



SUICIDE PREVENTION ACTION PLAN 2018-2019
FINAL adopted 7/2018

Goal 1: Reduce the incidence of suicide in Lenawee County.

Goal 2: Reduce the incidence of suicide attempts among youth in Lenawee County

Strategy 1: SCHOOLS - Educate all educators and school staff on how to recognize the signs, what to do, and what are the available resources.

Activity	Who is responsible?	By when?
Provide toolkits (power point training, talking points, handouts, and Elephant Campaign) to all Districts.		
Develop a draft Memorandum of Understanding for School Districts.	LCMHA (Jackie/Kay)	July 2018
Develop tool kits for the schools.	Toolkit Workgroup (Barb R, Jackie, Barb H, Jennifer)	July 2018
Introduce the project to schools at a staff meeting and recruit a school liaison.		Between October and November 2018.
Provide annual professional develop training.		
Establish a staff professional development agreement with School Districts.	LCMHA	September 2018
Develop a professional development presentation.	LCMHA (Jackie)	July 2018
Provide professional development to school districts.	Toolkit Workgroup (Barb R, Jackie, Barb H, Jennifer)	January 2019

Strategy 2: SCHOOLS - All schools will implement a protocol on how to support youth who demonstrate signs for schools to adopt

Activity	Who is responsible?	By when?
Provide a protocol for schools. (Will be in MOU for schools)		
Develop a recommended protocol for the tool kit.	Toolkit Workgroup (Barb R, Jackie, Barb H, Jennifer)	July 2018

Strategy 3: PARENTS - Provide regular information to parents on the signs of depression and mental illness, talking points, what to do, and available resources.

Activity	Who is responsible?	By when?
Develop a media tool kit for schools to include the development of a website; social media posts, PSA's that can be used on Honeywell and at sporting events, etc.)		
Develop a parent focused "media tool kit"	Barb R	July 2018

Strategy 4: COMMUNITY - Educate the community on the signs of depression and mental illness, what to do/say, and the availability of resources.

Activity	Who is responsible?	By when?
Provide quarterly community trainings including Safe talk and Trauma Informed Communities.		
Develop training schedule	LCMHA (Kay)	March 2018
Implement quarterly trainings	LCMHA (Kay)	safeTALK quarterly thru FY 2019
Develop a website with information.		
Develop website	LCMHA (Jackie)	August 2018
Update website	LCMHA (Jackie)	Ongoing
Have active membership to work on community education		
Establish members who would like to participate on the Workgroup and schedule ongoing meeting day/times	LCMHA (Kay/Jackie)	October 2018
Seek local suicide initiatives to support <ul style="list-style-type: none"> • Making Strides for S.P. walk, other local events • E-Race Stigma 5K • Other community education <ul style="list-style-type: none"> ○ Suicide info presentations ○ Posters/give aways/swag 	All members LCMHA (Kay/Jackie) LCMHA (Kay/Jackie)	Ongoing Sept 2018 May 2019 Sept 2019

Strategy 5: COMMUNITY - Promote a culture that de-stigmatizes depression and mental illness.

Activity	Who is responsible?	By when?
Develop a Media plan to promote the Elephant Campaign (ads, billboards, radio, walks, social media – PSA’s)		
Secure slots for billboards and radio slots.	LCMHA (Kay)	July 2018
Develop and launch PSA’s for radio	LCMHA (Kay)	August 2018
Develop & post social media posts for campaign	LCMHA (Jackie)	August 2018
Develop and launch billboard	LCMHA (Kay)	August 2018
Develop and launch Cinema advertising		
Seek local volunteers to help with specific parts of the campaign/partner with other groups to promote anti stigma efforts <ul style="list-style-type: none"> • Kelly Heibrieder • Veterans • Elderly • Youth 	All members	Ongoing

Strategy 6: YOUTH - Engage youth in leadership to increase knowledge, change attitudes, develop resources and change behaviors amongst their peers.

Activity	Who is responsible?	By when?
Run Elephant Campaigns in all MS’s and HS’s (incorporate coping skills.)		
Work with, help establish youth leadership teams	School Liaisons	December 2018

Schools will implement Elephant Campaign.	School Liaisons and Student Leaders	May 2019
Seek local volunteers to help with specific parts of the campaign Kelly McNicol	All members LCMHA (Jackie)	Ongoing
Run Why I Matter Campaigns in all MS's and HS's (incorporate coping skills.)		
ON HOLD – workgroup will help schools find resources to do this program in their schools.		