



Council Work Session Summary

Meeting Date September 26, 2016

TITLE: SUICIDE PREVENTION TASK FORCE UPDATE.

PURPOSE(S) OF DISCUSSION:

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Las Cruces Mayor's Suicide Prevention Task Force is engaged in strategic advocacy on the issue of suicide and those impacted, to reduce suicide-related stigma and secrecy, and focus on leveraging our collective work to make a difference in our communities. This presentation focuses on the issue of suicide and our efforts to address it to encourage support and resources from the City leaders.

By: Dr. Rao Satyapriya

SUPPORT INFORMATION:

1. Attachment "A", Las Cruces Mayor's Task-Force Guiding Principles, August 2016

Las Cruces Mayor's Task-Force Guiding Principles

August 2016

1. The Task-force shall be active, action-driven, and engaged in the issues related to suicide and suicide prevention in Las Cruces. Therefore, it relies on members' input, engagement, and collective action.
2. The Task-force shall be engaged in strategic advocacy on the issue of suicide and those directly impacted, reduce suicide-related stigma and secrecy, and focus on leveraging our collective work to make a difference in our communities.
3. The specific aims of the task-force are as listed below:
 - **Raise awareness about suicide and those impacted**
 - **Educate and train professionals and citizens on the issue**
 - **Advocate for more resources and support to address suicide and mental health**
 - **Reduce stigma and secrecy surrounding suicide and mental health and help improve access to healthcare services**
4. The task shall be inclusive to diverse membership – in keeping with this principle we encourage each organization/agency designate one person to serve on the task-force.
5. Task-force members are expected to attend monthly meetings and participate in/contribute to the work of the committees they lead and/or serve on.
6. The task-force shall meet as a whole once a month to conduct its work and decide on actions and tasks. Individual committees may meet more often to work. Committee leaders shall provide updates of their work during the monthly meetings.
7. The responsibility of task-force members shall be the following: a. Provide communications; b. Maintain confidentiality and integrity of the matters discussed as part of the task force work; c. Provide relevant information/updates to the group; and d. Seek guidance before engaging in work on behalf of the task force.
8. The task-force Chair, Vice-Chair and Committee leaders shall strive to best utilize members' skills and level of commitment as well as available organizational resources. They shall acknowledge and value the work of all members devoted to the aims listed above.

Living is for Everyone

*Presentation by
The Las Cruces Mayor's Task-Force on Suicide
Prevention*

September 26th 2016

In observance of Suicide Prevention Awareness Month

**Sandra White, LMSW
Satya Rao, PhD, MCHES
&
Members of the Task-Force**

Statistics about Suicide

- Nation-wide

Suicide is the 10th leading cause of death in the US

Every year 42,773 Americans die of suicide

Suicide costs the nation \$44 billion annually

For every suicide there are 25 attempts (American Foundation for Suicide Prevention, [AFSP], 2014)

- In New Mexico

In 2014 New Mexico ranked third in suicide death rates behind Montana and Alaska (American Association of Suicidology, [AAS], 2014)

On average one person dies by suicide every 20 hours in the state

Suicide cost the state \$506,888,000 in medical and work loss cost in 2010. This amounts to an average of \$1,227,332 per suicide death

Suicide is the 1st leading cause of death among 10-14 years olds, 2nd for ages 15-44 years, and the 5th leading cause of death among those between the ages of 45-55 years

Over three times as many people die by suicide annually in the state as by homicides (New Mexico 2015 Facts & Figures based on most recent 2013 data from CDC)

Las Cruces and Dona Ana County Suicides among Youth

Statistics from NMSU (2015 and 2016)

The 2016 Student Lifestyle Survey conducted in Spring 2016 at NMSU, 5% of the study respondents seriously thought about suicide in the past 12 months. In 2015, according to the CORE survey at NMSU, 6.4% of undergraduate students who participated in the survey thought about suicide (n=43) and 2.6% attempted suicide (n=17) during that year.

Statistics from DOH (2015)

Despite decrease in self-reported suicide rates among high school students (grades 9-12), one in five of the students engaged in non-suicidal self-injury (NSSI) such as cutting or burning themselves in 2013. NSSI is correlated to anxiety and depression, and is a strong predictor of suicide.

County Statistics (2016)

Suicide rate in Dona Ana County is 16.4/100,000, in comparison to the overall state's rate of 20.5 per 100,000 and the national rate in the United States of 12.5 per 100,000 (NM-IBIS, NMDOH, 2016). Our County ranks eighth in suicide deaths after Bernalillo, Catron, Colfax, Chaves, Curry, Cibola, and De Baca Counties.

Personal Stories and Impact in our City

- ***Story 1 – LM – A Parent’s Perspective***
- ***Story 2 – SR – A Spouse’s Story***
- ***Story 3 – A Therapist’s Perspective***

Vision, Goals, and Members

- **Vision and Goals**
 1. *Living is for Everyone*
 2. *A Compassionate City*
 3. *Reduce suicides and improve help-seeking*

G1 - *Awareness-raising*
G2 - *Education and training*
G3 - *Advocacy and resources*
G4 - *Reduce stigma and secrecy*
- **Guiding Principles** *Inclusion, diversity, action-oriented, compassion, confidentiality, community-focused, monthly meetings, data-focused, strategic advocacy, and collective leverage*
- **Members** *A diverse group of members from schools, hospitals, NMSU, mental health and healthcare clinics, local citizens, City and County, and others*
- **Committees and Leaders** *Four committees – each focused on one goal*

What have we been Doing

- **Meetings & Action-oriented Focus**
- **Media Outreach**
- **PSAs**
- **Support Groups**

Awareness-raising – Suggested Events/Actions from City Leaders

- ***Suicide Prevention Awareness Month – Raise awareness about suicide and those impacted***
 - ~The Mayor's Proclamation
 - ~*Shine A Light* Downtown Mall Event
 - ~Distribution of cards with local resources and contact information
 - ~Broadcast PSAs in Las Cruces and the County
 - ~Publish a column in the City's Paper/Flyer
 - ~ Encourage Mayor and Council Members to talk about the issue as appropriate

Proposed Plans for Awareness-raising

- *Collaborate, plan, and implement events to continue raising awareness about suicide and those impacted*
- *Work with media in awareness-raising efforts*
- *Focus on fund-raising and grant applications to fund our efforts*

Proposed Plans – Education & Training

- **Our proposed trainings and Trainers**
 - ~ **To city council and city employees**
 - ~ **To law-enforcement, helping professionals across the city, and the legal community**
 - ~ **To interested Las Cruces citizens to raise awareness, promote understanding, and reduce stigma**

Education & Training – (Contd.)

- **Provide education and training activities on an ongoing basis.**
- **Publish efforts and registration information through the City and other newspapers.**
- **Collaborate with other organizations to consolidate education and training efforts.**

Advocacy for more Resources and Support

- **Expansion of support groups in the city, Dona Ana County and other Southern NM Counties**
- **SWOT analysis and mapping of existing resources for individuals/families dealing with suicide and of existing public health prevention efforts**
- **Compilation of experiences of those who have sought assistance for suicide-related issues to highlight gaps, barriers, and what is working currently**

Reduce Stigma and secrecy

- **Leadership of Mayor and City Councillors**
- **Leadership from other key leaders in the city and institutions such as the university, CYFD, hospitals, and others**
- **Leadership from all task-force members**
- **Support of individuals and families who have dealt with suicide and/or lost loved ones to suicide**
- **Continue awareness, education, and training efforts**
- **Engage with youth, elders, and others who are more vulnerable to create a compassionate city where *“Living is for everyone.”***

Our Ask

- **Seed-money from the city for initial activities**
- **City's support and insurance for events**
- **City as the fiscal agent in the future**
- **Education and training locations**
- **Secretarial assistance**
- **How are other cities with similar suicide rate addressing the issue? Funding from the City to visit the most effective cities and implement the lessons learned within a cultural context**



Thank You