

Goal: Reduce and prevent suicides in Santa Clara County		
Program Function	Objectives	Activities
1. Strategic Planning	A) Prioritize populations and cities for current work	Conduct review of best-available data to characterize populations and regions representing highest suicide burden in the County and prioritize/focus work for current FY
	B) Lay groundwork for potential updates to County SP strategic plan and identify new strategies/interventions for SP Program	Review SP Program work to date against recommended frameworks (e.g. EpiAid, CDC technical package, County strategic plan) Conduct stakeholder interviews (PAU) Identify gaps and opportunities to strengthen program Engage Intervention WG in strategic planning work above (i.e. prioritization, gaps and opportunities) and in selecting and implementing new evidence-based programs
	C) Support and align with SP strategic planning in high-burden areas for youth suicides, in follow-up to EpiAid report	Participate in SP strategic planning processes in Palo Alto and South County and ensure alignment with County strategic plan
2. Interventions	A) Support County school districts in strengthening/ implementing suicide crisis response and prevention systems in schools (Stanford)	Provide trainings and expert consultation to schools on implementation of AB2246 and on supporting school communities after a suicide loss Train adults working with youth and youth leaders in schools in how to recognize, respond to, and support someone with a mental health crisis Create a network for crisis response teams within SLS school districts and other County Office of Education districts to implement AB2246
	B) Strengthen and systematize County response to suicide deaths	Continue issuing (or offering to issue) letters of support to community institutions that suffer suicide losses, e.g. schools, faith-based institutions Offer evidence-based grief counseling to community institutions Improve SP Program access to suicide death notifications
	C) Engage with media and social media in best-practice communications about suicide	Create press packet to distribute to media following suicide losses Conduct media outreach (e.g. training, deskside visits) Social media TBD
	D) Launch County crisis text line	TBD after meetings with Crisis Text Line
	A) Increase awareness about warning signs, mental wellness. and resources. and increase willingness and	Map trainings for youth by school districts and identify gaps Continue trainings with school staff and CBOs working with youth through partnership with County Office of Education. Outreach to "gap" schools and school districts Expand gatekeeper trainings to parents through schools

3. Trainings	wellness, and resources, and increase willingness and self-capacity to intervene among youth and youth-serving adults	Expand gatekeeper trainings to youth through schools Expand SP Program's training capacity: Identify and review online trainings particularly for parents; train 30 new instructors in Youth MHFA (including SP Program staff) Continue to accept incoming training requests to other populations, e.g. police, CBOs, plumbers
	B) Improve training content and offerings: Strengthen cultural competency of trainings and review/evaluate various gatekeeper trainings	Conduct review of offered trainings for cultural competency, purpose, and effectiveness Identify and review new trainings not currently being offered, especially online trainings
4. Outreach / New Initiatives	A) Increase awareness about warning signs, mental wellness, and resources among caregivers, youth-serving adults, and youth, in areas with high youth suicide rates	Continue tabling at community events targeted towards youth and families, with focus on mindfulness/mental health Increase outreach to transitional-aged youth, e.g. high schools, universities Priority areas Morgan Hill, East San Jose
	B) Initiate outreach to CBOs and agencies serving middle-aged populations, to increase awareness about warnings signs and mental wellness, SP Program and resources, and initiate partnerships	Identify CBOs and agencies that could reach middle-aged population Get better understanding of landscape Begin outreach activities Tentative priority areas Morgan Hill, ESJ
	C) Initiate outreach to CBOs and agencies serving elderly populations, to increase awareness about warnings signs and mental wellness, SP Program and resources, and initiate partnerships	Identify CBOs and agencies that could reach elderly population Get better understanding of landscape Begin outreach activities Pilot Community Conversations with stigma and discrimination reduction messages Tentative priority area Los Gatos
	D) Gain better understanding about firearm safety and restriction and pilot activities	Conduct research, landscape assessment, form partnerships with organizations working on firearm restriction Pilot up to 3 firearm safety activities Priority area South County
	E) Build up group of volunteers/survivors to participate in SP activities and advocacy	Include volunteer sign-up sheets in outreach Understand County regulations for volunteers Recruit and train up to 5 volunteers
	A) Improve cultural competency and effectiveness of mass media and SP program informational materials	Conduct message-testing of concepts, website, and other materials with target audiences Review materials for cultural competency (PAU) - year 2 work plan Update and align branding of program materials, e.g. brochures, website

5. Communications	B) Increase help-seeking behavior among youth; increase willingness and ability to help youth who are depressed or suicidal	Launch communications/behavior change campaigns with the objectives of increasing help-seeking behavior among youth and increasing audience's willingness and ability to help youth who are depressed or suicidal
	C) Strengthen and align SP program marketing materials	Create program marketing materials with cohesive messaging, e.g. one-page overview of suicide in SCC and the SP Program, County promotional video, e-newsletter, website
6. Data and Evaluation	A) Streamline data entry and analysis of suicide death data for quicker and more up-to-date data analysis to inform program planning	Data entry of 2016 suicide death data Identify electronic methods of receiving ME suicide death data Access stat program license for SP Program (Power BI or Tableau) Analysis of middle-age and elderly suicide deaths for program planning - through PHD and/or Decision Support Create data report/ analysis of recent ME data Explore BHS access of PHD state-level death and ER/attempt data
	B) Develop infrastructure to gather and analyze data on suicide deaths along railway corridor (Stanford/Bernert)	Facilitate ME data access TBD after data access granted
	C) Develop infrastructure to evaluate SP Program	Develop logic model and related indicators; assess data accessible to SP Program and make recommendations for evaluation infrastructure needed
7. Work Group coordination and partnerships	A) Engage key stakeholders in decisionmaking and efforts of the SP Program	Coordinate the work, meetings, agendas, minutes of all workgroups, including SPOC Identify new members and co-chair for Intervention Work Group