



**Activity 1: Messaging and Education Campaign**

**Goal 1.A.:** Promote awareness and understanding of mental health and emotional wellness and knowledge of community mental health resources.

**Goal 1.B.** Increase awareness of suicide warning signs, techniques for assisting someone in crisis and knowledge of community resources available for someone in crisis.

1. Develop a brand for Flagler’s movement to end suicide
2. Model appropriate language about suicide
3. Utilize social and traditional media methods to share key messages
4. Leverage annual awareness events as opportunities to share key messages
5. Engage the media to promote responsible reporting about suicide
6. Hold at least one annual awareness event/fundraiser
7. Launch the campaign in September 2017 during Suicide Prevention Month
8. Monitor funding opportunities to expand the reach of the messaging campaign

**Activity 2: Engage and Involve Others in the Movement**

**Goal:** Enlist the entire community to actively participate in the effort to end suicide

1. Implement strategies to engage key community sectors in Suicide Prevention efforts, including:

Business Community & Employers	Loss Survivors	Community Members
Healthcare Organizations	Faith Community	State Government
Criminal Justice Organizations	Parents and Youth	Nonprofits
Higher Education Organizations	Civic Organizations	K-12 Schools
Law Enforcement & First Responders	City, County and State Government	Vocational & Technical Education Programs

### **Activity 3: Training and Support**

**Goal:** Encourage appropriate suicide prevention, intervention and post-vention training for all sectors of the community

1. Create an online calendar of mental health and suicide training opportunities (prevention, intervention, post-vention)
  - a. Include target audience for each training
  - b. Include trainings offered in neighboring counties (St. Johns and Volusia)
  - c. Include loss survivor support group meetings on the calendar
2. Develop specific strategies to train target sectors (“take training to them” approach)
  - a. Prioritize and develop specific approach and training for each
    - Employers of 18-25-year-old population
    - Higher and technical education
    - First responders
    - Mental Health practitioners
    - Parents
    - Youth (peer-to-peer)
    - Adults working with youth
    - School staff
    - Law Enforcement and First Responders
    - Emergency Department Staff
3. Develop a plan to sustain training resources to ensure regular training of key sectors

### **Activity 4: Increase Access to Mental Health Services**

**Goal:** Ensure individuals in need have access to quality mental health services and supports

1. Conduct an environmental scan to identify each resource within the current mental health system of care
  - Identify gaps, barriers and system (process) weaknesses
  - Identify resources with adequate suicide training, expertise and experience
  - Identify threats and opportunities for system of care improvement
  - Utilize the findings and recommendations of the current youth behavioral health assessment project underway (facilitated by Flagler Cares and SMA Behavioral)
2. Develop a plan to address key system gaps and barriers (service capacity, system expertise etc.)
3. Develop a plan to ensure all residents know about available mental health services and how best to access services (*becomes component of the Messaging and Education Campaign*)