

# **Crisis Intervention/High Risk Situations: Creating Crisis Protocols & Updating State Suicide Prevention Plans**

**Garrett Lee Smith State/Tribal  
Grantee Meeting**

**James Wright, MS, LCPC  
Petrice Post, MA  
April 17, 2012**



ENVIRONMENTAL  
SCANNING IN THE NEW  
MILLENNIUM

## Benefits

- ✓ Organizations that continually monitor and respond to dynamic community conditions will maintain a competitive advantage over organizations that do not
- ✓ The findings of an environmental scan, combined with a comprehensive internal analysis, can be used to inform an organizations strategic planning and decision making processes

## Purpose

- Supports Strategic Planning Process by
  - Evaluating and drawing conclusions regarding the various sectors of the external environment impacting the organization
  - Identifying those key external forces that will either enhance the organization standing or represent a threat
  - Evaluating these key issues within the context of the organization mission and strengths

# Getting Started

1. What should the scan include?
2. Who do we need on the team?
3. What are the steps necessary to complete the project?
4. What would the final deliverable look like?

## Six Environmental Sectors

- Social and Demographic,
- Political, Legislative and Regulatory
- Economic,
- Technological,
- Industry,
- Educational



## The Baby Boom

- Born between 1946 and 1964.
- Account for 56-58% of the purchases in most consumer product and service categories.
- Individualism is very important
- Personalized economy product for boomers
  - custom-designed for small target markets
  - Immediacy of delivery
  - value.
- This group focuses on
  - family
  - health
  - convenience
  - finances
  - reading materials

## Generation X

- 15 % of the U.S. population
- Born between 1965 and 1976 (the baby bust) (declining birth rate).
- 48 million consumers
- Marketers are now tracking this generation to identify the dominant consumption values of the 21st century.

These consumers are

- self-reliant,
- entrepreneurial,
- supportive of racial and sexual diversity,
- better educated,
- Critical and suspicious
- not prone to extravagance, and
- likely to pursue lifestyles, products, and services that are very different from baby boomers

# Political, Legislative and Regulatory Environment --- Findings

The economic recession coupled with state and tribal term limits, are having a profound impact on State and Tribal budgets and investment in prevention activities



Until the national and state economies stabilize, the state structural budget deficit is resolved, and policymakers view prevention as an investment to healthier people and healthier communities, prevention activities will continue to be at risk of reductions and/or elimination.

# Political, Legislative and Regulatory Environment --- Implications

# Economic Environment --- Findings

As the current recession continues there have been record foreclosures



A common “chain of adversity” can begin with job loss and move toward depression through financial strain and loss of personal control

It is expected that due to the economic recession and a down market, grant making will decline in 2010.

# Economic--- Implications

- Unemployment is associated with an array of poor health outcomes, including death by nearly all causes (except cancer and cardiovascular events). In the U.S., where a large portion of the population accesses healthcare through employment, this connection may be even stronger than in countries where government-financed healthcare is the norm.
- Unemployment (and resulting financial strain) is associated with depression, substance abuse problems and marital turmoil, all of which are independently linked to suicide risk.
- Organizations in the public and private sectors should help make key services more accessible, especially high-quality, comprehensive transition services for the unemployed and assistance for homeowners threatened by foreclosure

# Technological Environment --- Findings

# http

“Learning is transforming in front of our eyes. In the coming years, it will be more authentic, informal, collaborative, and cross-institutional, and on demand.” (Bonk,2009)

Text messaging and social networks are becoming the preferred method of communication for youth.

The cost to maintain compliance with increasingly stringent privacy regulations will likely increase in the coming years.

# Technological--- Implications

- Developing new and engaging ways to connect and communicate with all audiences is a must: applications for youth, for behavioral health providers, and Identification and Referral are a few that come to mind
- Because digital natives expect delivery in the means with which they're comfortable, organizations may be required to shift their teaching approaches to meet the needs of youth, without abandoning others who are slower to adopt new technology

# Challenges/Lessons Learned

- Talk to your “user” to clearly define the end product
  - Clarify collection of external versus internal data
  - Make recommendations, or limit discussion to implications
  - Identify area of focus: Prevention, Intervention, Postvention
- Areas of overlap among scan sectors; talk to each other often
- Recognize that everyone has their own biases/lens when examining data
- When sources conflict, agree on the definitive source
- Extremely labor intensive to coordinate large groups
- Six weeks is ridiculous, environmental scans should be on-going