

“ສວັນຢູ່ໃນອີກ ນາຣີກຢູ່ໃນໃຈ”

ສັນຍານເຕືອນເຫດ
ສັນຍານບອກຄວາມອຸກອັ່ງທາງ
ຈິດໃຈ ບສາມາດຈະເຫັນໄດ້ຊັດເຈນ
ສເມີໄປ, ແຕ່ທານສັ່ງເກດພົບເຫັນ
ກໍ່ຄວນໃຫ້ການຊ່ອຍເຫຼືອ.

ຖ້າຜູ້ເພື່ອນ ຫຼື ສະມາຊິກຄອບຄົວຂອງທ່ານ
ມີອາການລະບຸໄດ້ເຂົ້າສູ່ມື້ໂດຍສະເພາະໝາກເຂົ້າປີ້ປະພຶດທີ່ມີ
ປົກກະຕິ ໃຫ້ທ່ານອອກຄວາມຊ່ວຍເຫຼືອໃຫ້ແກ່ເຂົາຟັ້ນລື.

- ເວົ້າເຖິງການຢາກຕາຍ
- ຫາວິທີ ທີ່ຈະຂ້າໂຕຕາຍ
- ຮູ້ສຶກອຸກອັ່ງ, ຄັບແຄ້ນແໜ້ນໃຈ ຫຼື ຕົກເຂົ້າສູ່ພູແຫ່ງອາລົມ
- ນອນຫຼາຍເກີນໄປ ນອນຫຼັບຍາກ ວ່າບໍ່ໄດ້ນອນເລີຍ
- ບໍ່ຢາກເຂົ້າຮ່ວມກິດຈະການທີ່ເລີຍເຮັດຫຼືມັກ (ເຈັບຢາງ;
ບໍ່ຢາກໄປເຮັດວຽກເຮັດງານຫຍັງ ຫຼືເຂົ້າຮ່ວມງານສັງຄົມ)
- ບໍ່ຢາກໃຊ້ເວລາຢູ່ກັບຄອບຄົວແລະພູ້ນເພື່ອນ
- ມີອາການເກົ້າຊຶມ ແລະ ກະວົນກະວາຍ ຕອດເວລາ
- ມີອາການໃຈຮ້າຍຢູ່ຕອດເວລາ
- ນຳຕົນເອງໄປສູ່ສະພາບທີ່ເປັນອັນຕະລາຍ
- ນຳຕົນເອງໄປສູ່ສິ່ງທີ່ເປັນອັນຕະລາຍ
- ຕື່ມສິ່ງມືນເມົາຫຼາຍຂຶ້ນ ຫຼື ເສບສິ່ງເສບຕິດຕ່າງໆ
- ເວົ້າເຖິງການເປັນພາສະແກ່ຄົນອື່ນ

ຖ້າທ່ານຄິດວ່າບຸກຄົນໃດຄົນໜຶ່ງຄິດຈະຂ້າ
ໂຕຕາຍຫ້າມປະໂຫຍດເຂົາຢູ່ຄົນດຽວ. ທ່ານ
ສາມາດຕິດຕໍ່ໄປຫາສາຍຂີ້ດິດປ້ອງກັນການ
ຂ້າໂຕຕາຍແຫ່ງຊາດ ເບີດ 24 ຊົ່ວໂມງ ທີ່
1.800.273.8255

ເພື່ອຊອກຫາແຫຼ່ງໃຫ້ການຊ່ອຍເຫຼືອ,
ໃຫ້ເຂົ້າໄປເວັບໄຊນີ້:
suicideispreventable.org

Pain Isn't Always Obvious

KNOW THE SIGNS

suicideispreventable.org

Cultural Adaptations for Suicide Prevention Materials for the Lao Community in California

WORKGROUP REPORT FINAL

Know the Signs >> Find the Words >> Reach Out



WELLNESS • RECOVERY • RESILIENCE

I. Introduction

The Know the Signs suicide prevention social marketing 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**. Campaign materials range from print ads, TV and radio spots, to outreach materials available in several languages. All campaign materials refer individuals to the campaign websites:

- www.suicideispreventable.org
- www.elsuicidioesprevenible.org

All campaign materials can be viewed, customized and downloaded from the Resource Center on Your Voice Counts (www.yourvoicecounts.org). This is an online suicide prevention forum designed to facilitate a dialog about suicide prevention in California and to engage stakeholders in the development and distribution of the Know the Signs campaign materials. The Know the Signs campaign is part of statewide efforts funded by counties through the Mental Health Services Act, formerly known as Prop 63.

II. Background

In the Lao community suicide is a topic that is not discussed openly or directly. Younger individuals are more likely to go to a peer for emotional support while older individuals may turn to temple leaders, community leaders or close family members.

Workgroup members and focus group participants both agreed Buddhist temples have a significant presence in the Lao community and information shared through the temples can reach a majority of community members either directly or indirectly through relatives who attend regularly.

Cultural and environmental factors are important determinants in the utilization of mental health services by the Lao community. One key feature of the Southeast Asian communities in the United States is *“high rates of distress caused by trauma associated with political and economic turmoil (e.g. Vietnamese, Cambodian, Laotian, and Hmong refugees)”*. Other factors include *“low utilization of mental health services due to a number of cultural values such as avoidance of shame and stigma among AAPI subgroups and the lack of bicultural and bilingual providers”* as well as *“diversity in presentation and expression of psychological and psychiatric distress among AAPIs (e.g. somatization of symptoms)”*.

Source: U.S. Department of Health and Human Services. (2001). Mental Health Care for Asian Americans and Pacific Islanders. In *Mental Health: Culture, Race and Ethnicity—A Supplement to Mental Health: A Report of the Surgeon*. In Africa, J. and Carrasco, M. *Asian-American and Pacific Islander Mental Health* (2011). Report from a NAMI Listening Session.

III. Members

Members for the materials in Lao workgroup guided the development of a poster and brochure through their collaboration and participation in a webinar (September 2013) as well as periodic workgroup discussion posts on the Your Voice Counts website. Discussion topics included how suicide is or is not discussed in the Lao community, identifying the helpers and the person at risk, as well as outreach materials and strategies.

A total of 3 members participated in the materials in Lao workgroup representing the counties of **San Francisco** and **Sacramento** (see Appendix C Workgroup Member Roster). Members were recruited in several ways. Ethnic service managers, CalMHSA program partners and county liaisons were asked to refer community members representing this community or engaged in outreach to the Vietnamese community. In addition, organizations serving this population were contacted directly and provided with a workgroup recruitment flyer (see Appendix E).

Lao American Population in California by Metro Areas

- Sacramento-Arden-Arcade-Roseville—12,758
- San Francisco-Oakland-Fremont—9,850
- San Diego-Carlsbad-San Marcos—8,079
- Fresno—7,967
- Los Angeles-Long Beach-Santa Ana—7,120
- Stockton—4,266
- Riverside-San Bernardino-Ontario—4,212
- San Jose-Sunnyvale-Santa Clara—2,012
- Modesto—1,983
- Visalia-Porterville—1,978
- Merced—1,810
- Santa Rosa-Petaluma—1,322
- Vallejo-Fairfield—1,046

www.hmongstudies.org/LaoAmericanPopulations

In California there are an estimated **58,424** Lao community members.

http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/documents/2010Sf2_Profile_California_Race024.pdf

Significant population concentrations include **San Diego, San Francisco,** and the **Central Valley.**

Source: Census 2010 Summary File.; Southeast Asian Archive, University of California, Irvine Libraries

IV. Development of Materials

A poster and brochure were developed following a collaborative community review and focus group process.

Language Adaptation

The Know the Signs campaign team contracted with a Lao workgroup member, and community partner, to take the lead on the language adaptation for the materials. **Vinya Sysamouth** received his Ph.D. from the University of Madison, Wisconsin in Rural Development and is currently the Executive Director of the Center for Lao Studies (CLS), a San Francisco based nonprofit organization that advances the knowledge and engagement in the field of Lao Studies through research, education and information sharing. Dr. Sysamouth has also served as the co-chair of the International Conference on Lao Studies for the last four conferences and is in charge of the Lao Oral History Archive, a project of CLS that documents the untold life stories of Lao refugees in the United States, comprising an online archive of interviews, videos, and historical documents. He is also an editor of *Contemporary Lao Studies: Research on Development, Language and Culture, and Traditional Medicine* (2009). Dr. Sysamouth spent his early childhood in Laos before arriving in the United States at the age of ten. He is heavily involved with the Lao communities throughout the US and around the world and is fluent in Lao, Tai Lue of Sipsongpanna, and Thai. He travels to Laos and other Southeast Asian countries extensively.

Focus Group

Three posters were tested during a focus group held in Alameda County on May 31, 2014. A total of 12 participants represented men and women, parents, middle aged women and older adults. The focus group was facilitated by Vinya Sysamouth from the Center for Lao Studies. During the focus group session participants were asked to provide input regarding the content, the images and the overall design approach.

Key Discussion Findings:

- Both men and women often describe their thoughts of depression and suicide as having “no way out”.
- Often individuals who may want to seek mental health resources do not do so for a lack of trust in community organizations, lack of service providers who speak the primary language, and an overall distrust in interpretation services.
- Many participants would hide problems from their family, but instead seek comfort from friends.
- The best approach to starting a conversation with someone at risk for suicide is to ask by using indirect questions that show concern and lead into the current situation without directly asking about suicide.
- Participants discussed the need to have something in writing, such as a brochure, they could give to someone they are concerned about and that the most important piece of information is a phone number to call that will be answered by someone who speaks Lao (or has access to a translation service).
- When asked about the best way to reach the Lao community with this type of information the following suggestions were made: posters and brochures in community venues and distributed in temples and faith venues and community educational workshops.

Feedback on Materials

- Participants agreed that all three posters were visually engaging, but needed modifications to be culturally appropriate. Most importantly, participants suggested that the images did not entirely represent Lao community members. They also suggested including multiple images including a male and a young adult between the ages of 15-25 to show that suicide impacts their entire community. They felt images should include individuals looking deeply saddened, distressed or worried.
- Although the materials will be predominantly distributed through faith venues, focus group participants included representation by a member of the temple, it was suggested to remove religious symbols and floral designs as it distracted from the tone of the campaign's message.
- Poster option 3 included the image of a Monk in a praying position next to the image of a woman, however focus group participants noted two issues with this approach: first, having the religious figure on the same placement level as the image of the woman made it seem as though he was worshipping the woman, and second, including a religious image would limit the reach to those of that particular faith and exclude others.
- Participants liked that the design elements included incorporating the plumeria as a symbol of the Lao culture (the white flower with the yellow center) but suggested using it only as an accent at the bottom of the poster and removing all of the other floral designs as they felt it was more suited for a travel poster than a poster about such a serious topic. Participants really identified with the Lao proverb used as the poster headline.
- Participants all correctly stated that the posters were speaking to the helpers of a person at risk. They agreed that the main message in the posters is to pay more attention to another person's behaviors and take action if warning signs are noticed to connect the person to help.
- Participants liked the list of warning signs for suicide on the posters and suggested a similar format for a brochure.
- Text edits were suggested by participants and incorporated into revised designs.
- Participants were asked to offer suggestions for a take-away piece. Eleven out of the twelve participants preferred a bilingual brochure, ten participants also liked the concept of a magnet, five participants liked a tear-away card and one participant liked a post card.



The Center for Lao Studies has been serving scholars as well as the general public since 2006 as an academic and resource center with a mission to promote research and publications that advance and preserve the language and cultures of the Lao community. www.laostudies.org

Final Materials

Two revised poster options were created in response to focus group suggestions and reviewed by Vinya Sysamouth and two colleagues from the Center for Lao Studies (CLS).

- Poster option 1 was selected as the final poster design. Community members liked the yellow and blue color combination and expressed that the symbols in the background reflected the Lao culture most appropriately.
- They felt that the poster appropriately reflected the message: *If you are concerned about someone you should pay attention to the warning signs of suicide and connect them to help.*



Option one



Option two

V. Distribution

The Know the Signs campaign partnered with the Center for Lao Studies in San Francisco to perform community outreach and coordinate distribution efforts throughout the Bay Area and statewide. The Center for Lao Studies compiled a list of Lao-serving nonprofit and mental health organizations who service Lao community members, Lao temples (often the congregating point for community members), and Lao markets. Organizations outside the Bay Area were contacted through phone and email. They were provided with information about the campaign and offered available materials to provide to their Lao clients and community members.

Appendix A: Poster, Brochure and Customized Materials

**“ສວັນຢູ່ໃນອີກ
ນາຣົກຢູ່ໃນໃຈ”**

ສັນຍານເຕືອນເຫດ

**ສັນຍານບອກຄວາມອຸກອັ່ງທາງ
ຈິດໃຈ ບສາມາດຈະເຫັນໄດ້ຊັດເຈນ
ສເມີໄປ, ແຕທານສັ່ງເກດພົບເຫັນ
ກໍ່ຄວນໃຫ້ການຊ່ອຍເຫຼືອ.**

ຖ້າຜູ້ເຕືອນ ຫຼື ສະມາຊິກຄອບຄົວຂອງທ່ານ
ມີອາການລະບຸໄດ້ຂ້າງລຸ່ມນີ້ໂດຍສະເພາະໝາຍເຖິງເຂົາເຈົ້າທີ່ມີ
ປົກກະຕິ ໃຫ້ທ່ານອອກຄວາມຊ່ອຍເຫຼືອໃຫ້ເຂົາເຈົ້າທັນທີ.

- ເວົ້າເຖິງການຢາກຕາຍ
- ຫາວິທີ ທີ່ຈະຂ້າໂຕຕາຍ
- ຮູ້ສຶກອຸກອັ່ງ, ຄົບແຄ້ນແທ້ໆໃຈ ຫຼື ຕິກເຂົ້າສູ່ພູມແຫ່ງອາລົມ
- ນອນຫຼາຍເກີນໄປ ນອນຫຼືບໍ່ນອນ ວ່າບໍ່ໄດ້ນອນເລີຍ
- ບໍ່ຢາກເຂົ້າຮ່ວມກິດຈະການທີ່ເຄີຍໄດ້ຫຼີ້ນກ (ຕົວຢ່າງ:
ບໍ່ຢາກໄປເຮັດວຽກເຮັດງານຫຍັງ ຫຼືເຂົ້າຮ່ວມງານສັງຄົມ)
- ບໍ່ຢາກໄດ້ເວລາຢູ່ກັບຄອບຄົວແລະແຜ່ນຜູ້ເພື່ອນ
- ມີອາການເສົ້າຂຶ້ນ ແລະ ກະວົນກະວາຍ ຕລອດເວລາ
- ມີອາການໃຈຮ້າຍຢູ່ຕລອດເວລາ
- ນຳຕົນເອງໄປສູ່ສະຖານທີ່ເປັນອັນຕະລາຍ
- ນຳຕົນເອງໄປສູ່ສີ່ຫີ່ເປັນອັນຕະລາຍ
- ດື່ມສິ່ງມືນເມັດຫຼາຍຂຶ້ນ ຫຼື ເສບສິ່ງເສບຕິດຕ່າງໆ
- ເວົ້າເຖິງການເປັນພາຍາຍແກ່ຄົນອື່ນ

ຖ້າທ່ານຄິດວ່າບຸກຄົນໃດຄົນໜຶ່ງຄິດຈະຂ້າ
ໂຕຕາຍທ່ານປະໃຫ້ເຂົາຢູ່ຄົນດຽວ. ທ່ານ
ສາມາດຕິດຕໍ່ໄປຫາສາຍຊີວິດປ້ອງກັນການ
ຂ້າໂຕຕາຍແຫ່ງຊາດ ເບີດ 24 ຊົ່ວໂມງ ທີ່
1.800.273.8255

ເພື່ອຊອກຫາແຫຼ່ງໃຫ້ການຊ່ອຍເຫຼືອ,
ໃຫ້ເຂົ້າໄປເວັບໄຊທີ່:
suicideispreventable.org

**KNOW
THE SIGNS**

Approximate translation of Lao to English

“Heaven and hell are both located in one’s heart” (Lao proverb)

The warning signs of emotional pain are not always obvious, but if you do observe them, don’t hesitate to offer help.

Have you observed any of these behaviors in a close family member or friend?

- Talking about death
- Finding ways to kill oneself
- Feeling depressed, desperate or trapped
- Sleeping too much or not sleeping at all
- Do not want to work or participate in social activities
- Not spending time with family and friends
- Signs of depression and anxiety or anger
- Always angry
- Putting themselves in situations that are harmful
- Engaging in harmful behavior
- Use more alcoholic drinks or abuse drugs
- Talk about being a burden to others

Many people are in the same situation, but there is help out there. To find local resources, visit suicidespreventable.org or call 1.800.273.8255

“ສວັນຢູ່ໃນອີກ ນາຣີກຢູ່ໃນໃຈ”

ສັນຍານເຕືອນເຫດ ສັນຍານບອກຄວາມອຸກອັ່ງທາງ ຈິດໃຈ ບສາມາດຈະເຫັນໄດ້ຊັບ ສເມີໄປ, ແຕ່ທ່ານສັ່ງເກຕພົບ ກໍ່ຄວນໃຫ້ການຊ່ອຍເຫຼືອ.

ຖ້າຜູ້ເພື່ອນ ຫຼື ສະມາຊິກຄອບຄົວຂອງທ່ານ
ມີອາການລະບຸໄວ້ຂ້າງລຸ່ມນີ້ ໂດຍສະເພາະພວກເຂົາເປັນເພື່ອນທີ່ມີ
ເກົາະຜີ ໃຫ້ຕ້ານອອກຄວາມຊ່ອຍເຫຼືອໄດ້ແກ່ເຂົາທັນທີ.

- o ເວົ້າເຖິງການປາກຫາຍ
- o ຫາລິນີ ທີ່ຈະຂ້າໂຕຕາຍ
- o ຮູ້ສຶກອຸກອັ່ງ, ຄົບແຄ້ນແຫ້ນໃຈ ຫຼື ຕົກເຂົ້າສູ່ຫຼຸມແຫ່ງອາລົມ
- o ນອນຫຼາຍເກີນໄປ ນອນຫຼັບຍາກ ວ່າປໄດ້ນອນເລີຍ
- o ບໍ່ຢາກເຂົ້າຮ່ວມກິດຈະການທີ່ເຄີຍເຮັດຫຼືມັກ (ຕົວຢ່າງ: ບໍ່ຢາກໄປເຮັດວຽກເຮັດງານຫຍັງ ຫຼື ເຂົ້າຮ່ວມງານສັງຄົມ)
- o ບໍ່ຢາກໃຊ້ເວລາຢູ່ກັບຄອບຄົວແລະຜູ້ເພື່ອນ
- o ມີອາການເສົ້າຂົມ ແລະ ກະວົນກະວາຍ ຕລອດເວລາ
- o ມີອາການໃຈຮ້າຍຢູ່ຕລອດເວລາ
- o ນຳເນີນເອງໄປສູ່ສະພາບທີ່ເປັນອັນຕະຍາຍ
- o ນຳເນີນເອງໄປສູ່ສິ່ງທີ່ເປັນອັນຕະຍາຍ
- o ຕົ້ນສິ່ງມັນເມີຫຼາຍຂຶ້ນ ຫຼື ເສບສິ່ງເສບຕິດຕ່າງໆ
- o ເວົ້າເຖິງການເປັນພາຍະແກ່ຄົນອື່ນ

ຖ້າທ່ານຄິດວ່າບຸກຄົນໃດ
ໂຕຕາຍທ້າມປະໂຫ້ເຂົາຢູ່
ສາມາດຕິດຕໍ່ໄປຫາສາຍຊ່ອຍ
ຂ້າໂຕຕາຍແຫ່ງຊາດ ເປີດ
1.800.273.8255

ເພື່ອຊອກຫາແຫຼ່ງໃຫ້
ໃຫ້ເຂົ້າໄປເວັບ
suicideispreventable.org

www.laostudies.org

ຊອກຫາຄຳເວົ້າທີ່ເໝາະສົມ
 66 ຊ່ອຍຈຳເປັນຕ້ອງຖາມຄຳຖາມນີ້
 ເພາະວ່າຊ່ອຍເປັນຫວັງເຈົ້າ
 ເຈົ້າຄິດວ່າຈະຂ້າໂຕຕາຍບໍ່? 77

ມີອາດຈະເປັນສິ່ງທີ່ຍອມຮັບບໍ່ໄດ້ ແລະ ຄາດຖ້າເຮົາມີ
 ຄວາມກັວໄວຄິດຢູ່ກວ່າຂ້າໂຕຕາຍ ແຕ່ວ່າຄວາມຍິນຍອມຮັບ
 ທຸກຄວາມເປັນສິ່ງທີ່ສຳຄັນໃນການຊ່ອຍເຫຼືອແລກເຊົາ
 ຖ້າທ່ານເປັນພວກຜູ້ໃດໜຶ່ງທີ່ເສີມໂອ້ມໃສ່ໃຫຍ່ກັບ
 ເຂົາທັນທີ.

ເປັນການໂອ້ມ ສັນຍານ ບອກໄດ້ເຂົ້າຮູ້ວ່າ ຫາມໄດ້ສັງກາດ ສັນຍານແລະ ສັບປະທານສາຍຊ່ອຍ ຈາກເຂົາ	ຖາມເຖິງການຂ້າ ໂຕຕາຍ “ເຈົ້າຄິດວ່າຂ້າໂຕ ຕາຍບໍ່?”	ຜັກຄວາມເປົ່າ ໃຫ້ທ່ານລະແດງ ການຄວາມກັວໄວ ປອມໃຈ ແລະ ຖາມວ່າຜູ້ເຮົາໃຊ້ ຊ່ອຍເຫຼືອຫວັງແນ່.
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ນີ້ແມ່ນເລື່ອງທີ່ຍາກທີ່ສຸດທີ່ສາມາດສູ້ຮົບເຫຼືອແລະຂັບໂອ້ມ:
 ຜັກເຂົາປຸກເຂົາແລະແຕ່ງອອກໃຫ້ເຂົາ
 ຜັກເຂົາຕາມເອົາໃຈໃສ່ເຂົາແລະຢູ່ທີ່ນັ້ນ
 ເພື່ອຊ່ອຍເຫຼືອເຂົາ ບອກຄົນອື່ນໃຫ້ເຂົາຮູ້ວ່າ
 ບໍ່ຕ້ອງໂຕລະອາຍໃຈໃນການຮັບ
 ເຮົາການຊ່ອຍເຫຼືອ.
 ເຮົາຈຳເປັນຕ້ອງສູ້ຮົບຕາມສູນກາດຕິດຕໍ່ໄປນຳ
 ສະຖານທີ່ການທາຍແລະ ຫຼື ນຳສຳເລັດ,
 ຜູ້ນຳອຸປະກອນ ຫຼື ສາມາດຮູ້ສຶກເປັນອອກຕົວ

**ການຍິນຍອມເຂົ້າຫາແຫຼ່ງ
ຊ່ອຍເຫຼືອ**

ຖ້າທ່ານຄິດວ່າບຸກຄົນໃດຄົນໜຶ່ງຄິດຈະຂ້າໂຕຕາຍ
 ທ້າມປະໂຫ້ເຂົາຢູ່ຄົນດຽວ ທ່ານສາມາດຕິດຕໍ່ໄປຫາ
 ສາຍຊ່ອຍຊີວິດບໍ່ອາກາດໂຕຕາຍແຫ່ງຊາດ ເປີດ
 24 ສົ່ວໂມງ ທີ່
1.800.273.8255

ເພື່ອຊອກຫາແຫຼ່ງໃຫ້ການຊ່ອຍເຫຼືອ,
 ໃຫ້ເຂົ້າໄປເວັບໄຊ:
www.suicideispreventable.org
 ແລະລົດທີ່ປຸກ "Reach Out."

REACH OUT

Call:
1.800.273.8255
 Trained counselors are available
 24/7 to offer support at the
 National Suicide Prevention Lifeline.

Visit:
www.suicideispreventable.org
 for more information and
 local resources.

San Francisco Suicide Prevention
 Crisis Line (24/7 in English)
1.415.781.0500
 Live Chat (English)
www.sfsuicide.org/get-help/livechat/

FIND THE WORDS
 66 I have to ask this question because
 I care about you. Are you thinking
 about ending your life? 77

It is difficult to accept that someone we care
 about wants to end their life. However,
 acceptance is important for us to be able
 to help. If you are worried about someone,
 don't hesitate to start the conversation.

START THE CONVERSATION	ASK ABOUT SUICIDE	LISTEN
Mention the warning signs that you noticed in their actions and words.	"Are you thinking about suicide?"	Express concern, reassure and ask to help them.

Offer support:

- Stay to comfort them and let them know you care and are willing to help.
- Reassure them that there is no shame in seeking help.
- Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family members.

www.laostudies.org

KNOW THE SIGNS

“Heaven and hell are both located in one’s heart.”
— Lao Proverb

The warning signs of emotional pain are not always obvious, but if you do observe them, do not hesitate to offer help.

If a friend or family member shows any of the following, especially if they are acting in ways that are not typical, reach out to provide help in time.

- Talking about wanting to die or suicide
- Seeking methods for self-harm or suicide
- Feeling hopeless, desperate or trapped
- Changes in sleep
- Do not want to spend time with family and friends
- Do not want to participate in activities they usually enjoy
- Anxiety or agitation
- Anger
- Putting themselves in dangerous situations
- Increased drug or alcohol use
- Giving away possessions
- Talk about being a burden to others

“Do not wait until the cattle go missing to mend the fences.”
— Lao Proverb

Don't wait until it is too late. There is something you can do now to help yourself, your family and friends. You could save someone's life.

Pain Isn't Always Obvious

KNOW THE SIGNS

Suicide Is Preventable

TAKE THE FIRST STEP AND OPEN UP

ສັນຍານເຕືອນເຫດ

ສັນຍານເຕືອນເຫດ

“ສວັນຢູ່ໃນອີກນາຣົກຢູ່ໃນໃຈ”

ສັນຍານບອກຄວາມອຸກອັ່ງທາງຈິດໃຈ ບໍ່ສາມາດຈະເຫັນໄດ້ຊັດເຈນສເມີໄປ, ແຕ່ທ່ານສັງເກດພົບເຫັນ ກໍຄວນໃຫ້ການຊ່ອຍເຫຼືອ.

ຖ້າຜູ້ເພື່ອນ ຫຼື ສາມາດຊືກຄອບຄົວຂອງທ່ານ ມີການປ່ຽນແປງໃຈ ຫຼື ສັນຍານບອກຄວາມອຸກອັ່ງທີ່ບໍ່ເປັນປົກກະຕິ ຫຼື ທີ່ບໍ່ເປັນປົກກະຕິ ໃຫ້ທ່ານອອກຄວາມຊ່ວຍເຫຼືອ ໄດ້ເໝາະເໝາະເມີ.

- ເວົ້າເຖິງການປາດຫາຍ
- ຫາລືກຊືກ ຄົບເຮັດສວນໃຈ ຫຼື ຫາກເຂົ້າສູ່ສູນແຫຼ່ງອາລົມ
- ນອນຫຼາຍເກີນໄປ ຫຼື ນອນໜ້ອຍກວ່າມາດປົກກະຕິ
- ບໍ່ມາເຮັດວຽກຕາມຄວາມສົນທິສັດເຫຼືອກໍລິ (ຜິດກວ່າມາດປົກກະຕິ)
- ບໍ່ມາໄປເຮັດວຽກທີ່ຕາມສວນໃຈ ຫຼື ທີ່ສວນກຽມສິນຄ້າ
- ບໍ່ມາໄປເຮັດວຽກທີ່ບໍ່ຄວນເຮັດເຢັນເຢັນ
- ມີອາການເຂົ້າຂົມ ແລະ ກະທົບກະວາຍ ກະຕືລືລົ້ນ
- ມີອາການໂຈ້ຫາຍຢູ່ຕອກເວລາ
- ນຳຕົນເອງໄປສູ່ສະພາບທີ່ເປັນອັນຕະລາຍ
- ນຳຕົນເອງໄປສູ່ສະພາບທີ່ເປັນອັນຕະລາຍ
- ສົນທິສັດເຫຼືອກໍລິ ຫຼື ເສຍສິ່ງສະໄໝຢ່າງຕ່າງໆ
- ເວົ້າເຖິງການເປັນຄວາມໝາຍທີ່ເສັ້ນ

ຖືກສາຍເລັດຜິດພາດ. ເປັນທີ່ກະຕືລືລົ້ນ ຫຼື ສວນໃຈທີ່ສວນວ່າ ອາດຈະເຫັນອອກເຫດຜົນທີ່ບໍ່ເປັນປົກກະຕິເຫຼືອ ຫຼື ຈຸດຈຸດອາຍເຫັນ.

ມີບາງສິ່ງບາງຢ່າງທີ່ທ່ານສາມາດເຮັດໄດ້ເມື່ອເຫັນ ຜົນຊ່ອຍເຫຼືອທ່ານເອງ, ຄອບຄົວຂອງທ່ານ ແລະ ຜູ້ເພື່ອນຂອງທ່ານ.

ຊອກຫາຄຳເວົ້າທີ່ເໝາະສົມ

“ຮ້ອຍຈຳເປັນຕ້ອງຖາມຄຳຖາມນີ້ ເພາະວ່າຮ້ອຍຈຳເປັນຕ້ອງເຈົ້າເຈົ້າຄິດວ່າຈະຂ້າໃຈໂຕເອງນຶ່ງ?”

ມັນອາດຈະເປັນສິ່ງທີ່ຄອບຄົວໄດ້ເວົ້າເຖິງກັນທີ່ເຮົາມີຄວາມຫວັງໃຫ້ຖືກຢາກຮູ້ໂຕເອງ. ແຕ່ຄວາມຍິນຍອມຂຶ້ນ ເສດຖະກິດເປັນສິ່ງທີ່ສຳຄັນໃນການຊ່ອຍເຫຼືອແກ້ໄຂ. ຖ້າທ່ານເປັນຄົນທີ່ໄດ້ຖືກຮູ້ໂຕເອງນີ້ ຫຼື ສິ່ງທີ່ເຮົາສົນທິສັດເຫຼືອກໍລິເຮົາກັນ.

ເຮົາມາກຳເໝາະສົມກັນ	ຖາມເຊິ່ງຖາມເຂົ້າໂຕເອງ	ສັ່ງການເວົ້າໄຫວ້
ບອກໃຫ້ຮູ້ຊື່ວ່າສ່ວນໄດ້ສັ່ງຫາສັນຍານບອກຄວາມອຸກອັ່ງທາງຈາກເຂົາ.	“ເຮົາຈະຈະຂ້າໃຈໂຕເອງ?”	ການຄວາມສ່ວນໃຫ້ອອກໂຕ ຖາມວ່າຈະເຮັດຊ່ອຍເຫຼືອທ່ານ.

ຖ້າທ່ານຄິດວ່າບາງຄົນໄດ້ເຫັນທ່ານຄິດຈະຂ້າໃຈໂຕເອງ ຫຼື ທ່ານປະໂຫຍດເຮັດຢູ່ໃນດຽວ ຫຼື ທ່ານສາມາດຄິດຕໍ່ໄປທາງລາຍເຊິ່ງຊ່ອຍເຫຼືອທ່ານເຮົາໂຕເອງແຫ່ງຊາດ ເປັນ 24 ຊົ່ວໂມງ ຫຼື:

ການຍິນມີເຂົ້າຫາແຫຼ່ງຊ່ອຍເຫຼືອ

ຖ້າທ່ານຄິດວ່າບາງຄົນໄດ້ເຫັນທ່ານຄິດຈະຂ້າໃຈໂຕເອງ ຫຼື ທ່ານປະໂຫຍດເຮັດຢູ່ໃນດຽວ ຫຼື ທ່ານສາມາດຄິດຕໍ່ໄປທາງລາຍເຊິ່ງຊ່ອຍເຫຼືອທ່ານເຮົາໂຕເອງແຫ່ງຊາດ ເປັນ 24 ຊົ່ວໂມງ ຫຼື:

1.800.273.8255

ພື້ນຖານຊອກຫາແຫຼ່ງໃຫ້ການຊ່ອຍເຫຼືອ, ໃຫ້ເຂົ້າໄປເວັບໄຊທ໌:

www.suicidepreventionable.org

ແລະ ກົດທີ່ປຸງ “Reach Out.”

REACH OUT

Call: 1.800.273.8255

Trained counselors are available 24/7 to offer support at the National Suicide Prevention Lifeline.

Visit: www.suicidepreventionable.org for more information and local resources.

Suicide Prevention Crisis Line: 1.877.727.4747
24 hours a day, 7 days a week

Los Angeles County Department of Mental Health ACCESS Hotline: 1.800.854.7771
24 hours a day, 7 days a week

FIND THE WORDS

“I have to ask this question because I care about you. Are you thinking about ending your life?”

It is difficult to accept that someone we care about wants to end their life. However, acceptance is important for us to be able to help. If you are worried about someone, don't hesitate to start the conversation.

START THE CONVERSATION	ASK ABOUT SUICIDE	LISTEN
Mention the warning signs that you noticed in their actions and words.	“Are you thinking about suicide?”	Express concern, reassure and ask to help them.

Offer support:

- Stay to comfort them and let them know you care and are willing to help.
- Reassure them that there is no shame in seeking help.
- Talk to and discuss next steps with a mental health clinician or doctor, a community leader or family members.

“ສວັນຢູ່ໃນອີກນາຣົກຢູ່ໃນໃຈ”

ສັນຍານເຕືອນເຫດ

ສັນຍານບອກຄວາມອຸກອັ່ງທາງຈິດໃຈ ບໍ່ສາມາດຈະເຫັນໄດ້ຊັດເຈນສເມີໄປ, ແຕ່ທ່ານສັງເກດພົບເຫັນກໍຄວນໃຫ້ການຊ່ອຍເຫຼືອ.

ຖ້າທ່ານຄິດວ່າບາງຄົນໄດ້ເຫັນທ່ານຄິດຈະຂ້າໃຈໂຕເອງ ຫຼື ທ່ານປະໂຫຍດເຮັດຢູ່ໃນດຽວ ຫຼື ທ່ານສາມາດຄິດຕໍ່ໄປທາງລາຍເຊິ່ງຊ່ອຍເຫຼືອທ່ານເຮົາໂຕເອງແຫ່ງຊາດ ເປັນ 24 ຊົ່ວໂມງ ຫຼື 1.800.273.8255

ເພື່ອຊອກຫາແຫຼ່ງໃຫ້ການຊ່ອຍເຫຼືອ ໃຫ້ເຂົ້າໄປເວັບໄຊທ໌: suicidepreventionable.org

Appendix B: Your Voice Counts discussions

Welcome! Please respond to this post.



WORKGROUP DISCUSSION

Welcome! Please respond to this post.



[Jana YourSocialMa...](#)

Welcome! Please respond to this post and introduce yourself to the group!

PRIVATE FEEDBACK (9)

4 comments POST COMMENT
(#COMMENT-FORM)



[laostudies](#)

November 27, 2013 - 12:56pm

Hi all,

My name is Vinya Sysamouth. I am very happy to be a part of this group and to do what I can to help out.



[Sphonthachack](#)

September 18, 2013 - 9:10am

Hi,

I'm Sally and I look forward to working with the group.



[mayyang](#)

September 16, 2013 - 8:48pm

Hi, my name is May and I am glad to be a part of the Lao workgroup and looking forward to the webinar on Sept. 23rd.



[Sandra_EDC](#)

September 15, 2013 - 9:06am

I am very excited we will be starting this group in a little over a week! I look forward to meeting you all on our webinar on Sept. 23. Please be sure you have registered for the webinar and let me know if you have any questions in the meantime.

POST NEW COMMENT

YOUR NAME:
em



Notes from our September 23rd webinar and Discussion Questions



WORKGROUP DISCUSSION

Notes from our September 23rd Webinar and Discussion Questions



[Sandra_EDC](#)

Thank you to those who were able to participate in our first webinar on September 23rd. Below are some notes we took from the discussion. **We would really like to hear from all of you**, especially those of you who were not able to be on the webinar, about your thoughts on these questions, so please respond to the questions in **bold** by commenting here.

How is suicide discussed, or not discussed in the Lao Community? Generally suicide is a taboo subject and people are reluctant to talk about it, similar to mental illness.

What are the issues about suicide that make it "taboo" or difficult to discuss?

The Know the Signs campaign is designed to reach helpers of those who may need help. Who are the most likely helpers in the Lao community? Females are generally more likely to talk about their problems than men. Younger people are more likely to talk to peers, and older people to someone at the temple or the associations that are linked to temples. A big challenge is that people may not know where to turn for help, what services or options are available.

Are there more thoughts on who are the most likely helpers in this community?

What materials would be helpful for outreach?

Having something visual in hand that will remind people that there is hope and help, such as a magnet or tote bag with a phone number on it. Brochures would also be helpful because there is room to include information about the warning signs, what to do, where to go for help. Having the materials in Lao would be important, especially for older members of the community.

What are some additional thoughts?

How can we get the materials to influential helpers in the community?

Temples reach most members of the community either directly or through a relative that does attend regularly. Monks are not likely to have any special training or preparation in suicide prevention but would likely be receptive to learning more about the warning signs and where to refer people for help. This would need to be done through introductions from someone who is a member of the temple and part of the community. **What are your thoughts on this? How do you suggest we approach temples to share information about suicide prevention?**

Are there any existing resources out there that might be useful for us to look at?

Participants suggested that the Jason Foundation has good, simple materials. Also the Center for Lao Studies web site (<https://www.laostudies.org/>)

Please share additional ideas about where we might look for good examples of materials reaching the Lao community? They don't have to be related to suicide prevention.

What culturally specific services might be promoted on these materials? For example the Suicide Prevention Lifeline offers 24 hour, 7 day a week access to trained counselors, however callers speaking Lao may need to use a tele interpreter to access these services - is that OK or would you recommend another service to promote?

Thank you for your input, we look forward to seeing your responses and moving forward with this project!

PRIVATE FEEDBACK (#)

2 comments POST COMMENT
(#COMMENT-FORM)



Sandra_EDC
October 8, 2013 - 9:04am

Thank you Sally! Others in the workgroup, especially those that were not able to make it to the webinar, please weigh in on the questions above. Thanks!



Sphonthachack
October 2, 2013 - 1:54pm

I think you captured our discussion perfectly. If I think of anything to add, I will post.

POST NEW COMMENT

YOUR NAME:
em



Update and a few questions



YOUR VOICE COUNTS

9

WORKGROUP DISCUSSION

Update and a few questions



Jana_YourSocialMa...
Hello,

I just wanted to provide a quick update that we are still trying to identify additional members for this workgroup. We had an initial list of 6 people who were interested, but several could not participate after all. Please bear with us for a few more weeks as we are connecting with additional organizations. **We welcome any suggestions for organizations and/or people who we should reach out.**

In addition, we would like to explore the idea we discussed during our first webinar about partnering with the temples to distribute suicide prevention information. If any of you have ideas or a contact who might be interested to work with us to build those relationships, that would be great as well. (We would be able to compensate this individual for his or her time).

Finally, we pulled this data. Referrals to organizations or individuals who have connections in any of these areas would be appreciated, especially in San Diego, Fresno and the LA/Long Beach area.

Lao American Populations by Metro Area 2010 Census

Sacramento-Arden Arcade-Roseville—12,758

San Francisco-Oakland-Fremont—9,850

San Diego-Carlsbad-San Marcos—8,079

Fresno—7,967

Los Angeles-Long Beach-Santa Ana—7,120

Stockton—4,266

Riverside-San Bernardino-Ontario—4,212

San Jose-Sunnyvale-Santa Clara—2,012

Modesto—1,983

Visalia-Porterville—1,978

Merced—1,810

Santa Rosa-Petaluma—1,322

Vallejo-Fairfield—1,046

PRIVATE FEEDBACK (#)

4 comments POST COMMENT
(#COMMENT-FORM)



Sphonthachack
October 30, 2013 - 10:14am

There's an organization based in San Francisco called Laotian American National Alliance (LANA). They have great contacts nation-wide to Laotian organizations - especially for San Diego. Sirch is the Executive Director. You can tell him I referred you. I'm on vacation but can help when I get back to connect you as well.



Jana_YourSocialMa...
November 14, 2013 - 6:44pm

Hi,

Are you back from vacation? I would love to chat with you before I reach out to LANA. My cell phone number is: 858 740 4381.



Sphonthachak
November 19, 2013 - 12:56pm

Hi Jana,

I'm back from vacation. I left you a voice message. Call me when you get a chance and we can discuss how I can help.



Jana_YourSocialMa...
October 31, 2013 - 11:41am

Thank you!

POST NEW COMMENT

YOUR NAME:
em



Please provide input on posters



YOUR VOICE COUNTS

WORKGROUP DISCUSSION

Please provide input on posters



Jana_YourSocialMa...
Hello workgroup members!

We would like to share that we recently partnered with the Center for Lao Studies in San Francisco to host a focus group this Saturday, May 31, to test three posters with Lao community members and get their feedback on the language, design and overall look of the materials. We would like to thank our workgroup member Vinya Sysamouth for providing the language adaptation, for being a part of the upcoming focus group, and for further guiding our efforts during this process.

Please have a look at the three posters and provide any feedback and let us know which of the three designs you favor and why!

Thank you!

PRIVATE FEEDBACK (#)

Attachment:

[KTS_Lao_Poster_design_1_Red Flower.pdf](#)

http://www.yourvoicecounts.org/sites/default/files/2013/11/KTS_Lao_Poster_design_1_Red Flower.pdf

[KTS_Lao_Poster_design_2_Frangipani_teal.pdf](#)

http://www.yourvoicecounts.org/sites/default/files/2013/11/KTS_Lao_Poster_design_2_Frangipani_teal.pdf

[KTS_Lao_Poster_design_3_Frangipani_red.pdf](#)

http://www.yourvoicecounts.org/sites/default/files/2013/11/KTS_Lao_Poster_design_3_Frangipani_red.pdf

o comments

POST COMMENT
(#COMMENT-FORM)

POST NEW COMMENT

YOUR NAME:
em



Appendix C: Member Roster

Name	Org	County	Qualifications
Vinya Sysamouth, PhD Executive Director	Center for Lao Studies	San Francisco	I have been working with the Lao community for over 15 years.
Sally Phonthachack, Community Relations Manager	Solsken Public Relations & Marketing	Sacramento	I am an active member of the Lao community, I am the ED for the Lao Youth Colation, I am currently working on the CalMHSA API SDR Campaign
May Yang		Sacramento	I am native born from Laos. I speak Hmong and have worked for the mentally challenged population for over 7 years.

Appendix D: Focus Group Protocol and Consent Form

Focus Group Protocol

Introduction/Welcome

Introduction statement for the group: (Thank everyone for being present):

*We want to welcome you to today's focus group. The purpose of today's meeting is to learn how we can reach the Lao community with information about suicide prevention. We will explore suggestions for creating materials in Lao to reach the **helpers**, meaning someone who is in a position to recognize warning signs and offer support, NOT the person at-risk.*

Please emphasize to participants that their input and feedback are invaluable in ensuring we produce materials that are user friendly and effective.

Remind participants that we have provided food and beverages for their enjoyment and to please feel comfortable to get up and get something to drink or eat if they haven't already.

Background

Campaign background: The materials that will be created for the *Know the Signs* campaign are part of statewide efforts to prevent suicide and are funded by counties through the Mental Health Services Act.

Focus group objective: The goal is to review 3 posters designed to reach the Laotian community with information about suicide prevention.

SECTION 1: Discussion about Suicide Prevention

- 1) If you were concerned that a friend or family member is having thoughts of suicide, what would you do? Who would you turn to for support? What information do you need to help you support a friend you are concerned about?
- 2) If you were having thoughts of suicide, who do you think would notice warning signs? A family member? A close friend?
- 3) What is the best way to reach the Lao community members with this type of information? (Confirm that through temples is a good strategy).

SECTION 2: Poster Feedback

1. Poster 1

Hand out one poster. Ask participants to take a few minutes to review the poster and the content.

- In 10 words or less, what is this poster about?
- Who is this poster trying to speak to? Who is it relevant for?
- What is this poster asking you to do?
- Does it appropriately reflect the Lao community and culture?

(For the facilitator: This poster is designed to reach helpers of a person at risk, not the person at risk themselves.)

2. Compare poster 1, 2 and 3

Hand out additional 2 posters. Please take a few minutes to review the posters.

- Raise your hand if your first choice is poster 1
- Raise your hand if your first choice is poster 2
- Raise your hand if your first choice is poster 3

Ask participants to share what they liked/didn't like about each of the posters.

Thank everyone for participating and hand out gift cards

**Know the Signs Campaign
Consent to Participate in Focus Group**

You have been invited to participate in a focus group to inform materials for the statewide suicide prevention social marketing campaign *Know the Signs*. The campaign is funded through counties by the voter approved Mental Health Services Act (MHSA) (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA). You were selected as a possible participant because you are Lao and speak Lao.

PURPOSE

The purpose is to help us understand how we can reach the Lao community with information about suicide prevention and to offer feedback on printed materials.

PROCEDURES

If you choose to participate, you will be asked to participate in a group discussion about the outreach needs in your community and about the appropriate strategies to reach members of your community. This type of group meeting is called a focus group. The focus group will last about 1 and 2 hours. The focus group will not be audiotaped and no identifying information will be collected. There are no right or wrong answers to the questions that will be asked in the group; the important thing is for you to share your experience and opinions.

POTENTIAL RISKS AND DISCOMFORTS

We ask that you share only as much information as you wish. Other people in the focus group discussion will know what you say.

POTENTIAL BENEFITS

Your answers will help the Know the Signs campaign to develop culturally appropriate outreach materials for the Lao community. You will receive no direct benefit from being in the focus group although you will be compensated for your time.

COMPENSATION FOR PARTICIPATION

You will receive a gift for being in the focus group that is worth approximately \$25 in value. If you decide to leave before the focus group is over, you will still receive the gift.

CONFIDENTIALITY

Your identity will be unknown. We will not disclose any information that can be identified with you, nor connect your name to any information we present.

PARTICIPATION AND WITHDRAWAL

Your decision whether or not to participate will not affect any services you now receive or will receive from The Center for Lao Studies or CHAA. If you decide to participate, you are free to discontinue participation at any time. You may choose not to answer questions that you do not want to answer. The facilitator may withdraw you from this meeting if circumstances arise which in the opinion of the presenters warrant doing so. If this happens, you will still receive the gift for being in the focus group.

QUESTIONS

If you have any questions or concerns about the focus group please feel free to ask now. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights, or remedies because of your participation in this focus group.

Your signature indicates that you have read the information provided above and have decided to participate. You can keep a copy of this form.

Name of Participant _____ Signature of Participant _____ Date _____

Appendix E: Recruitment Flyer



Workgroup Participants Needed

Contact: Jana Sczersputowski – jana@yoursocialmarketer.com – 858 740 4381.

The Know the Signs suicide prevention social marketing campaign is looking for workgroup participants to assist in the development of culturally and linguistically competent materials. Please recommend yourself, a colleague or community member. Responsibilities include:

- ✓ An estimated time commitment of 10-15 hours between July 1, 2013 and September 30, 2013.
- ✓ Participation in one-on-one phone calls with campaign team members.
- ✓ Participation in conference calls as needed.
- ✓ Provide input and review creative materials.
- ✓ Assist with the development of a distribution plan

We are looking for approximately 5-8 participants in each workgroup. Participants who are selected will be compensated for their time with a \$300 stipend.

First and Last Name:	
Organization (if applicable):	Title (if applicable):
Email:	Phone:
Briefly describe your qualifications for this workgroup and why you are interested in participating.	

We are looking for individuals with experience working with or conducting outreach to these different groups. **Please mark which of these 11 workgroup(s) you are interested in**

- African American
- API Youth
- LGBTQ Youth
- Low literacy Spanish-speaking individuals.

Workgroups for the development of materials reaching individuals who speak these languages:

- Vietnamese
- Tagalog
- Cantonese/Mandarin
- Hmong
- Khmer
- Korean
- Lao

The Know the Signs campaign is part of statewide efforts to prevent suicide, eliminate stigma about mental illness and improve student mental health. The Know the Signs suicide prevention social marketing 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**.



Know the Signs >> Find the Words >> Reach Out
suicideispreventable.org