



SAN MATEO COUNTY HEALTH

BEHAVIORAL HEALTH & RECOVERY SERVICES

MINUTES

SUICIDE PREVENTION COMMITTEE (SPC) SMCHealth.org/SuicidePrevention	
SPC MISSION	To provide oversight and direction of suicide prevention efforts in San Mateo County.
SPC STRATEGY	Suicide Prevention Roadmap 2021-2026
TOP 2024 PRIORITIES	GOAL 1: Enhance Visible Leadership and Networked Partnerships GOAL 2: Increase Development and Coordination of Suicide Prevention Resources GOAL 3: Advance Data Monitoring and Evaluation

DATE/TIME: Tuesday, July 2nd, 2024 1:30-3:00pm
 VIRTUAL LOCATION: <https://zoom.us/j/410362485> OR 669-900-6833 Meeting ID: 410 362 485

Item	Time
1. WELCOME <ul style="list-style-type: none"> Stipends Available for Clients, Consumers & Family Members Please Type in Chat Window: Name, Pronouns, Affiliation(s) 	1:30-1:45pm (15 minutes)
2. SUICIDE PREVENTION RESOURCE WEBSITE/FLYER UPDATE	1:45-1:50pm (15 minutes)
3. SUICIDE PREVENTION MONTH PLANNING	1:50-2:50pm (60 minutes)
4. ANNOUNCEMENTS & NEXT STEPS	2:50-3:00pm (10 minutes)

MINUTES

1. WELCOME

-

Next Meeting: Tuesday, August 6th, 2024 1:30-3:00pm | Zoom
[2024 Meeting Schedule](#)

If you know someone who is in suicidal crisis or emotional distress, please reach out for 24/7 confidential crisis support: call 650-579-0350 (or call 988) or text "BAY" to 741741 (or text 988)

Questions/suggestions, email/call/text any of the following SPC Co-Chairs:
 Martha Cervantes, LMFT (She/Her) | martha.cervantes@starvista.org | 650-208-3057
 Sylvia Tang, MPP (She/Her) | stang@smcgov.org | 650-208-5799
 Walter Ng, (He/Him) | walter.ng@star-vista.org | 650-722-7652

2. SUICIDE PREVENTION RESOURCE WEBSITE/FLYER UPDATE

- On hold
- Will shift to new platform – estimated fall 2024
- Possibly postponed due to staffing changes

3. SUICIDE PREVENTION MONTH PLANNING

• Introduction

○ Timeline

- Suicide Prevention Month – September (same as Recovery Month)
- National Suicide Prevention Week – September 8-14
- World Suicide Prevention Day – September 10
 - <https://www.who.int/campaigns/world-suicide-prevention-day/2023>

○ Purpose

- Reduce in stigma and discrimination against suicide
- Increase in service utilization to support people facing suicide ideation, attempts or loss
- Reduce suicide attempts and deaths

○ Target Audience

- Welcome participation from all San Mateo County community members with special emphasis on those at higher risk of experiencing suicidal behavior.
- Local and state county data has shown need for suicide prevention among the below groups.
 - 1. All race/ethnicities, including Black/African American, Latino/a/x, Asian and Pacific Islander and White
 - 2. Youth, transitioned age youth and young adults
 - 3. Older adults (particularly 60+)
 - 4. LGBTQ+
 - 5. Men
 - 6. Women
 - 7. Veterans
 - 8. With mental health or substance use conditions
 - 9. Without stable housing
 - If you would like to apply for

○ Theme

- Love Over Loneliness
 - Statewide theme for Suicide Prevention Week
 - County adopting for Suicide Prevention Month
- Other related initiatives
 - San Mateo County
 - County Board resolution of loneliness as a public health crisis

- State
 - Meet 6 Neighbors <http://www.meet6neighbors.com/>
 - Hey Neighbor <https://www.heyneighborca.org/>
 - National
 - Social connection as one of six current priorities of US Surgeon General: <https://www.hhs.gov/surgeongeneral/priorities/index.html>
- **Activities**
 - Advocacy Days
 - Events
 - Communications
- **Committee Member Roles**
 - Advise
 - Promote/outreach
 - Build partnership
- **Measures of Success**
 - Logic Model (Review Draft)
 - Event Participant Survey (Review Draft)
 - Target Audience
 - <https://www.surveymonkey.com/r/2024-09-TestEval>
 - *Notes/Feedback:*
 - *On the survey of gender expressions,*
 - *Add places for someone to elaborate on their experiences,*
 - *How should we outreach?*
 - *Park & Rec and communities centers*
 - *Add space for personal experience*
 - *Work with Taylor for follow up resources*
- **Advocacy**
 - Cities – Lights, City Council Proclamations
 - County – Lights, Commission Presentation (September 4)
 - Board of Supervisor Proclamation (August 27 or September 10)
- **Events**
 - Mini-Grant (Input, Questions & Answers) <https://www.surveymonkey.com/r/2024-09-Test>
 - Collaboration (Open Discussion) - If Time
 - August 27 or September 10:
 - September 3: Committee In-Person Meeting Group Photo and Promo Materials
 - September 4: Commission Presentation
 - September 10: SMCL World Suicide Prevention Day
 - Encourage more events after September 10 proclamation
 - Chan Zuckerberg Initiative Community Space offers free space
- **Communications**

- Promotional Flyer
 - *Notes/Feedback: great translation*
- Calendar
- Microsite – contracting with CalMHSA; Civilian as state subcontractor
- Social Media Calendar
- Promotional Materials (Swag)
 - Shirt
 - *Notes/Feedback: align with SAMHSA branding*
 - Sticker
 - *Notes/Feedback: Better Visibility (white color, spacing, and capitalization), align with SAMHSA branding*
 - Hat
 - Pins
 - *Notes/Feedback: Get pins with pin back stud, metal ribbons*
- **Outreach**
 - Parks and Recreation
 - Churches
 - Community Center
 - Concerts
 - Summer Movies
 - Summer in the park
 - Back to school
 - NAMI walk
- **Possible Partners**
 - North County
 - South San Francisco
 - Supervisor David Canepa
 - Central County
 - Supervisor Noelia Corzo
 - San Mateo County Libraries
 - World Suicide Prevention Day
 - Redwood City Library

Notes/Feedback:

- *Telecare meeting or introduction to SPC?*

4. ANNOUNCEMENTS & NEXT STEPS

- SPC Newsletter
- Future SPC Presentations - To Be Scheduled
 - BHRS Crisis Services – Mobile Crisis Response Team
 - Office of Epidemiology and Evaluation – Suicide Attempt/Self Harm Data
- Zero Suicide Academy
 - Shared with local health care centers

- Loneliness
 - Resolution
 - Measure K RFP
- 2023 Community Health Needs Assessment: Health & Quality of Life in San Mateo County
 - <https://www.smcalltogetherbetter.org/resourcelibrary/index/view?id=302015143757142006>
- Community Health Improvement Plan (CHIP) for San Mateo County 2024-2026
 - <https://www.smcalltogetherbetter.org/resourcelibrary/sindex/view?id=327939336152390472>