

2019 Strategic Action Plan

Coalition: **REACH4HOPE Suicide Prevention Coalition**

Vision Statement: A caring community that reaches out to provide compassion and hope for a community free of suicide

Coalition Mission: Engage community partners to identify and reduce risk factors, raise awareness and implement research-based strategies

Objectives
Long-Term Objectives (Problem Statement) Reduce suicide in Washington County
Intermediate Objectives (Root Causes) Reduce Access to Lethal Means (firearms)
Short-Term Objectives (Local Conditions) Distribute gun locks Locate 2 additional locations for safe-storage

Strategies and Action Plans
(For each Local Condition)

Problem Statement: **People are dying by suicide**

Root Cause: **Access to Lethal Means**

Local Condition: **People don't lock up their firearms, High depressive symptoms (SHARPS 2013 3.7%, 2015 4.9%, 2017 5.9%)**

Strategy(s)	Action Plan		
	Who? Will do	What? By	When? Who Should Know?
<u>Increase Capacity</u> Round out workgroups Extend invitations to potential community board members	Executive committee (Dylan, Jeremy, Lynn & Teresa), Community board members & Key Leaders	Key leader recommendations	Community Board, Key Leaders
<u>Conduct Community Readiness Assessment</u>	Lynn Bjorkman (board secretary) & Community Board will conduct and transcribe and score interviews	CRA Instructions, Questions & Scoring sheets	Community Board, Key Leaders
<u>Update Strategic Action Plan</u>	Teresa (coordinator) will meet with executive committee to discuss updating strategic action plan	Current Action Plan, Data, Grant information	Board members, Key Leaders
<u>Review Washington County suicide data including SHARPS & ibis</u>	Risk & Protective Factor Assessment Workgroup (Rowdy and Michael) will gather and review data and report to community board	SHARPS data, Ibis, ED data, and police data	Key Leaders, WCSD Admin
<u>Provide Information</u> Run suicide prevention ads in theaters Provide QPR for underserved and/or high risk populations Produce and disseminate TV, social media & radio ads Community forum & Parent education night Website: REACH4HOPEUtah.org	Community Outreach & Public Relations Workgroup will meet to choose theater ad/s, reach out to high risk populations for QPR training, maintain social media sites, and work with Jon @ WCSD to plan parent education forums	Funding and approved ads for theaters, Contact info. for high-risk populations Contact information for Jon Butler	Parents, Educators, Community Members, Religious org.
<u>Build Skill</u> Provide training for safe messaging in the media Hope Squad training Provide coalition training for Community Board members	Melissa Anderson (Com Outreach & Public Relations workgroup) will reach out to local media outlets to meet and train on safe messaging Abbie and Courtney will work with the state to plan Hope Squad Youth Training	Safe messaging guide sheets, contact information Funding for training, facility, food, speaker	Key Leaders, coalition board, state suicide leadership State leadership,

	Provide monthly CTC training for community board	CTC training videos, worksheets and handouts	WCSD Hope Squad Advisors
<u>Provide Support</u> Provide support for local law enforcement (QPR training) Provide support to survivors of suicide loss	Teresa and Rowdy will reach out to local law enforcement agencies for QPR Trainings Teresa & Amber will prep packets for survivors of loss	Approved pamphlets, brochures and other resources, Packets, cards, etc.	Funeral Homes, Emergency departments, school counselors
<u>Change Access / Barriers</u> Distribute gun locks Distribute Rx disposal pouches Rx Take back events Provide additional safe-storage options	QPR instructors will offer gun locks to participants Take back participants will be offered disposal pouches Gun show participants will be offered gun locks and other swag with safe messaging Funding workgroup will apply for available grant funding to purchase items	Gunlocks Rx Disposal pouches Funding for Rx Take Back Ads Gun Safes	Community members, Parents, firearms owners
<u>Change Consequences (Incentives / Disincentives)</u>			
<u>Change the Physical Design</u> Permanent Rx disposal boxes	Jordan (Intermountain) will look for opportunities to increase number of permanent Rx take-back boxes within the county	Funding for additional permanent Rx disposal boxes	Pharmacies
<u>Change Policy</u> Advocate for policies that support increased access to behavioral health services	Executive committee will meet with local and state policy makers to establish rapport as well as stay up to date of legislation related to mental health and suicide policy.	Policy makers contact information, USAV documents during legislative session	Community Board members