



**Guam's Social Marketing
Campaign on
Suicide Prevention**



Presented By:

Guam Behavioral Health and Wellness Center, Prevention and Training Branch



Where America's Day Begins

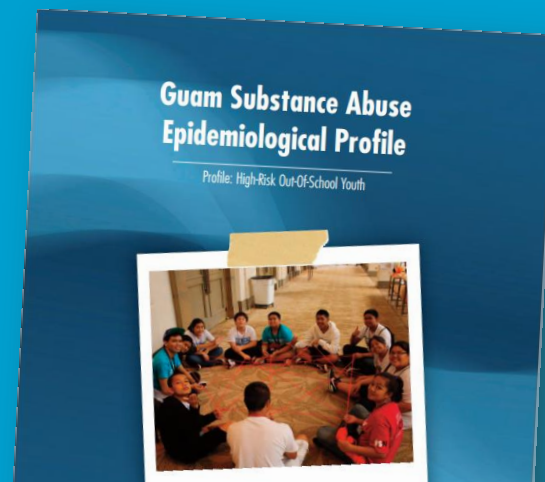
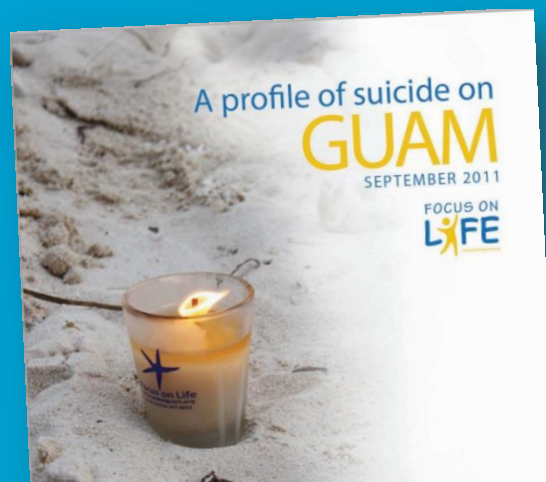


Strategic Prevention Framework

Our Guide to Success



Every 2 Weeks 1 Person DIES from SUICIDE



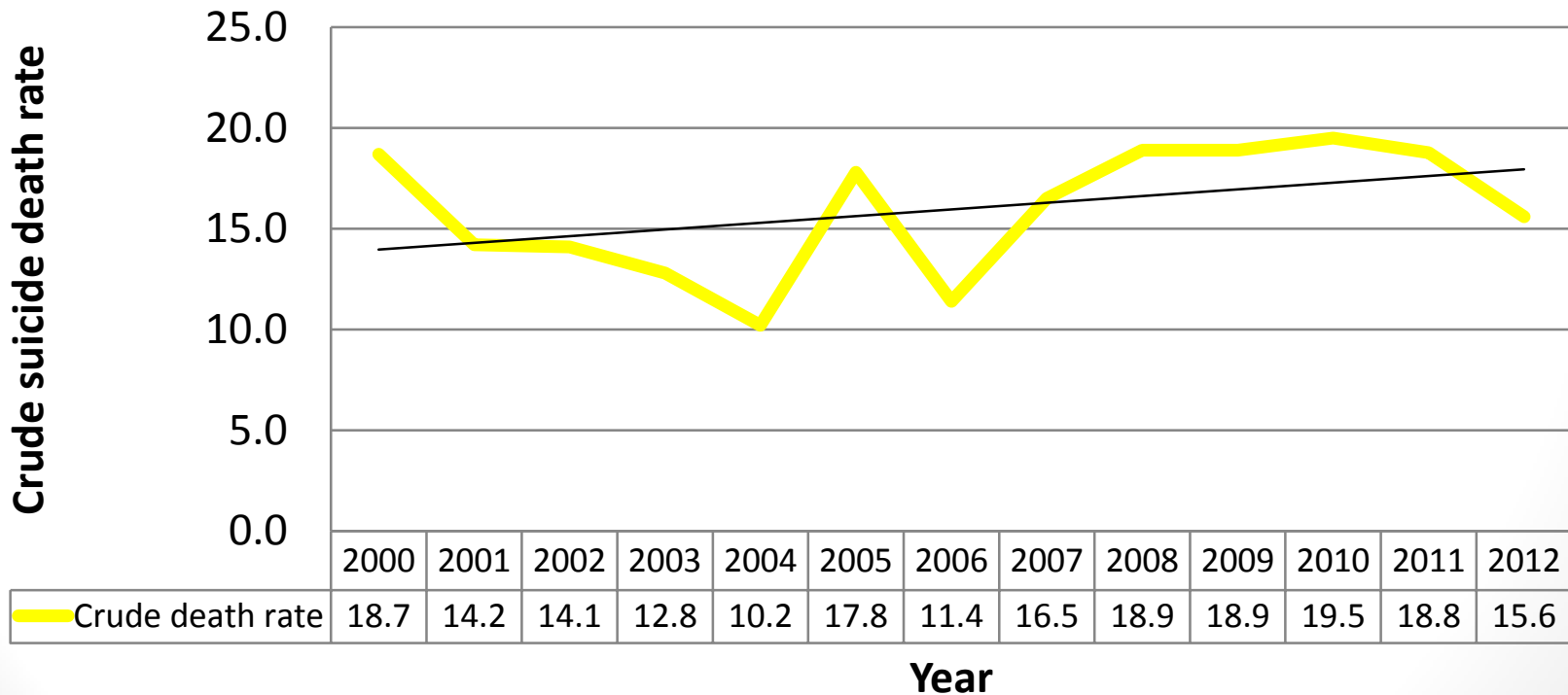
Keep your campaign data-driven, to make sure that the PSA message is appropriate, timely and culturally relevant.



A Profile of Suicide on Guam

Suicide Mortality

Crude suicide death rate, 2000-2012

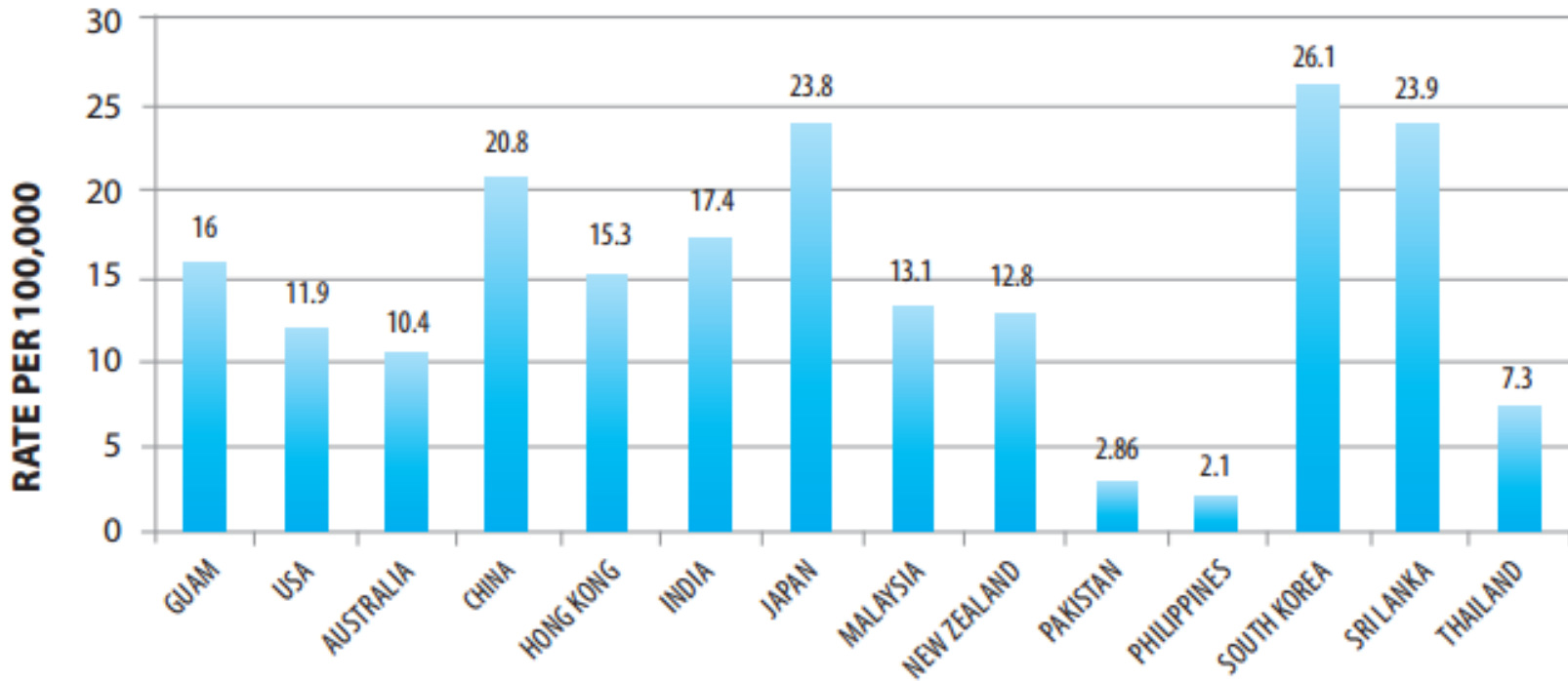




A Profile of Suicide on Guam

Suicide Mortality

Figure 117. Comparison of Guam crude suicide death rate with other Asia-Pacific countries

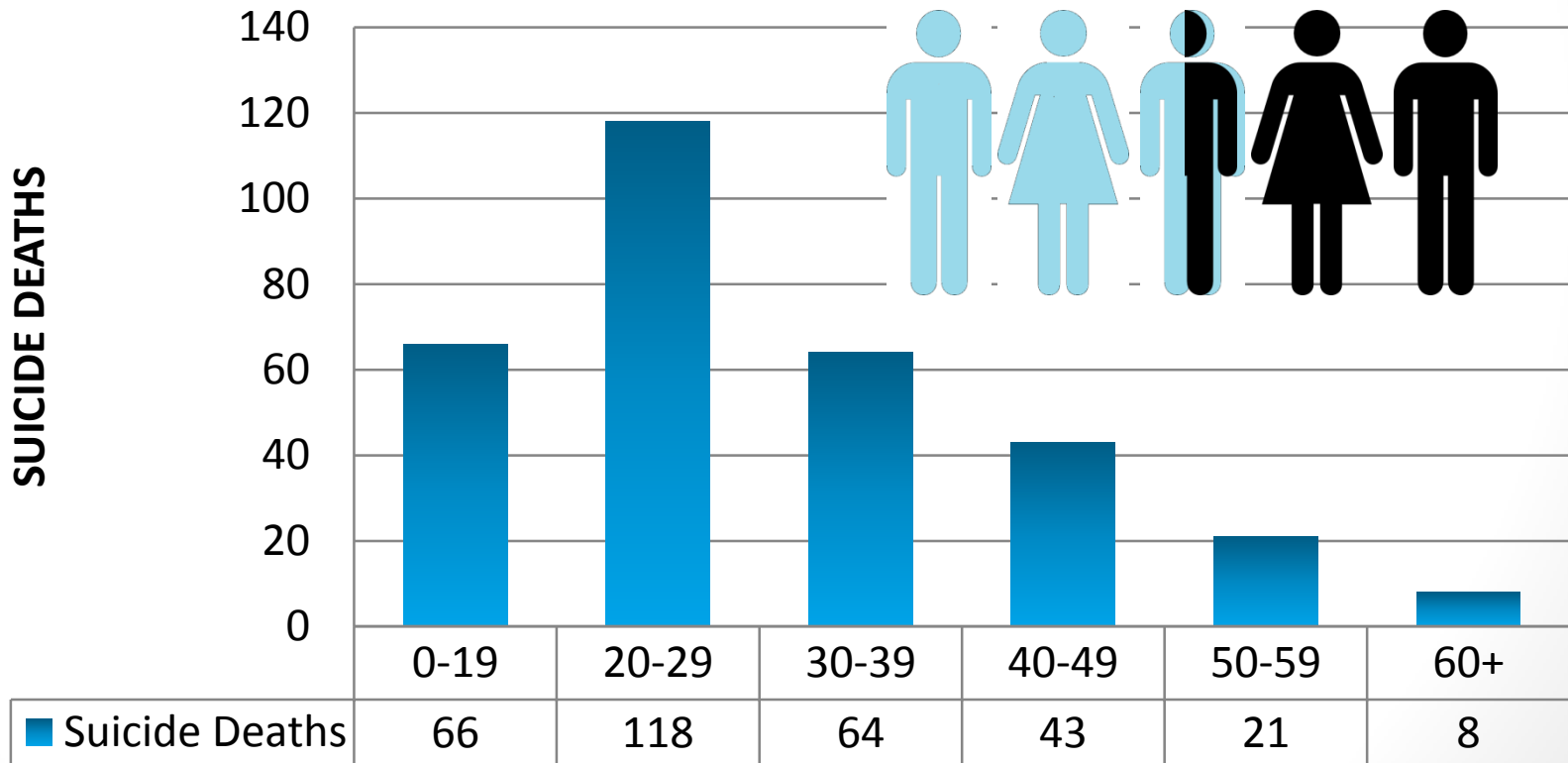




A Profile of Suicide on Guam

Suicide Mortality

Cumulative suicide deaths by age, Guam 2000-2012

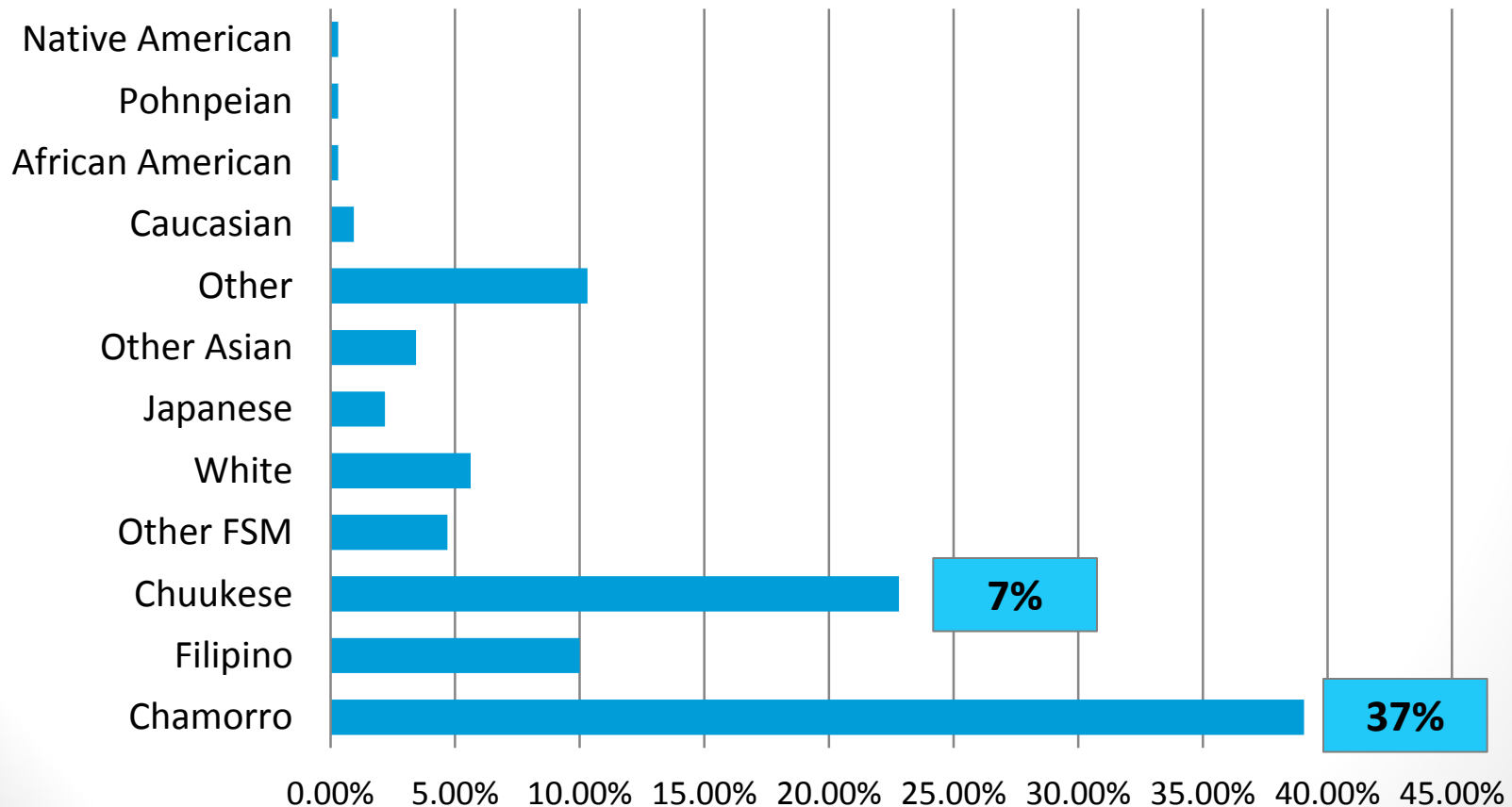




A Profile of Suicide on Guam

Suicide Mortality

Cumulative suicide deaths by ethnicity, Guam 2000 - 2012



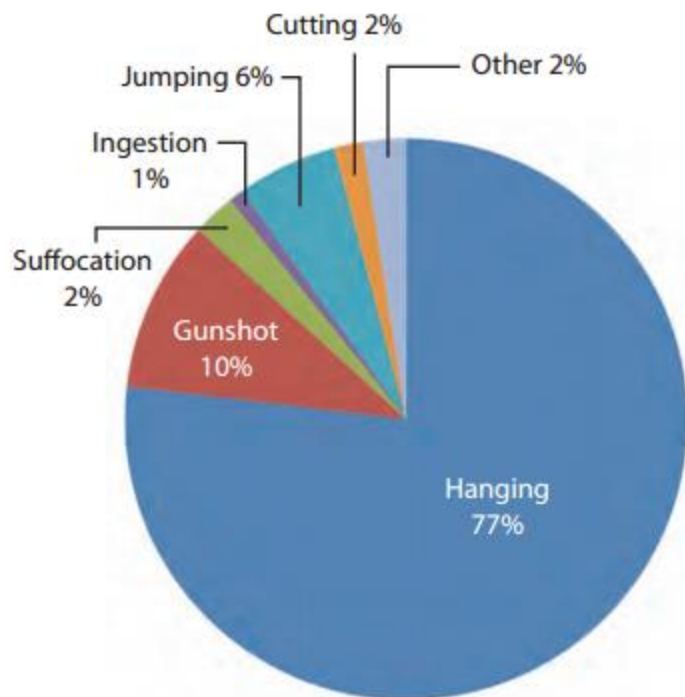


A Profile of Suicide on Guam

Higher rate for attempts – Females

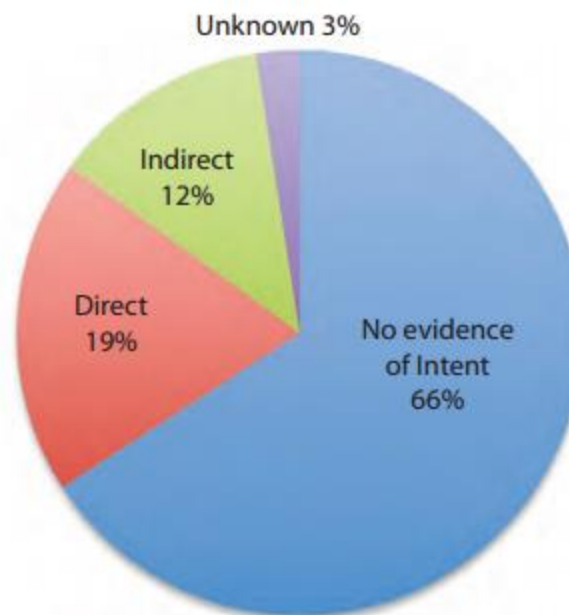
Higher rate for completion – Males

Figure 122. Method of suicide, Guam, 2008-2011



Source: Office of the Chief Medical Examiner

Figure 123. Evidence of intention to commit suicide, Guam, 2008-2011

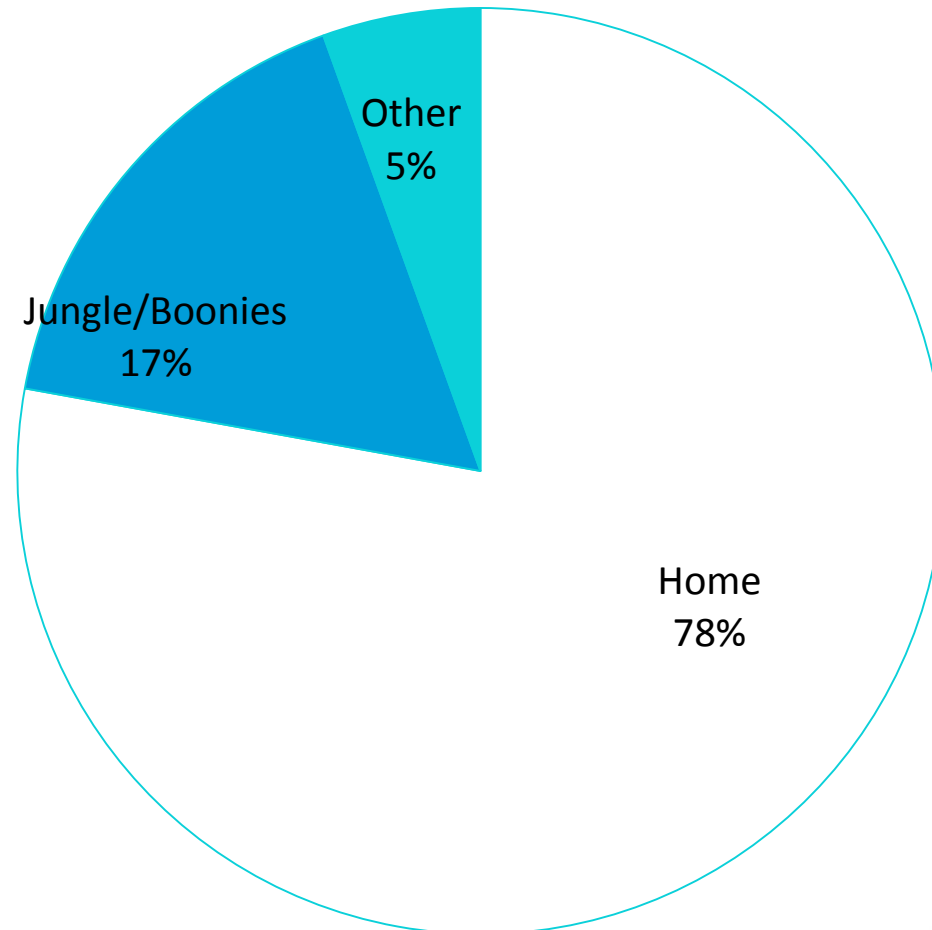


Source: Office of the Chief Medical Examiner



A Profile of Suicide on Guam

Site of Suicide, Guam 2008 - 2012





Who are involved?

Mobilizing community stakeholders





Garrett Lee Smith Memorial Act Grant: FY 2008 - 2011

Strengthen data collection,
analysis and reporting;

Build workforce capacity;

Build community awareness;

Implement prevention programs that work.





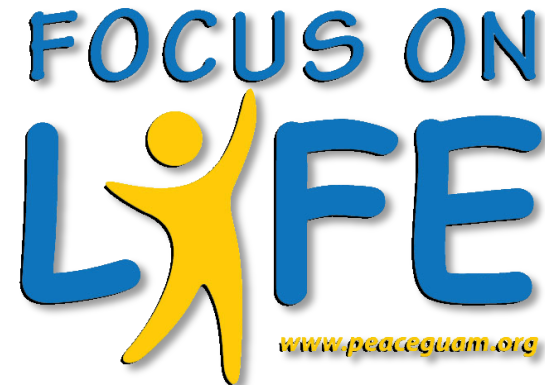
Garrett Lee Smith Memorial Act Grant: 2013 - 2015

Additional Goals:

Strengthen local pool of
community gatekeepers

Promote knowledge and access to local Crisis
Hotline and National Suicide Prevention Lifeline

Increase access to local GBHWC services by those
at risk



“ Life is full of unexpected suffering. Muster all your strength and courage with perseverance and hope to get through this difficulty; allow others to help ”

Speaker Judith T. Won Pat, Ed. D.
Mom, Educator, Legislator, Husband died by suicide

**STOP
SUICIDE
ON GUAM!**

**Call the 24 hr.
Crisis Hotline
647-8833**

National Suicide Prevention Lifeline:
1-800-273-8255 (TOLL FREE)

FOCUS ON
LIFE
www.peaceguam.org

Funded by the Department of Mental Health and Substance Abuse,
Garrett Lee Smith Memorial Act - SAMHSA Grant # 1u79hm258391-01

“ Use your **VOICE**; tell your story. Choose to succeed in life and overcome controversy and doubt. ”

Rico L. Sablan
Cultural Dancer Pa's Tartaot Tano, Father died by suicide

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Stop Suicide on Guam

With Help, there's Hope

In our culture, it's not easy to talk about losing someone to suicide.

BRANDON
Survivor, father died by suicide

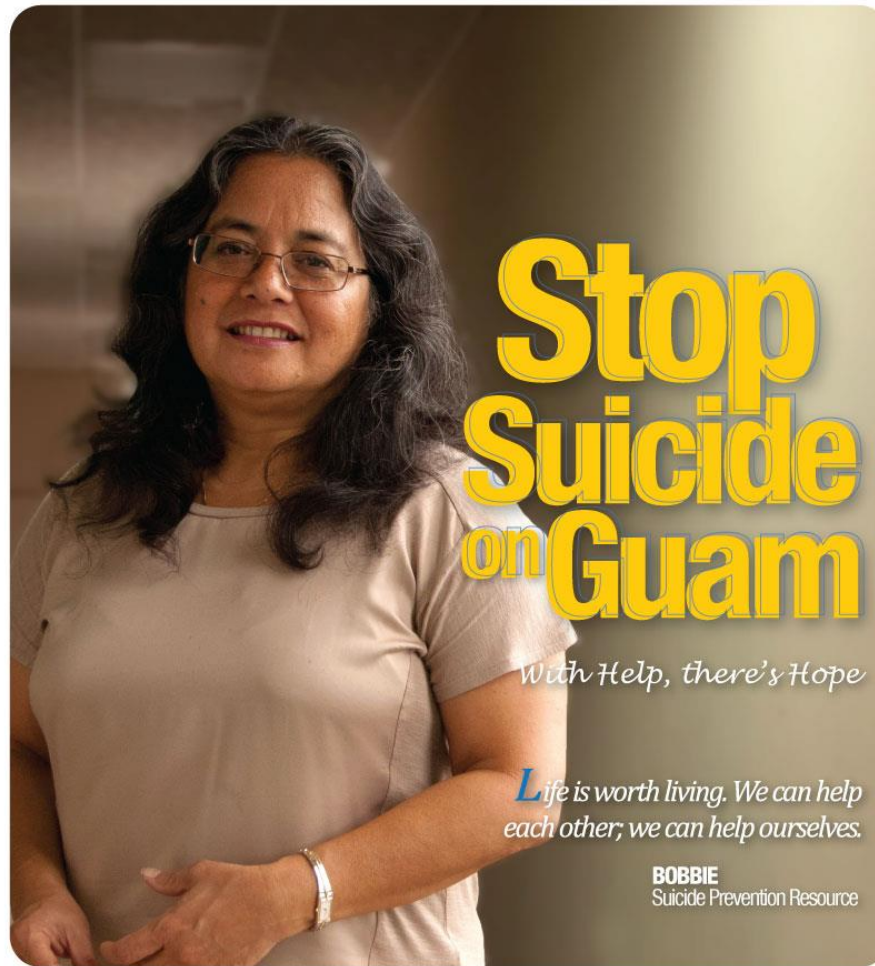
"I lost my dad at a young age, but did not find out until I viewed a picture of him from other people who told me the kind of person he don't resent him for the lost opportunity to create a special life. He must have felt like no one was there for him."

If you or someone you know needs help
MAKE THE CALL.
24/7 National Suicide Prevention Lifeline
(671) 647-8833
1(800)273-TALK(8255)

(671)477-9079 ~ 83

www.peaceguam.org

This poster was developed in part under grant number 1U79SA000450-01 from the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS). The views, policies, and opinions expressed are those of the authors and do not necessarily reflect those of SAMHSA or HHS.



Stop Suicide on Guam

With Help, there's Hope

Life is worth living. We can help each other; we can help ourselves.

BOBBIE
Suicide Prevention Resource

"There is hope that suicide can be prevented. Imagine if every single person chooses to live – in spite of the circumstances in their life, their struggles, their pain, their feeling of loneliness – there won't be any more suicides or attempts, because of that commitment to self."

If you or someone you know needs help
MAKE THE CALL.
24HR Crisis Hotline
(671)647-8833
National Suicide Prevention Lifeline
1(800)273-TALK(8255)

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www.peaceguam.org

www.facebook.com/FocusonLifeGuam



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*Individuals
work place,
ago.*

"After 'ASIST' training, I've learned that it can be a relief to have someone to talk to. Are you thinking about completing suicide? As a trained individual, I can help you find ways of suicide to bring them to safety."

24HR Crisis Hotline
(671)647-8833
National Suicide Prevention Lifeline
273-TALK(8255)

www.facebook.com/FocusonLifeGuam



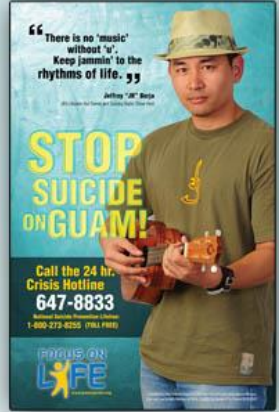
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FACTS for YOUTH

SUICIDE ON GUAM: Suicidal thoughts are common on Guam, and is widely recognized as a public health issue.



- COMMON FACTORS:**
- Suicide ideation and attempts among high school youth are on the rise and are influenced by the following common factors:
 - Sadness: Feeling alone and depressed
 - Behavior: Change in daily routine schedules
 - Relationship: Physical, emotional, or sexual abuse
 - Sexual Identification: Lesbian, Gay, Bisexual, and transgender
 - Peer Pressure: Consistently being picked on or forced to do something they do not want to do
 - Alcohol or Other Drugs: using and abusing
 - Health: mental illness such as depression or bipolar disorder



GUAM: In the years 2000-2007, approximately one

Fakto para i Manhol Ngeni Youth Ika Anuon Me Fopwun

"Finatai" Pinino' Maisa giya Guåh Islan Guåha, yan I más ancho i



- Otdināriu na Fakto:**
- "Finatai" Pinino' maisa idehasion yan chagi entre I me eskuelan takilo', estague' siha na fakto chumochonnek hoben.
- Piniti : Sentimienton maisa yan inatditi
 - Gi niguaguat: Tinilaikan I pinayon I lina'la otdināt.
 - Inakompāña : Tataotao-ña, Siente, pat Abusu
 - Sexual Aidentifika : tånggan pinalao'an, tånggan ni i lāhen yan palao'an, yan transgender
 - Hoño Achātaotao : Seso ma kasi pat fuetsa para pu
 - Atkahot pat otro Binenun Amot : Ma u'usa yan at
 - Brinabu : Minalangu hinasso put I hemplon inatdit



GUAHÅN: Gi Dos Mit na sāk pininu' maisa gi sākkan, ya kada

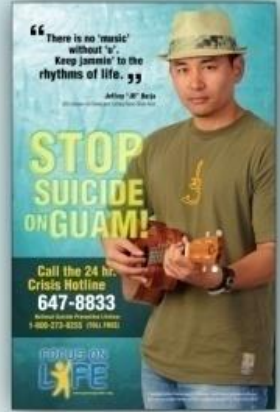
MEI WOR ANEN ANINIS - APORUSA NGENIENI

Auror Ngeni Youth Ika Anuon Me Fopwun

Ni-Manau won ei fonu Guam: Ni-manau a nom non animuwenin manon me won ei fonu Guam.



- EKIEKIN ME MOCHENIN NIMANAU REN CHOON SUKUN A FEITO SENI:**
- Netipengau: Ewe esin ese chiwen wor ach pwapwa ika netipeoch. Siwini non nikinikich: Akono nikinikin met sia fori ese chiwen nonno ngeni met si kan fori me akomw
 - Osukosuken ar gender/ika nonommun emon: Ewe esin ika emon ese fat ika e sani nengin ika aat.
 - Peer pressure: Ewe sokkun ese nifinifin io e kan soun minar ika nanengenir ika aumwesiir repwe fori met rese mochen fori.
 - Sakau me Drugs: Ewe esin ra umwesin mochn chok akkangei sakau me drugs.
 - Health: Nonomun emon ren pekin samau.



GUAM: Non ewe year 2000-2007 a wor ukukun 23 mi ma ren nimanaw iteiten y Napengeni a wor manoon nimanaw iteiten ruu wiik.

KICH MEI TONGENI AUKU NIMANAU:

Kich mi tongeni auku ekiekin nimanau an epwe fis. Ese fori wor namoten ach sipwe song ika netipengau, iwe sia ita e angei pwisn manawach. Nimanau esopw ew anen ngaseno osukosuk me netipechou, ese wor namoten pwe epwe fer anapano osukosuk me riaffou. Esopw iteiten ran epwe ch tipach... Nupwen ka mefi netipechou a murinno kopwe a ika fos ngeni emon, amwuchau met mefen netipwom p kinamwe. Kosapw isoni isoni pwe e chok ngonuk omw p

KOPWE PWAN FAT:

Opwwe fat pwe ekkei aramas re kan angei pusin manaw niireno esopw seni ar mochen ma, nge re chok mochen a repwe rongorong ngenir ika atenekiir.

Ei pekin mochen Nimanau esopw ew mettoch sipwe to mwiri emon woon, nge e kon kan kan nap wonn ekkan i anapa ar ekieki ion e ma seniir ika met e aosukosuke

CHECHEMI EERENIOMW ME NONOMW:

Chechemeni pwe Guam ew neni aramas iir mei tuppuw s ese nifinifin. Ach aninis fengen ina pwan ew anen ac kamwochunnuk won ach eerenii.

EKKOCH PEKIN PESEPE:

Fofos ngeni emon ren met ka nonomw woon, wauuu me kospw soni

(Ex: emon therapist, choochoon amily, aramasom, ika emon ennetin nuku)

Auku omw pekin un sakau (Sakau esopw ew anen ekin a ekiekumw, ina kopwe ekieki pwe epwe fen kukkuno ren ng chok anapano.)

Appeti sonuk ekewe pekin drugs ese pwan nifinifin Exercise ika Taiso

Pusin kutta ekkan pekin mwicheich kopwe fiti ren en epw met kopwe fori



Maximizing Exposure



Maximizing Exposure



Maximizing Exposure



Maximizing Exposure



Exposure beyond Media: Community Partnerships and Leveraging Funding Opportunities



Maximize your media buy, based on your target audience.



Continue to build partnerships with other community groups, agencies and even private organizations.



CLOSING THE GAPS: Preventing Suicide on the Islands

PEACEGuam · 10 videos
Channel settings

75 views
1 Like 0 Dislike



It's OK to Talk About it - Mer DVD on Suicide
by Selina Walker
113 views



ONE ISLAND, ONE NATION: Alcohol-Free Movement
by PEACEGuam
63 views



My Story (Suicide Prevention)
by Danny Manes
51,019 views



Rendition of Alcoholic by G Nangauta Brothers] (Chamo)
by Gerard Aflague
553 views



Rascal Flatts "Why" - Suicide Prevention, Awareness, and
by Sharing hope and healing
116,777 views



Emergency Readiness in the Office Seminar
by NortheastStateVideo's channel
101 views



Ribbons of Hope: Maggie's Help & Hope for Teen Suicide
by MHA Texas
21,779 views



Focus on Life Guam - Losing One to Suicide
by PEACEGuam
108 views



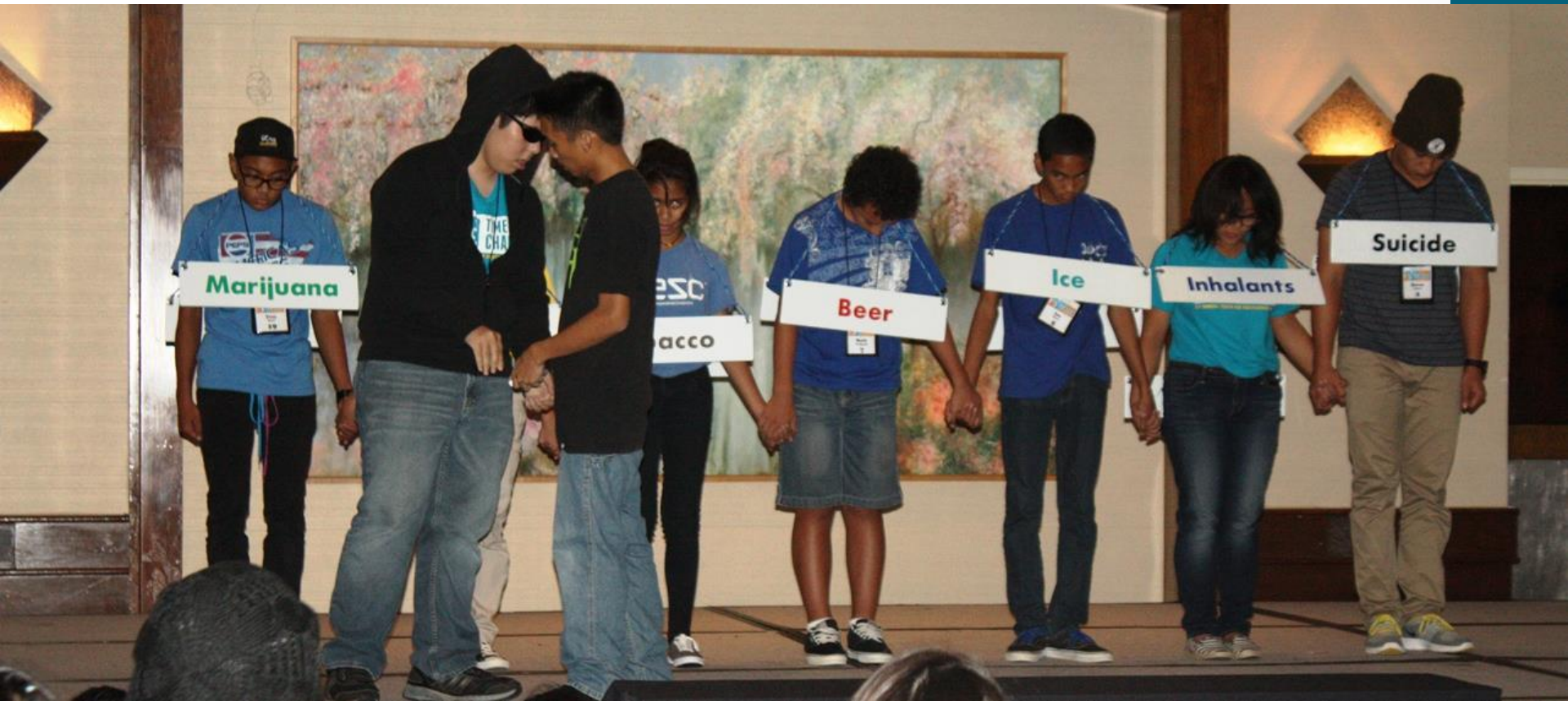
79 EM (EasyMixConcrete) C and Aborted Overtake
by 4ChordsNoNet's channel

Be creative and consistent in using non-traditional media



What We've Learned

Being data- and community-driven is key.





What We've Learned

The campaign must have a consistent, clear and direct call to action.

STOP SUICIDE ON GUAM!

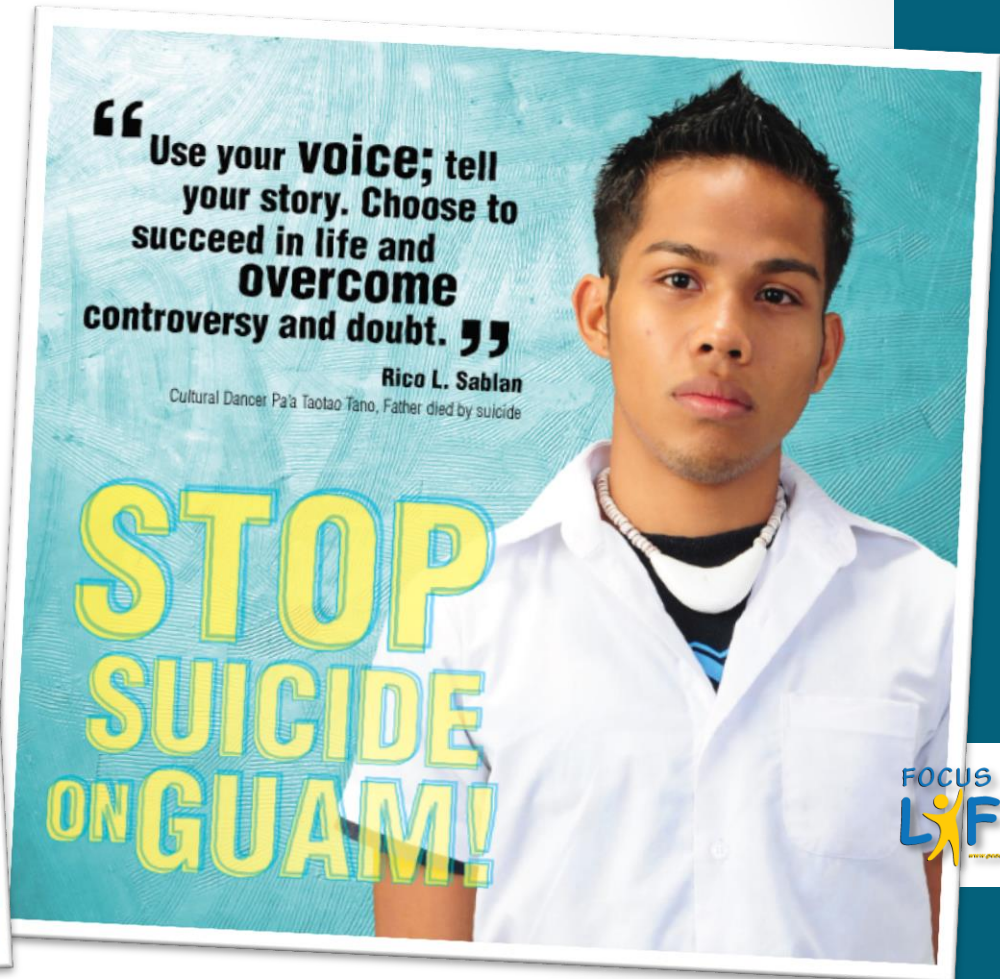
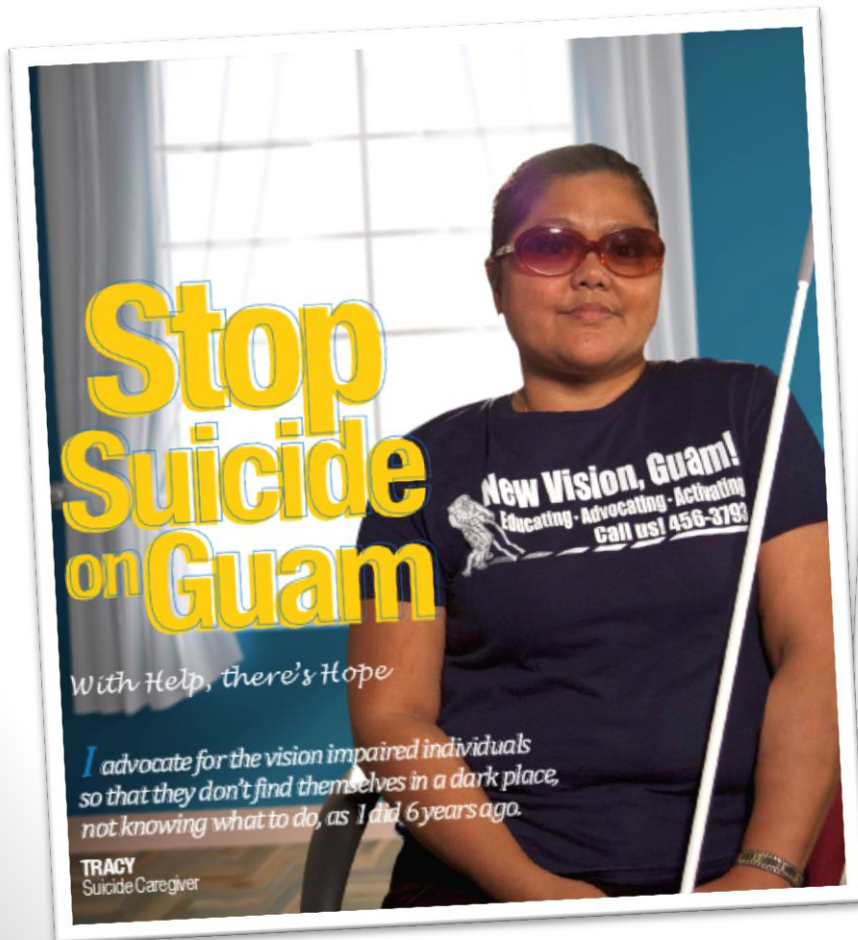
There is Hope and Help Available
Call Guam's 24hr Crisis Hotline: **671-647-8833**

National Suicide Prevention Lifeline
1-800-273-8255 (TOLL FREE)



What We've Learned

Hope is contagious.





What We've Learned

Maximize your exposure.





What We've Learned

Survivor testimonials give the campaign the greatest impact



My children lost a father and I lost my husband and a friend to suicide.



What We've Learned

Always provide safe messages



HERE FOR YOU

SURVIVORS OF SUICIDE SUPPORT GROUP

WHO: Open to youth and adult survivors, who have lost a loved one.
WHERE: Department of Mental Health & Substance Abuse, Prevention & Training Branch, PEACE Office J&G Ada's Commercial Center, Bldg. F, 2nd Flr., Hagåtña
WHEN: Every 2nd and 4th Thursday from 6:00 PM to 8:00 PM

24-HOUR CRISIS HELPLINE

647-8833

ALL CALLS are strictly confidential.

Get Involved. Learn Suicide Prevention Skills.



ASIST

The **APPLIED SUICIDE INTERVENTION SKILLS TRAINING (ASIST)** workshop is a two-day workshop for caregivers who want to feel more comfortable, confident and competent in helping to prevent the immediate risk of suicide.

safeTALK

SAFETALK is a three-hour training that prepares anyone over the age of 15 to identify persons with thoughts of suicide, and to address them with the TALK steps (Tell, Ask, Listen, Keep-Safe), connecting callers to suicide first aid, and intervention caregivers.



FOR MORE INFORMATION, contact the Department of Mental Health & Substance Abuse, Prevention & Training Branch at (671) 477-9079-83. Visit us on the web at www.peaceguam.org. Find us on  .



Si Yu'os Ma'ase!

Guam Behavioral Health and Wellness Center
Prevention & Training Branch
790 Gov. Carlos G. Camacho Road Tamuning, Guam 96913
Phone: (671) 477-9079 ~ 9083 Fax: (671) 477-9076
Website: www.peaceguam.org
Facebook: FocusonLifeGuam YouTube: PEACEGuam

