

California Counties' Investment in Statewide Suicide Prevention Efforts is Making a Difference...



"Prop. 63 suicide prevention investment will save lives and dollars; California suicide prevention programs have broad reach and impact." (Rand Corporation, 2015)



...by educating the public about warning signs and local resources,




50%

Californians were exposed to the Know the Signs campaign that was rated by an expert panel to be aligned with best practices and one of the best media campaigns on the subject.

"The results provide further evidence that the **Know the Signs** campaign is making Californians **more confident in their ability to intervene** with someone at risk of suicide."

(RAND Corporation, 2015)

strengthening crisis centers,



148,748

In 2013, **148,748 calls** to the National Suicide Prevention Lifeline **originated in California**.

Individuals who call an accredited suicide prevention hotline in California have **decreased suicidal intent** after the call.

(Common Metrics Report April 2014-April 2015)

and funding suicide prevention trainings.



9,000

Over **9,000 Californians** participated in ASIST and safeTALK suicide prevention trainings.

(CalMHSA, 2012-2015)

Since 2011 county behavioral health agencies have invested in statewide prevention and early intervention efforts to educate the public about the warning signs for suicide, strengthen crisis centers, and offer trainings. These efforts are part of Each Mind Matters: California's Mental Health Movement. Implemented with Prop 63 funds and overseen by the California Mental Health Services Authority (CalMHSA), these statewide initiatives have been evaluated by the RAND Corporation as a suicide prevention investment that will save lives and dollars.

Learn the warning signs at suicideispreventable.org elsuicidioesprevenible.org



Funded by counties through the Mental Health Services Act (Prop 63).