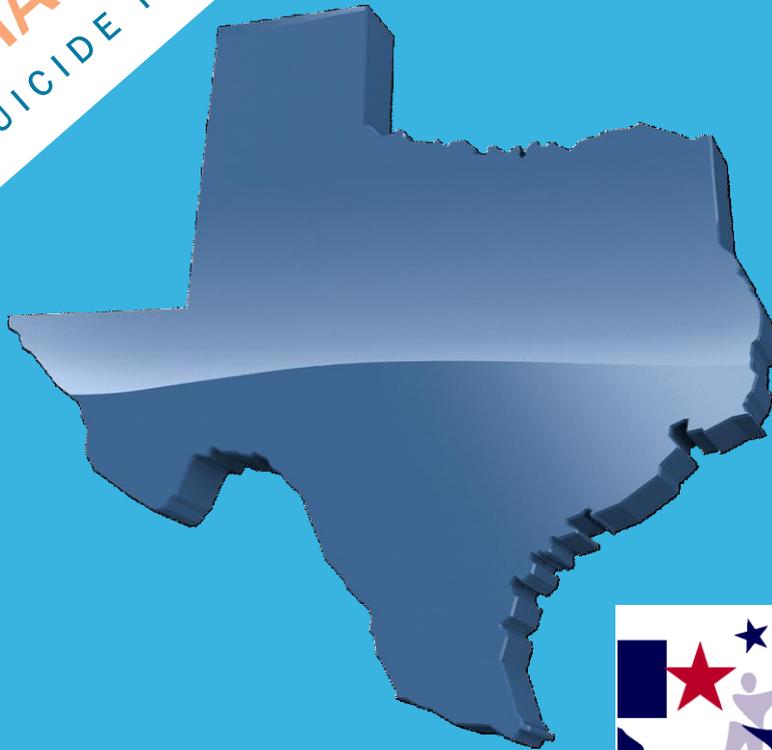


**TARGETED OUTREACH &
AWARENESS:**

**USE OF VIDEO
MEDIA & SMARTPHONE APPS**

TEXAS YOUTH SUICIDE PREVENTION PROGRAM



SUICIDE PREVENTION IN TEXAS – GLS GRANT

TEXAS YOUTH SUICIDE PREVENTION PROJECT

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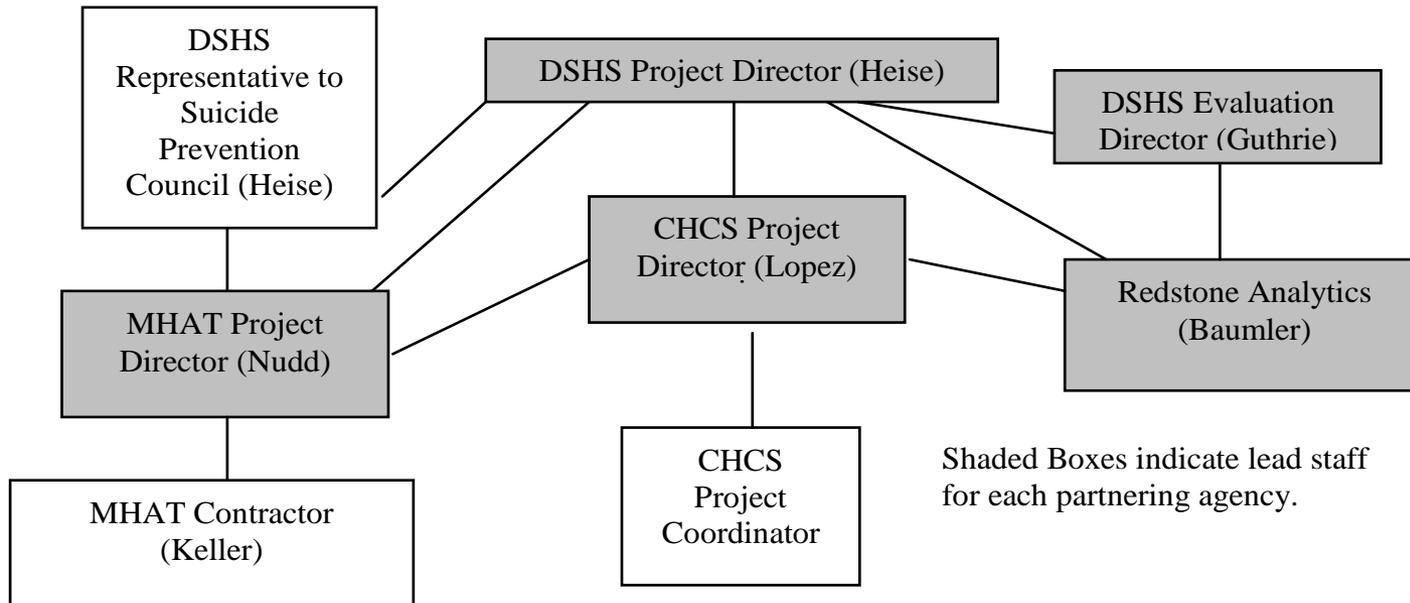
TEXAS YOUTH SUICIDE PREVENTION PROGRAM

GOALS: PUBLIC EDUCATION, OUTREACH AND TRAINING

Project partners:

- 1. Mental Health America of Texas,**
 - 2. Center for Healthcare Services,**
 - 3. Texas Department of State Health Services**
- Providing Best Practice Public Education, Outreach and Training**

TEXAS YOUTH SUICIDE PREVENTION PROJECT



TYSP INFO- MHAT

Training:

Gatekeeper

Train the trainer

Postvention

Kognito online training
teachers

Suicide Prevention Council:

Infrastructure

28 Coalitions

21 Statewide Groups

Texas State SP Plan

Policy issues

Technical Assistance

Public Awareness

Bilingual brochures

PSAs

Prevention & Postvention
toolkits

iPhone & Android Apps

Statewide Symposium

Regional Summits

Youth Videos

Host Website

eNewsletter

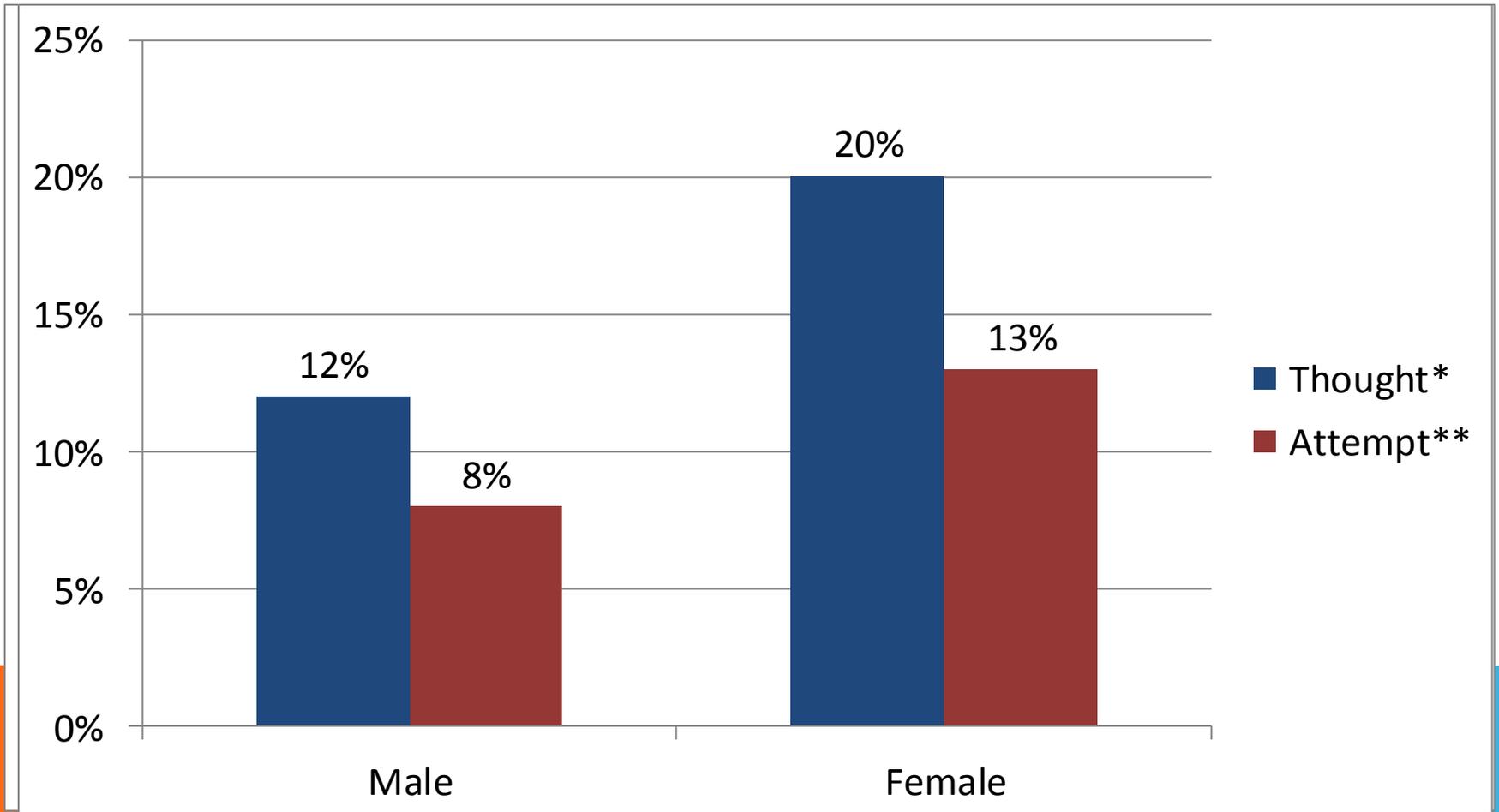
Spanish Webpage

STATEWIDE BEST PRACTICES

Training:

- At Risk online interactive training for high school and college educators and college students over 4000 enrolled
Best Practices Registry Status
- ASK Gatekeeper Training : 5000 people trained
Submitted for Best Practices Registry
- 10,000 people in Texas have received in-person Gatekeeper
- Trainings developed and adapted for special audiences that work with youth, including:
 - Ages 18-24 year olds

HIGH SCHOOL STUDENTS REPORT OF SUICIDAL BEHAVIOR BY SEX, TEXAS 2011



Source: Youth Risk Behavior Survey, 2011

WHAT DO WE KNOW ABOUT SUICIDE IN TEXAS...

Number of deaths in Texas:

- **2,433 suicide deaths in 2007 and 2,618 in 2008**
- **1½ times more suicides than homicides**
- **average of almost 7 deaths each day by suicide**
- **2nd leading cause of death among young adults (25-34 yr)**
- **3rd leading cause of death of teens and college aged youth (15-24 years).**
- **Although there is no one cause, 90% of those who die by suicide have an underlying mental health or substance abuse condition. It effects nearly **20%** of those with bipolar disorder and **15%** of those with schizophrenia**

Source: Centers for Disease Control and Prevention, WISQARS

UNDERSTANDING LATE ADOLESCENCE

(AGES 18-24 YEARS)

Developmental Lens:

Early Adolescence Ages 10-14 years old Grade 5-9

Middle Adolescence Ages 15-17 years old Grades 9-12

Late Adolescence Ages 18-24 years old & Emerging Adulthood



LATE ADOLESCENCE

Time of life when very little is normative *

Time of frequent changes

home

family

work

school

resources

roles

What is “normal” for young adults?

Where they live?

Who they live with?

In school, working? Unemployed?

In-between school/ work

Spouse or partner?

Community Member, tax-payer, voter?

*Source: Understanding Adolescence: Seeing Through a Developmental Lens training curriculum. State Adolescent Health Resource Center funded through #U93 MC 00163-01 Maternal & Child Health Bureau

ADOLESCENT DEVELOPMENT TASKS

Adjust to new Physical Sense of Self

Adjust to a sexually maturing body & feelings

Develop and apply abstract thinking skills

Define a personal sense of identity

Adopt a personal value system

Renegotiate relationships with parents/ caregivers

Develop stable and productive peer relationships

Meet demands of increasing mature roles and responsibilities



RATIONALE FOR ONLINE RESOURCES

79% of all adults within the USA use the Internet*

93% of all teenagers (aged 12-17) use the Internet*

People in distress are reaching out online: Facebook, Twitter, Craigslist postings, Smartphone Apps, You-tube

- convenience
- anonymity (awkward conversations that would be difficult to have in person)
- stigma/shame of asking for help from a crisis center
- lack of confidence and/or verbal acuity to express emotions and ask for help
- “testing the waters” to see if anyone cares

* Pew Research Center, Internet & American Life Project: adult data as of May, 2010; teenager data as of September, 2009.

www.pewinternet.org

WHY SMARTPHONES APPS?

ASK? ABOUT SUICIDE TO
SAVE A LIFE

- 46% of American adults now have a smartphone *
- smartphone owners outnumber users of more basic phones



* Source:www.pewinternet.org

GOING VIRAL: NUMBER OF DOWNLOADS

Smartphone App:
10,000 Downloads

YouTube downloads:
38,000

YOUTH VIDEO HIGH VISIBILITY

Alamo Draft house Video Premier Party- over 100 people attended panel discussion with video producers, Title V, MHSA staff & youth from videos

SAMHSA highlighted Videos and Apps in **Winter Newsletter**

Highlighted on National Websites **homepage:**

National Suicide Prevention Lifeline www.suicidepreventionlifeline.org

Texas Suicide Prevention Website www.TexasSuicidePrevention.org



IN THEIR OWN WORDS: YOUTH VIDEOS

WATCH THESE YOUTH DOING THE RIGHT THING &
TALKING ABOUT IT IN THEIR OWN WORDS to SAVE LIVES



MAGGIE'S STORY

Ribbons of Hope

KURT'S STORY

http://www.youtube.com/watch?feature=player_embedded&v=ut50YItRDZ8

We would like your feedback &
Ideas...
VIDEO DISCUSSION GUIDE COMPONENTS

Tell us what you think!
Facilitated discussion...

Q & A?

Thank you!!

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