

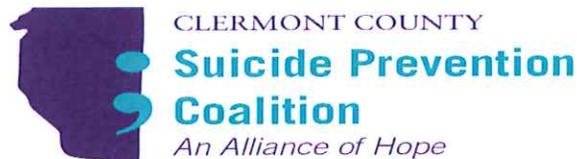
Strengthening and Sustaining Ohio's Suicide Prevention Coalitions Initiative

**Clermont County Suicide Prevention Coalition
Clermont County**

Plan to Increase Readiness in Clermont County to Address Suicide Prevention Using a Comprehensive Approach Guided by the CDC's Strategies for Preventing Suicide

September 2020

Created by:



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For more information, please see the Ohio Department of Mental Health and Addiction Services website: <https://suicideprevention.ohio.gov/> and the Ohio Suicide Prevention Foundation website: <https://www.ohiospf.org/>.

Introduction

The Ohio Department of Mental Health and Addiction Services partnered with the Ohio Suicide Prevention Foundation to enhance the work of suicide prevention coalitions across the state to align with [the Suicide Prevention Plan for Ohio](#) and the [Centers for Disease Control and Prevention's \(CDC\) seven strategies for preventing suicide](#). Seventeen suicide prevention coalitions covering 23 counties were funded in the spring of 2020 to engage in an eight-month learning community with peers and receive wraparound support services in order to strengthen local suicide prevention efforts and build community capacity to make a greater impact in suicide prevention across Ohio. Through participation in the learning community, the coalitions:

1. Conducted a [Community Readiness Assessment \(CRA\)](#) to better understand local conditions that guide appropriate suicide prevention strategies.
2. Developed the knowledge and skills needed to increase infrastructure and support coalition sustainability.
3. Enhanced strategic planning efforts through data-driven decision-making.
4. Engaged in professional development and [leadership skill-building opportunities](#).

This plan represents the culmination of the Strengthening and Sustaining Ohio's Suicide Prevention Coalitions Initiative: the creation of a plan to increase readiness to address suicide prevention using a comprehensive approach guided by the CDC's strategies for preventing suicide. The CDC provides a technical package on preventing suicide, which highlights seven strategies based on the best available evidence to help states and communities prevent suicide, including:

- Strengthen economic supports;
- Strengthen access and delivery of suicide care;
- Create protective environments;
- Promote connectedness;
- Teach coping and problem-solving skills;
- Identify and support people at risk; and
- Lessen harms and prevent future risk.

Building the Community Readiness Planning Team

The following individuals met three times during September 2020 to review the Community Readiness Assessment results and work toward creating a plan to increase readiness to address suicide prevention using a comprehensive approach guided by the CDC's strategies for preventing suicide.

- Melanie Palmer
- Lee Ann Watson
- Mary Wolff

Brief Review of Community Readiness Assessment Results

The Clermont County Suicide Prevention Coalition conducted the Community Readiness Assessment (CRA) during the months of July and August 2020. Seven key community partners were interviewed to determine community readiness in our County. The interviewees included representatives from: County Coroner's office; County Sheriff's Office; Board of County Commissioners; Faith-based entity; Chamber of Commerce; local hospital emergency room; and Fire/EMS.

The CRA measures readiness to address community changes on a scale from 1 (no awareness) to 9 (community ownership). The average overall stage of readiness was 3.93, indicating that the Clermont County community is in Stage 3 of readiness and has a vague awareness of the issue of suicide. Vague awareness means the community recognizes that something should be done to address suicide but believes there is not an immediate effort to do so. The following scores were obtained on the five dimensions of the CRA: Community Knowledge of Efforts scored a 3.50 (some community partners had heard of some local efforts, but little else); Resources related to the Issue scored a 3.60 (there are some resources available, but little action to allocate these resources to the issue); Knowledge about the Issue dimension scored a 3.70 (some community partners had heard of the issue and were somewhat aware of what is occurring locally); Community Climate scored a 4.25 (some community members believed suicide is an issue, but only a few are participating in the efforts); and Leadership scored a 4.60 (some leadership believed suicide is an issue, but only a few are participating in the efforts).

The Community Knowledge of Efforts dimension scored the lowest which involves the community's understanding of the presence of the Coalition and its prevention work. One interviewee stated, "I think there is a growing concern for suicide prevention, but I feel like people don't know what to do about it". Similarly, there was vague community knowledge related to the dimensions of Resources related to the Issue and Knowledge of the Issue. Based on the CRA results, the Coalition needs to focus on increasing the community's awareness of the issue of suicide, the prevention efforts, and resources available to address suicide in Clermont County, as well as informing the community that together we can make a positive change.

The dimensions of Community Climate and Leadership scored in the preplanning stage of community readiness, indicating that there was clear awareness and support for suicide prevention efforts but that the efforts are not known by the community. The Leadership dimension scored the highest, indicating that the community believes that there are appointed leaders and influential community members that are supportive of suicide prevention efforts, and that these leaders need to be encouraged to become involved in the efforts. The Coalition can utilize the presence of Leadership and a positive Community Climate to assist with increasing readiness related to suicide prevention. In order to increase readiness and involvement of the community and community leadership in the efforts, the Coalition needs to focus on developing a concrete strategic plan to guide the suicide prevention work.

As the Clermont County Suicide Prevention Coalition works to develop a strategic plan, attention needs to be directed at educating the community about the issue of suicide and about

the efforts, programs and policies and resources addressing suicide prevention. The Coalition needs to also assure that the prevention efforts are accessible to all segments of the community.

Based on the overall readiness score, the Coalition will work on the goals of increasing the community's knowledge of the need for suicide prevention, as well as knowledge of the Coalition and community resources.

Results of the SWOT Analysis

The Tri-Ethnic Model for Community Readiness measures five dimensions of community readiness:

- Community Knowledge of the Issue,
- Community Knowledge of Efforts,
- Community Climate,
- Leadership, and
- Resources.

For each dimension of readiness, the community readiness planning team completed a SWOT (strengths, opportunities, weaknesses, and threats) assessment using the results from the community readiness assessment. The results are summarized here.

Community Knowledge of the Issues

Strengths: The Coalition and its members have strong partnerships which can assist with increasing community awareness of the issue. The CRA results indicating that community partners are interested in increasing community knowledge of the issue. With regard to current work on this dimension, The Clermont County Mental Health and Recovery Board, together with the Coalition, has worked to increase the knowledge of the signs of suicide throughout the County through various outlets. The Clermont County Mental Health and Recovery Board's contract agencies and the local hospital have been trained to screen and assess for suicide. The Board worked with the agencies to standardize a screening process across the agencies which has increased knowledge of the risks of suicide. Education and trainings at local school districts has increased awareness of risks for suicide among school aged youth (Signs of Suicide, Question, Persuade and Refer (QPR). Gatekeeper training, QPR and Mental Health First Aid (MHFA), is occurring in the community, and is being offered for free to the public at least quarterly at different venues. The Coalition has also trained staff at the local Federally Qualified Health Center (FQHC) in QPR. First responders (Police and Fire/EMS) are trained on the warning signs for suicide during Crisis Intervention Team (CIT) trainings.

Weaknesses: Community knowledge of the issues received the lowest rating. As one interviewee commented: "I don't think that most folks realize the signs, symptoms... unless it affects them or their family or their neighbor". Despite ongoing gatekeeper trainings, the Coalition does not have a large enough reach. In order to increase awareness, Coalition members will need to assist with outreach to engage new partners. The Coalition has not been

successful at gaining access to primary care physicians, faith-based entities, and businesses to reach a broader audience.

Opportunities: The CRA assisted with gathering information from community partners that are not traditionally involved in suicide prevention. This increased the partners knowledge of the issue and encouraged several of the interviewees to join the Coalition. The Coalition has recently developed a relationship with the County's FQHC. This relationship will provide access to some of the identified high-risk groups. The OSPF grant funding allowed the Coalition to market the County Crisis Hotline and gear the marketing to the identified high-risk groups. OMHAS has made suicide prevention a priority and its focus can increase County level awareness. There is some marketing being done by OMHAS. Due to COVID, a focus on mental health has increased, and suicide messaging can be rolled into overall messaging of health in order to decrease stigma. Clermont County Public Health is working on their Comprehensive Community Health Improvement Plan and mental health and suicide prevention are areas of focus. This will provide information to a broader audience.

Threats: State implemented guidelines and health concerns due to COVID-19 have significantly impacted the Coalition's ability to engage community members while also increasing risk factors that are correlated with suicide. Funding for wide-spread marketing campaigns is extremely limited. Further, widespread marketing campaigns do not always work since, as mentioned above, most do not pay attention to the messaging unless it directly personally impacts them. Additionally, the Coalition must rely on the work of its members to spread the messaging, and member involvement is contingent on availability.

Community Knowledge of Efforts

Strengths: The Coalition has many prevention efforts currently occurring in the community, including gatekeeper trainings. The Coalition has one annual event that is advertised throughout the County. A couple of the interviewees were aware of the annual event but did not realize the Coalition was the host of the event. The Coalition recently partnered with American Foundation for Suicide Prevention-Ohio Chapter to increase the reach of the event. The Coalition has involvement from a variety of community agencies, which can increase community knowledge. A recent event in the community involving a suicidal individual and Crisis Intervention Team (CIT) trained police officers provided a real-life example of the importance of mental health trainings and was widely shared on social media.

Weaknesses: While there are many prevention efforts occurring, the community has vague knowledge of these efforts, and some of the interviewees did not recognize the efforts as 'suicide prevention'. One interviewee stated "I think there's not a large enough awareness for people to take advantage of it" suggesting that the community as a whole is not aware of the Coalition. The Coalition was idle for several years, and as a result lost some ground in terms of community awareness. Further, there is not coordination of efforts related to suicide prevention, which can be confusing for the community. The Coalition lacks access to the general population to increase

awareness of our efforts. Historically, efforts have heavily focused on suicide prevention for school aged youth.

Opportunities: The CRA allowed the Coalition to increase knowledge of the Coalition by interviewing members of the community that were not involved in Coalition work. Involvement in the CRA increased the knowledge of some community leaders, which hopefully will increase support for the efforts of the Coalition. The OSPF grant provided funding to brand the coalition. Through grant funding the Coalition has developed a logo, a new brochure, and purchased Coalition t-shirts to market the Coalition.

Threats: COVID has decreased the ability to work on prevention efforts in the community. Reliance on social media can be helpful to reach some individuals, however some of the identified high-risk groups, such as middle-aged men and older adults, often do not use social media as often. Further, in the more rural parts of the County, internet access is limited.

Community Climate

Strengths: Community partners appear to want to assist with suicide prevention efforts and understand the importance of the issue. One interviewee suggested “I think that it’s something that we want to do. I just don’t think it’s something we’ve been focused on because of the opiates... And I think suicide prevention is going to have to almost take the same path. Its going to have to take community involvement, its going to take funding...”. The involvement of the school districts in providing suicide prevention programming in the schools shows strong support for youth focused prevention.

Weaknesses: There is still stigma around mental health treatment and suicide. Some community partners do not believe that suicide is preventable. Other partners suggest that many individuals do not understand the issue until it directly impacts them.

Opportunities: Public focus on the mental health impact of COVID can assist with increasing support for suicide prevention efforts and making it a priority for our community. COVID Contract Tracers from Clermont County Public Health are asking individuals about mental health concerns, which provides an opportunity to educate a broader population about mental health and treatment resources. Further, Clermont County Public Health has suicide prevention and mental health as a goal for their Comprehensive Community Health Improvement Plan which can increase capacity for the work of the Coalition. The Clermont County Public Health focus on suicide may decrease some of the stigma related to the issue and increase the community’s awareness of the issue, thereby increasing community buy in and involvement.

Threats: Increasing capacity around community involvement and support for suicide prevention efforts is contingent on the members of the Coalition reaching out to partner with community members. Increasing readiness around community climate is also contingent on increasing knowledge of the issue and reaching nontraditional partners that may be difficult to engage. The strong pro-gun culture in our County not only increases access to a means for suicide but creates challenges when trying to educate the community about safe gun control.

Leadership

Strengths: The Coalition has many community leaders involved in suicide prevention, including County Commissioners. The Coalition has a strong backbone organization with the support of the Clermont County Mental Health and Recovery Board. All the interviewees were aware of the Board and mentioned the Board as a leader in the area of suicide prevention. There are also other entities in the County that are working on suicide prevention jointly with the Coalition. Many Coalition members have been trained in prevention strategies. The Coalition leadership has a strong commitment to the issue and the community has knowledge of the leadership. An interviewee stated: “Those that are heavily or at least engage in it, I think they’re very passionate about it, very dedicated to it.”

Weaknesses: The interviewees recognized the leadership of the Board but were only vaguely aware of the work of the Coalition and did not recognize the Coalition as a separate entity. Further, the Coalition Chair is not a paid position, and the Chair often has difficulty devoting the time needed to expand the work of the Coalition.

Opportunities: The Coalition is in the process of developing a strategic plan which might bring in other leaders to assist with the prevention efforts. Clermont County Public Health is currently working on their Comprehensive Health Plan, which will include goals related to suicide prevention. Providing guidance to community leaders about suicide prevention, could increase their involvement in the efforts.

Threats: The lack of a paid Chair position limits the work of the Coalition. With increasing time constraints, the Chair is not able to devote the time needed to move the Coalition forward. Strong community leaders are needed to consistently participate in the Coalition to continue to keep the momentum going.

Resources

Strengths: The County has many suicide prevention resources, including a variety of mental health treatment providers, a County Crisis Hotline and 24/7 access to Mobile Crisis. Some of the interviewees were aware of the Crisis Hotline and Mobile Crisis. The County also has a strong Crisis Intervention Team and over 80% of the county’s police officers have been trained to recognize mental health crisis and refer to treatment. The Board together with Family and Children First (FCF) pools funding to offer mini grants to the community for suicide prevention activities/efforts. The Coalition also provided funding several years ago to train QPR instructors and MHFA instructors. NAMI is providing education on mental health in the community. The County Coroner readily shares data, as do the treatment providers. Further, Coalition members also pool human capital resources around specific skills such as grant writing, marketing, training to increase the reach of the Coalition.

Weaknesses: The CRA interviewees were familiar with the crisis hotline but were not familiar with the other resources in the County. Despite the availability of resources, several interviewees mentioned that mental health resources were lacking in our County. Some interviewees were familiar with education provided in the schools but did not tie those efforts to the work of the Coalition. The Coalition does not have a budget beyond funding received through grants. This limits the ability to increase efforts. There is also a lack of coordination of effort related to availability of resources, which can be confusing for the public.

Opportunities: OMHAS' focus on suicide prevention may increase grant funding to increase the capacity of the Coalition. Involvement in the OSPF grant work has provided the Coalition with the opportunity to formally develop a strategic plan that will be utilized to guide the direction of the Coalition and be used to engage and educate the community and future new partners.

Threats: The Clermont County Mental Health and Recovery Board has limited funding and a large portion of the state funding is earmarked for opioid treatment. The lack of coordination of efforts between entities that are receiving suicide prevention funding could result in duplication of efforts.

In addition to the dimension scores, the Tri-Ethnic Model for Community Readiness provides a summary score of overall readiness. The planning group also discussed the strengths, opportunities, weaknesses, and threats that the summary results revealed.

The CRA results revealed that the Coalition has many strengths. There are resources available for suicide prevention; a strong leadership who is dedicated to suicide prevention; and community partners that are invested in suicide prevention. The CRA results also indicated that community partners believe the community climate is right to begin to address suicide prevention in Clermont County. The Coalition's weaknesses include lack of community awareness of the issue and overall efforts; a history of limiting prevention efforts to target school-aged youth; a non-paid Coalition Chair; and lack of partners to access a broader portion of the community. With the current focus on developing a strategic plan, the Coalition can begin to plan and implement strategies and efforts to enhance the knowledge of the issue; and increase efforts aimed at the identified high-risk groups. Threats include restrictions related to in-person outreach due to COVID and the increase in isolation and depression that is currently being seen in our community, as well as a lack of a Coalition budget.

Goals

After the community readiness planning team completed the SWOT assessment, we developed four goals that we wish to accomplish in the next 3-5 years to increase our community's readiness to address suicide prevention using a comprehensive approach guided by the CDC's strategies for preventing suicide.

Goal #1

Dimension Being Addressed: Community Knowledge of Efforts (CDC strategies: Identify and Support People at Risk and Lessen Harms and Prevent Future Risk)

Goal: Increase community awareness and support of the Clermont County Suicide Prevention Coalition

Goal #2

Dimension Being Addressed: Community Knowledge of the Issue (CDC strategies: Identify and Support People at Risk; Lessen Harms and Prevent Future Risk; Strengthen Access and Delivery of Suicide Care; and Promote Connectedness)

Goal: Increase community awareness of the County Crisis Hotline

Goal #3

Dimension Being Addressed: Community Knowledge of the Issue (CDC strategies: Identify and Support People at Risk and Lessen Harms and Prevent Future Risk)

Goal: Increase community awareness of the warning signs of suicide in high-risk groups

Goal # 4

Dimension Being Addressed: Availability of Resources to Address the Issue (CDC strategies: Identify and Support People at Risk and Strengthen Access and Delivery of Suicide Care)

Goal: Increase community knowledge of availability of suicide prevention resources

Approaches to Increase Community Readiness

To increase our community's readiness to address suicide prevention using a comprehensive approach guided by the CDC's strategies for preventing suicide, the community readiness planning team is recommending four approaches to increase community readiness.

Approach #1: Increase community knowledge of efforts

Goal: Increase community knowledge and support of the work of the Clermont County Suicide Prevention Coalition

Description

To increase the community's knowledge of the Coalition and its suicide prevention efforts, the Coalition will begin promoting the coalition in the community through meetings with faith-based entities, physician offices, and businesses/Chamber of Commerce. Coalition members will attend festivals and events when possible to share information on the Coalition.

The approach will be implemented through a targeted outreach and marketing campaign. Materials will be developed to utilize when reaching out to new partners and community leaders. These materials will provide information on the efforts of the Coalition as well as the information on importance of suicide prevention. A speaker's bureau will be developed to assist with presentations in the community.

The approach will be implemented during FY21 and continue through FY24, and a subcommittee will be developed to work on this goal. Outreach will be provided to the above entities to set up meetings to discuss the Coalition and its efforts in the community. Individuals interviewed for the CRA who represent one of those targeted sectors will be approached to assist with connecting with the identified entities.

Rationale

Based on the CRA, the community has a vague awareness of the Coalition and its prevention efforts. This dimension, community awareness of efforts, scored the lowest on the CRA. The Coalition just recently restarted and needs to focus on raising awareness in the community. The current climate might be helpful in engaging new partners since there has been an increase in suicide in Clermont County in the last two years.

Intended Results

Increase capacity by:

- Reaching a broader section of the community
- Increasing membership in the Coalition
- Reaching identified high risk groups

Evaluation

The Coalition will know if the knowledge of the Coalition's efforts has increased by the number of new community partners that join the Coalition and agree to work on increasing the knowledge of our efforts within the County. The Coalition will also conduct community surveys, including the CRA, to measure the increase in knowledge of the Coalition. Success will be measured by 1) an increase in new Coalition members; and 2) an increase in the readiness score on the community knowledge of efforts dimension of the CRA.

Capacity Development

By increasing the community knowledge of the Coalition and its efforts, the Coalition will increase its membership and broaden its work in the community. In other words, Coalition capacity will be increased by increasing the number of Coalition members who in turn can educate the community on the efforts of the Coalition.

Potential Barriers

Implementing this approach will require Coalition members to assist with engagement of entities for which we do not normally partner. This will require additional work to develop new

relationships. Further, businesses, may not be interested in investing the time to devote to this cause and additional time may be needed to educate these partners on the importance of the topic. Businesses may not see the relevance of their involvement.

Approach #2: Increase community knowledge of the issue of suicide.

Goal: Increase community awareness of the county crisis hotline for high-risk groups

Description

The intended recipients of this approach are identified high-risk groups in Clermont County: youth between 18-25; middle aged men 40-55; and older adults.

The approach will involve three initiatives. First, the Coalition will work with the newly identified partners to increase awareness of the signs of suicide and the identified high-risk groups in Clermont County. The Coalition will provide the newly identified partners with information on screening for suicide as well as community resources for addressing suicidal ideation and provide information on community resources such as the county crisis hotline. Second, a marketing campaign will be implemented targeted at the high-risk groups, utilizing crisis hotline posters targeted at different age group in high traffic areas where the high-risk groups can see it. The posters will be placed in faith-based organizations; schools; doctor's offices; emergency room; businesses; grocery stores; libraries; restaurant/bar bathroom stalls; civic organizations; home improvement stores; and gyms. A social media campaign will also be utilized using the same messaging. Additionally, yard signs with the encouraging message "You are Enough" on one side and a semi colon and the crisis hotline number on the other side, will be placed throughout the County in high visibility areas. Third, the Coalition will provide some of the prevention messaging through a wellness campaign in order to decrease stigma.

The approach will be implemented during FY21 and continue through FY24 by Coalition members.

Rationale

The community knowledge of the issue dimension scored the third lowest on the CRA, indicating a vague knowledge of the importance of suicide prevention. Due to the increase in suicide in Clermont County in the past two years, the Coalition believes that this area is a priority. The community needs to understand the risk factors for suicide and that resources are available for those that are at risk for suicide. Providing information on the risk factors along with the crisis hotline will increase knowledge of the issue and available resources.

Intended Results

The intended results of the approach will be:

- Increased knowledge by the community of the high-risk groups
- Increased use of the County Crisis Hotline and Mobile Crisis by the high-risk groups
- Decreased suicide among the high-risk groups

Evaluation

The Coalition will begin tracking the number of calls that the County Crisis Hotline receives from the high-risk groups. An increase in the number of calls from those high-risk groups will indicate that the community is increasing knowledge of the issue. Success will be measured by 1) an increase in hotline calls from high-risk groups; and 2) an increase in the readiness score on the community knowledge of issue dimension of the CRA.

Capacity Development

Through community outreach and partnership with the entities discussed above, the Coalition will build its capacity to reach a broader audience and hopefully have a broader impact. Additionally, through a targeted marketing campaign utilizing various means, it is anticipated that additional county residents will be reached.

Potential Barriers

While marketing campaigns can be helpful to reach a broad audience, the community does not always absorb the information if they do not believe it is relevant to them.

Approach #3: Increase community knowledge of the issue of suicide

Goal: Increase community awareness of the warning signs of suicide in high-risk groups

Description

The Coalition will work with the newly identified partners to increase awareness of the signs of suicide and the identified high-risk groups in Clermont County. The Coalition will broaden the audience for gate keeper trainings such as QPR, targeting businesses, faith-based entities, and Fire/EMS.

The above entities will be approached to ask them to sponsor free QPR trainings for their respective entities. The trainings will be offered by Certified QPR instructors. Training may occur in person or virtually depending on the preference of the participants. Eventually, key individuals in those targeted groups will be identified to become QPR trainers so that they can continue to provide the training within their own entity.

Rationale

The community knowledge of the issue dimension scored the third lowest on the CRA, indicating a vague knowledge of the importance of the issue. Due to the increase in suicide in Clermont County in the past two years, the Coalition believes that this area is a priority. The community needs to understand the risk factors for suicide and that help is available for those that are at risk for suicide. Businesses, faith-based entities and first responders are gate keepers who are in a unique place to identify individuals that may be at risk.

Intended Results

The intended results of the approach will be:

- Increased knowledge by the community of the signs of suicide
- Increased knowledge by the community of the high-risk groups
- Increased use of the County Crisis Hotline and Mobile Crisis by the high-risk groups
- Decreased suicide among the high-risk groups

Evaluation

The Coalition will begin tracking the number of calls that the County Crisis Hotline receives from the high-risk groups. An increase in the number of calls from those high-risk groups will indicate that the community is increasing knowledge of the issue. Success will be measured by 1) an increase in crisis hotline calls by the high-risk groups; and 2) an increase in the readiness score on the community knowledge of issue dimension of the CRA.

Capacity Development

Through strengthened partnerships with businesses, faith-based entities, and first responders and training them on the identification of risks factors for suicide, the Coalition is increasing capacity by broadening the reach of the Coalition and increasing the number of individuals in the community that are aware of the issue of suicide.

Potential Barriers

Encouraging new partners to participate in gate keeper training may be difficult to accomplish due to time constraints.

Approach #4: Increase community knowledge of resources.

Goal: Increase the visibility of suicide prevention resources

Description

The Coalition will conduct an analysis of the suicide prevention resources in Clermont County, including identifying the strengths and the gaps. The Coalition will particularly focus on identifying resources and gaps for the identified high-risk groups: youth between 18-25; middle aged men 40-55; and older adults. The review will be conducted by members of the Coalition during two Coalition meetings. Once the analysis is complete, the Coalition will determine the feasibility of developing a resource guide or continuing to market the crisis hotline as a means to obtain information on resources.

Rationale

The Community Knowledge of the Resources dimension scored the second lowest on the CRA, indicating a vague knowledge of the availability of resources by the community. Due to the increase in suicide in Clermont County in the past two years, the Coalition believes that this area

is a priority. The community needs to understand that help is available for those that are at risk for suicide and have information readily available to refer an individual for help.

Intended Results

The intended results of the approach will be:

- Increased knowledge by the community of available resources
- Increased use of the County Crisis Hotline and Mobile Crisis by the high-risk groups
- Decreased suicide among the high-risk groups

Evaluation

The Coalition will begin tracking the number of calls that the County Crisis Hotline receives from the high-risk groups. An increase in the number of calls from those high-risk groups will indicate that the community is increasing knowledge of the resources. Success will be measured by 1) an increase in crisis hotline calls by the high-risk groups; and 2) an increase in the readiness score on the resources related to the issue dimension of the CRA.

Capacity Development

Through community outreach, the Coalition will build its capacity to reach a broader audience and hopefully have a broader impact.

Potential Barriers

Determining the best means to provide the community with resources is a potential barrier. The Crisis Hotline has been marketed as a resource to connect those in need of assistance, but the community does not always utilize the Hotline in that manner. Availability of funding to produce a resource guide is also a potential barrier.

Action Plan

Key Activities	Timeline		Who is Responsible?	Process Indicators
	Start Date	End Date		
Approach 1: Increase Community Knowledge of Efforts/Increase Community Knowledge and Support of Coalition				
Develop outreach plan (who, what, when, where)	October 31, 2020	March 31, 2021	Coalition Chair Coalition members	Plan developed with detailed steps of entities to contact and which member will do the contacting
<ul style="list-style-type: none"> a. Develop Speaker Bureau b. Develop Engagement Committee c. Develop Materials to engage local leaders d. Schedule presentations at Chamber, and other local events 				
Develop marketing plan	October 31, 2020	March 31, 2021	Coalition Chair Coalition members	Plan developed with detailed steps of where marketing will occur and who will be distributing the materials
<ul style="list-style-type: none"> e. Social media campaign f. Partner with Senior Services, UC Clermont, Faith Based entities and work out facilities to target high risk groups 				
Contact entities by phone to set up meeting	April 1, 2021	April 30, 2021	Coalition Chair Coalition members	Entities identified will be contacted and a meeting will be set up
Hold meeting with the identified entities. Provide information on the Coalition, its efforts and invite to Coalition.	April 30, 2021	June 30, 2021	Coalition Chair Coalition members	Meeting was held and information given to the entity Entity agrees to participate in Coalition and/or its efforts

Continue outreach to new partners	June 30, 2021	Ongoing	Coalition Chair Coalition members	Partners are fully engaged with the effort and participating in Coalition work
Distribute Coalition materials to new partners	January 2, 2021	Ongoing	Coalition Chair Coalition members	New partners reach out to Coalition for additional educational materials
Distribute Coalition materials through community events	October 31, 2020	Ongoing	Coalition Chair Coalition members New Partners	New partners invite Coalition to their events
Approach 2: Increase Community Knowledge of Issue/ Increase Knowledge of Crisis Hotline for high-risk groups				
Develop marketing plan to broaden crisis hotline/suicide prevention marketing campaign to reach high-risk groups 1) Distribute crisis hotline posters in community. Focus on primary care physicians, medical clinics, Emergency Room, restaurants, bars (bathroom stalls), Chamber of Commerce, VA, civic organizations, home improvement stores and other areas where high-risk groups may congregate 2) Distribute "You are Enough" yard signs in high visibility areas in the County 3) Explore possibility of mailing postcards to those that have called 911 to inform them of resources 4) Coordinate with Hope Squads to implement campaign 5) Implement a county wide 'wellness campaign' to include mental wellness/suicide prevention focusing on recovery response from pandemic	March 31, 2021	Coalition Chair Coalition members	Plan developed with detailed steps of where marketing will occur and who will be distributing the materials	

Distribution of materials Church bulletins, newsletters, flyers in high visibility areas,	January 2, 2021	Ongoing	Coalition Chair Coalition members	Materials are posted in identified spots throughout the County
Publish newspaper articles on a quarterly basis	October 31, 2020	Ongoing	Coalition Chair Coalition members	Newspaper articles are published quarterly
Conduct survey of community members and/or focus group	March 31, 2021	April 30, 2021	Coalition Chair Coalition members	Community members participate in survey
Conduct town hall meetings throughout the county	May 1, 2021	Ongoing	Coalition Chair Coalition members	Town hall meetings are conducted
Development of Social Media Campaign	January 2, 2021	March 1, 2021	Coalition Chair	Social media campaign posted
Find a leader who can work at the grass roots level with identified high risk group including QPR trainings	March 31, 2021	August 31, 2021	Coalition Chair Coalition members	Leader found
Implement grass roots campaign using leader to engage high risk groups				Campaign implemented
Key Activities				
Approach 3: Increase Community Knowledge of Issue/Broaden focus of gatekeeper trainings				
Continue gatekeeper trainings in community/SOS trainings in schools	October 31, 2020	Ongoing	Trained Instructors	Conduct 6 QPR trainings during FY22 Conduct 6 MHFA trainings during FY22

					Conduct 4 SOS or other suicide prevention programming in schools during FY22
Implement plan to train Fire/EMS, businesses, and faith-based entities in QPR	January 2, 2021	Ongoing	Trained Instructors Coalition Chair	Conduct at least 2 QPR trainings during FY22 with Fire/EMS, 2 QPR trainings with faith-based entities and 2 QPR trainings with businesses	
Increase number of QPR instructors by targeting faith-based entities to become trainers	February 28, 2021	Ongoing	Coalition Chair Coalition members	Development of training plan and completion of "train the trainer" training	
Approach 4: Increase community knowledge of resources related to the issue/Increase the visibility of suicide prevention resources					
Complete an analysis of prevention resources in Clermont County	June 30, 2021	December 31, 2021	Coalition Chair Coalition members	Analysis complete detailing strengths and gaps	
Work with community partners to advertise prevention resources (Safety Net Alliance, Mercy Hospital, Health Source, Treatment providers, Google ads, social media ads)	March 31, 2022	June 2022	Coalition Chair Coalition members	Prevention resources marketed in community through community partners	