

Summary of Suicide Prevention Oversight Committee (SPOC) Meeting July 15, 2011

1. **California Mental Health Services Authority (CalMHSA):** Dr Pena, the mental health director, reviewed the recent activities of CalMHSA, which is an independent agency through which member counties jointly develop, fund, and implement mental health services, projects, and educational programs at the state, regional, and local levels (www.calmhsa.org). She provided a summary of a contract for the regional suicide prevention capacity building program in the Bay Area that focuses on expanding the capacity of local suicide & crisis hotlines. San Francisco Suicide Prevention (SFSP) agency is the lead agency of this collaborative effort between crisis centers in San Francisco, San Mateo, Contra Costa and Santa Clara Counties. She discussed the ten deliverables of this contract and their relevancy for SCC and our SACS. (See PDF attached)
2. **Policy and Governance Advocacy (P&GA)**
 - a. **P&GA Workgroup:** SPOC members approved the charter of the PGA workgroup. Unlike other workgroups, PGA will not have standing members; rather interested people will work individually and report progress and have ad-hoc meetings as needed.
 - b. The Mental Health Department (MHD) has just released a [blueprint for communities](#) (click for electronic version) to organize themselves in support of suicide prevention. The information is based on the good work carried out by Project Safety Net and HEARD Alliance in Palo Alto for collaborating to prevent suicides amongst youth. Copies of the blueprints were provided to SPOC members.
 - c. Dr Pena proposed that grants should be made available, subject to availability of MHSA Funds, to other cities and school districts within the current financial year so that success of Palo Alto in forming grass-roots level community structures can be replicated. SPOC members present unanimously supported the proposal.
 - d. Leslie Barry-Connor recommended the three following actions be advocated:
 - i. Encourage/ advocate for development of an mobile phone app for local crisis phone calls
 - ii. Negotiate lower rates for crisis call centers with mobile phone companies
 - iii. Speak with AT&T government affairs staff re: advertising SACS number or developing apps
3. **Suicide and Crisis Services (SACS):** In follow-up to last meeting's request, SACS call data was presented. In recent months Mental Health Department (MHD) has carried out an extensive outreach in the community to promote the new toll-free number 1-855-278-4204 for SACS. A handout comparing the incoming call volume using the old SACS numbers and the new toll-free number over the past few months, and overall call volume by month (last page of attachment). Call volume in June has decreased significantly after an initial surge in the months of March, April and May. June is also the first month that the number of calls to the new number exceeds the calls to the old numbers. It is planned that 650 number, which receives the smallest percentage of total calls (<2%) will be the first number disconnected. Specific strategies to target long-term callers who are less willing to switch to the new number will be developed prior to disconnecting the last two old numbers.

4. **Seed Money for promotion of SACS new toll-free number:** MHD has approximately \$50K-\$75K for the promotion of new toll-free number (1-855-278-4204). This amount is too small for an effective campaign county-wide, or even to target one area of the County. The SPOC members voted unanimously in favor of leveraging existing money for a county-wide campaign with the direct assistance of SPOC members to raise additional funds.

Suggestions to raise additional funds: contact various agencies such as AT&T and PG&E for free advertising possibilities; seek matching grants; pursue donations of billboards/other advertising opportunities; utilize the existing resources of various cities (website emergency number listings, dollar grants, senior commissions, and neighborhood commissions, etc); and rotary clubs.

Special outreach efforts will need to be made to the older adults group as hotlines are not their preferred medium for help. Different ways of reaching them were discussed including post-office delivery persons, friendship line, Meal on Wheels drivers, and Community Ambassador Program for Seniors (CAPS; www.capseniors.org)- being pursued by Council on Aging with a grant from The Health Trust.

5. **SPOC Workgroup Report Outs:** Nancy recommended and the SPOC unanimously supported that all future report-outs from Workgroups will be presented by the workgroup chair and that each workgroup have a workplan to track and measure progress towards outcomes and goals. When reporting on SP efforts, SP Coord. is directed to report on other Prevention & Early Intervention and Innovation efforts in the County.
6. **CalTrain Security Cameras:** CalTrain has been awarded a Homeland Security grant to mount cameras on the front and end of their trains for security issues along their tracks. A local reporter called to inquire on any potential relationship between these cameras and suicide prevention. CalTrain and MHD will organize a media briefing related to safe-reporting on suicides, in the hope of stemming any thoughts of requesting or publishing any potential video footage that might be requested in future. Vic Ojakian moved that the SPOC write a letter to CalTrain recommending they not mount these cameras as the footage can be requested by the public and misuse of the footage would be deleterious to the community. Nancy Pena clarified that any letter from SPOC would have to be reviewed by County Counsel. 4 Abstained, the remainder supported this, and none were opposed.
7. **Announcement:**
 - o **Psychological Autopsy training: Currently working to schedule a training in California in December 2011.** Click on link below for more information on upcoming training opportunity. Anyone wanting to have MHSA Funds pay for their attendance is committing to participating in conducting such a review when requested.
http://www.suicidology.org/c/journal_articles/view_article_content?groupId=1&articleId=491&version=1.0&print=false
 - o SP Coordinator to participate on panel presentation on Suicide Prevention at the National Association of Counties Annual Conference on 7/18/2011 on developing a county- suicide prevention strategic plan.