

TITLE: Coalitions as State and Local Public Health Approaches to Suicide Prevention in Oregon

AUTHOR(S): Annette Marcus, Kris Bifulco, Abbie McClung, Galli Murray, Cheryl Ramirez

PRESENTER(S): Annette Marcus, Kris Bifulco, Abbie McClung, Galli Murray

STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: policy makers, program developers, ground-level staff, community advocates, behavioral health professionals, administrators

ABSTRACT: Historically, suicide prevention efforts have focused on clinical interventions and largely addressed as an individual concern. As the field of suicide prevention has grown and matured, broad public health approaches have been adopted as best practice for upstream suicide prevention. As the state with the 13th highest suicide rate in the country (as of 2020), Oregon has been galvanized to create a culture that promotes hope and builds resilience. In response, Oregon has become innovator in the field of suicide prevention nationally with groundbreaking public health legislation like the requirement for county-wide postvention (actions taken after a suicide death) planning, and integration of suicide prevention, intervention and postvention in all school districts. Similarly, local suicide prevention coalitions have been a key driver of progress throughout the state. Engagement of community members with lived experience and cross-sector professionals within local coalitions have produced important lessons learned integrating both public health and clinical approaches to suicide prevention, intervention, and postvention. This panel will describe the important role local coalitions play in promoting a community based comprehensive approach to suicide prevention in the areas of: Data, Policy, Partnerships and Promotion, with examples from densely populated county (Clackamas) and a rural county (Klamath).

OBJECTIVE(S): Identify two key suicide prevention policies that are unique to Oregon. Describe how elevating local voices through coalition work has influenced policy and shaped suicide prevention messaging in the state. Name one example of how local suicide prevention work is informed by state and local data.

PANEL MODERATOR: Kris Bifulco, Association of Oregon Community Mental Health Programs

PANEL ABSTRACT 1: The presentation will focus on how Oregon has emerged as a leader in suicide prevention policy and how that work is informed by local-level coalitions. It includes an overview of the statewide suicide prevention landscape and highlights how shared legislative efforts have increased the collective impact of our suicide prevention work by breaking silos. The Oregon Alliance to Prevent Suicide (the Alliance) is the legislatively required advisory body to the Oregon Health Authority and also works closely with Oregon Department of Education, and Department of Human Services. The Alliance's vision is: In Oregon all young people have hope, feel safe asking for help, can find access to the right help at the right time to prevent suicide, and live in communities that foster healing, connection, and wellness. In 2021, the Alliance was named the System of Care Advocates of the Year. The Alliance recently advocated for funding to support local suicide prevention coalition, resulting in almost half a million dollars to be distributed through low-barrier grants which will include incentives for coalition

leaders to participate in a statewide learning community. Annette Marcus, MSW is the statewide Policy Manager for the Alliance and will share successes and lessons learned.

PRESENTER 1: Annette Marcus

PANEL ABSTRACT 2: This community-led coalition collaborates on ways to prevent suicide and support people who have experienced suicide loss. Those participating decide the priorities for action. Over the four years of its existence, the Clackamas County Suicide Prevention Coalition recently completed a strategic plan informed by local public health data and stakeholder interviews. Examples of priorities include encouraging outreach and communication for suicide prevention with people most at risk and broad public messaging campaigns to promote mental health and wellness. The presenter will share how the coalition has developed targeted programs around firearms, fatality review, and has become a strong influencer in statewide policy through their involvement with the Alliance. Galli Murray, LCSW is both the Suicide Prevention Coordinator in Clackamas and serves as the Chair to the Oregon Alliance to Prevent Suicide.

PRESENTER 2: Galli Murray

PANEL ABSTRACT 3: Klamath Basin Behavioral Health's (KBBH) You Matter to Klamath suicide prevention coalition believes that suicide is everybody's business and is proud to collaborate with over 25 local agencies and organizations to bring suicide prevention, intervention, and postvention education and services to Klamath County. This multi-agency coalition is dedicated to eliminating suicide in Klamath County through education, awareness, and community training on the warning signs and available resources. Collaboration between KBBH and the Klamath Tribes has been a noteworthy part of You Matter to Klamath's coalition work. You Matter to Klamath's initial work has focused on youth suicide prevention and postvention. Their approach to amplify youth voice is a successful annual video contest where youth are invited to become suicide prevention champions and share in their own words and creativity why its ok to say you're not ok and where to get help. This, along with other successful public messaging campaigns has become a hallmark of the coalition's efforts along with coordination of local suicide prevention and postvention trainings. Abbie McClung is a founder of You Matter to Klamath and Director of Communications at KBBH.

PRESENTER 3: Abbie McClung
