



**Youth Suicide Prevention
Community of Practice – Fifth Meeting
Peer-to-Peer Mental Health Promotion
& State Team Meetings for MO, NE, ND, TN, WV**

**Wednesday, May 16, 2012
10:30 to 11:30pm Eastern Standard Time**

Featured Speaker:

Mark LoMurray

Moderator:

Erica Streit-Kaplan

Please type in your phone number to the prompt box and Adobe Connect will call you.

The webcast will begin shortly. Your phone line is currently muted.



Meeting Orientation Slide

- If you are having any technical problems joining the webinar please contact the Adobe Connect at **1-800-422-3623**.
- Type any additional questions or comments into the text box on the middle left hand side of your screen.
- Finally, you can also make the presentation screen larger at any time by clicking on the “Full Screen” button in the lower left hand side of the slide presentation. If you click on “Full Screen” again it will return to normal view.
- You are currently muted, please press *6 to unmute your phone line.

Introductions

- Minnesota
- Missouri
- Nebraska
- North Carolina
- North Dakota
- Oklahoma
- Puerto Rico
- Tennessee
- Virginia
- West Virginia
- Other partners



SOURCES OF STRENGTH USING PEER LEADERS TO CHANGE SOCIAL NORMS

A National Wellness Program impacting
Suicide and Bully Prevention

Mark LoMurray

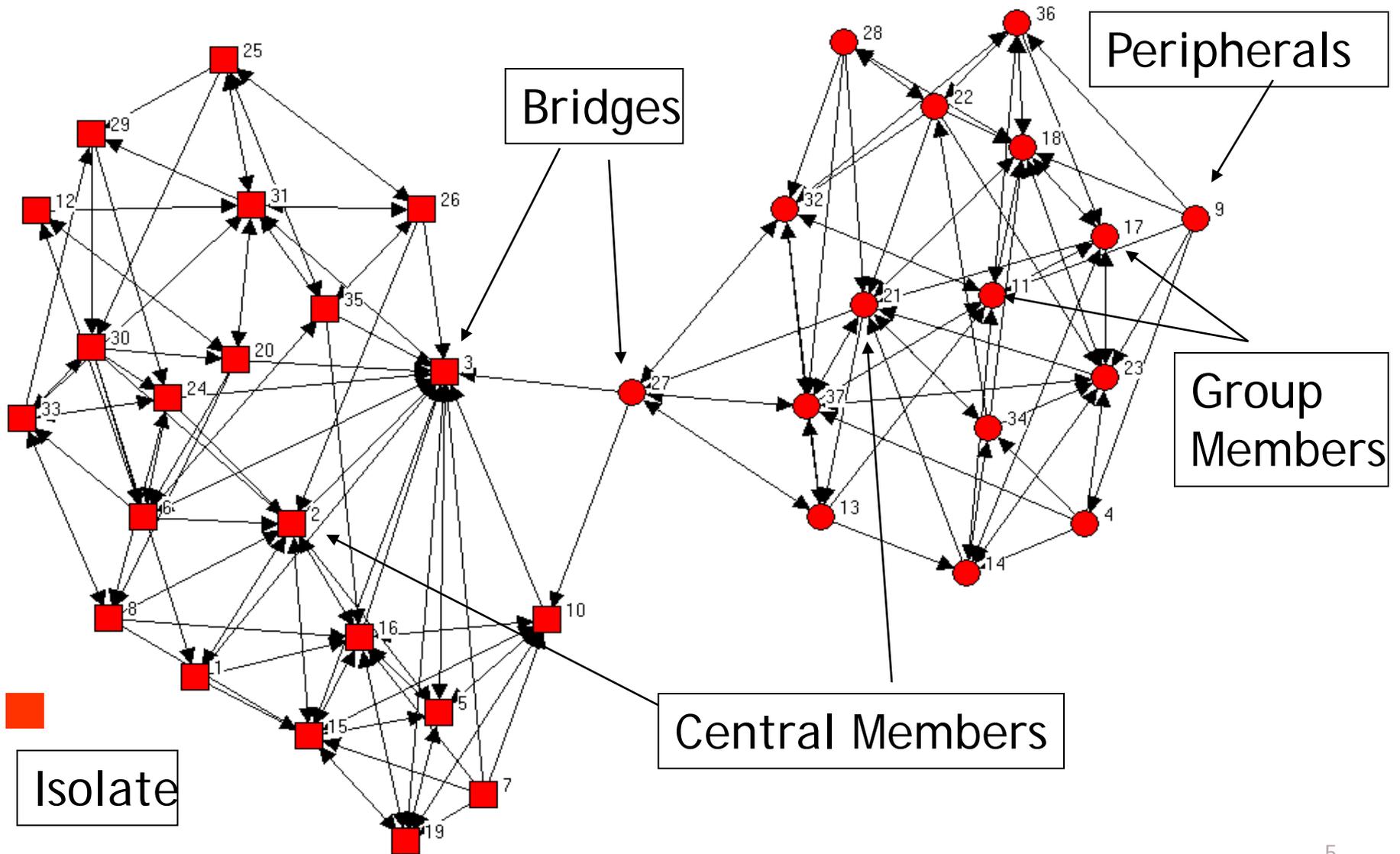
Executive Director - Sources of Strength

701-471-7186

marklomurray@gmail.com

WWW.SOURCESOFSTRENGTH.ORG

SOCIAL NETWORKS



YOUNG PEOPLE WHO ATTEMPT SUICIDE ARE HARDER TO REACH

- They are much less likely to have trusting relations with adults
- They have fewer friends
- Those friends they have are likely to feel positive towards suicide
- NIMH National Peer Leadership Study Baseline 2011-2012 (8450 high school students)
 - 60-70% all students state have older adult supports
 - 10-20% of students suicidal in past year
 - Only 25% of SI students tell a older adult
 - 55% of SI students tell a friend or peer
 - Only 35% of those friends tell an older adult support

SOURCES OF STRENGTH

*THE MORE YOU HAVE, THE BETTER YOU CAN HANDLE LIFE'S UPS AND
DOWNS .*



SOURCES OF STRENGTH PEER PROGRAM



1. Well researched - engaged large randomized trial on impact of peer leaders on entire student populations.
2. Hope, Help, Strength messaging strategies that are safe and effective.
3. Diversity of peer leaders to spread into many cliques and groups.
4. Brings together peer leaders and adult supports for prevention power



Mentors

Helpers -
Mediators

Sources of
Strength

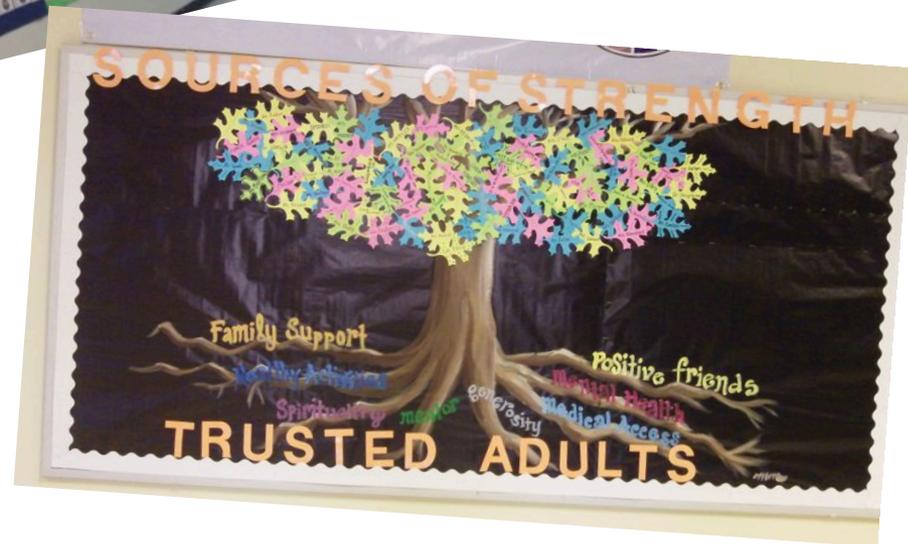


SOURCES OF STRENGTH PROCESS



1. Engage leaders/ administrators
2. Review protocol
3. Identify and train key adult advisors (4 hours)
4. Recruit and train peer leaders (4 hours)
5. Peer leaders with support begin action steps and HOPE, HELP, STRENGTH MESSAGING (3-5 months)
6. Evaluate, recruit, and expand from year 1, year 2, and year 3.

CHANGING NORMS - NAMING AND PUBLIC DISPLAY OF MENTORS- ROLE MODELS - TRUSTED ADULTS



CONCERNS FOR UNINTENDED HARM IN MANY SUICIDE AND BULLY MESSAGES



- Shock and trauma stories
- Using data that creates unhealthy social norms
- Simplistic linking of behaviors - bully and suicide
- Media stories focusing on death (Military suicides)
- Billboard campaigns - adolescents with SI less likely to seek help

SOURCES OF STRENGTH MESSAGING STUDY (UNPUBLISHED - PETROVA 2011)

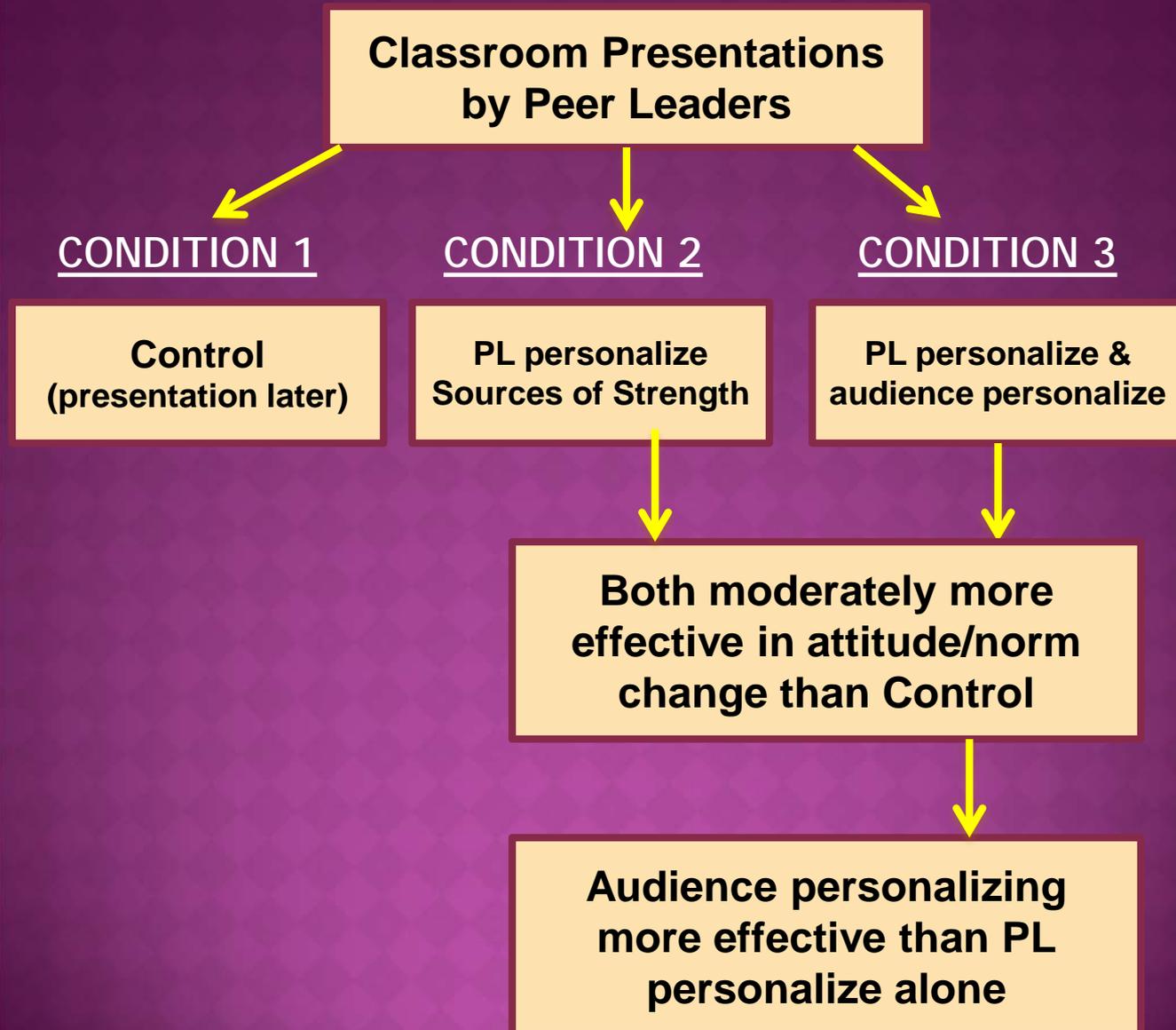
706 9th-12th grade students
In 4 NY High Schools

36 Classes randomized w/in
school

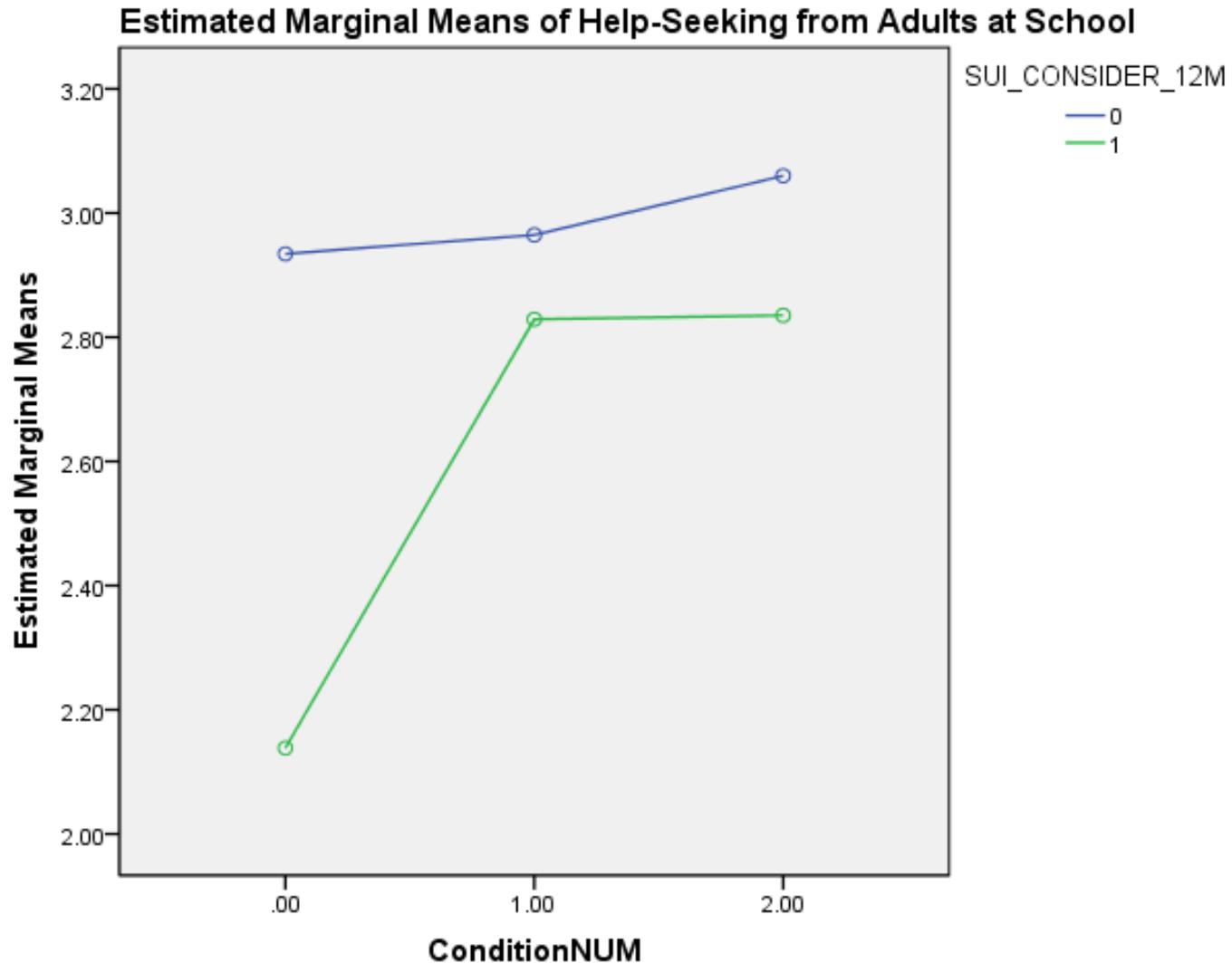
5-6 PLs told personal stories
of sources of strength & TAs

In Condition 3, PLs invited
students to add TA name
to poster

Students surveyed after
exposure

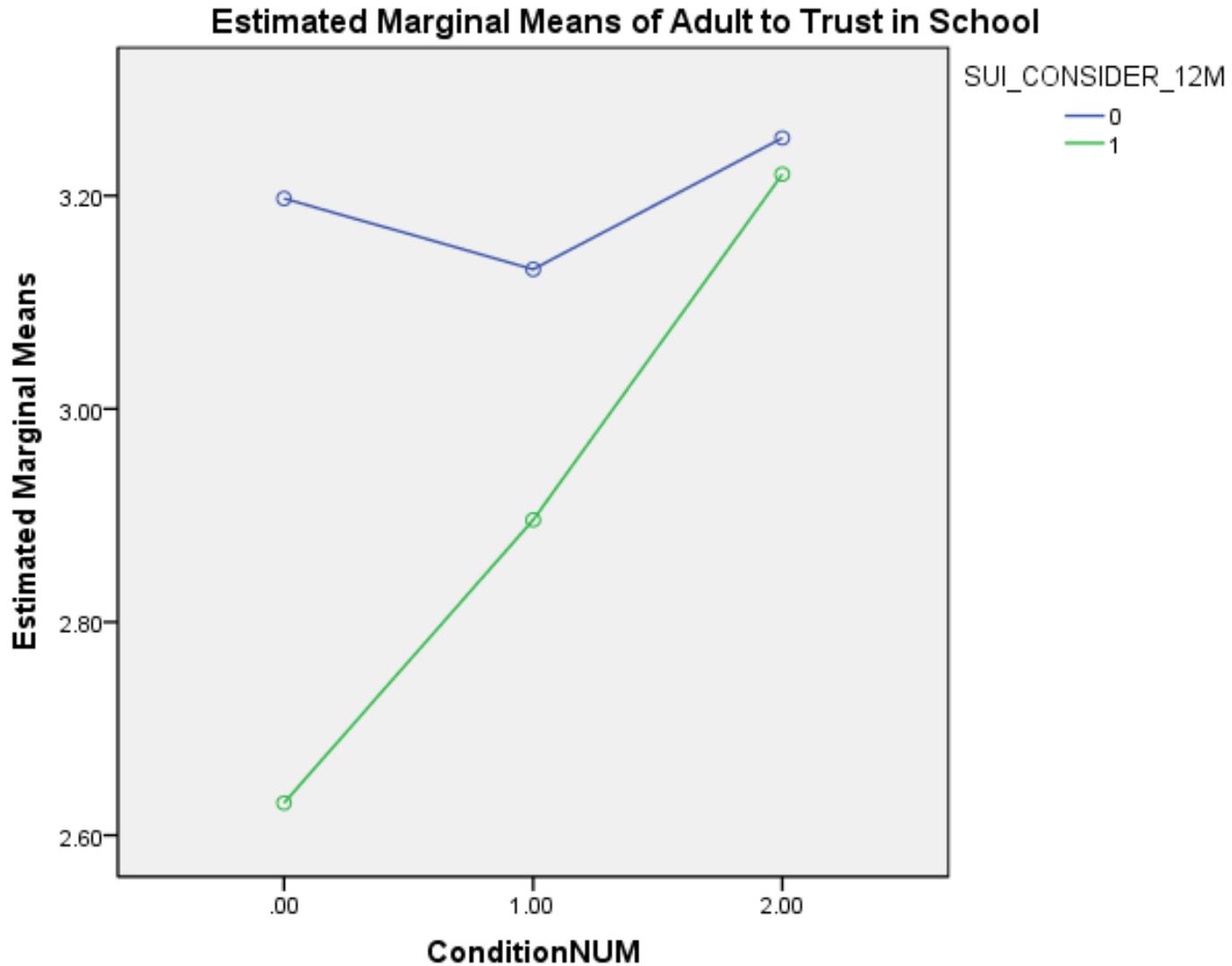


LARGEST GAINS IN HELP SEEKING NORMS FOR THOSE W/ SUICIDE IDEATION BLUE LINE: NO SI GREEN LINE: SI



LARGEST GAINS IN NAMING TRUSTED ADULTS FOR THOSE W/ SI

BLUE LINE: NO SI GREEN LINE: SI



CONCLUSIONS

- Tested short-term impact of Sources of Strength w/ schools as unit of randomization
- Student Peer leaders can implement suicide prevention messaging w/adult support. No indication of harmful effects.
- Training increases Peer Leaders' help-seeking norms, reduces 'codes of silence' - **most improvements for less connected teens**
- Peer Leaders refer more suicidal peers to adults (primarily in larger schools), unlike adult QPR training (Wyman, Brown 2008)
- Positive norm changes spread to other students, improving norms for suicide coping, largest benefits for suicidal teens.

Wyman, Brown, et al., (2010) American Journal Public Health

IMPLICATIONS

- Sources of Strength one of few campus-based suicide prevention programs showing positive impact on risk/protective factors associated w/ reduced suicide.
- A critical next step is to evaluate this model further in terms of impact on suicidal behaviors - We have underway a randomized trial with 40 high schools (RO1 NIMH-funded).
- For public health impact and potential uptake by communities, it is critical to evaluate effects on a broader array of risk and protective process such as bullying, school engagement and retention.
- Challenge to support high quality implementation in remote, rural communities with highest suicide rates

Discussion

For more information contact:

Erica Streit-Kaplan

617-618-2178

estreit-kaplan@edc.org

www.ChildrensSafetyNetwork.org

Upcoming Meetings

June 20

August 1

Wednesdays 10:30-11:30 Eastern Time/9:30-10:30 Central Time

Fall meetings to be announced soon

Team Breakout Sessions