



13 MINUTES

- » **Suicide** takes a life every 13 minutes.
- » **Know** the Signs.
- » **Change** the Stats.

13minutes.org



13
MINUTES

Suicide takes a life every 13 minutes.

Overview

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



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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



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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



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Who is at the Table

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



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Challenges

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



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Successes

- Decrease in youth deaths from 2017 to 2018
- 1,485,466 impressions on facebook 9/17 – 8/18
- 42,806 video views YouTube 9/17 – 8/18
- 18,421 website hits 9/17-8/18
- Countless personal stories
- 225 presentations to 17.000 people in 2017



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Campaign Components

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



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Elephant in the Room

Why don't we talk about suicide?



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The Facts



In Nebraska, we lose 3x more people to suicide than homicide.

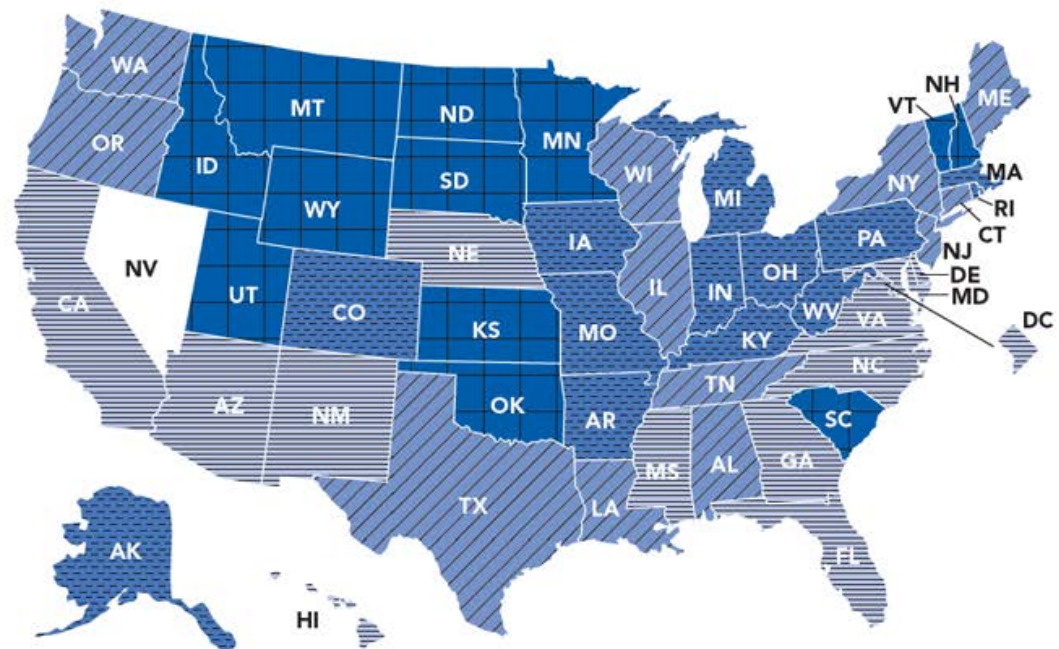


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CDC's Latest Suicide Data

Suicide rates rose across the US from 1999 to 2016.



SOURCE: CDC's National Vital Statistics System; CDC Vital Signs, June 2018.



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Suicide Risk Factors

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



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.

SOURCE: CDC's National Violent Death Reporting System, data from 27 states participating in 2015.



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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



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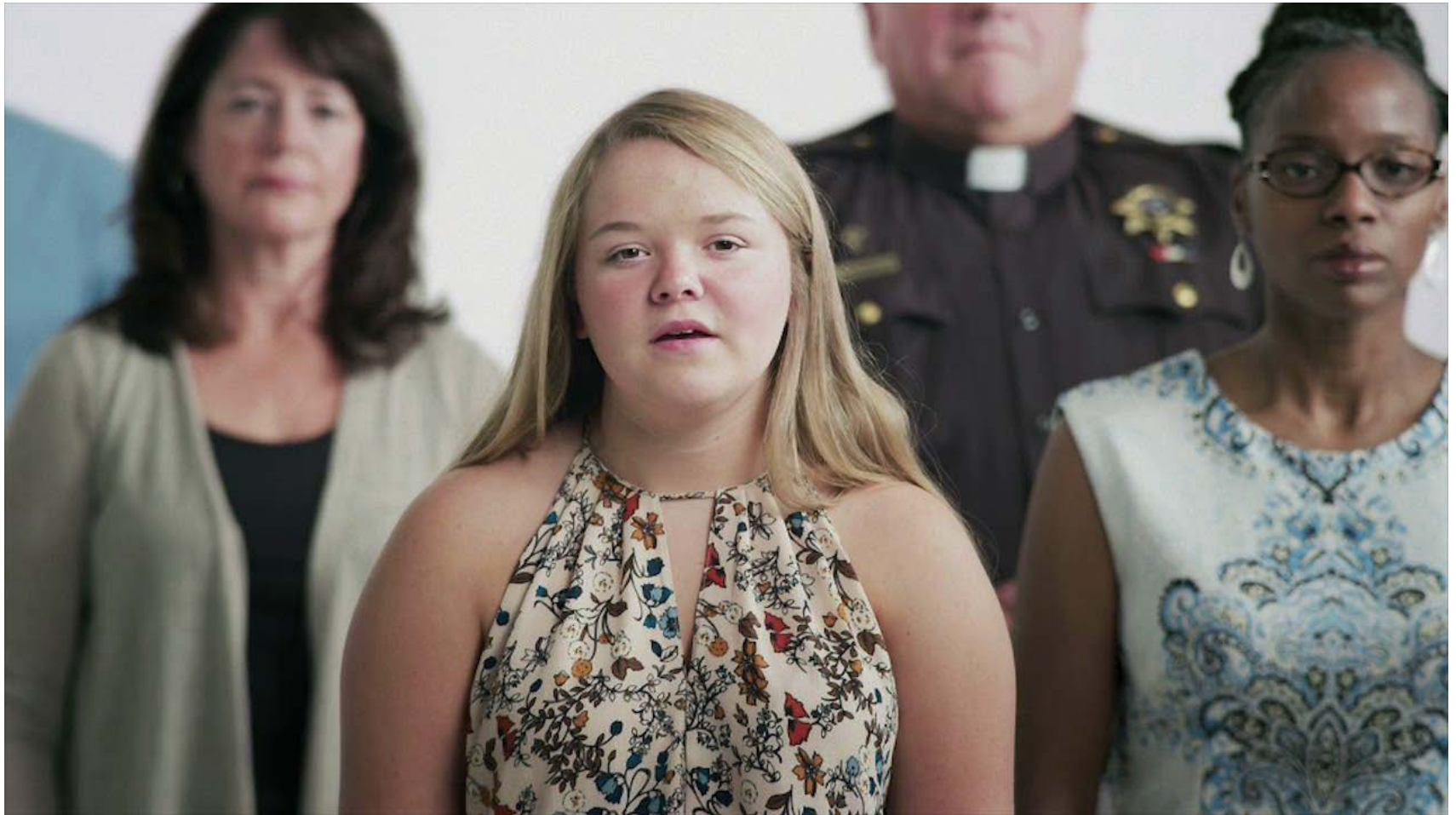
Other Parts of the Presentation

- 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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KNOW THE SIGNS >> **CHANGE** THE STATS >>



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Data

2017

99 Total Suicides

January 1 – September 15

69 Deaths

18 Females

51 Males

Age Range 13-90

7 Youth

2018

January 1 – September 15

60 Deaths

16 Females

44 Males

Age Range 16-93

2 Youth



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Cameron's Story



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Connect With Us

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