

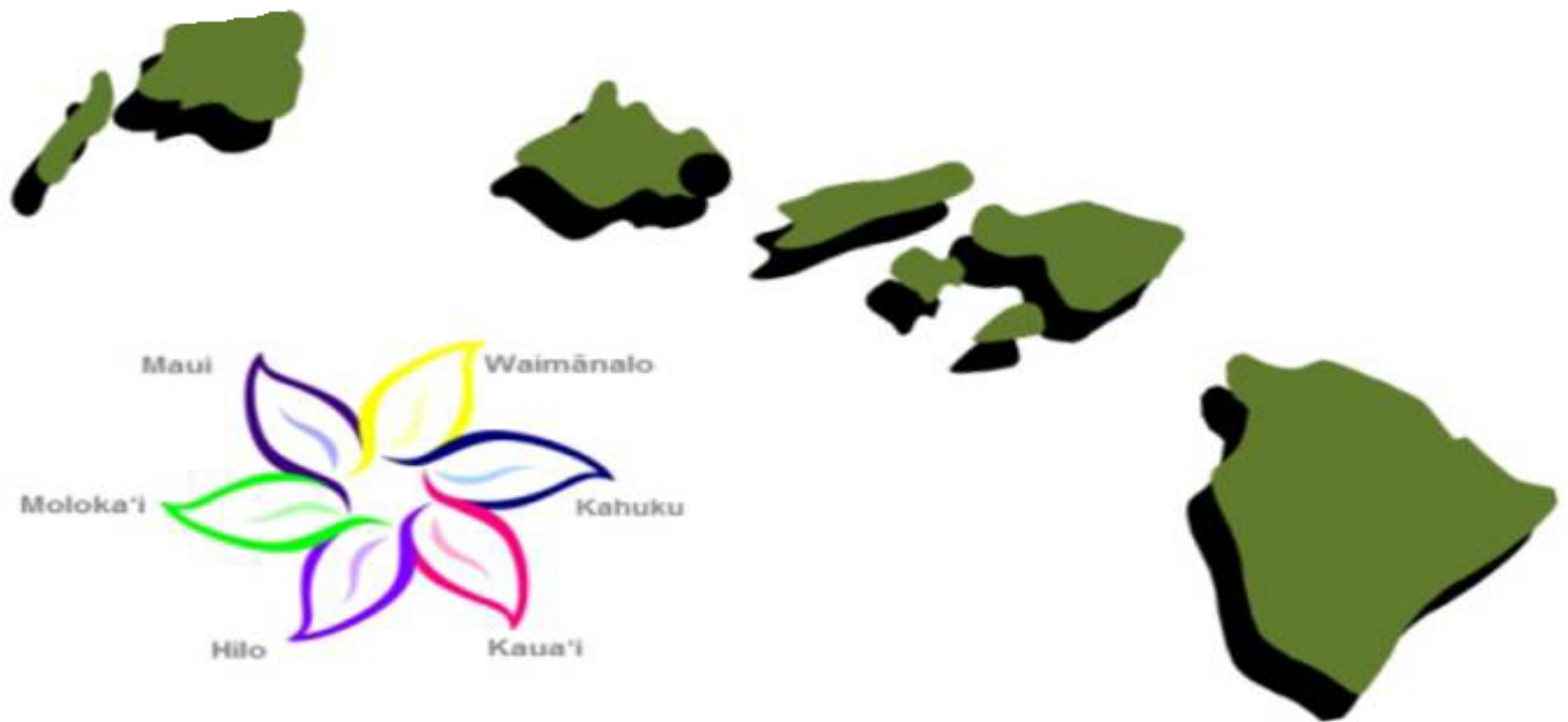
# Hawai'i's Caring Communities Initiative (HCCI) for Youth Suicide Prevention:

Using a youth and community mobilization  
model to prevent youth suicide

Pacific Global Health Conference

October 9, 2012

# Hawai'i's Caring Communities Initiative for Youth Suicide Prevention



# Goals of HCCI

- Builds on previous gatekeeper training efforts
- Focuses on youth from rural and Native Hawaiian communities who are at higher suicidal risk
- Aims to enhance the safety net for these youth by working with youth-serving community organizations and health care providers

# University of Hawai'i HCCI team



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*Project Director*
- **Jane Chung-Do, DrPH**  
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- **Jeanelle Sugimoto-Matsuda, DrPH candidate**  
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*Co-Director of Evaluation (qualitative)*
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*Public Health Graduate Assistant*
- **Davis Rehuher, BA**  
*Assistant Program Manager*



# Collaborative Partners



HAWAII STATE  
DEPARTMENT  
OF HEALTH



*Queen Lili`uokalani Children's Center – Honolulu Unit*



# Community Partners



# Background Data

Suicide in Hawai'i

# International Statistics

Map of suicide rates

(per 100 000, most recent year available as of 2009)

- One million people per year die by suicide, a death every 40 seconds.
- Suicide rate has increased by 60% worldwide.
- Youth are highest risk in 1/3 of reporting countries.

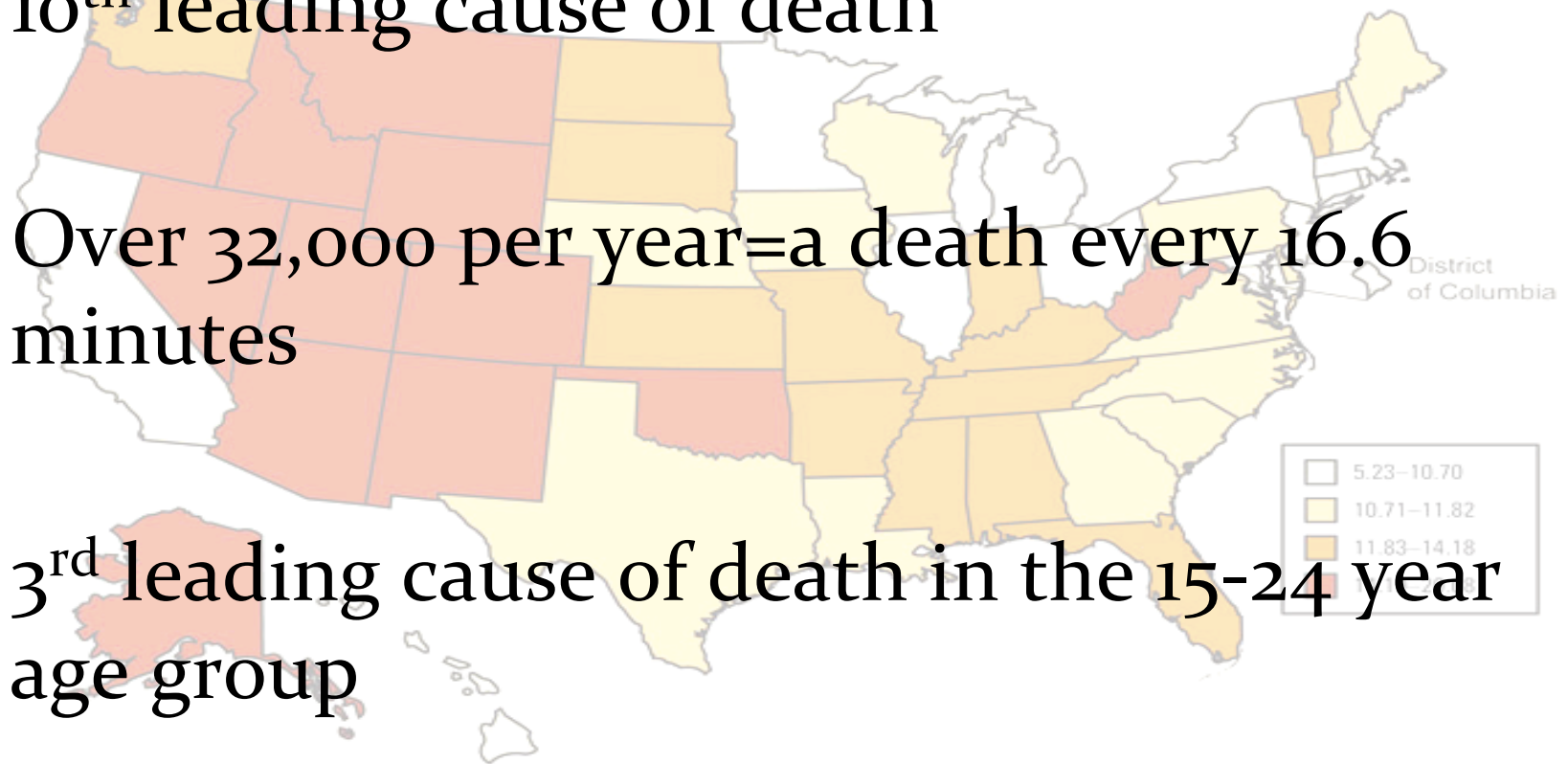


The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dashed lines represent approximate border lines for which there may not yet be full agreement.

# National Statistics

**Suicide Rate**  
**2000–2006, United States**  
Age-adjusted Death Rates per 100,000 Population

- 10<sup>th</sup> leading cause of death
- Over 32,000 per year=a death every 16.6 minutes
- 3<sup>rd</sup> leading cause of death in the 15-24 year age group

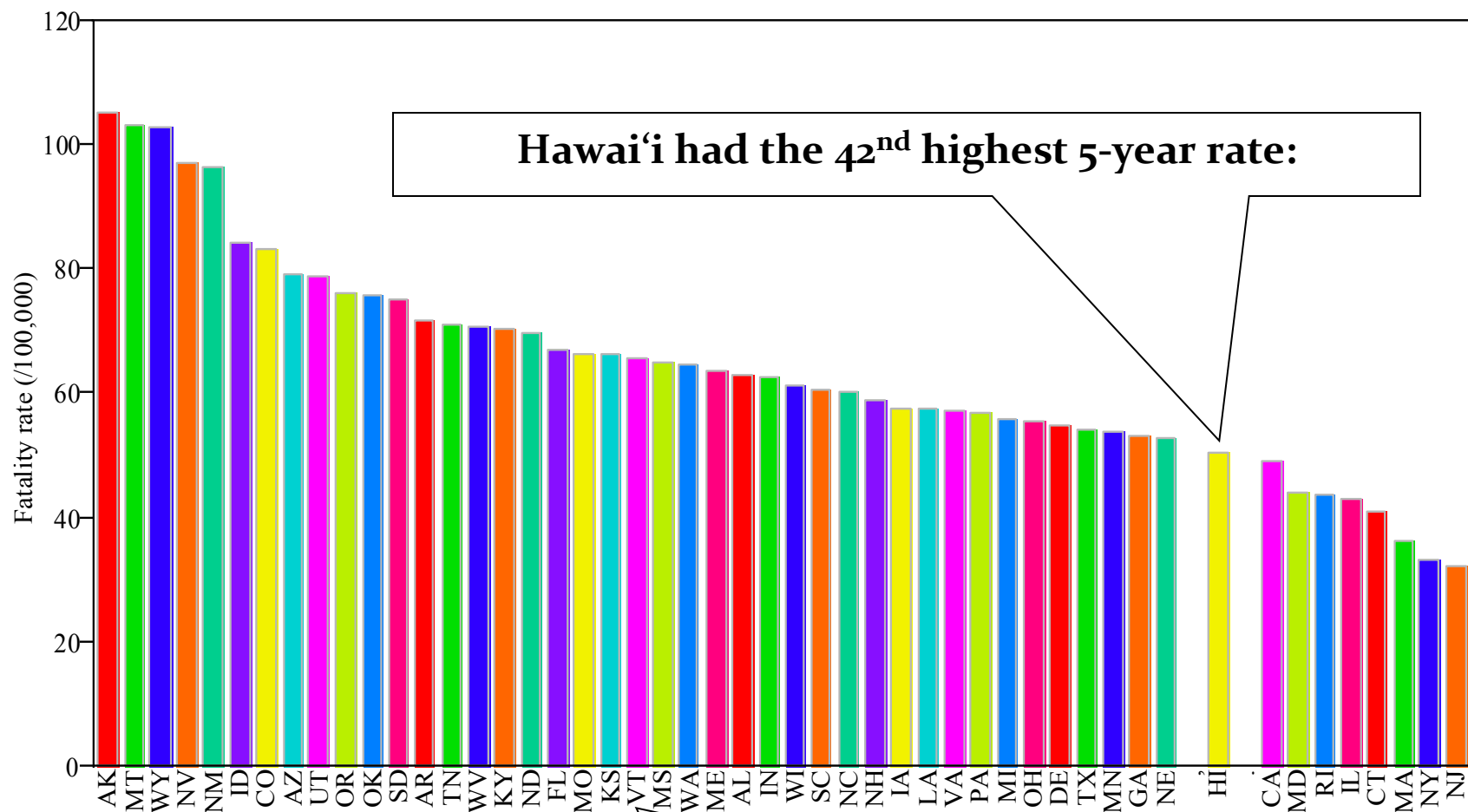


Note: Reports for All Ages include those of unknown age.

Data courtesy of CDC

# Suicide rates:

## Hawai'i versus other States, 2005-2009



**Hawai'i would have the 21<sup>st</sup> highest if deaths of undetermined intent (possible suicides) were included.**

**HI**



# Causes of fatal injuries among Hawai'i residents, 2007-2011

Rank	infants (32 total)	1-14 y (66)	15-24 y (368)	25-34 y (376)	35-44 y (466)	45-64 y (1,105)	65-74 y (230)	75+y (713)	total (3,356)
1	suffocation 22	drowning 16	suicide 125	suicide 124	suicide 138	suicide 291	suicide 55	falls 377	suicide 795
2	unk. intent 3	mvc*- occupant 11	mvc*- occupant 86	mvc*- occupant 50	poisoning 112	poisoning 284	falls 53	suffocation 85	falls 541
3	homicide 2	mvc*- pedestrian 9	mvc*- motorcyclist 32	poisoning 44	unk. intent 46	unk. intent 160	mvc*- pedestrian 22	suicide 57	poisoning 490
4	natural/ environ. 2	homicide 8	poisoning 29	mvc*- motorcyclist 37	mvc*- occupant 34	drowning 68	suffocation 16	mvc*- pedestrian 39	unk. intent 283
5	drowning 1	suicide 5	drowning 25	unk. intent 33	falls 29	falls 63	mvc*- occupant 15	mvc*- occupant 21	mvc*- occupant 264



# Youth Suicides in Hawai'i

- **130 youth** die by suicide each year.
- Nearly **1 out of 3 students** feel so sad or hopeless almost everyday for 2 or more weeks in a row that they stop doing some usual activities.
- About **18% of Native Hawaiian youths** in rural areas report attempts compared to 13% of all youths.
- While Native Hawaiian youths account for about 25% of the population, they account for **50% of the suicides in 10-14 year olds, 40% of 15-19 year olds.**

# Suicide as a Public Health Issue

- **1999:** Surgeon General's Report
- **2001:** National Strategy for Suicide Prevention
- **2001:** Prevent Suicide Hawai'i Task Force
- **2004:** Garrett Lee Smith Memorial Act
- **2005-2010:** HI State Injury Prevention Plan
- **2008-2011:** Hawai'i's Gatekeepers Training Initiative
- **2011-2014:** Hawai'i's Caring Communities Initiative

# HCCI Strategies

# Mobilizing Communities At-Risk

*working with youth-serving organizations*

Year	Area	Community Organization
1	Waimānalo	BRAVEHEART
	Kahuku	Ko'olauloa Health and Wellness Center
	Kaua'i	Life's Bridges
2	Hilo	First United Protestant Church
3	Moloka'i	Moloka'i Community Health Center
	Maui	Maui Economic Opportunity



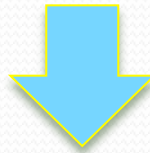
Training Professionals & Communities in Suicide Prevention & Response

- Developed by the National Alliance on Mental Illness (NAMI) of New Hampshire.
- Endorsed by the Suicide Prevention Resource Center (SPRC) under SAMHSA.
- Promotes a public health and comprehensive model that can be tailored to various audiences.
- Provides common language around suicide prevention and promotes collaboration among stakeholders.

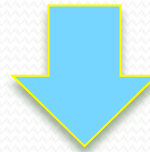
# Mobilizing Communities At-Risk

*working with communities and youth*

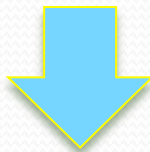
Partner with a Community Coordinator from each organization



Provide CONNECT training to Community Coordinators



Community Coordinators train and work with youth leaders



Community awareness activities and trainings





# **Connect Suicide Prevention Community Training January 2012**



# Enhancing the Statewide Trauma Network

*working with healthcare providers*

Partner with emergency departments across Hawai'i



Train ED Managers /Trauma Coordinators in CONNECT



ED Managers /Trauma Coordinators train other healthcare providers



Strengthen skills and protocols for working with suicidal youth and their families



# **Connect Suicide Prevention ER Training July 2012**

# Community Activities



- Trained youth, parents, and community members in CONNECT
- Hosted a 3-day Youth Summit
  - Heart-to-Heart Panel
  - Open House
- Message of Hope Campaign







Everyday Promises....

A Love That Inspires



# Life's Bridges: KLAS

## Kaua'i Leaders Against Suicide

- Recruited 16 youth leaders from Kaua'i High School
- Promoting a community-based short film about youth suicide
- Launching a t-shirt campaign: **1 in 6**







Ko'olaupia Community Health & Wellness Center

# T.O.P.S.

## Teens On Preventing Suicide

- Recruited and trained 25 students from Kahuku High School
- Launched a t-shirt campaign at Kahuku High School
- Hosted a booth at Kahuku Health Fair
- Organized the Walk of Hope during National Suicide Prevention Week

# Why don't people talk about Suicide?

1  
• They think the person gonna become suicidal

• They could be embarrassed

• Scared

2  
• It's awkward and personal.

• They don't want to be stoppeel

3  
• Don't want to admit they have a problem.

\* BONUS

• NOT A NICE SUBJECT.

• SCARED TO TALK ABOUT IT.

• It's not a common topic.

• Shy









# Summary

- Community partners have hosted **11** awareness activities
  - These activities have reached **~41,000** people
- Community partners have conducted **18** Connect trainings
  - There have been **341** community members trained in Connect (youth & adults)

# Summary

- In July, **31** ER personnel received Connect training
  - Of those, **12** received additional training to become Connect Trainers
- ER partners have conducted **5** Connect trainings for their departments
  - A total of **34** additional ER personnel have been trained in Connect since July

# Suicide Prevention Resources

- **Hawai'i Department of Health's ACCESS Line**  
*Provides a team of trained and experienced professionals 24 hours a day to help in times of a mental health crisis.*
  - **O'ahu: 808-832-3100**
  - **Neighbor islands: 1-800-753-6879**
- **The National Suicide Prevention Lifeline**  
*A free, 24-hour hotline available to anyone in emotional distress or a suicidal crisis.*
  - **1-800-273-TALK (8255)**



# Thank You!

For more information, contact:

[HCCI-contact@dop.hawaii.edu](mailto:HCCI-contact@dop.hawaii.edu)

Or visit our website:

<http://blog.hawaii.edu/hcci>