

El Sufrimiento No Siempre Se Nota

RECONOZCA LAS SEÑALES

El Suicidio Es Prevenible



Background

In July 2013, a project was established to develop targeted suicide prevention outreach materials to reach the Spanish-speaking community, with emphasis on community members with low literacy language skills. A framework to guide this effort was developed that included gathering input from stakeholders throughout California including county and state agencies—totaling 35 statewide contacts and five focus groups with 41 community health workers (*Promotores*) across five counties. This data gathering process resulted in the following recommendations:

- Work primarily with *Promotores* (and other county and community organizations) to reach Spanish-speaking, low literacy, community members.
- Develop a flip chart as the primary outreach tool along with leave behind materials.
- Provide *Promotores* with training in suicide prevention.
- Compensate *Promotores* for their time to conduct community presentations and outreach.

“El Rotafolio” (The Flip Chart)

Two consultants were hired to prepare the content of the flip chart. Scott Chavez, who is a bilingual SafeTALK trainer, and Irma Cortez, who has worked for more than five years as a Promotora of mental health, postpartum depression and nutrition for El Sol, a community organization serving Riverside and San Bernardino Counties. The content and illustrations in the flip chart were reviewed by three focus groups. In addition, the flip chart was pilot tested by six *Promotores* over a three month period.



The Pilot

In the spring of 2014, a partnership was established with Visión y Compromiso (VyC) to coordinate a pilot implementation in three counties: Kern, Los Angeles and Stanislaus. Established in 2000, VyC is the leading organization in California providing training, leadership and ongoing advocacy and support to *Promotores* and Community Health Workers. Two *Promotores* from each county were selected to participate in the project and were compensated for their time. The pilot project spanned from April to July 2014. A one-day training in Bakersfield was provided to equip *Promotores* with the resources necessary to conduct outreach and utilize the materials. The training included a suicide prevention training using the SafeTALK curriculum, an overview of the **Know the Signs** campaign and an opportunity to review and practice the flip chart. Each participant was provided with a flip chart and a supply of leave behind brochures and tent cards. For each presentation, *Promotores* were asked to track the number of participants and note the location and duration of the presentation using a sign in sheet.

The Know the Signs campaign is part of statewide efforts to prevent suicide, eliminate stigma about mental illness and improve student mental health. The campaign prepares Californian's to prevent suicide by encouraging them to know the signs, find the words to offer support to someone they are concerned about and reach out to local resources. Funding is provided by counties through the Mental Health Services Act (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA)—an organization of county governments working to improve mental health outcomes for individuals, families and communities. For more information visit: www.suicideispreventable.org or elsuicidioespreventable.org.



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Suicide Prevention Outreach Tools for Spanish-speaking Communities

To support counties and community-based organizations in conducting suicide prevention outreach to their Spanish-speaking communities, the **Know the Signs** campaign created a flip chart and leave behind materials necessary to conduct the outreach. If your county or organization is interested in implementing this effort and would like to receive outreach materials, please contact Rosio Pedroso at rosio@yoursocialmarketer.com or by phone at **408.657.6740**. Counties and organizations can expect delivery of materials within two weeks after making the request.

Tips to Use the Materials

It is suggested that the materials be used by Spanish-speaking county or CBO outreach staff or by community health workers (*Promotores*). The use of *Promotores* has proven to be an effective way of reaching the Spanish-speaking community as they have extensive experience communicating various health topics to the community; speak Spanish; and provide outreach in settings that are welcoming to the community. To use this approach, the following steps are recommended:

- Identify local *Promotores*,
- provide SafeTALK or other suicide prevention training for *Promotores* prior to initiating the outreach,
- provide a training for *Promotores* to review and practice the presentation prior to conducting the outreach, and
- compensate *Promotores* for participating in the training and for conducting outreach presentations. (As a rule of thumb, allow for approximately three hours of compensation for each outreach session conducted, one hour for coordination and follow-up; and two hours for the actual outreach.)

Counties may already have outreach staff or may work with partner community agencies that conduct outreach on a variety of health topics to their Spanish-speaking community. Before utilizing the suicide prevention outreach materials it is suggested that outreach staff:

- receive SafeTALK or other suicide prevention training,
- review the flip chart and materials, and
- practice the presentation prior to conducting the outreach.

Support and Technical Assistance



Know the Signs campaign staff and Visión y Compromiso (VyC) staff are available to offer technical assistance with the implementation of this outreach tool. VyC has established 13 regional networks throughout California that support local *Promotores*. Counties may contact VyC to assist in identifying *Promotores* in their county (see www.visionycompromiso.org). Training for SafeTALK can be coordinated by contacting: Livingworks Education at www.livingworks.net/programs/safetalk/. If SafeTALK training is not readily available in your area, members of VyC can also provide SafeTALK training and an orientation to use the materials.

To receive materials and/or support and technical assistance, contact Rosio Pedroso at rosio@yoursocialmarketer.com or by phone at **408.657.6740**.

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