

SUICIDE PREVENTION AND MENTAL HEALTH AWARENESS OUTREACH

THINK SAFETY FIRST



COMMUNITY COALITION



- Addressing suicide prevention and mental health issues requires expert assistance.
- The July 17, 2019 SMART Board of Directors meeting welcomed several speakers that encouraged community partnerships.
- SMART brought together a coalition of more than 35 agencies and organizations to help.
- The coalition includes public health officials, public safety organizations, homeless services organizations, education leaders and leading businesses throughout Marin and Sonoma County.

COMMUNITY COALITION



- Buckelew Programs – Marin and Sonoma County
- Catholic Charities
- Central Marin Police Authority
- Each Mind Matters
- Exchange Bank
- Golden Gate Bridge District
- Kaiser Permanente of Sonoma and Marin
- KSRO / Sonoma Media Group
- Marin County Behavioral Health & Recovery Services
- Marin County Crisis Continuum Services
- Marin County Crisis Stabilization Unit
- Marin County District Attorney’s Office
- Marin County Office of Education
- Marin County Sheriff Department
- Marin General Hospital
- National Alliance on Mental Illness (NAMI) Marin County
- National Alliance on Mental Illness (NAMI) Sonoma County
- North Bay Suicide Hotline
- Novato Fire Protection District
- Novato Police Department
- Petaluma Police Department
- Press Democrat
- Redwood Credit Union
- San Rafael Fire Department
- San Rafael Police Department
- Santa Rosa Junior College
- Santa Rosa Police Department
- Santa Rosa VA Outpatient Clinic
- Social Advocates for Youth
- Sonoma County Deputy Sheriff’s Association
- Sonoma County District Attorney’s Office
- Sonoma County Fire District
- Sonoma County Health Department
- Sonoma County Office of Education
- Sonoma County Sheriff Department
- St. Joseph Health Sonoma County
- Sutter Health

AWARENESS OUTREACH

- With more partners engaged in this issue, we have quickly implemented messaging on trains and near stations, and social media messaging further broadens our reach
- Signage has been installed on new Z-gate fencing at railroad crossings to increase awareness and target distracted pedestrians



AWARENESS OUTREACH

- Working with our coalition partners, SMART is enlarging suicide prevention signage along the railroad tracks.
- Led by Buckelew, our coalition partners will provide media training and share best practices for reporting on suicides.
- Our coalition partners will work with local media on suicide-prevention awareness Public Service Announcements during the months of August, September and October.

COMMUNITY PARTNERSHIP



National Suicide Prevention Week: September 8 – 14, 2019

This is an annual week-long campaign in the United States to inform and engage health professionals and the general public about suicide prevention and warning signs of suicide.

Rail Safety Week: September 22-28, 2019

SMART participates in a month-long safety campaign in conjunction with Operation Lifesaver and other rail transit systems across the country. This year, SMART station banners and advertisements will include a suicide prevention message.

LAW ENFORCEMENT PARTNERSHIPS



- Enforcement is essential to railroad safety
- Local law enforcement now partners with our outreach team on school safety presentations
- Plans are underway to coordinate with law enforcement in Sonoma and Marin counties on a community awareness day of focused enforcement along the tracks