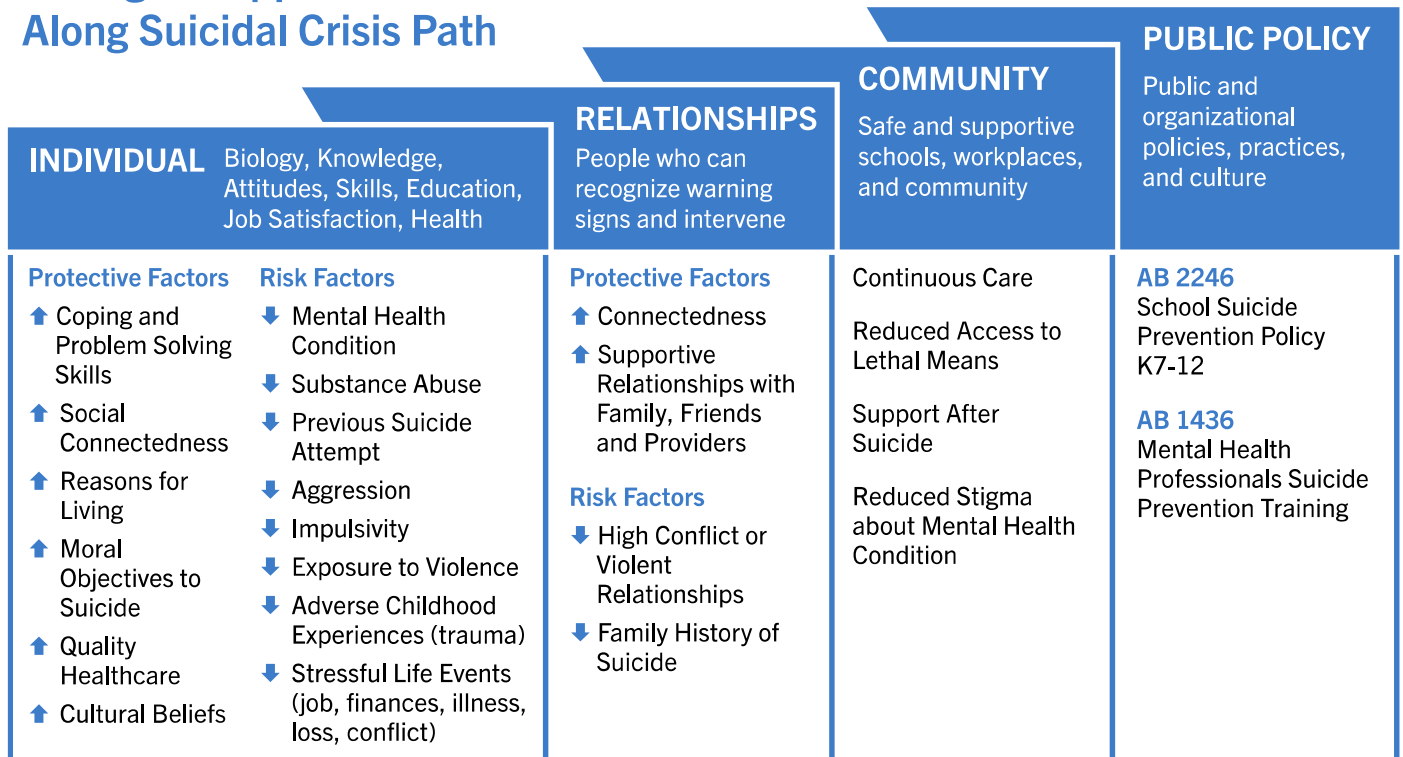
**5,316**  
calls from  
650 area code to  
National Suicide  
Prevention Lifeline.

**9,629**  
calls to  
Star Vista  
Crisis Hotline  
(San Mateo County).

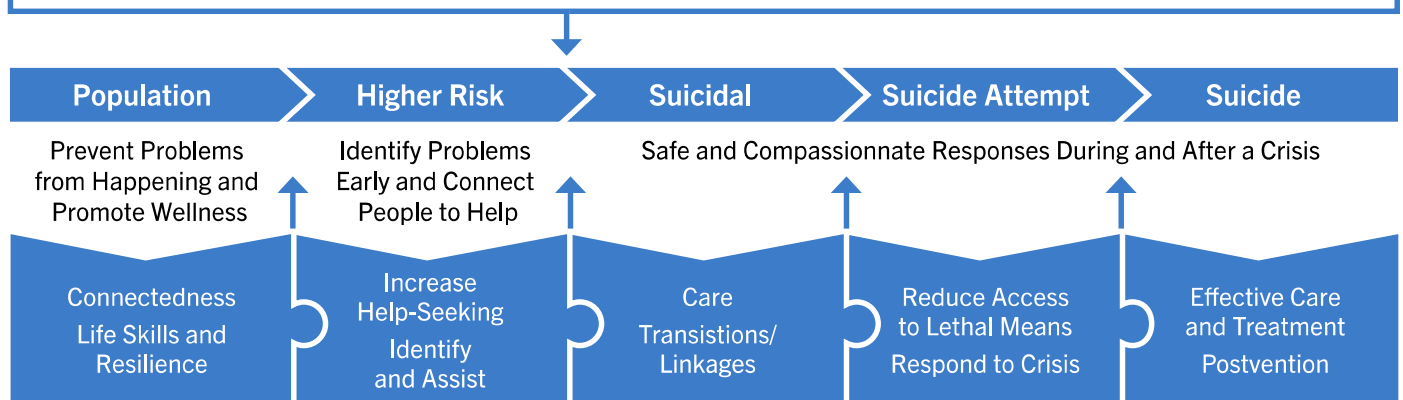
To address this public health priority, San Mateo County is publishing its second strategic plan – the Suicide Prevention Roadmap. This Roadmap is guided by **three frameworks that are compatible to the unique issues of suicide prevention and are comprehensive in framing the problems/opportunities and interventions.**



## Ecological Approach to Suicide Prevention Along Suicidal Crisis Path



### Individual, Interpersonal, and Community Level Stressors and Supports



Adapted from image created by Los Angeles Suicide Prevention Network and Your Social Marketer, Inc.



The 2021-2026 San Mateo County Suicide Prevention Roadmap is not only guided by comprehensive frameworks but also the latest research, data and best practices that shape the strategies and goals in the California's Strategic Plan for Suicide Prevention 2020-2025.<sup>5</sup> This has led to the creation of **4 strategic aims and 13 goals** in the 2021-2026 San Mateo County's Suicide Prevention Roadmap. Each goal includes the following components: **rationale, long-term outcome, equity focus, current efforts and objectives**. The strategic aims and goals are as follows:



#### STRATEGIC AIM 1 **Establish a Suicide Prevention Infrastructure**

**Goal 1:** [Enhance Visible Leadership and Networked Partnership](#)

**Goal 2:** [Increase Development and Coordination of Suicide Prevention Resources](#)

**Goal 3:** [Advance Data Monitoring and Evaluation](#)



#### STRATEGIC AIM 2 **Minimize Risk Factors and Promote Protective Factors Across the Individual, Relationship, Community and Society Levels**

**Goal 4:** [Create Safe Environments by Reducing Access to Lethal Means](#)

**Goal 5:** [Empower People, Families and Communities to Reach Out for Help When Mental Health and Substance Use Needs Emerge](#)

**Goal 6:** [Increase Connectedness Between People, Family Members and Community](#)

**Goal 7:** [Increase the Use of Best Practices for Reporting Suicide and Promote Healthy Use of Social Media and Technology](#)

**Goal 8:** [Strengthen Economic Supports](#)



#### STRATEGIC AIM 3 **Increase Early Identification of Suicide Risk and Connection to Service Based on Risk**

**Goal 9:** [Increase Detection and Screening to Connect People to Services](#)

**Goal 10:** [Deliver Continuum of Crisis Services](#)



#### STRATEGIC AIM 4 **Improve Suicide Related Services and Supports**

**Goal 11:** [Deliver Best Practices in Care Targeting Suicide Risk](#)

**Goal 12:** [Ensure Continuity of Care and Follow-Up After Suicide Related Services](#)

**Goal 13:** [Expand Support Services Following A Suicide Loss](#)

After the creation and dissemination of this 2021-2026 San Mateo County Suicide Prevention Roadmap, the **next steps** include the following:

1. **Recruit key action partners and build coalition**
2. **Develop action plan**
3. **Develop evaluation plan**

One of the greatest strengths of our San Mateo County community is collaboration. Our willingness to partner and own suicide prevention as a collective concern will bring us far along in reaching our suicide prevention aspirations. **To stay informed and to get involved, please visit [smchealth.org/SuicidePrevention](https://smchealth.org/SuicidePrevention).**