# SUICIDE PREVENTION AND MENTAL HEALTH AWARENESS OUTREACH



### **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



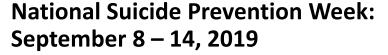


### **AWARENESS OUTREACH**

- 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**





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