

# Hope > Pain

*“Speak the name of the beast and it will retreat” –Stan Collins*

# www.DirectingChangeCA.org

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.



[eachmindmatters.org](http://eachmindmatters.org)



## Directing Change

*Program & Film Contest*



Your Social Marketer, Inc. 



[suicideispreventable.org](http://suicideispreventable.org)



<https://vimeo.com/92755069>



<https://vimeo.com/162688587>



<https://vimeo.com/162753429>

***“Suicide Prevention and intervention require  
constant vigilance.”***

Hayes Lewis, co-creator of Zuni Life Skills

## Use

**“died by suicide”  
or  
“took their own life”**

**“attempted suicide”**

## Don't Use

**“committed suicide”**

*Note: Use of the word commit can imply crime/sin*

**“successful” or  
“unsuccessful”**

*Note: There is no success, or lack of success, when dealing with suicide*

## Use

- I was diagnosed with Bipolar
- She is experiencing a mental health challenge

## Don't Use

- I am Bipolar
- She is mentally ill

# *“Werther” vs “Papageno”*

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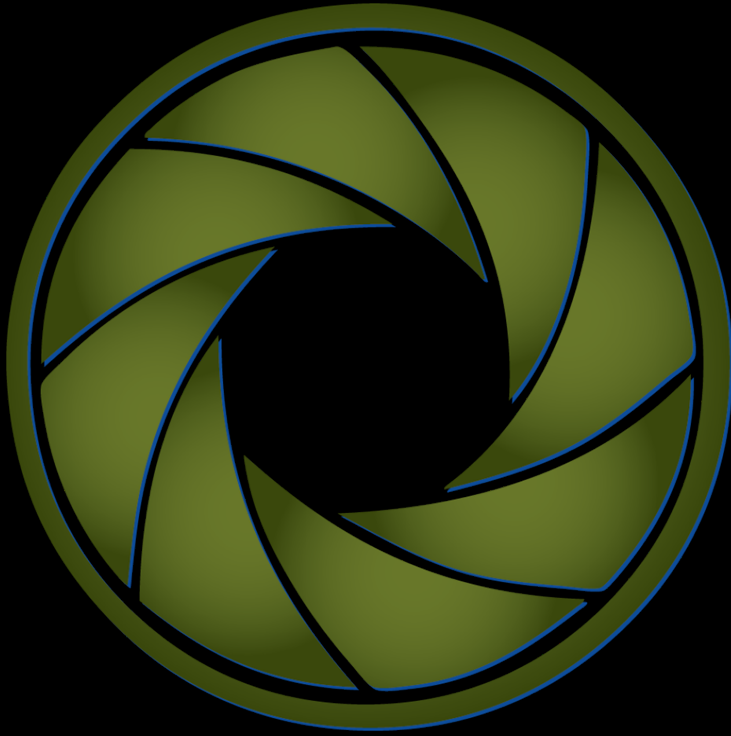
Certain presentations on the topic of suicide may influence a vulnerable person towards suicidal behavior.

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](https://SuicidePreventionMessaging.org)


# www.ReportingOnSuicide.org



reporting on suicide.org

[Recommendations](#) [Online Media](#) [Examples](#) [Find an Expert](#) [Research](#) [About](#) [Other Languages](#)

**RECOMMENDATIONS FOR REPORTING ON SUICIDE®**  
Developed in collaboration with American Association of Suicidology, American Foundation for Suicide Prevention, Annenberg Public Policy Center, Associated Press Managing Editors, Centerbury Suicide Project, University of Oregon, Christchurch, New Zealand, Columbia University Department of Psychiatry, Connecticut Suicide Prevention Technology International Association for Suicide Prevention Task Force on Media and Suicide, Medical University of Vienna, National Alliance on Mental Illness, National Institute of Mental Health, National Press Photographers Association, New York State Psychiatric Institute, Substance Abuse and Mental Health Services Administration, Suicide Awareness Voices of Students, Suicide Prevention Resource Center, The Centers for Disease Control and Prevention (CDC) and UCLA School of Public Health, Community Health Sciences.



**IMPORTANT POINTS FOR COVERING SUICIDE**

- More than 50 research studies worldwide have found that certain types of news coverage can increase the likelihood of suicide in vulnerable individuals. The magnitude of the increase is related to the amount, duration and prominence of coverage.
- Risk of additional suicides increases when the story explicitly describes the suicide method, uses dramatic/graphic headlines or images, and repeated/extensive coverage sensationalizes or glamorizes a death.
- Covering suicide carefully, even briefly, can change public misperceptions and correct myths, which can encourage those who are vulnerable or at risk to seek help.

## 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.SuicidelsPreventable.org](http://www.SuicidelsPreventable.org)  
[www.elsuicidioesprevenible.org](http://www.elsuicidioesprevenible.org)



[www.EachMindMatters.org](http://www.EachMindMatters.org)  
[www.SanaMente.org](http://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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