



Mental Health and Suicide Prevention in Rural America



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Public Health
Idaho North Central District



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Public Health
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Question for the Viewers



Describe your public health experience with suicide prevention efforts:

- A. Significant experience
- B. Moderate experience
- C. A little experience
- D. No experience

About This Presentation



PART I: Suicide in the U.S.



PART II: A Focus on Rural America



PART III: Prevention Profile



PART IV: Changing the Trajectory

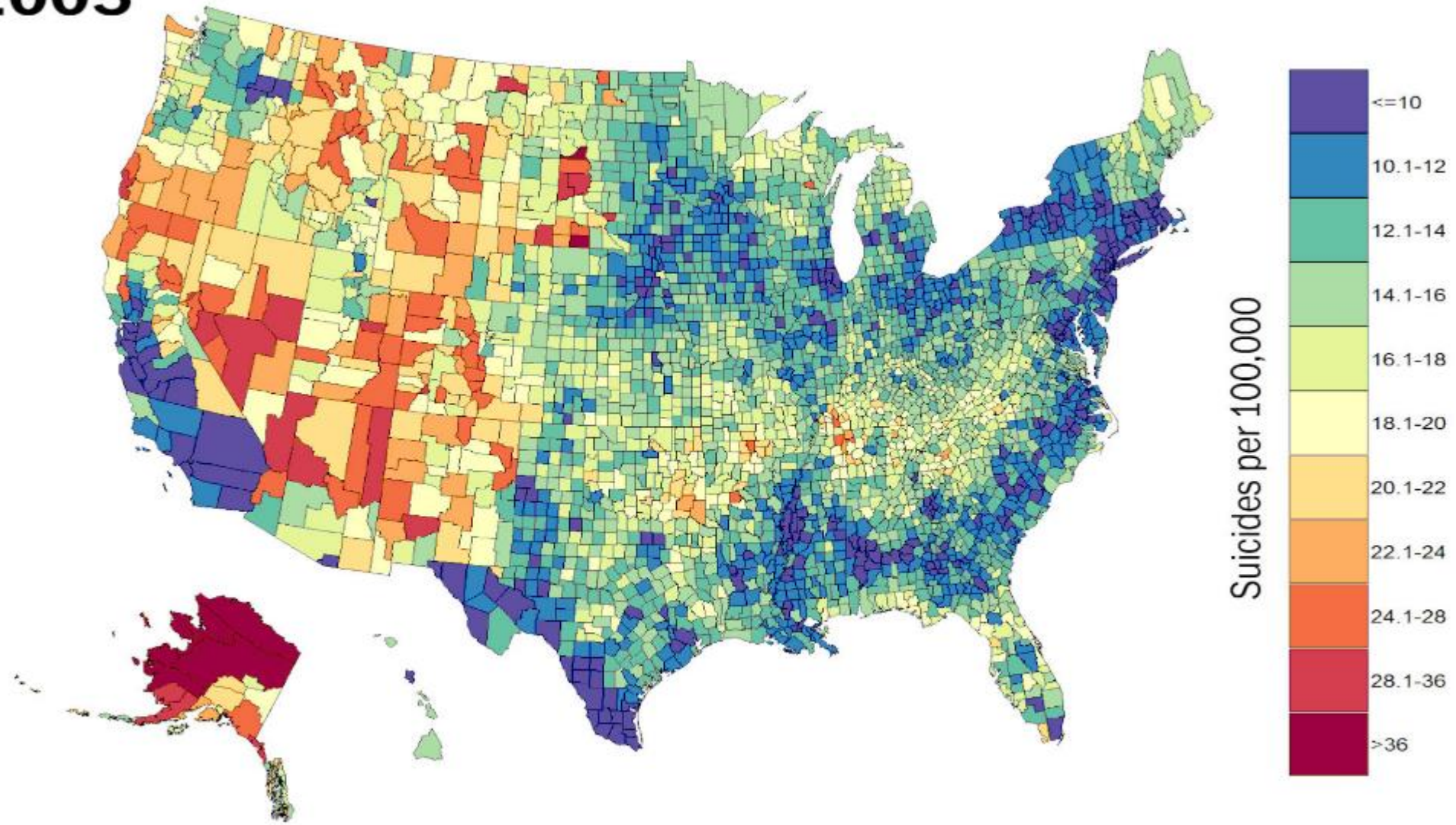
Part I:

Suicide in the United States



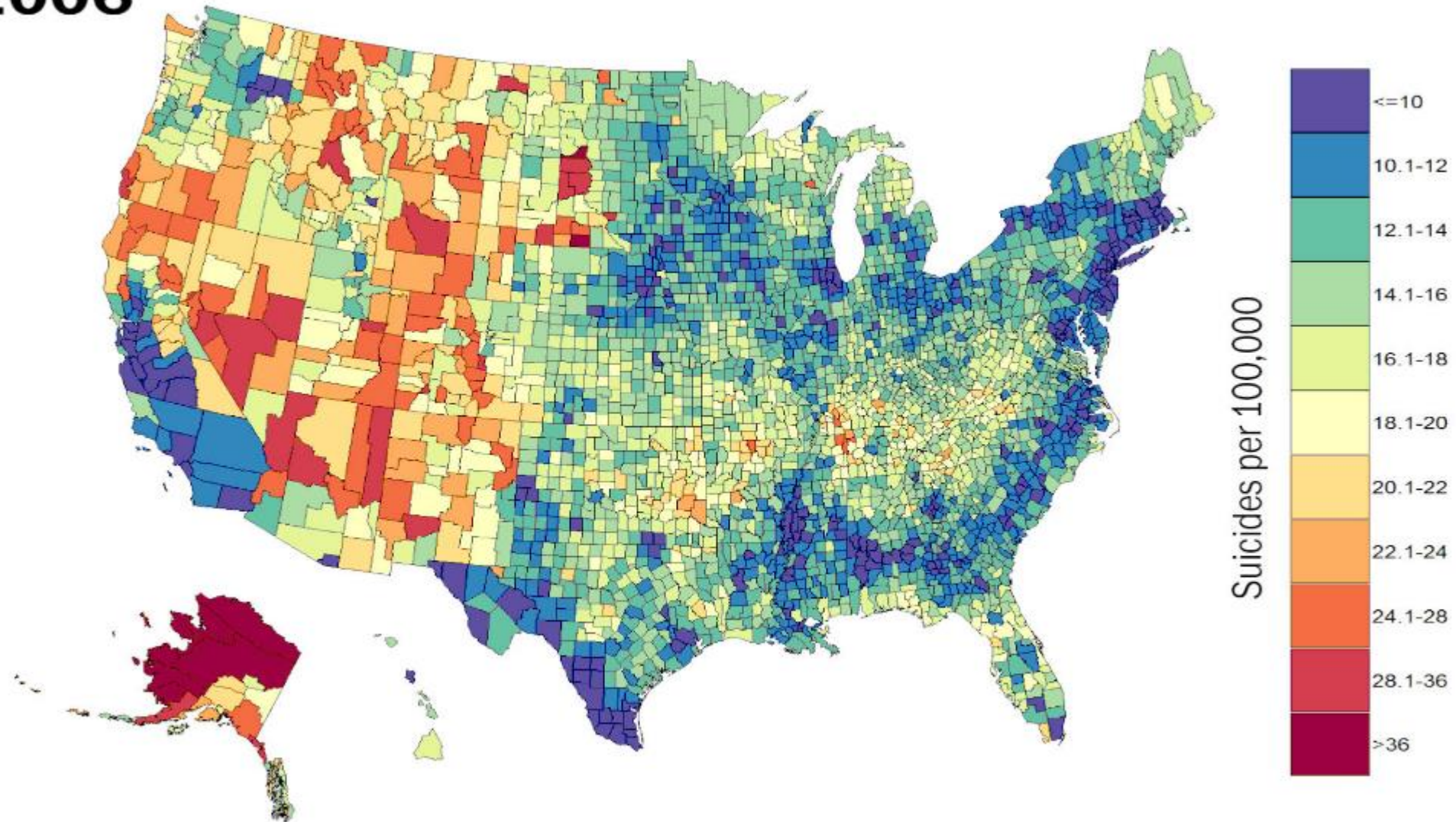
Suicide Rates in the United States

2005



Suicide Rates in the United States

2006

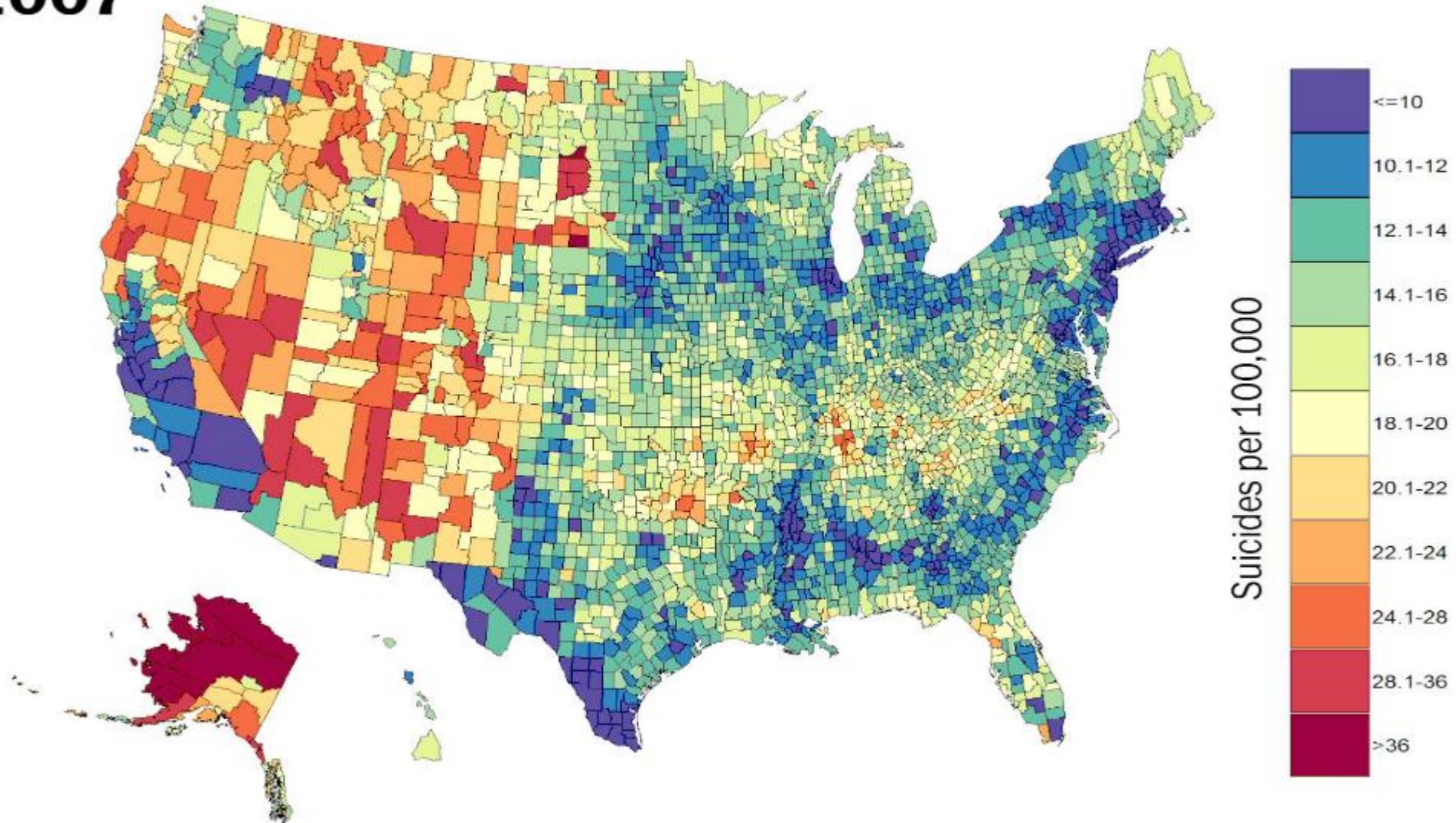


AJPM: County-Level Trends in Suicide Rates in the U.S., 2005–2015

[Lauren M. Rossen PhD, MS¹](#) [Holly Hedegaard MD, MSPH²](#) [Diba Khan PhD³](#) [Margaret Warner PhD¹](#)

Suicide Rates in the United States

2007

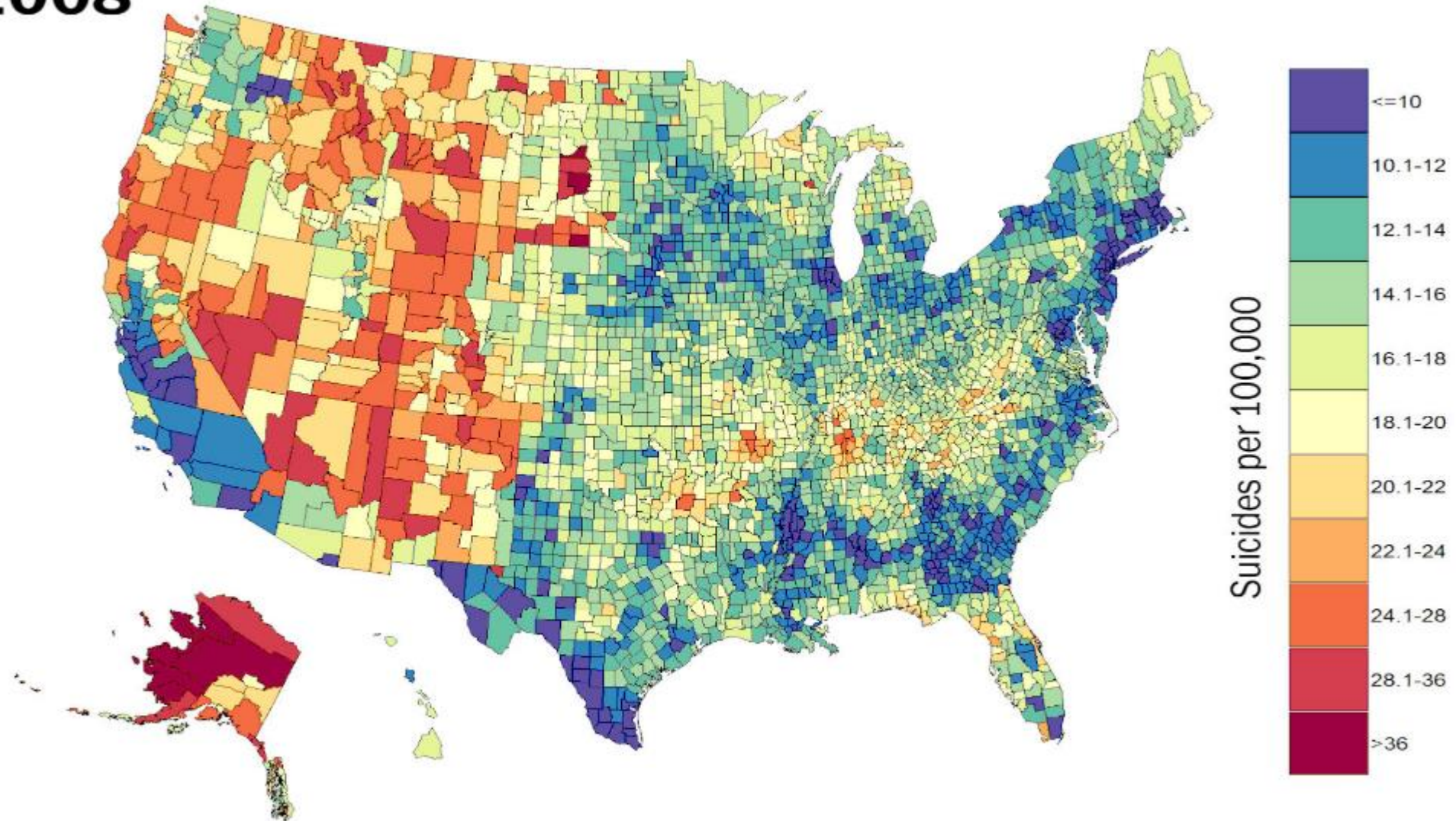


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Suicide Rates in the United States

2008

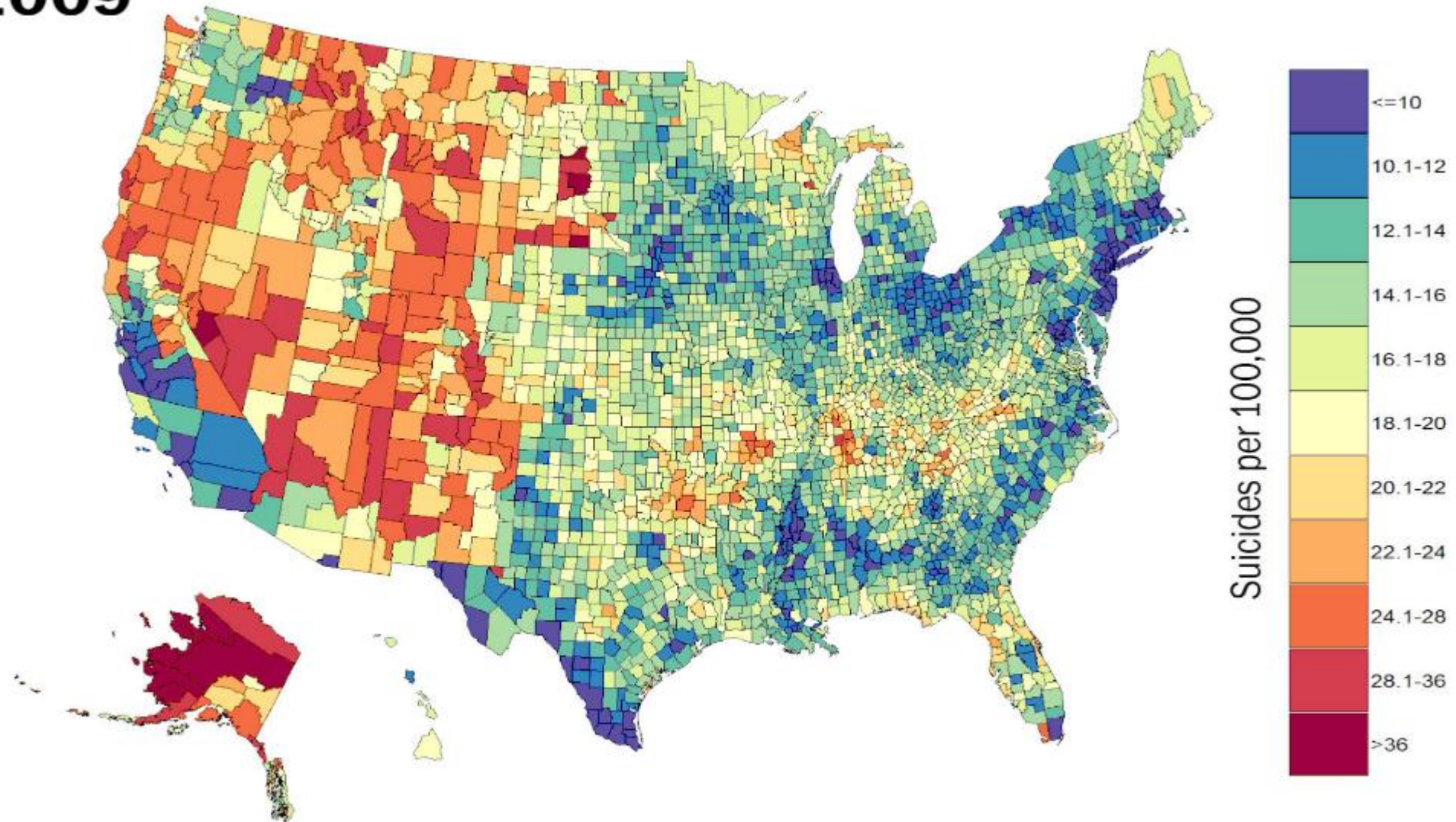


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Suicide Rates in the United States

2009

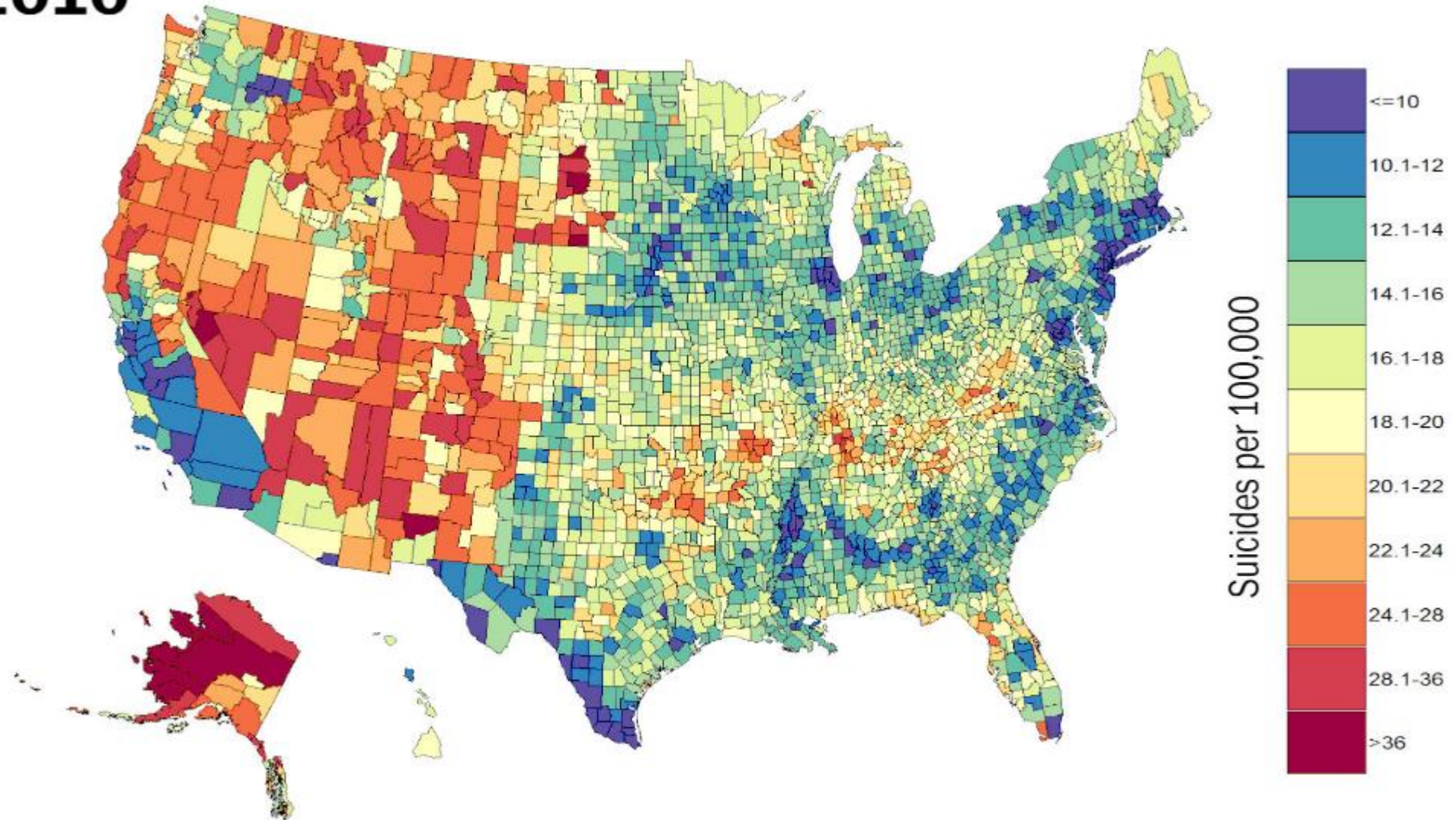


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Suicide Rates in the United States

2010

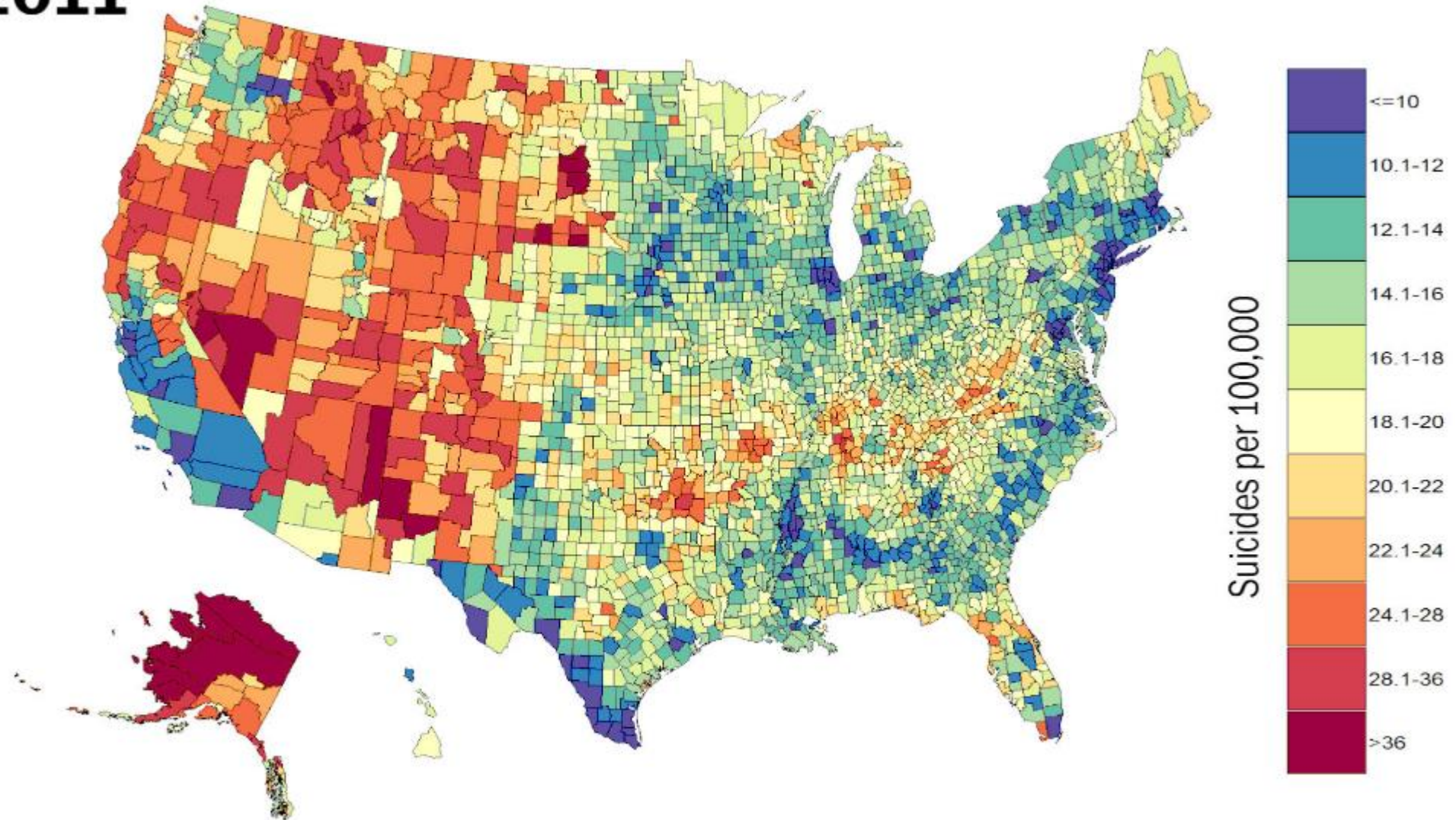


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Suicide Rates in the United States

2011

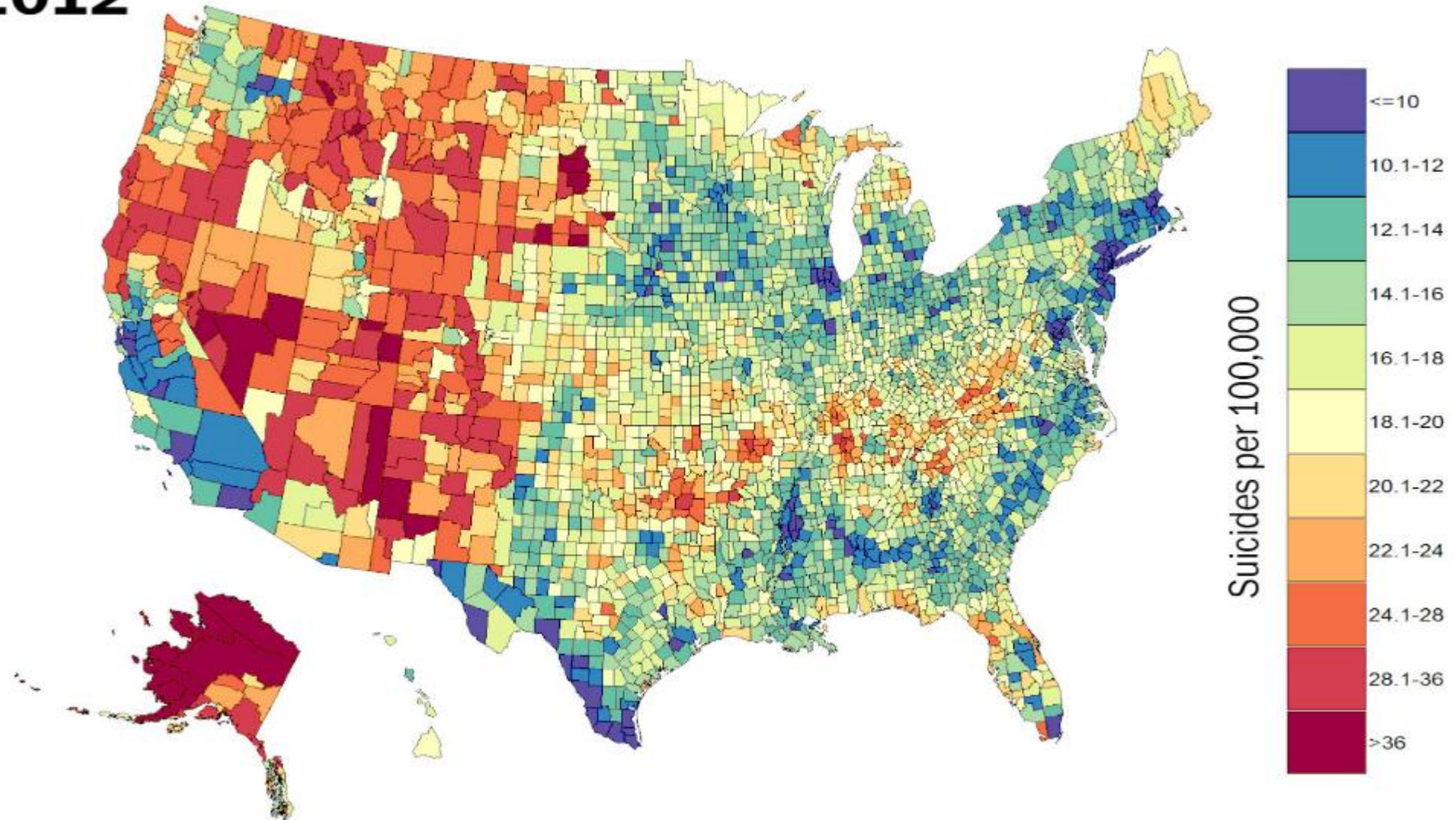


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Suicide Rates in the United States

2012

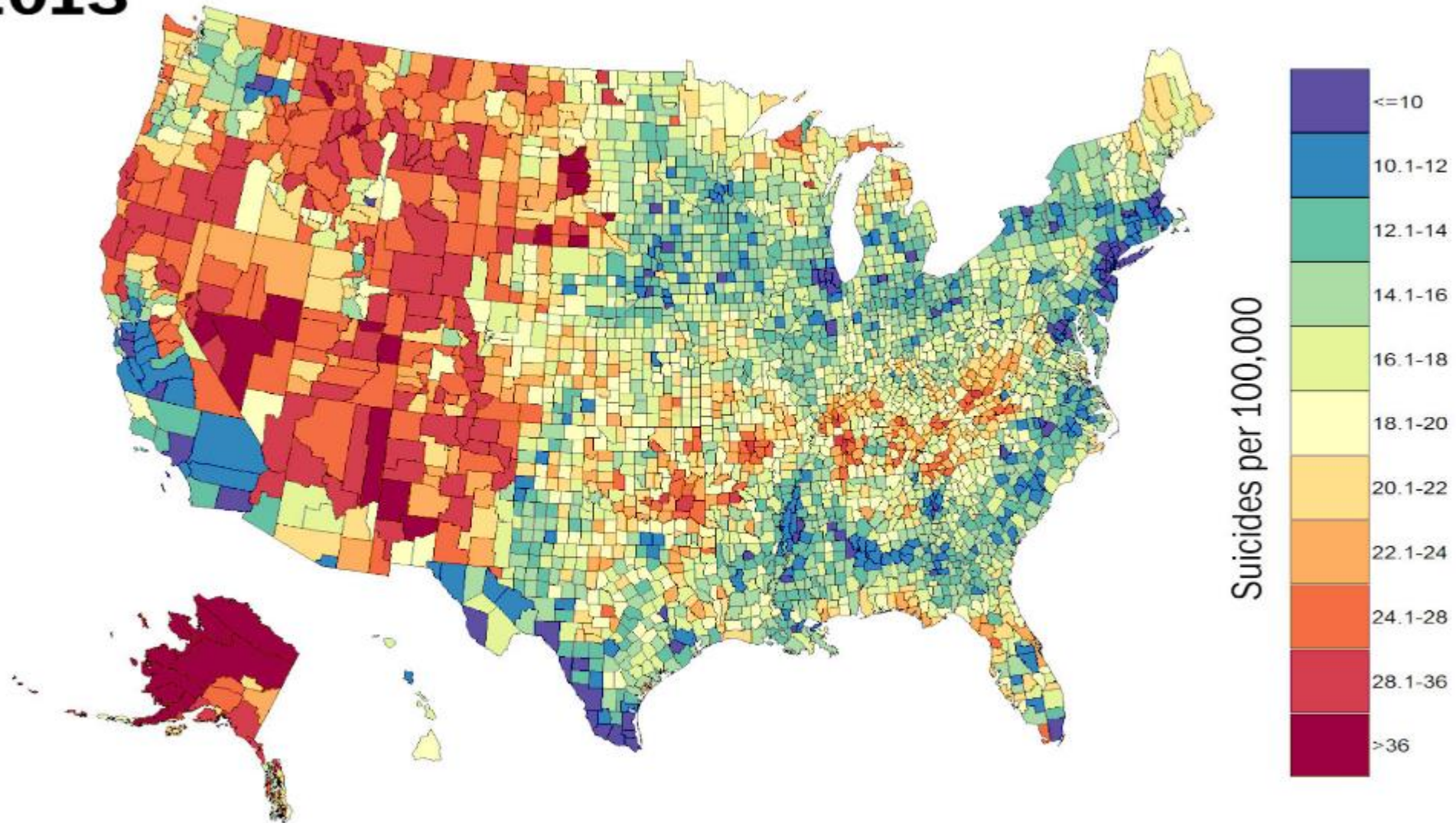


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Suicide Rates in the United States

2013

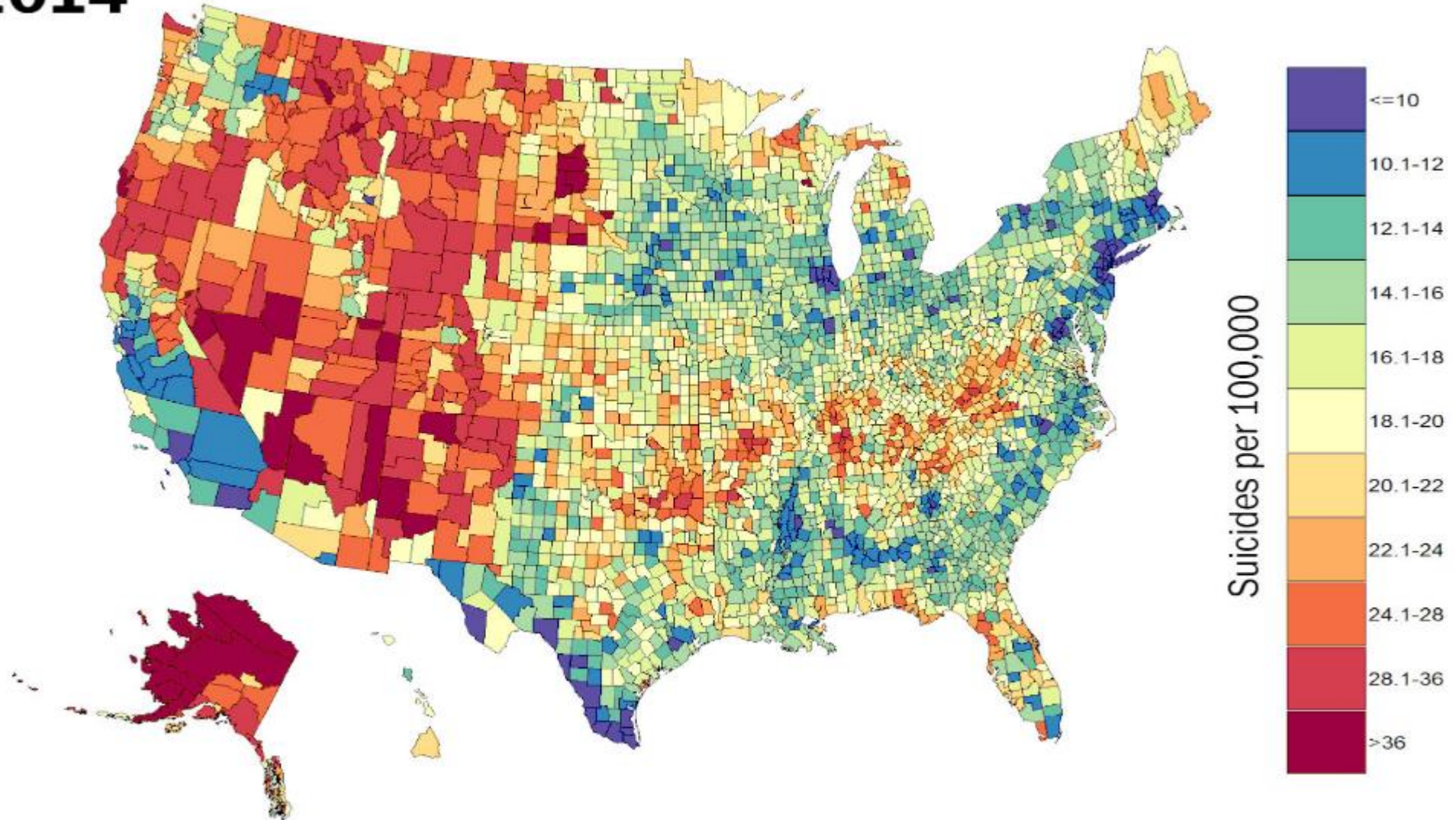


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Suicide Rates in the United States

2014

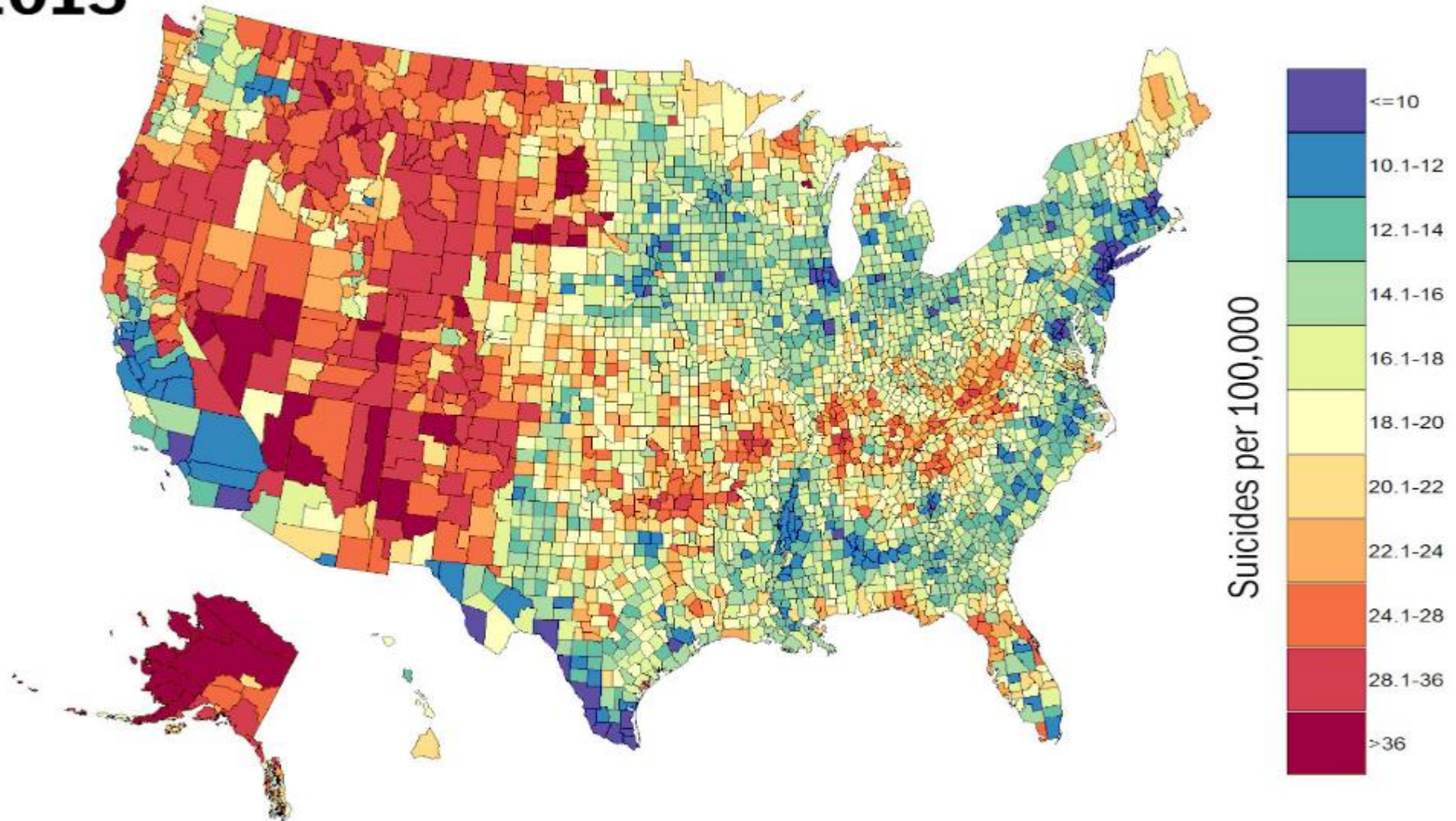


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Suicide Rates in the United States

2015



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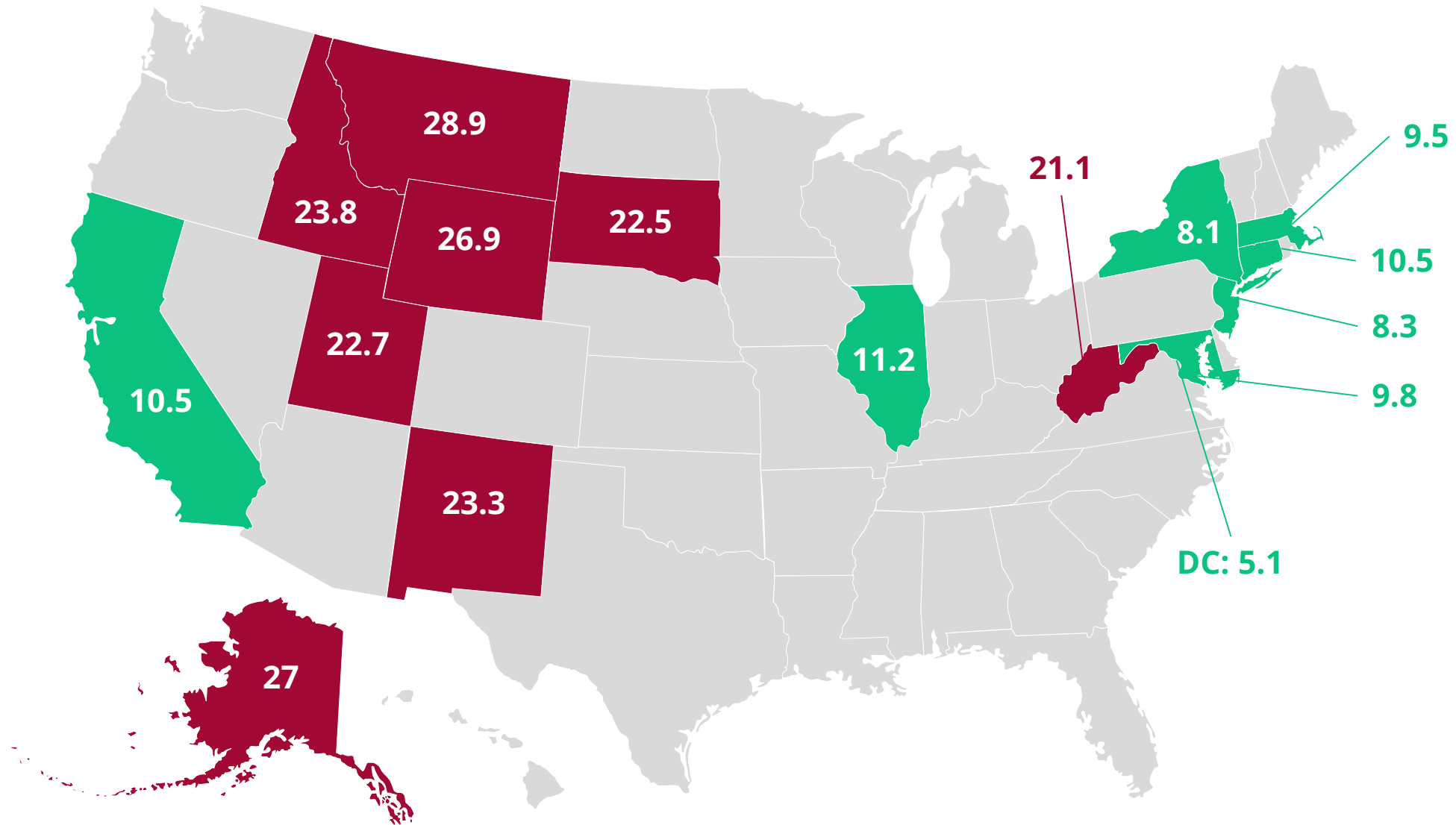
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Part II:

A Focus on Rural America



Suicide Rates per 100,000 population



Source: Suicide Rate by State by Population, 2019 (Rates per 100,000 population)
afsp.org/about-suicide/suicide-statistics

Stressors in Rural Communities



- Financial strain and economic stagnation
- Lack of access to health and behavioral health care
- Isolation – social, personal and physical isolation
- Accessibility, availability and acceptability of mental health care services

What Causes Rural Despair?

- ✓ Mental health disorders
- ✓ History of childhood trauma
- ✓ Poverty
- ✓ Drug and alcohol abuse
- ✓ Chronic pain
- ✓ Access to lethal means



Changing the Trajectory for Suicide



- ✓ Improve access to mental and behavioral health services and providers
- ✓ Expand telehealth and tele-behavioral health
- ✓ Promote suicide prevention efforts
- ✓ Support universal screening and access
- ✓ Strengthen surveillance and data collection

Part III:

Prevention Profile: North and North Central Idaho



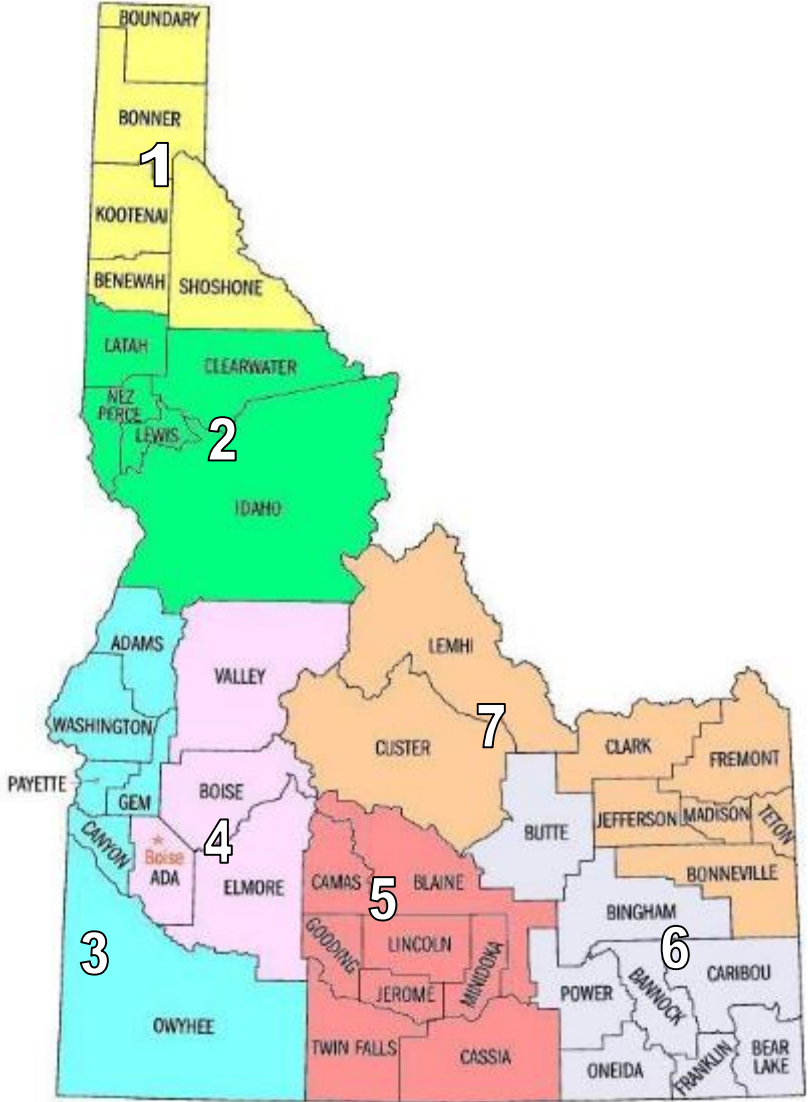
Question for the Viewers



Rate your agency's current level of engagement with community partners on the issues of suicide prevention:

- A. High
- B. Moderate
- C. Low
- D. Other

Idaho Health District Structure



District 1	District 2	District 3	District 4
Benewah Bonner Boundary Kootenai Shoshone	Clearwater Idaho Latah Lewis Nez Perce	Adams Canyon Gem Payette Washington	Ada Boise Elmore Valley
District 5	District 6	District 7	
Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls	Bannock Bear Lake Bingham Butte Caribou Franklin Oneida Power	Bonneville Clark Custer Fremont Jefferson Lemhi Madison Teton	

10 Northern counties' commonalities

Strengths

- Federally Qualified Health Centers
- Crisis Centers
- Residency Program
- College/University
- Relationships

Weaknesses

- Access to lethal means
- Poverty
- High ACEs
- Transportation
- Cost of housing
- Obesity
- Provider shortage

Top 3 Health Priorities in Panhandle Health District

1. **Access to care**
2. **Mental health/suicide**
3. **Substance abuse**

Community Health Assessment

<http://panhandlehealthdistrict.org/wp-content/uploads/2019/06/CHA-2018-final.pdf>

Community Health Improvement Plan

<http://panhandlehealthdistrict.org/wp-content/uploads/2019/06/CHIP-Final.pdf>





Keys to Success

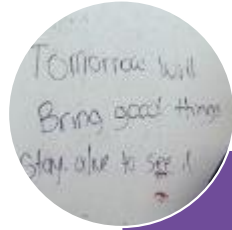
- ✓ Local
 - *Survivor Stories*
- ✓ Agenda-driven
- ✓ Action-oriented
- ✓ Tied to State Suicide Prevention Plan
 - *Key Performance Areas*
- ✓ Champions

Awareness, Prevention, Support



AWARENESS

- Data
- Education
- Events and Outreach



PREVENTION

- *QPR*
- *ASIST*
- *Zero Suicide*
- *Sources of Strength*



SUPPORT

- Support groups
- Materials
- Speakers & Champions

Suicide Statistics: US and Idaho

	US 2016	Idaho 2016	US 2017	Idaho 2017	Idaho 2018
Total Deaths	44,965	351	47,173	393	418
Deaths/week	865	7	907	7.5	8
Suicide Rate per 100,000	13.9	20.8	14.5	22.9	23.8

Source: Suicide Rate by State by Population 2019 (Rates per 100,000 population)
afsp.org/about-suicide/suicide-statistics

Know Your Data: Idaho DHW

2014 – 2018 Idaho Vital Statistics Data: Suicide by County

		2014		2015		2016		2017		2018	
County		Deaths	Rate/ 100,000 pop.	Deaths	Rate/ 100,000 pop.	Deaths	Rate/ 100,000 pop.	Deaths	Rate/ 100,000 pop.	Deaths	Rate/ 100,000 pop.
District 1	Benewah	3	32.9%	6	66.3%	1	11.0%	3	32.7%	3	32.5%
	Bonner	7	16.8%	8	19.1%	12	28.2%	12	27.5%	12	26.8%
	Boundary	3	27.3%	1	8.8%	2	17.1%	6	50.3%	4	33.5%
	Kootenai	33	22.4%	42	27.9%	18	11.7%	32	20.3%	43	26.6%
	Shoshone	7	56.5%	6	48.3%	4	32.1%	4	31.9%	5	39.1%
	Total	53	23.9%	63	28.0%	37	16.1%	57	24.3%	67	27.9%
Idaho		320	20.0%	362	22.3%	351	20.9%	393	22.9%	418	23.8%

Source: Idaho Vital Statistics: Bureau of Vital Records and Health Statistics:
<https://healthandwelfare.idaho.gov/Health/VitalRecordsandHealthStatistics/HealthStatistics/VitalStatistics/>

Know Your Data: Coroner Reports

2018 Coroner Data: Suicide by County

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Totals
Benewah	0	0	0	0	0	0	0	0	1	0	1	0	2
Bonner	1	1	0	1	0	0	0	3	0	2	1	0	9
Boundary	0	0	0	0	0	0	0	0	1	1	0	1	3
Kootenai	3	0	4	8	5	3	2	3	1	8	2	3	42
Shoshone	0	0	1	0	0	1	1	0	1	0	1	0	5
													61

Source: Compiled from local coroner's office data (by county) in the state of Idaho.

Know Your Data: Coroner Reports

2019 Coroner Data: Suicide by County

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Totals
Benewah	0	0	1	0	0	0	1	0	0	0	0	0	2
Bonner	0	3	0	1	1	1	1	2	1	1	1	1	13
Boundary	0	1	0	0	0	0	1	0	0	0	0	0	2
Kootenai	4	2	3	4	2	2	5	2	4	3	3	5	39
Shoshone	0	0	0	0	0	0	0	0	1	1	0	0	2
													52

Source: Compiled from local coroner's office data (by county) in the state of Idaho.

Part IV:

Changing the Trajectory



Local Suicide Prevention Coalition



FOCUS: Awareness, Prevention, Support

- Annual Walk
- QPR/ASIST
- Crisis Response Teams
- Materials
- Relationships
- Public Awareness
- Speakers
- Lethal Means Awareness
- Behavioral Health Professional Readiness
- Community Involvement
- Survivor Support
- Data



Taking Action: Awareness, Prevention, Support

- ✓ **Find a champion**
- ✓ **Seek and use the data**
- ✓ **Be action-oriented**

Taking Action: Resources

✓ Local Resources

- Suicide Prevention Cardlettes

✓ State Resources

- Brochures
- Survivor packets
- Website

✓ Social Media

- Facebook presence


LOCAL RESOURCES	
Suicide/Crisis Hotline	1-800-273-8255
North Idaho Crisis Center	208-625-4884
Region 1 Mental Health Crisis Line	208-769-1406
Kootenai Behavioral Health	208-625-4800
Heritage Mental Health Center	208-620-5210
TEXT Suicide Hotline	741-741
Trevor Project Hotline (LGBTQ+)	1-866-488-7386
Survivor Support Group	208-772-2353

Hotlines are FREE, confidential, and always available.
Help a loved one, friend, or yourself. You don't have to be suicidal to use the hotlines; anyone is welcome to call.

SPAN of North Idaho offers QPR training to the community.
QPR (Question, Persuade, Refer) is a gatekeeper training designed to help you identify the warning signs of suicide; learn how to offer hope; and know where the local resources are in your community.
To request training: panhandlehealthdistrict.org/suicide-prevention
Or call 208-415-5103

Suicide Prevention Action Network of North Idaho (SPAN of North Idaho)
<http://panhandlehealthdistrict.org/>
208-415-5103

Public Health
Prevent. Promote. Protect.
Panhandle Health District

ASK THE QUESTION

SAVE A LIFE

WHAT TO DO IF SOMEONE IS DISPLAYING SIGNS	WARNING SIGNS OF SUICIDE	THINGS TO KNOW
<ul style="list-style-type: none"> • Take it seriously • Ask the question "Are you thinking about suicide?" This will show the person you are concerned about them, and will open communication allowing the person to express their thoughts freely. • Listen intently, without judgement, and persuade them to get help. If able, guide them to a local resource such as one listed on this card. 	<ul style="list-style-type: none"> • Talking about wanting to die or to kill oneself. • Increasing the use of alcohol or drugs. • Sudden change in behavior; happier or calmer. • Withdrawn or feeling isolated. • Suicide threats or previous suicide attempts. • Loss of interest in things one cares about. • Making arrangements; setting one's affairs in order. • Giving things away, such as prized possessions. • Purchasing a gun or stockpiling pills. • Talking about feeling hopeless or having no reason to live. • Acting anxious or agitated; behaving recklessly. • Sleeping too little or too much. • Showing rage or talking about seeking revenge. • Themes of death or depression in conversation, writing, reading or art. • Talking about being a burden to others. • Talking about feeling trapped or in unbearable pain. 	<ul style="list-style-type: none"> • A suicidal person may not ask for help, but that doesn't mean help isn't wanted. • People who take their lives don't want to die--they just want to stop hurting. <p>Suicide prevention starts with recognizing the warning signs and taking them seriously.</p> <p>If you think a friend or family member is considering suicide, you might be afraid to bring up the subject, but talking openly about suicide thoughts and feelings can save a life.</p>

QUESTIONS?

To ask a question, please click the



icon in the Zoom toolbar to open your Q&A Pod.

Resources

211

<https://211.org/services/health>

2-1-1 *Call*

National Suicide Prevention Hotline

<https://suicidepreventionlifeline.org>

1-800-273-TALK (8255) *Call*

741-741 *Text*

American Foundation for Suicide Prevention

<https://afsp.org>

North Idaho Crisis Center

<https://nicrisiscenter.org>

1-208-625-4884

Rural Crisis Center Network - Idaho District 2

<https://atozcounseling.com/crisis-center-services>

1-877-897-9027