



WITH ONE VOICE

ADVOCACY IN
ACTION

- You
Are Not
Alone

Presented by KEVIN'S SONG

John Urso, Co-Founder and President

Leo Nouhan, Board Member

KEVIN'S SONG



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Kevin Francis Urso

1971-2013

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*To Empower Communities
to Prevent Suicide and Offer
Hope and Healing to Survivors*

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*To Create a More Unified Voice for
Legislative and Public Policy Changes and
Initiatives that will Promote Suicide Education,
Training and Prevention in our State*

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2020 | FOURTH ANNUAL

CONFERENCE ON SUICIDE:
ADVOCACY IN
»»»»»»»» **ACTION**

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100% WITH ONE VOICE

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We have many best practices that are evidenced based –

- To assist us with identifying those at risk
- To train professionals
- To impart meaningful prevention messages to young people
- To conduct impactful postvention programs that ease anxiety and provide coping skills to those affected by a suicide

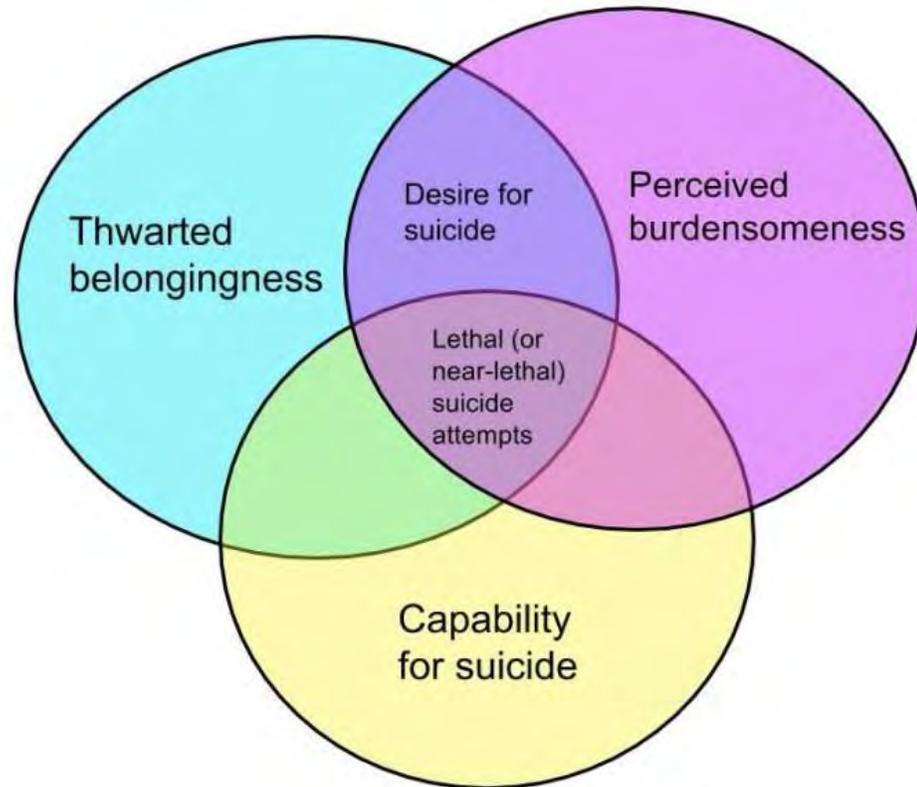
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- *Suicide is the 10th leading cause of death*
- *In 2017, 47,173 Americans dies by suicide*
- *In 2017, there were an estimated 1,400,00 suicide attempts*
- *In 2015, suicide and self-injury cost the US \$69 Billion*



- Michigan's suicide rate is escalating 1 person dies by suicide every 6 hours
- There's a dramatic shortage of trained, available professionals...one of only 17 states without mandated training in suicide awareness and prevention...
- No academic mandates that mental health professionals be trained in suicide risk assessment and prevention
- Legislation seems to languish in committee.



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“We need to get it in our heads that suicide is not easy, painless, cowardly, selfish, vengeful, self-masterful, or rash,” Joiner says.

“And once we get all that in our heads at last, we need to let it lead our hearts.”

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Suicide
Prevention
Coalition
of
Muskegon
County

U R
important
Suicide Lifeline: Text 741741
Call 800-273-8255
Local 231-722-4357

GRYPHON
PLACE



Helping those in conflict and crisis



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**Detroit
Public TV**



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Barb Smith

SUICIDE RESOURCE
& Response Network



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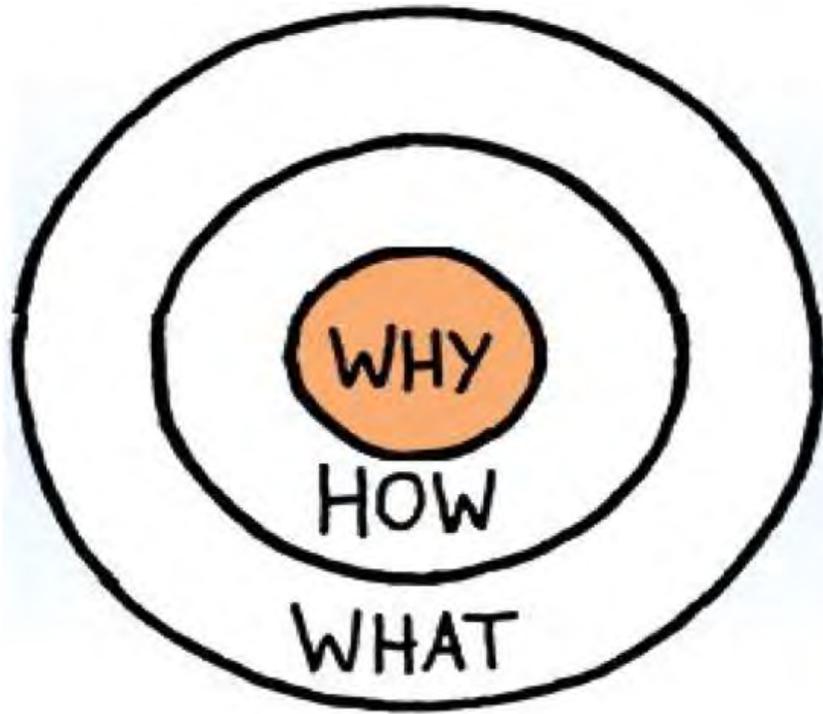


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Together we need to build a suicide prevention coalition that inspires people

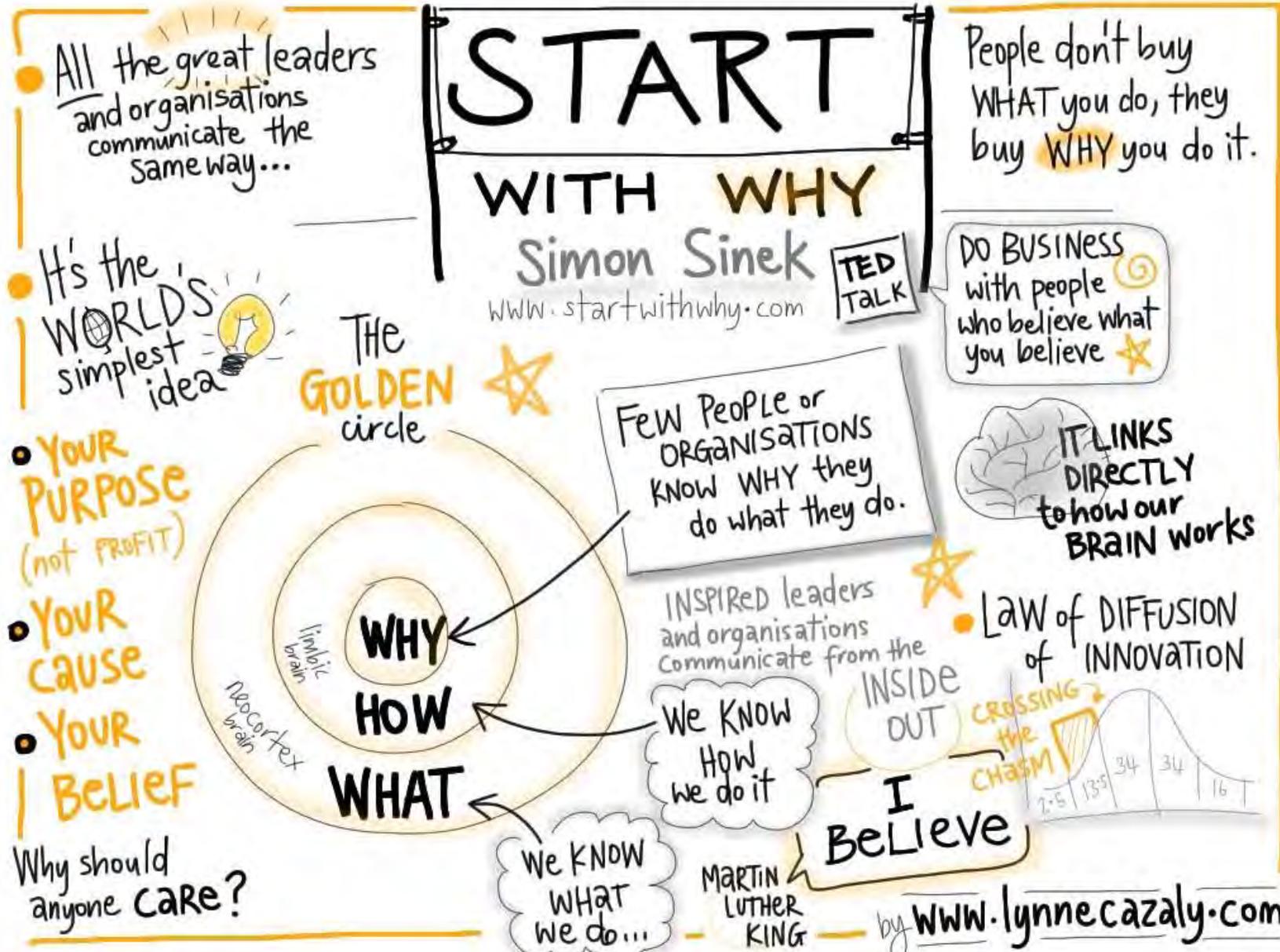
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OUR BIG HAIRY AUDACIOUS GOAL

We ALL want a world without suicide

Call it ZERO SUICIDE

Call it choosing LIFE

Call it embracing HOPE

Call it consoling those suffering from loss

Call it SAVING LIVES



We have to communicate the **WHY** to legislators and policy makers before we convince them what we need or want them to do

We need to communicate the **WHY** to the business community before we convince them what they need to do for their employees

We need to communicate the **WHY** to the general public before we get them to accept the message and make *OUR WHY - THEIR WHY*
OUR VISION - THEIR VISION

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HOW will WITH ONE VOICE communicate the WHY?

- Public Service Announcement campaign like PURE MICHIGAN
- Solicit celebrity partners to share their stories
- Present WITH ONE VOICE at the Mackinac Policy Conference in 2020



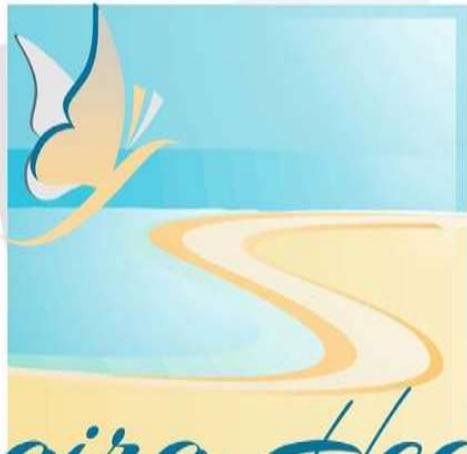
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Hegira Health
Wellness First



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Healthy Men Michigan

Comprehensive online screening and referral intervention to test the effectiveness of **Man Therapy** as compared to online depression screening alone

**Principal Investigator: Dr. Jodi Jacobson Frey, University of Maryland,
jfrey@ssw.umaryland.edu**

This research is supported by the Cooperative Agreement Number, 1 U01 CE002661-01, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.



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Healthy Men Michigan (HMM)

- Nearly 70% of men ages 25-64 living in MI screened at risk for depression
- More than 45% of men screened at risk for suicide
- More than 10% men screened positive for suicide, but did not screen positive for depression
- Results from the study coming summer, 2019
- The research team is seeking funding to continue its work, with an emphasis on suicide and opioid use



Healthy Men Michigan (HMM)

- More than 230 organizational partners helped promote HMM
Thank you to everyone who is a partner!
- Over 550 men aged 25-64 enrolled in the study (9/16 - 1/19)
- The most common way men learned about HMM was social media (53%)
- Men most commonly initially heard about HMM from home/neighborhood (26%); mental/behavioral health organization (19%); employment setting (13%); community organization (12%) and social organization (8%)



Barb Smith



SUICIDE RESOURCE
& Response Network



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Know Resolve

youth suicide awareness and prevention

more than 130,000 students reached since 2007

in crisis? call 1-800-273-8255

**BREAK A
SECRET
SAVE A
LIFE!**



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SIX FEET OVER



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i understand

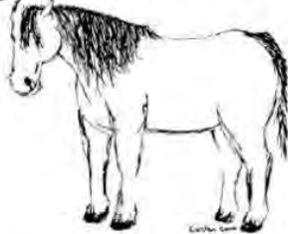
love heals



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Kiersten's Ride



Making a difference!



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JASPER'S GAME·DAY



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Next steps

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Solicit non-profits, mental health providers and the business community to form of a coalition of coalitions focused on suicide prevention and recovery – drawing together a number of groups, throughout Michigan, who have suicide prevention and recovery as a core segment of their mission.



Work to advocate the integration of mental health education and training into the in-service offerings of schools throughout Michigan. This education and training offering will integrate the best practices identified by the MASP State Suicide Prevention Plan.

For example, the 1st Kevin's Song School Summit as part of the 2020 Conference on Suicide to allow school districts to share best practices for suicide awareness and risk assessment and postvention.



Obtain funding for suicide prevention:

- at the State level, in the budgets of the Michigan Department of Health and Human Services and/or the Michigan Department of Education
- at the Federal level, via discussions with Congressional Representatives and Senators
- from corporations, foundations and individuals



Foster the development of media and public education efforts around suicide awareness, prevention, and recovery. The partnership between Kevin's Song and WTVS is one example of such efforts.



BENEFITS OF WITH ONE VOICE

- *AWARENESS OF THE OTHER VOICES – STRENGTHS, OUTREACH AND SERVICES*
- *PROMOTION OF AND REFERRAL TO EACH OTHER AND TO SHARE BEST PRACTICES*
- *PRESENTING A UNIFIED VOICE FOR SUICIDE PREVENTION IN ORDER TO BE A MORE IMPACTFUL AND SIGNIFICANT ADVOCATE FOR CHANGE*

WITH ONE
VOICE

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