Suicide takes a life every 13 minutes. 
Know the Signs. 
Change the Stats.
Overview

- What is 13 Minutes
- How it Began
- Who is at the Table
- Challenges & Successes
- Campaign Components
- Sample Presentation
- PSA
- Data
- Cameron’s Story
What is 13 Minutes

- Public awareness campaign
- Collaborative effort
- Multi-faceted campaign
- Region wide
- Start the conversation
- Empower people to educate themselves
- Connect to resources
How it Began

- Increase in suicides
- End of our previous public awareness campaign
- Came shortly after the inception of our local LOSS Team
- Convened stakeholders
- Focus groups
- Building partnerships and relationships
Who is at the Table

- Survivors
- Law Enforcement
- School districts
- Community organizations
- Health systems
- Minor league baseball team
- Media partners
- Universities
Challenges

- Youth input and guidance
- Convincing people there is a need
- Meeting the need of the community
- 13 Reasons Why
Successes

- Decrease in youth deaths from 2017 to 2018
- 1,485,466 impressions on Facebook 9/17 – 8/18
- 42,806 video views on YouTube 9/17 – 8/18
- 18,421 website hits 9/17-8/18
- Countless personal stories
- 225 presentations to 17,000 people in 2017
Campaign Components

- PSA
- Face to face presentations
- Panels
- Resource Booths
- Minor league baseball
- PSA contest
- Digital marketing
- Social media
- Radio
- College athletics
- Promotional Items
Elephant in the Room

Why don’t we talk about suicide?
In Nebraska, we lose 3x more people to suicide than homicide.
CDC’s Latest Suicide Data

Suicide rates rose across the US from 1999 to 2016.

- Increase 38 - 58%
- Increase 31 - 37%
- Increase 19 - 30%
- Increase 6 - 18%
- Decrease 1%

Suicide Risk Factors

Many factors contribute to suicide among those with and without known mental health conditions.

- Relationship problem (42%)
- Crisis in the past or upcoming two weeks (29%)
- Physical health problem (22%)
- Criminal legal problem (9%)
- Job/Financial problem (16%)
- Loss of housing (4%)
- Problematic substance use (28%)

Note: Persons who died by suicide may have had multiple circumstances. Data on mental health conditions and other factors are from coroner/medical examiner and law enforcement reports. It is possible that mental health conditions or other circumstances could have been present and not diagnosed, known, or reported.

Suicide Warning Signs

- Talking about killing themselves
- Drug or alcohol abuse
- Uncontrollable anger or sadness
- Irrational mood swings
- Feeling worthless & without purpose
- Feeling hopeless, desperate or trapped
- Loss of interest in things they enjoyed
- Withdrawal from loved ones
- Anxiety & depression
- Change in sleep & eating habits
- Neglecting personal hygiene & care
- Self-injury or reckless behavior
- Communicating unusual thoughts
- Giving away prized possessions
Other Parts of the Presentation

- Protective factors
- Resiliency
- Healthy vs unhealthy coping mechanisms
- Self-Care
- Ways to help
- How to have the conversation
- Assessing severity
- Community resources
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Cameron’s Story
Connect With Us

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