

# Suicide Awareness Toolkit



**Preventing suicides  
in Indiana**  
is everyone's  
business.



**Indiana Patient  
Safety Center**

of the Indiana Hospital Association

# Contents

Letter to Members

Social Media Messaging

Resources to Share with the Community

Hotline Numbers

Text Hotline Number

Resources for Caregivers and Providers

Resources for Pandemics

Lead

Train

Identify

Engage

Treat

Transition

Improve

Materials for Print



**Indiana Patient  
Safety Center**

of the Indiana Hospital Association



Dear Indiana Hospital Association Member:

Patient safety is everyone's job and it is our focus year-round. That's why we are always working on new tools to help our members promote patient safety initiatives. In March 2019, IHA added suicide awareness social media messaging to the 2019 Patient Safety Awareness Week toolkit, and after an overwhelmingly positive response, the IHA team created some additional tools and combined them into a toolkit for Suicide Awareness Month in September.

Suicide is the 10th leading cause of death in the United States and the second leading cause in people aged 10-34. Suicide awareness is becoming an increasing issue in hospitals since we know 39% of people who die by suicide visit an emergency department in the year prior to their death, and up to 45% of people who die by suicide visit their primary care physician in the month prior to their death.

We have added social media image banners to the existing messages, as well as templates for posters and table tents that can be printed and displayed in your facility to educate your staff and the public. We hope you find these resources valuable tools in your efforts to raise awareness throughout the year.

As health care providers, we must lead in educating the public about important patient safety issues. Thank you for your continued participation and partnership as we work together to increase patient safety awareness. If you have any questions about this toolkit, please contact Casey Hutchens at [chutchens@IHAconnect.org](mailto:chutchens@IHAconnect.org).

Sincerely,

Karin Kennedy

# Social Media Messaging

Below are images and messaging for use on social media platforms. Special Days to support reducing the stigma and educating the population include:

- September – Suicide Awareness and Prevention Month
- September 10 – World Suicide Prevention Day
- November 21 – International Survivors of Suicide Day

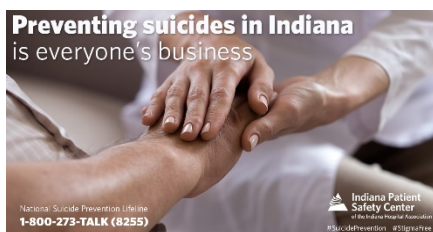
## Message



([download image](#))

Mental health conditions are often seen as the cause of suicide, but suicide is rarely caused by any single factor. In fact, more than half of people who died by suicide did not have a known mental health condition. Learn more at the [Centers for Disease Control and Prevention website](#) #SuicidePrevention #SeizeTheAwkward

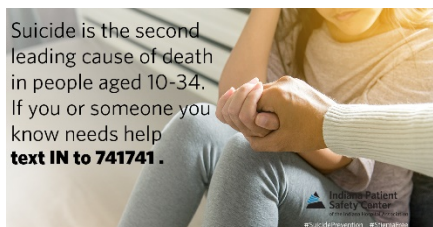
## Message



([download image](#))

Social isolation, increased anxiety, increased substance use, increased anger, expressing hopelessness, changes in sleep or diet, talking about wanting to die, and making plans for suicide are all warning signs. Learn more at the [Centers for Disease Control and Prevention website](#) #SuicidePrevention #SeizeTheAwkward

## Message



([download image](#))

Suicide is the 10th leading cause of death in the United States and the second leading cause in people aged 10-34. Learn more at the [seizetheawkward.org](#) #SuicidePrevention #SeizeTheAwkward

## Message



([download image](#))

Almost 48,000 people annually die from suicide in the U.S., and of them over 1,000 are Hoosiers with a Hoosier dying by suicide every eight hours. Learn more at the [Centers for Disease Control and Prevention website](#) and [American Foundation for Suicide Prevention website](#) #SuicidePrevention #SeizeTheAwkward

## Message



([download image](#))

More than half of people who die by suicide did not have a known mental health condition, but almost half visit their primary care physician in the month prior to their death. If you are experiencing symptoms of depression, talk to your primary care provider. Learn more at the [Centers for Disease Control and Prevention website](#) #SuicidePrevention #SeizeTheAwkward

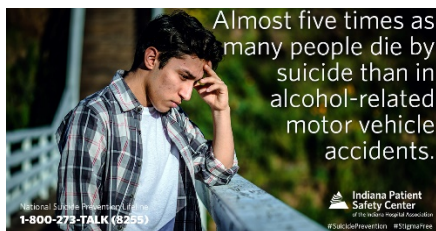
## Message



([download image](#))

For each death by suicide 135 people are exposed (6.9 million annually). Exposed = those who "know" someone personally who has died by suicide. You are not alone! Find Support at the [American Foundation of Suicide Prevention Website](#)

## Message



([download image](#))

In 2017, almost five times as many people died by suicide in Indiana than in alcohol-related motor vehicle accidents. Learn more at the [American Foundation for Suicide Website](#)

## Message

# Dos and Don'ts of Helping a Suicidal Friend

- Do talk openly and matter-of-factly about suicide.
- Do listen. Allow expressions of feelings. Accept the feelings.
- Do get help from people or agencies specializing in crisis intervention and suicide prevention. **1 800 273 TALK** (8255) or **text IN to 741741**.
- Do offer hope that alternatives are available but do not offer glib reassurance.
- Do take action. Remove means, like weapons or pills.
- Don't debate whether suicide is right or wrong, or whether feelings are good or bad.
- Don't lecture on the value of life.
- Don't dare him or her to do it.
- Don't act shocked. This will put distance between you.
- Don't be sworn to secrecy. Seek support.

**Preventing suicides in Indiana**  
is everyone's business.



[\(download image\)](#)



**Indiana Patient  
Safety Center**

of the Indiana Hospital Association



# Resources to Share with the Community

Taking a [mental health screening](#) is one of the quickest and easiest ways to determine whether you are experiencing symptoms of a mental health condition. Mental health conditions include depression or anxiety. They are real, common, and treatable conditions and recovery is possible!

The [Centers for Disease Control and Prevention](#) provides insight into the public health problem surrounding suicide and the lasting impacts and effects of suicide on individuals, families, and communities.

The [American Foundation for Suicide Prevention](#) provides information around suicide and prevention efforts.

Visit the [Indiana Suicide Prevention website](#) to obtain hotline numbers, resources for the LGBTQ+ community, resources for parents, and more.

[Seize the Awkward Campaign](#) - A resource for individuals looking to help friends through mental health issues.

[Asking about Suicide in Healthcare Settings](#) - The National Institute of Mental Health provides a video capturing the importance of asking questions in the healthcare setting related to suicide.

[What is suicide?](#) - The Centers for Disease Control and Prevention video presents an overview of suicide.

[Suicide-Proof Your Home](#)

[Counseling on Access to Lethal Means](#)

## Hotline Numbers

- [National Suicide Prevention Lifeline](#)  
800-273-TALK (8255)
- Teen Suicide Hotline  
800-SUICIDE (784-2433)
- Text IN to 741741 for Suicide Prevention



# Resources for Caregivers and Providers

## Resources through the Zero Suicide Institute

<http://zerosuicide.edc.org/><sup>1</sup>

The Zero Suicide framework is a system-wide commitment to supporting safe, suicide care for patients in the community and hospital settings. This organizational commitment has been inspired by health care systems across the Country working to improve their quality of care. The Indiana Hospital Association partnered with the Academy in 2019 to conduct a 3-day, immersive training to hospitals. Although your organization may not have attended the Academy, we recommend reviewing these resources below to enhance your suicide care:

### Resources for Pandemics

- [Telehealth and Suicide Care during a Pandemic](#) - Resource providing information to help hospitals adapt to using telehealth by providing safe and effective suicide care
- [Psychological Effects of Quarantine During a Pandemic](#) - A briefing from the Center for the Study of Traumatic Stress outlines the stressors of quarantine and the psychological impact on a population and provides tips for healthcare providers in supporting these patients
- [Managing Healthcare Workers' Stress Associated with a Pandemic](#) - The National Center for Posttraumatic Stress Disorder outlines the background of traumatic stress and how to support healthcare workers and their stress during a pandemic and beyond

### Zero Suicide Framework Resources

#### **LEAD** a system-wide culture change committed to reducing suicides

- Conduct the [Zero Suicide Organizational Self-Study](#) to assess the core elements of suicide care currently in place at your organization
- Lived Experience - People with lived experience can support hospitals in developing, implementing, and evaluating efforts for suicide care. [The Suicide Attempt Survivors Task Force issued a report supporting the insights of those with lived experience.](#)

#### **TRAIN** a competent, confident, and caring workforce

- Conduct an [organization-wide workforce survey](#) to assess staff knowledge and comfort interacting with patient who may be at risk for suicide



**Indiana Patient  
Safety Center**

of the Indiana Hospital Association



## IDENTIFY patients with suicide risk via comprehensive screenings and assessment

- Identify your organization's assessment/screening tool
  1. [PHQ-9 \(Patient Health Questionnaire Depression Scale\)](#)<sup>2</sup> - A short assessment asking about recent feelings and thoughts surrounding the question, "Over the past two weeks have you been bothered by..."
  2. [C-SSRS \(Columbia-Suicide Severity Rating Scale\)](#) - For use in the clinical setting to allow practitioners the ability to gather a lifetime history of suicidality, along with recent suicidal ideation and behavior.

2 <https://www.apa.org/depression-guideline/patient-health-questionnaire.pdf>

## ENGAGE all individuals at-risk of suicide using a suicide care management plan

- Create a [hospital-wide safety plan](#) for standardization of practice
- [Counseling on Access to Lethal Means \(CALM\)](#) free, online training course

## TREAT all suicidal thoughts and behaviors using evidence-based treatments

- [Interactive Screening Program \(ISP\)](#): Medical and professional degree schools, hospitals and health systems across the country are using ISP to offer physicians, medical students, residents, and trainees a safe and confidential way to connect with mental health services.
- [National Suicide Prevention Lifeline's #BeThe1To Movement](#) 5 steps to save a life. Use the hyperlink to download graphic kits, poster's, and postcard's in English and Spanish
  1. Ask
  2. Keep them Safe
  3. Be There
  4. Help them Connect
  5. Follow Up

## TRANSITION individuals through care with warm hand-offs and supportive contacts

- [National Suicide Hotline](#), free, confidential, 24/7 support by phone 1-800-273-TALK (8255)
- Crisis Text Link, free, confidential, 24/7 support by text Text HOME to 741741



## IMPROVE policies and procedures through continuous quality improvement efforts

- [Measure patient-care outcomes](#) across your organization and share with leadership and staff on progress goals for patient care, along with implemented patient assessment goals



**Indiana Patient  
Safety Center**

of the Indiana Hospital Association

# Materials for Print

## Poster

The suicide awareness poster should be printed on white 11 X 17" paper. Click [here](#) to download the poster.



**Preventing suicides  
in Indiana**  
is everyone's business.

**48K** Nearly 48,000 lives lost to suicide annually.

**↑30%** Suicide rates went up more than 30% in half of states since 1999.

**54%** More than half of those who died by suicide had no known mental health condition.

**45%** Up to 45% of people who die by suicide visit their primary care physician in the month prior.

**Know the Suicide  
Warning Signs**

- Feeling like a burden
- Being isolated
- Increased anxiety
- Feeling trapped or in unbearable pain
- Increased substance use
- Looking for a way to access lethal means
- Increased anger or rage
- Extreme mood swings
- Expressing hopelessness
- Sleeping too little or too much
- Talking or posting about wanting to die
- Making plans for suicide

**BE THE ONE**

1. Ask
2. Keep them safe
3. Be there
4. Help them connect
5. Follow up

**National Suicide Prevention Lifeline  
1-800-273-TALK (8255)**

**Indiana Patient  
Safety Center**  
of the Indiana Hospital Association