



Mission The Ottawa County Suicide Prevention Coalition aims to decrease the number of suicides in Ottawa County by educating the community about suicide warning signs and prevention strategies, promoting existing suicide prevention resources, as well as identifying and addressing emerging issues regarding suicide and suicide prevention. (See Appendix A for a summary of statistics that explain the need for the Coalition.)

Goal Decrease the number of suicides.

- Objectives**
- Objective 1.** Educate the community about suicide warning signs.
 - Objective 2.** Educate the community about suicide prevention strategies.
 - Objective 3.** Promote existing suicide prevention resources.
 - Objective 4.** Identify and address emerging issues regarding suicide and suicide prevention.

- Initiatives**
- be nice.
 - Blue Envelope training
 - Faith community outreach
 - QPR training
 - Suicide fatality review team
 - Victim’s Advocates follow-up program
 - Identify and address emerging issues
 - Promotion of other suicide prevention strategies, programs, and initiatives (promotion of town hall meetings and other community conversations)

- Indicators**
- Measures for Goal:**
- Ottawa County’s suicide rate per 100,000 residents
 - % of Ottawa County teens and adults who reported seriously thinking about attempting suicide in the previous 12 months
 - % of Ottawa County teens and adults who attempted suicide in the previous 12 months

- Measures for each initiative:**
- Annual assessment of Initiative value by coalition members

- Measures for be nice.:**
- Number of students actively engaged in be nice.
 - Number of schools actively engaged in be nice.
 - Number of businesses actively engaged in be nice. Action Plan training
 - Number of employees actively engaged in be nice. Action Plan training
 - Number of people trained in Mental Health First Aid

- Measures for Blue Envelope training:**
- Number of Ottawa County schools offered the training
 - Trainee pre- and post-assessment response to “I have confidence with how to respond to a student who expresses suicidal thoughts.”
 - Number of Blue Envelope incidents in Ottawa County schools

- Measures for Faith community outreach:**
- Number of churches that have completed the BN301 Liaison training

- Measures for QPR training:**
- Number of people trained in QPR

- Measures for Suicide fatality review team:**
- Quarterly meetings held to review deaths by suicide
 - Annual summary of prevention strategies/ideas produced for the Coalition to consider

- Measures for Victim’s Advocates follow-up program:**
- Number of referrals made
 - Types of suicide prevention and/or mental health resources offered through referral process

Appendix A

Ottawa County suicide statistics that explain why the Ottawa County Suicide Prevention Coalition was created.

General statistics

- Ottawa County's suicide rate per 100,000 residents has been relatively stable for nearly 30 years.¹
- Since 1990, Ottawa County's suicide rate for people of all ages is consistently lower than in Michigan or the U.S.¹

Populations of interest

- Men accounted for 3 out of 4 suicides in Ottawa County from 2008 through 2017.²
- The largest percent of suicides in Ottawa County occur among people ages 40-59, with 43% of suicides being among this age group from 2008 through 2017.²
- Since 2008, the rate of suicide among youth under 20 has increased over 150% in Michigan.³ The rate of suicide among Ottawa County teens is also increasing. Of particular concern are suicides occurring at younger ages than previously seen. In the first six months of 2018, 4 of 5 teen deaths by suicide in Ottawa County were 16 years old and younger, a phenomenon that started in 2014 and has continued into 2018.⁴
- Among all Ottawa County suicides, the percent who were younger than 20 years of age was 45% in 2018 (based on 6-months of data). From 2008 through 2017, on average, only 8% of all suicides occurred in that age group.⁴
- Since 2008, boys accounted for 54% of teen suicides and 48% of teen suicides have occurred in the southwest quadrant of Ottawa County (south of Fillmore and west of 96th).⁴

Primary means

- From 2008 through 2017, males died by suicide from guns (51% of male suicides) and hangings (27% of male suicides).²
- From 2008 through 2017, females died by suicide from overdoses (45% of female suicides) and hangings (27% of female suicides).²

Link between depression, suicidal thoughts and suicidal attempts

- 5% of Ottawa County adults reported seriously thinking about attempting suicide in the previous 12 months, with 20% of these adults attempting suicide.⁵
- 20% of Ottawa County teens reported seriously thinking about attempting suicide in the previous 12 months, with 40% of these teens attempting suicide. About 8% of teens report one or more suicide attempts in the previous 12 months.⁶
- A larger proportion of teen females reported seriously thinking about attempting suicide—25% of females compared to 13% of males. A larger proportion of teen females also reported attempting suicide—10% of females compared to 5% of males.⁶
- Over the last decade, the percent of teens who reported being depressed increased from 19% to 29%, with the percent who attempted suicide increasing from 6% to 8%.⁶

Sources

1. Ottawa County Suicide Prevention Coalition's "Death by Suicide" fact sheet: https://www.miottawa.org/Health/OCHD/pdf/data/Special/OC_Suicide_FactSheet.pdf
2. Ottawa County Department of Public Health, Office of the Medical Examiner, 2008-2017. Data only include deaths investigated by the Office of the Medical Examiner and may not include all deaths by suicide of Ottawa County residents.
3. Age-Adjusted and Age-Specific Intentional Self-harm (Suicide) Mortality Rates by Race and Sex, Michigan Residents, 1989-2017 for ages under 25 years: <https://www.mdch.state.mi.us/pha/osr/cr/Suicide.asp>
4. Ottawa County Department of Public Health, Office of the Medical Examiner, 2008-2018. Data for 2018 is a partial year, preliminary and is subject to change as cases are reviewed and closed. Data only include deaths investigated by the Office of the Medical Examiner and may not include all deaths by suicide of Ottawa County residents.
5. 2017 Ottawa County Behavioral Risk Factor Survey, pages 17 and 48: https://www.miottawa.org/Health/OCHD/pdf/BRFS/2017_BRFS.pdf
6. 2017 Ottawa County Youth Assessment Survey of grades 8, 10, 12: https://www.miottawa.org/Health/OCHD/pdf/data/OCYAS_2017.pdf



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Indicators

Measures for be nice.:	2019 Accomplishments
Number of students actively engaged in be nice.	17, 430
Number of schools actively engaged in be nice.	29
Number of businesses actively engaged in be nice. Action Plan training	32 (650 employees)
Number of people trained in Mental Health First Aid	205

Measures for Blue Envelope training:	2019 Accomplishments
Number of schools in pilot program	8
Trainee pre- and post-assessment response to “I have confidence with how to respond to a student who expresses suicidal thoughts.”	54% increase in staff confidence
Number of Blue Envelope incidents in Ottawa County schools	71

Indicators

Measures for Faith community outreach:	2019 Accomplishments
Number of congregations that have completed the bene. BN301 Liaison training	30

Measures for QPR training:	2019 Accomplishments
Number of people trained in QPR (number reported by Mosaic Counseling)	XX

Measures for Suicide fatality review team:	2019 Accomplishments
Quarterly meetings held to review deaths by suicide	Yes
Annual summary of prevention strategies/ideas produced for the Coalition to consider	Yes – in process

Measures for Victim’s Advocates follow-up program:	2019 Accomplishments
Number of referrals made	34
Types of suicide prevention and/or mental health resources offered through referral process	

Measures for Identify and address emerging issues:	2019 Accomplishments
Suicide prevention education for all 3 health systems (health care providers)	95 providers trained

Measures for Promotion of other suicide prevention strategies, programs, and initiatives:	2019 Accomplishments
Promotion of town hall meetings and community conversations through Momentum Center	

Measures for Goal:	2019 Accomplishments
Ottawa County’s suicide rate per 100,000 residents	11% in 2018
% of Ottawa County teens and adults who reported seriously thinking about attempting suicide in the previous 12 months	19% of teens in 2017; 5% of adults in 2017
% of Ottawa County teens and adults who attempted suicide in the previous 12 months	