

# THRIVE



## INSIGHTS AND LESSONS LEARNED FROM LAUNCHING THE ZERO SUICIDE MODEL

SEPTEMBER 2015



# Introductions

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Northwest Portland Area Indian Health Board



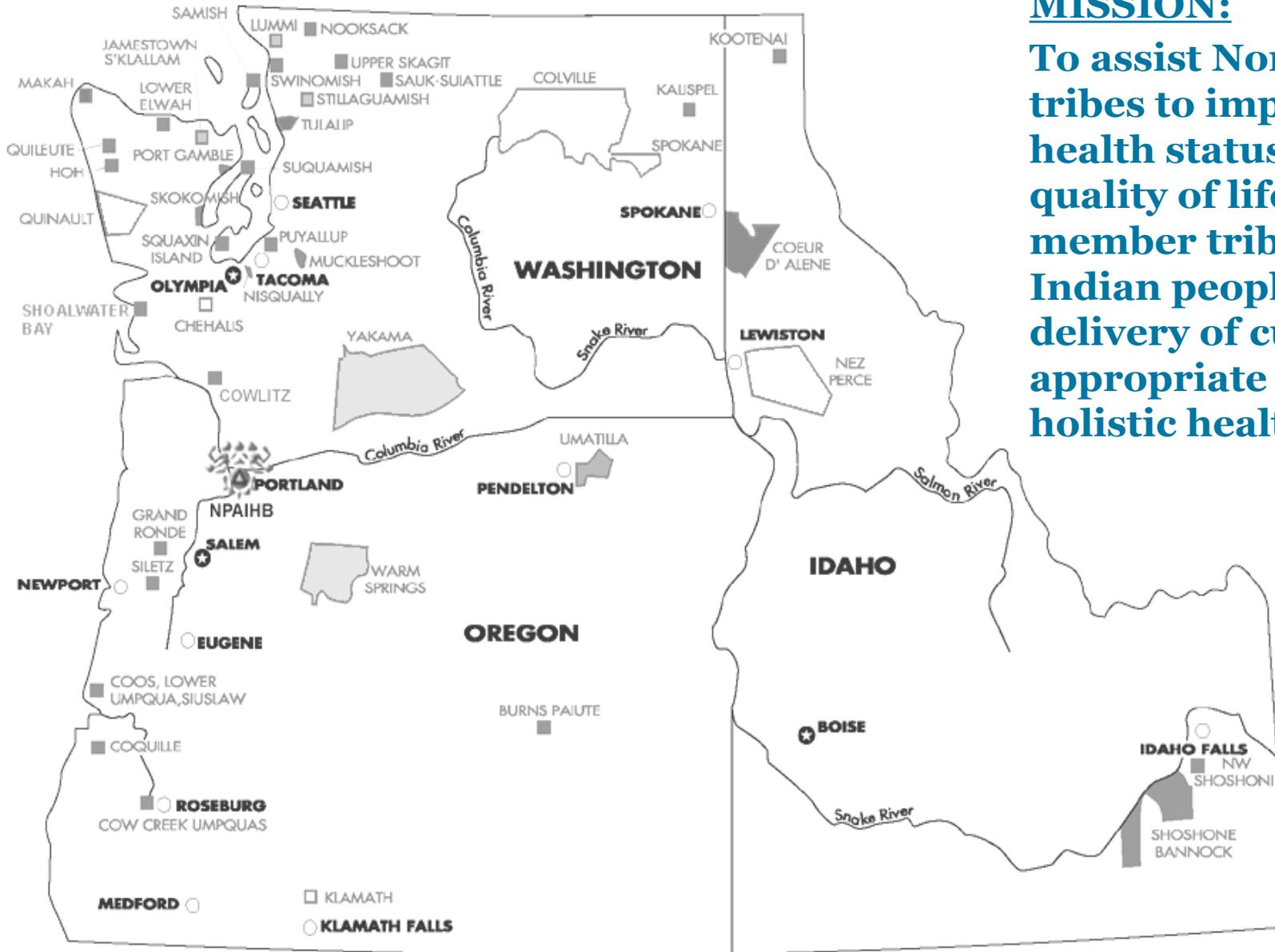
# Workshop Agenda

- THRIVE
- Zero Suicide
- #WeNeedYouHere
- Addressing Concerning Social Media Posts



## MISSION:

To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.



# THRIVE: Four Goals

Enhance Tribal systems and services that prevent suicide



Improve coordination, collaboration, and sharing



Promote healthy family and community norms



Improve knowledge, attitudes and behaviors among youth



# What THRIVE Offers

- SP Training and Technical Assistance
- SP Resources:
  - Educational Materials
  - Media Campaigns
- SP Tribal Subcontracts



# Adolescent Health Tribal Action Plan

A Five-Year Strategic Plan for the Tribes of Idaho, Oregon, and Washington  
2014-2018



Developed with the Northwest Native Adolescent Health Alliance

Northwest Portland Area Indian Health Board

Phone: (503) 228-4185 Fax: (503) 228-8182

[www.npaihb.org](http://www.npaihb.org)





**Physical  
Environment &  
Public Policy**

**Structural &  
Organizational  
Systems**

**Tribal Values &  
Community Norms**

**Family Norms  
& Interactions**

**Individual  
Knowledge,  
Attitudes, &  
Behaviors**



# Why we chose Zero Suicide...

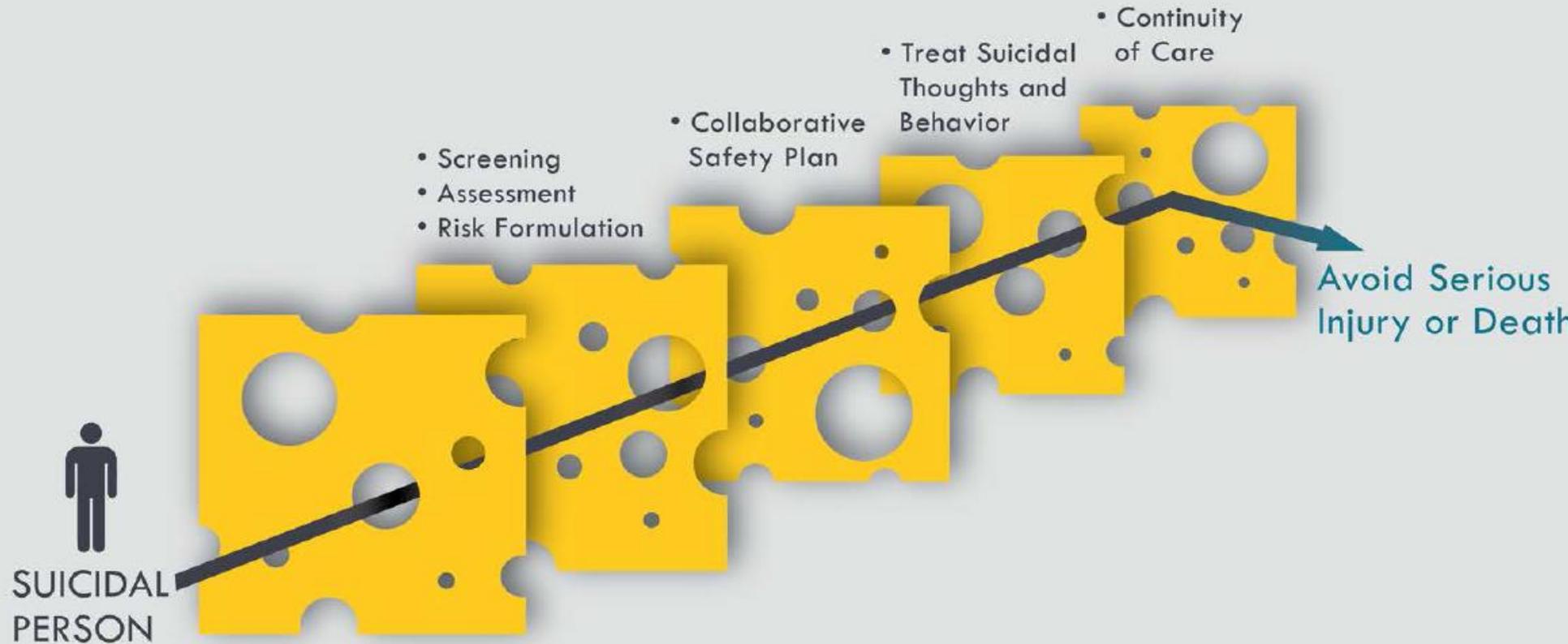
9

- Cohort 9 GLS Grantee
- NW Tribes expressed interest
- Fits well with the quality improvement activities and the integrated care model that our tribes were already moving toward

# Zero Suicide is...

10

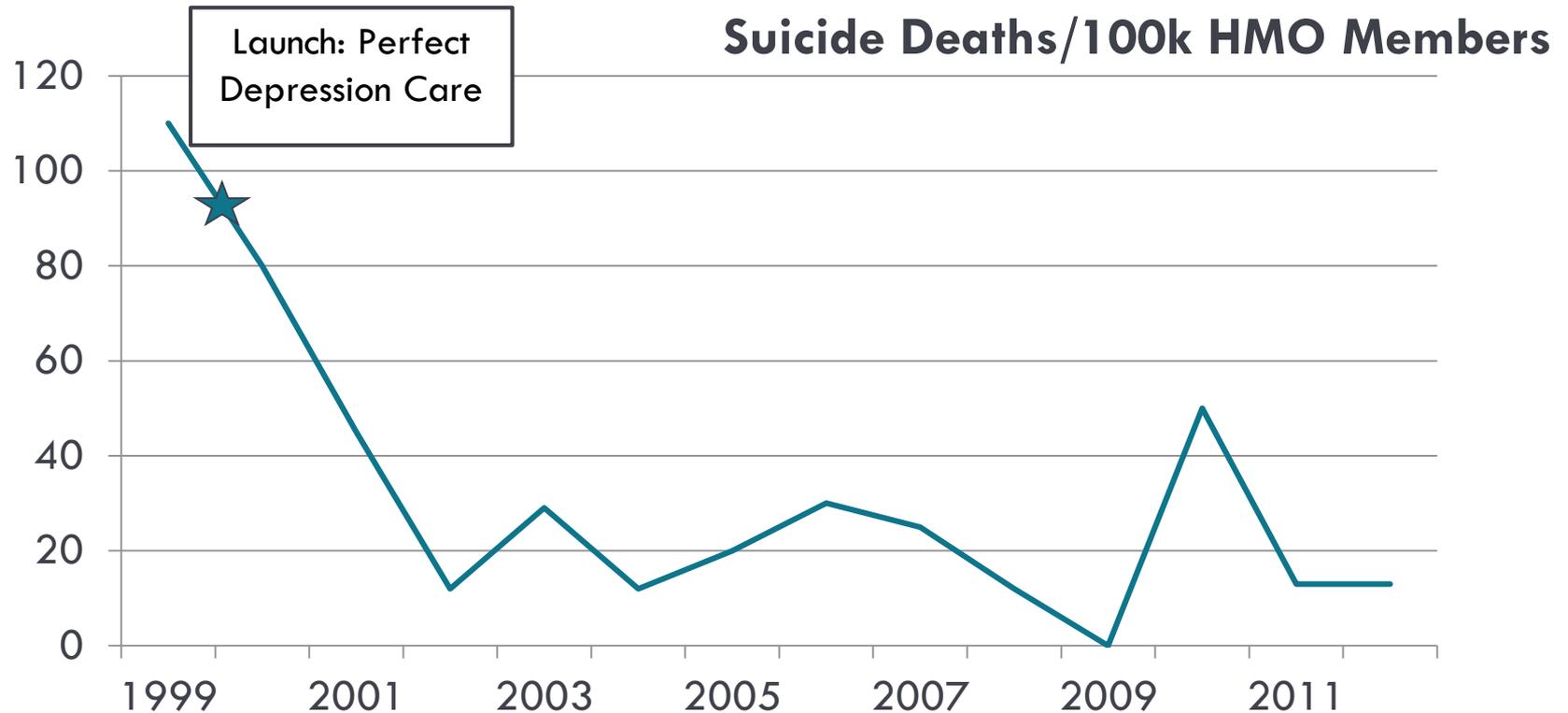
- In the National Strategy for Suicide Prevention.
- Priority of the National Action Alliance for Suicide Prevention.
- A project of the Suicide Prevention Resource Center.
- A focus on error reduction and safety in healthcare.
- A framework for systematic, clinical suicide prevention in healthcare systems.
- A set of best practices and tools including [www.zerosuicide.com](http://www.zerosuicide.com).



Adapted from James Reason's "Swiss Cheese" Model Of Accidents

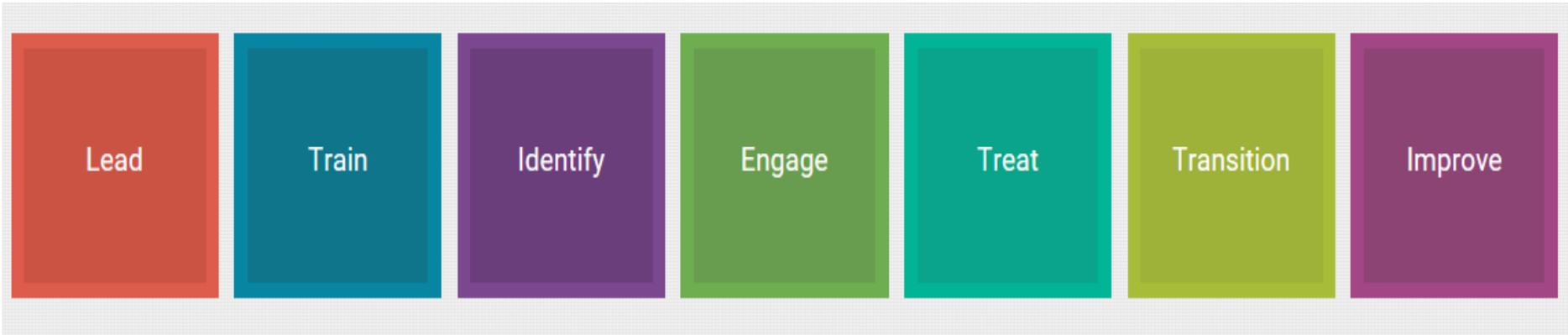
# A System-Wide Approach for Health Care: Henry Ford Health System

12



# 7 Key Elements to Zero Suicide

13



<http://zerosuicide.sprc.org/toolkit>

# Zero Suicide in the Pacific NW

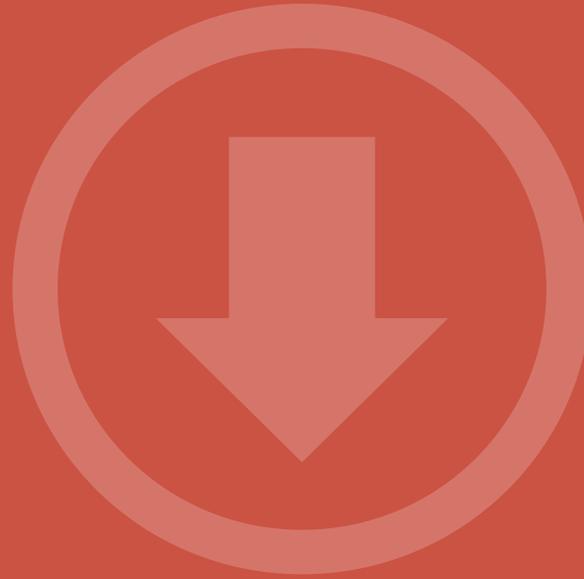
14

- 3 Tribal Clinics using EHR
- Each site has a site coordinator, who is leading their clinic's efforts.
- We provide monthly/weekly training and TA to the site coordinators, to support their implementation efforts.

# Zero Suicide in the Pacific NW

15

- Hosted a 2-day kick off training for clinic staff and community partners
- Each site completed an organizational assessment, a workforce survey, and selected a local Implementation Team



# LEAD

LEAD

TRAIN

IDENTIFY

ENGAGE

TREAT

TRANSITION

IMPROVE



# TRAIN

LEAD

**TRAIN**

IDENTIFY

ENGAGE

TREAT

TRANSITION

IMPROVE



# IDENTIFY

LEAD

TRAIN

IDENTIFY

ENGAGE

TREAT

TRANSITION

IMPROVE



# ENGAGE

LEAD

TRAIN

IDENTIFY

ENGAGE

TREAT

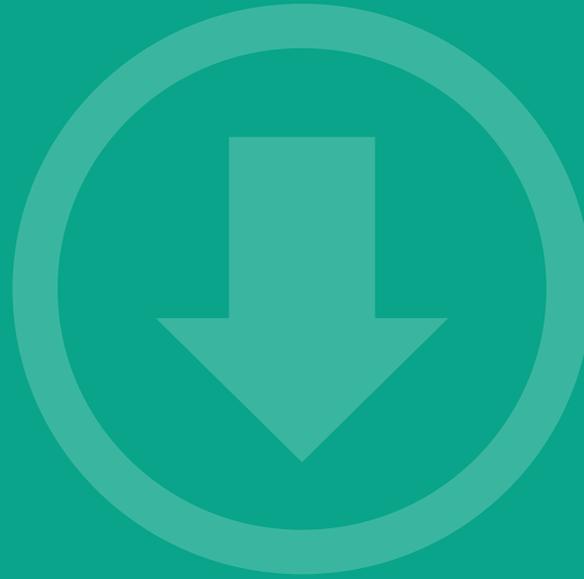
TRANSITION

IMPROVE

# Electronic Health Records (EHRs)

20

- Screening, assessment, the suicide care management plan, treatment, safety planning, and continuing contact and engagement are embedded in the electronic health record and clinical workflow.



# TREAT

LEAD

TRAIN

IDENTIFY

ENGAGE

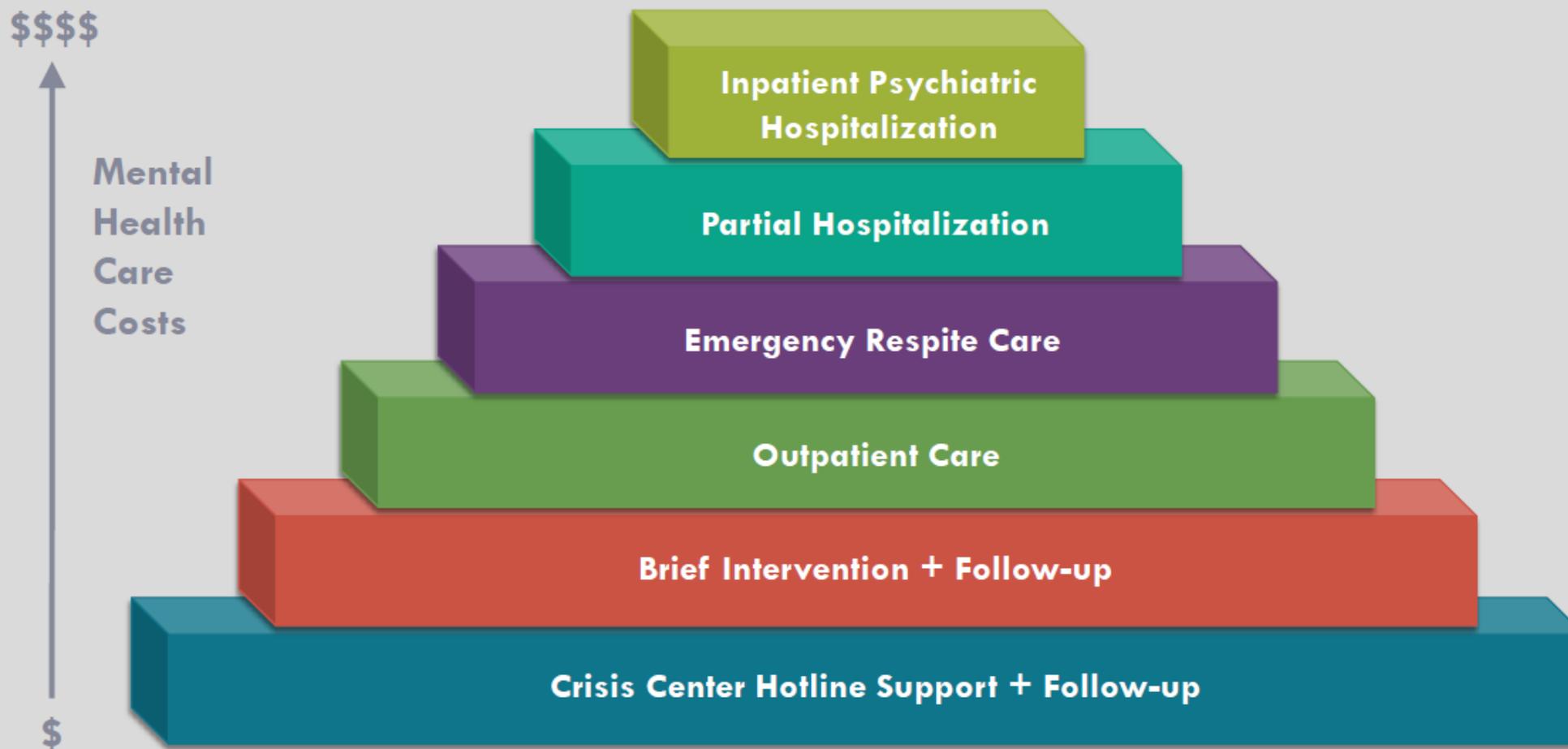
TREAT

TRANSITION

IMPROVE

# A Stepped Care Model for Suicide Care

**Suicide-specific Care at Each Step**  
From Least to Most Restrictive Intervention





# TRANSITION

LEAD

TRAIN

IDENTIFY

ENGAGE

TREAT

TRANSITION

IMPROVE



# IMPROVE

LEAD

TRAIN

IDENTIFY

ENGAGE

TREAT

TRANSITION

**IMPROVE**

# Zero Suicide Website

[zerosuicide.sprc.org](http://zerosuicide.sprc.org)

25

The screenshot shows the Zero Suicide website homepage. At the top, the logo reads "ZERO Suicide" with the tagline "IN HEALTH AND BEHAVIORAL HEALTH CARE". The navigation menu includes "HOME", "ABOUT", "TECHNICAL ASSISTANCE", and "RESOURCES". A secondary navigation bar features "Toolkit", "Champions", and "Get Involved" buttons, along with a search bar. The main content area is a grid of six colored boxes: 1. Teal box: "WHAT IS ZERO SUICIDE?" with a brief definition and a plus sign. 2. Green box: "ZERO SUICIDE TOOLKIT" with a briefcase icon and a "VIEW TOOLKIT" button. 3. Purple box: "FOR CHAMPIONS" with a brief definition and a plus sign. 4. Dark grey box: "MAKING HEALTH CARE SUICIDE SAFE" featuring a video player with a play button and a photo of Mike Hogan. 5. Teal box: "GET INVOLVED" with an icon of three people and the text "Join the Zero Suicide community." and a plus sign. 6. Red box: "NEWS AND EVENTS" with a photo of two people talking and the text "Zero Suicide is an evolving initiative." and a plus sign.

# Zero Suicide Toolkit

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The screenshot shows the Zero Suicide Toolkit website. At the top, the logo "ZERO Suicide" is displayed in orange and black, with the tagline "IN HEALTH AND BEHAVIORAL HEALTH CARE" below it. To the right of the logo are navigation links: "HOME", "ABOUT", "TECHNICAL ASSISTANCE", and "RESOURCES". Further right is the "Action Alliance" logo. Below the navigation bar are three buttons: "Toolkit" (with a briefcase icon), "Champions" (with a megaphone icon), and "Get Involved" (with a person icon). A search bar is located to the right of these buttons. The main content area features a video player on the left showing a man speaking, with a play button and a progress bar indicating 06:46. To the right of the video is the heading "Welcome to the Zero Suicide Toolkit" and a sub-heading "Information, resources, and tools for systematic suicide prevention in behavioral health and health care." Below this is a paragraph: "Learn more about the fundamentals of providing suicide safer care and create a Zero Suicide work plan for each of seven key elements." At the bottom, there is a row of seven colored boxes representing the key elements: Lead (orange), Train (teal), Identify (purple), Engage (green), Treat (light green), Transition (yellow-green), and Improve (dark purple).



# Suicide Prevention Resource Center

Promoting a public health approach to suicide prevention



The nation's only federally supported resource center devoted to advancing the *National Strategy for Suicide Prevention*.

# Questions/Discussion



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What elements of the Zero Suicide Model feel most compatible with what you are already doing?

What elements would you need to work on?

What resources or support would you need to successfully implement this model?

**Physical  
Environment &  
Public Policy**

**Structural &  
Organizational  
Systems**

**Tribal Values &  
Community Norms**

**Family Norms  
& Interactions**

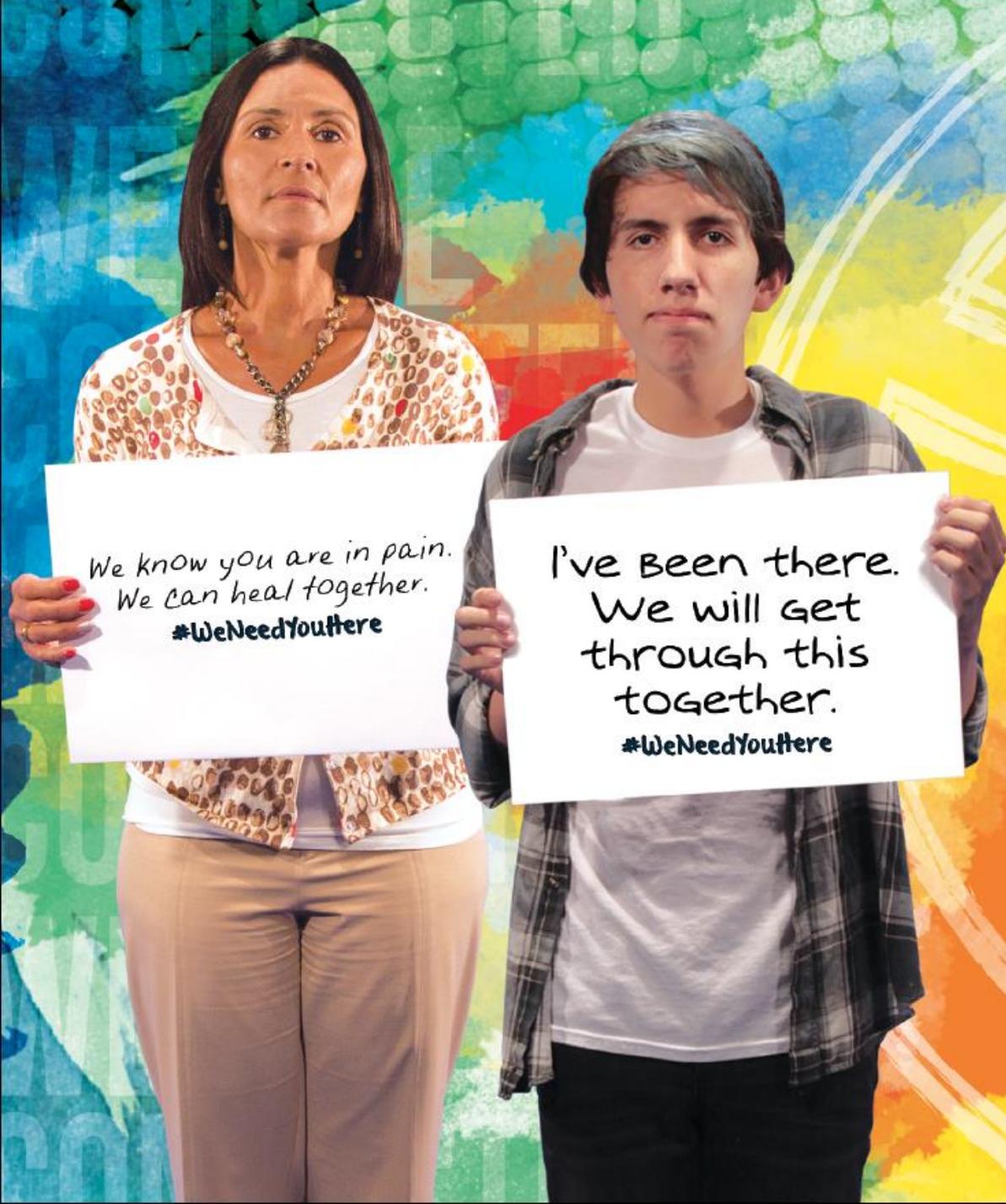
**Individual  
Knowledge,  
Attitudes, &  
Behaviors**



# Developing a Campaign

1. Define campaign goals & objectives.
2. Engage potential partners in the campaign.
3. Collect/Review Data:
  1. Select the target audience.
  2. Identify risk and protective factors related to the problem.
4. Identify messages that address risk/protective factors.
5. Tailor/design campaign materials to the audience.
6. Select *product* and *placement* strategies.
7. Pretest and revise materials if needed.
8. Implement the campaign.





Posters

Blank Flyer

Rack Card

Tip Card

Lanyard

Flash Drives

Radio PSAs

T-shirts

*Lived Experience*

[Videos](#)





# WE ARE CONNECTED

we need you here

You ARE a gift from the creator. You will pass on our traditions. #WeNeedYouHere

I've been there. We will get through this together. #WeNeedYouHere

We know you are in pain. We can heal together. #WeNeedYouHere

My life matters. I am here for a reason. My story has just begun.

If you or someone you know has been showing signs of suicide, please get help. Contact a trusted adult, clergy member, spirit advisor, healer, elder, health professional or the national suicide prevention crisis line 1-800-273-TALK (8255) or text STAYALIVE to 741741 to chat via text.

To learn more, visit [www.wernative.org](http://www.wernative.org) or [www.SuicidePreventionLifeline.org](http://www.SuicidePreventionLifeline.org)

**THRIVE**  
[www.npaihb.org](http://www.npaihb.org)

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# #WeNeedYouthere

- Impulsive, reckless behavior
- Extreme behavior changes
- Decreased interest in appearance
- Loneliness
- Feeling sad or hopeless
- Feeling helpless
- Saying things like, "All of my problems will end soon" or "I just can't take it any more"
- A mental health condition
- Giving away possessions
- Withdrawal from others
- Loss of interest in sports and leisure
- Misuse of drugs or alcohol

## SUICIDE WARNING SIGNS CAN ALSO INCLUDE

**Firearms** are the most common means of suicide.

Use gun locks and gun safes, and limit the number of people who know where the key is or what the combination is.

Ask your police department to store your firearms.

**Prescription drug overdoses** can be prevented.

Store medications in locked

## RESTRICTING ACCESS TO LETHAL MEANS CAN GREATLY REDUCE SUICIDE RATES.

To GIVE help or GET help:

Call 911 if you or someone you know is in immediate danger.  
Call the Suicide Prevention Lifeline: 1-800-273-TALK (8255).  
Chat online at [www.SuicidePreventionLifeline.org](http://www.SuicidePreventionLifeline.org).  
Text START to 741741 to chat via text.  
Visit [www.wemative.org](http://www.wemative.org).

Talk to trusted elders, healers, friends, family, clergy or health professionals.

(Placeholder for local resources sticker)

Northwest Portland Area  
Indian Health Board  
[www.npaih.org](http://www.npaih.org)

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**Firearms** are the most common means of suicide.

Use gun locks and gun safes, and limit the number of people who know where the key is or what the combination is.

Ask your police department to store your firearms.

**Prescription drug overdoses** can be prevented.

Store medications in locked cabinets.

Return unused medication to the pharmacy.

Know how many pills should be in each medicine bottle (to prevent someone from taking pills slowly).

Report lost or stolen prescriptions to the prescribing physician or law enforcement.

## RESTRICTING ACCESS TO LETHAL MEANS CAN GREATLY REDUCE



# Lived Experience

[www.youtube.com](http://www.youtube.com)

34





Natalia Shaw

11 hrs

My University's Native American Student Union made signs!

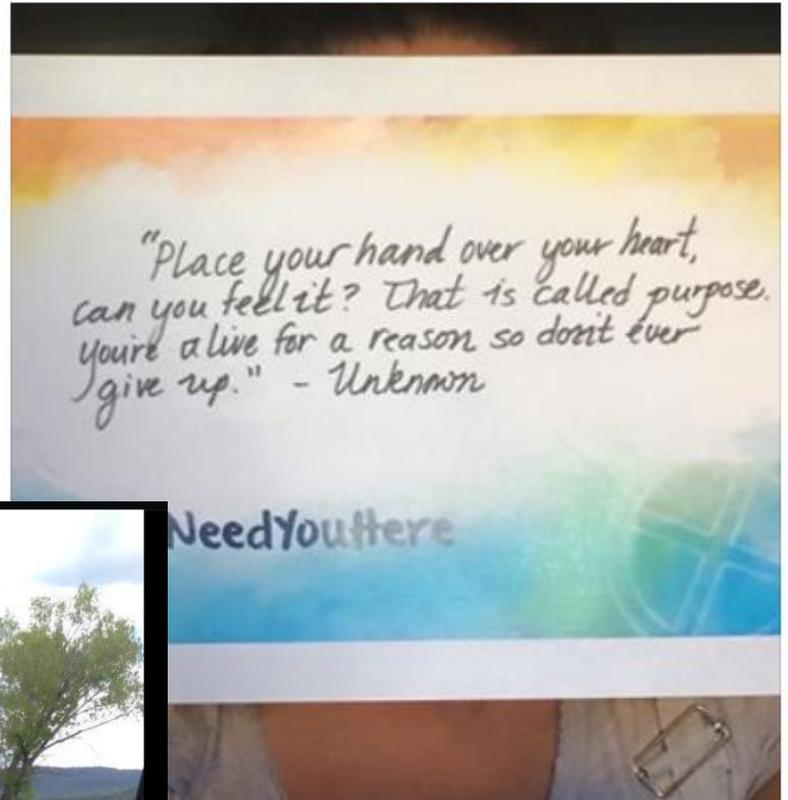
#WeRnative #weneedyouhere



Jacquelyn Neaman Nielsen

15 hrs

Here is one my mom made! #WeNeedYouHere



# WERNATIVE





## September Challenge

For our next challenge... Many of us have been touched by a suicide loss, mental illness, or an attempt, and want to make a change for the better. Join us for this month's We R Native Youth Ambassador Challenge!

Educating our friends and family about suicide and mental illness will help spread the word that suicide CAN be prevented.

Help us promote suicide prevention week by [printing this sign](#) or creating your own with #weRnative #WeNeedYouHere. Share it with your friends and family. Your efforts will bring awareness to this important issue, and will show those who are struggling that you care.

To get help or give help, call 1-800-273-TALK (8255) or text START to 741741 to chat via text.

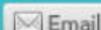
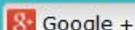
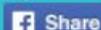
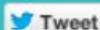
### Share

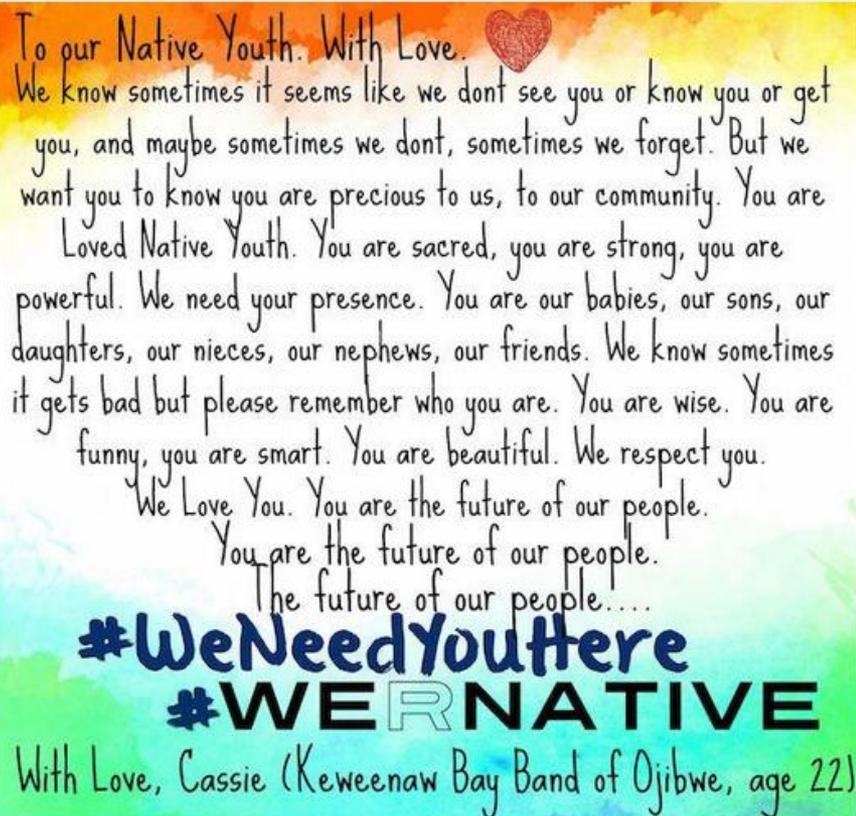
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23

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Courtesy We R Native

From one young person to another: Messages of hope and love aim to prevent Native youth from taking their own life. September 10 is World Suicide Prevention Day.

SHARE THIS STORY **PRINT**

Like You and 1,865 others like this.

1.8k 0 0

**Preventing Native Youth Suicide:**  
**#WeNeedYouHere**  
**Campaign Spreads Love**

SHARE THIS STORY **PRINT**

Like You and 1,865 others like this.

1.8k 0 0  
Share Tweet G+1 Email

GET NEWS ALERTS

Submit this Story

**Preventing Native Youth Suicide:**  
**#WeNeedYouHere**  
**Campaign Spreads Love and Help**

**DANIELLE HANSEN MITCHELL** |

9/10/15

She's only 15 years old, yet Kateri Daw, Navajo (Diné) has found her passion.

She focuses on suicide prevention year-round by helping youth in her New Mexico community and other communities succeed by finding hope where hope doesn't seem to exist.

Kateri is one of 50 **We R Native** (WRN) Youth Ambassadors reaching out to young Natives by promoting World Suicide Prevention Day on September 10, and Suicide Prevention Week from September 7-12 with the message: **#WeNeedYouHere**.

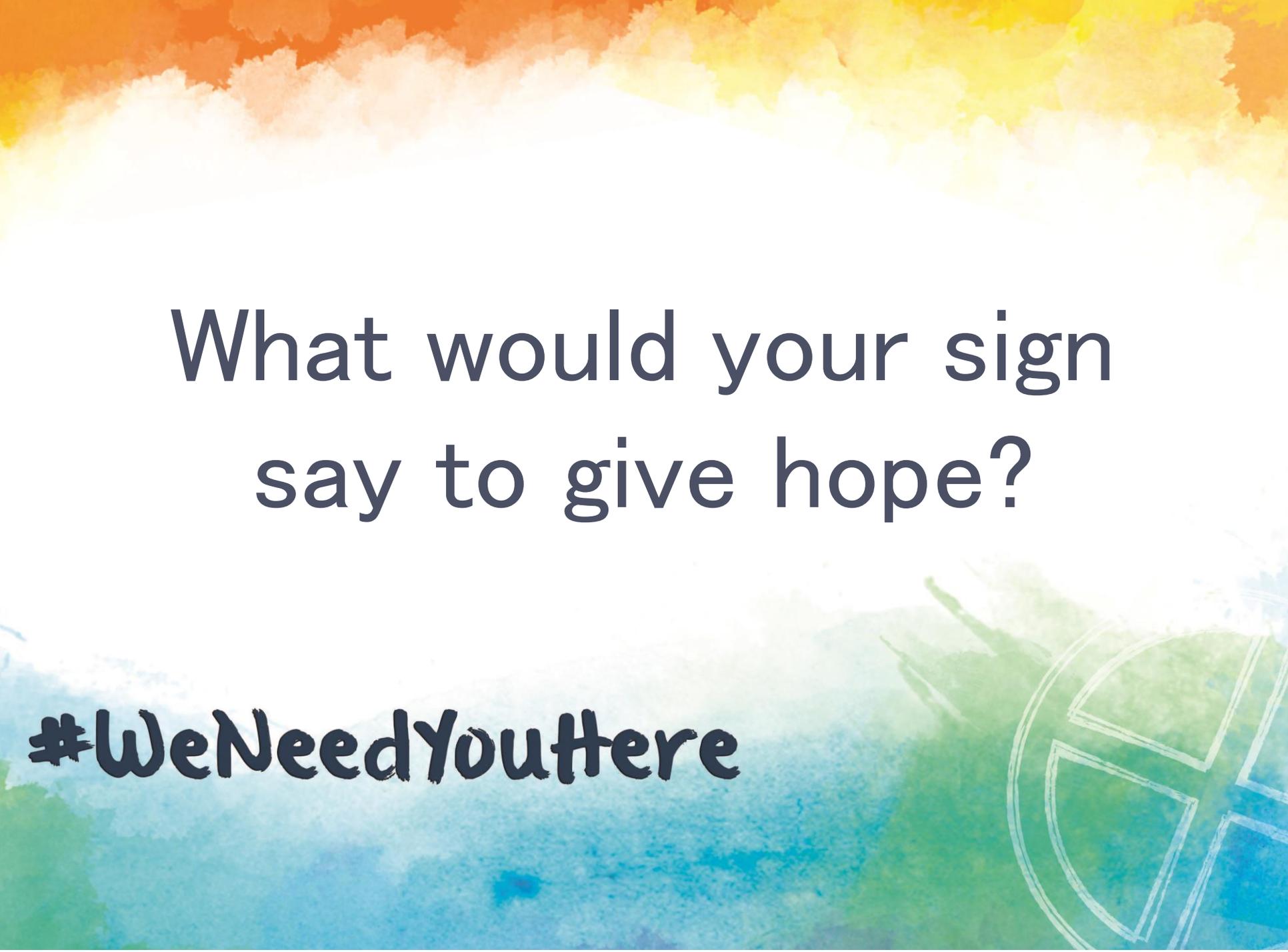
"I feel like people who are suicidal and suffering have been ignored for too long, and it's time to get them the love and help that they need," Kateri told We R Native.

If you need help, or to give help, call 1-800-273-TALK (8255), or text START to 741741 to chat via text. To learn more about the signs of suicide and how to help a friend in need, visit the **We R Native** website.



We R Native is a multimedia health resource for Native teens and young adults run by the Northwest Portland Area Indian Health Board. The 50 Native teens and young adults from across the nation began participating as 2015-2016 WRN Youth Ambassadors over the summer, "helping to spread positive vibes and create positive change in their local communities," WRN said in a press release.

Spreading the message that suicide can be prevented is their first project. To increase the visibility of their campaign they created the hashtag **#WeNeedYouHere**, and individually they are speaking out.



What would your sign  
say to give hope?

**#WeNeedYouthere**

**Physical  
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**Tribal Values &  
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# Social Media Focus Groups

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- **Goal:** Better understand Native adolescents' perspectives on concerning content (harm to oneself or others) posted on social media.
  - Develop culturally relevant strategies to help youth cope with and respond to such posts.
- Partnership with SMAHRT at Seattle Children's Hospital



# Focus Groups : Methods

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- Native youth in Oregon and Washington
- Participants were asked about their experiences viewing concerning content.
- Completed an *Ideal Program* worksheet, which addressed their preferred social media platform, people to involve, proposed messages to youth posting concerning content, and requested resources.



# Ideal Program Findings

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- Facebook (68% of participants)
- Preferred Helpers :
  - family,
  - friends,
  - mental health professionals, and
  - health & safety programs.



# Ideal Program Findings

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- Three themes emerged within the teens' suggestions for intervention resources:
  - inspirational videos
  - tips or guides on how to respond, and
  - Native specific resources (like [www.weRnative.org](http://www.weRnative.org)).



# Discussion

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- Has this situation come up in your communities?
- 10 Minutes... Please share your experiences and feedback.
- What skills or resources do you need to help youth in this situation?

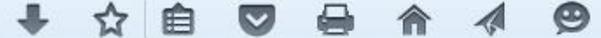


# Facebook Reporting Tool

https://www.facebook.com/safety



Search

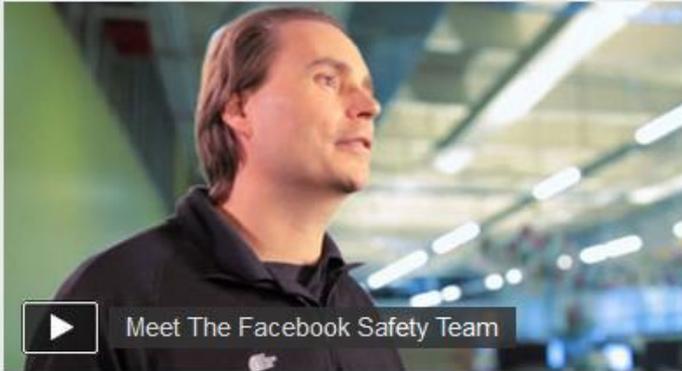


Search Facebook



Stephanie

Home 20+



## Family Safety Center

We believe safety is a conversation and a shared responsibility among all of us. That's why we provide the information, tools and resources you'll find here.



Like



Share 1,145,234 people like this. Be the first of your friends.

### Introducing the Bullying Prevention Hub



Learn more about resources for Parents, Educators and Teens.



### Our Philosophy

Safety is an ongoing conversation among everyone who uses Facebook.



### The Facebook Community

Each of us plays a role in creating a safe environment.



### Tools & Resources

Learn about your account settings, safety best practices and more.

# Facebook Reporting Tool

 **Celena McCray**  
3 hrs · Portland, OR · Edited ·

We R Native Contest! ONLY 4 DAYS shirt or \$75-\$25 prizes 😊

Creating your own suicide prevention Print this sign: <https://goo.gl/1eFgix> #WeNeedYouHere. Share it with you <http://wernative.org/whoruSubmission>



Like Comment Share

- Hide post  
See fewer posts like this
- Unfollow Celena  
Stop seeing posts but stay friends
- Report post
- Save link  
Turn on notifications
- More options

## Help Us Understand What's Happening

Why don't you want to see this?

- It's annoying or not interesting
- think it shouldn't be on Facebook
- It's spam

Continue



# Facebook Reporting Tool

## Help Us Understand What's Happening



### What's wrong with this post?

- It's annoying or distasteful  
Examples: pointless stories, memes or viral images, about someone or something that bothers me
- It's pornography  
Examples: nudity, sexual arousal, sexual acts
- It goes against my views  
Examples: makes fun of my personal values, religion or politics
- It advocates violence or harm to a person or animal  
Examples: graphic injury, self-inflicted harm, body parts, animal abuse or torture
- It's a false news story  
Examples: purposefully fake or deceitful news, a hoax disproved by a reputable source
- See more options

Back

Continue

## What You Can Do



You can report this post if it goes against our Community Standards

 **Message Celena**  
Ask Celena to take it down.

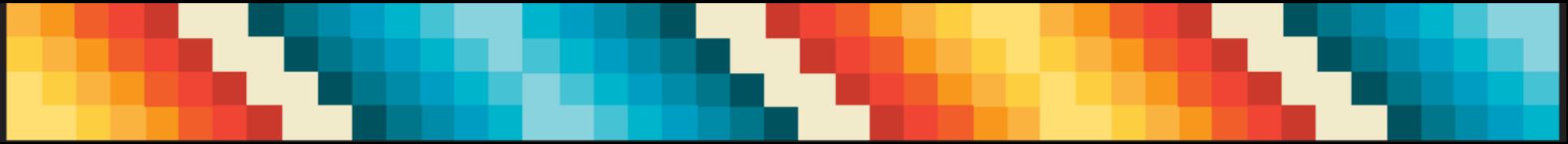
 **Unfollow Celena**  
You won't see posts from Celena.

 **Submit to Facebook for Review**  
Report this post if it goes against our Community Standards.

Back

Done





# WERNATIVE

A multi-media health resource

**FOR NATIVE YOUTH BY NATIVE YOUTH...**



# WERNATIVE

FOR NATIVE YOUTH BY NATIVE YOUTH

My  
Culture



My  
Body



My  
Mind



My  
Relationships



Visit Us Online



- Website launched September 28, 2012
- Over 200,000 page views!
- Across all media channels, the service reaches on average 31,000 users per week
- Over 350 health/wellness pages, reviewed by AI/AN youth and topical experts.
- Special features include:
  - Discussion boards
  - Blogs
  - Videos
  - Free gear & Promo Kits

AT&T 4G

3:44 PM



wernative.org



# WERNATIVE

## Physical Health.

We have tips for taking care of your body – head to toe.

[Learn More](#)



### My Body

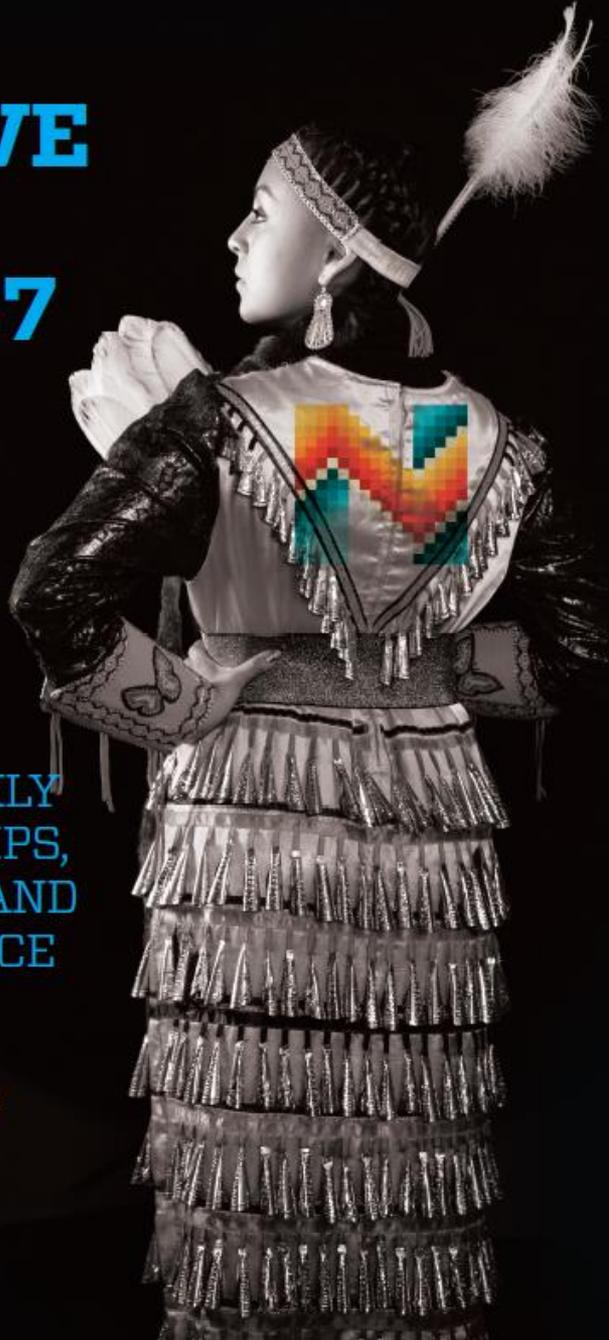
### My Relationship



Text  
**NATIVE**  
TO  
**24587**

FOR WEEKLY  
HEALTH TIPS,  
CONTEST, AND  
LIFE ADVICE

FOLLOW US!



- Service currently has 2,590 active subscribers
- Health and Life Tips, Contests, MiniGrants - Bringing users back to [www.weRnative.org](http://www.weRnative.org) for more information
- Evaluated the service: Texting 4 Sexual Health



# Northwest Portland Area Indian Health Board

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Indian Health*

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