

INTRODUCTION

- Reducing barriers to seeking help for emotional and psychological stress has been a top priority for clinical providers, policy makers and researchers
- Increasing access to quality mental health care is:
 - a top White House Priority
 - a key evidence-based strategy in preventing suicide
- Though there has been a significant amount of attention, time and resources given to decreasing barriers to help-seeking, stigma and other barriers continue to impede the acquisition of help by those who are suffering

INTERACTIVE WHITEBOARD RESULTS

	Host	Agent	Physical Environment	Social Environment
Pre-Event	<ul style="list-style-type: none"> • Non-help-seeking • Trait Impulsivity • Shame • Mental illness • Unemployed • Feeling hopeless • Occupational Stress 	<ul style="list-style-type: none"> • Comfort with lethal means of suicide • Makes use of more lethal methods of suicide • Habituation around methods of suicide (veterinarians around tranquilizers, soldiers around guns) 	<ul style="list-style-type: none"> • Exposure to violence • Access to lethal means • Lack of structures to impede access to lethal means of suicide • High alcohol availability • Low minimum wage • Lack of connection with community 	<ul style="list-style-type: none"> • Lack of proper geographic distribution of mental health resources • Socioeconomic issues that affect access to resources • Lack of social connectedness
Event	<ul style="list-style-type: none"> • State impulsivity • State Aggression • Alone • Substance use • Hopelessness • Non-help-seeking • No care provider • Writing of suicide note 	<ul style="list-style-type: none"> • Lethality of method • Firearms most lethal, followed by jumping from extreme height, poisoning, asphyxiation, and medication overdose • Use of method (self-inflicted gunshot to head most lethal) 	<ul style="list-style-type: none"> • Availability of suicide methods • Unfettered access to method of suicide • No phone call for help • No transportation to drive to help • Lives alone 	<ul style="list-style-type: none"> • No friend or family to call for help • No scheduled activities feeling like a burden to others • Recent dissolution of an intimate partner relationship
Post-Event (Death)	<ul style="list-style-type: none"> • Autopsy on body to confirm cause of death • Religious beliefs: Life after death 	<ul style="list-style-type: none"> • Forensic investigation of what method was used and circumstances surrounding the method used • Assessments to see if any safety strategies were used 	<ul style="list-style-type: none"> • Community and mental health resources to help family and friends cope with loss of loved one • Community events that celebrate the life of the loved one who was lost and not events that glorify or stigmatize suicide death 	<ul style="list-style-type: none"> • Ensure safe reporting of suicide death
Post-Event (Survival)	<ul style="list-style-type: none"> • Stabilization (hospitalization) CBT for suicide attempts • Medical evaluation • Safety plan • Attempt survivors support groups • Case management 	<ul style="list-style-type: none"> • Remove all lethal means from home 	<ul style="list-style-type: none"> • Build community that is accepting and supportive of suicide survivors and include survivor in community activities 	<ul style="list-style-type: none"> • Educate family and friends about suicide survivor needs and available resources • Promote positive messages about help-seeking

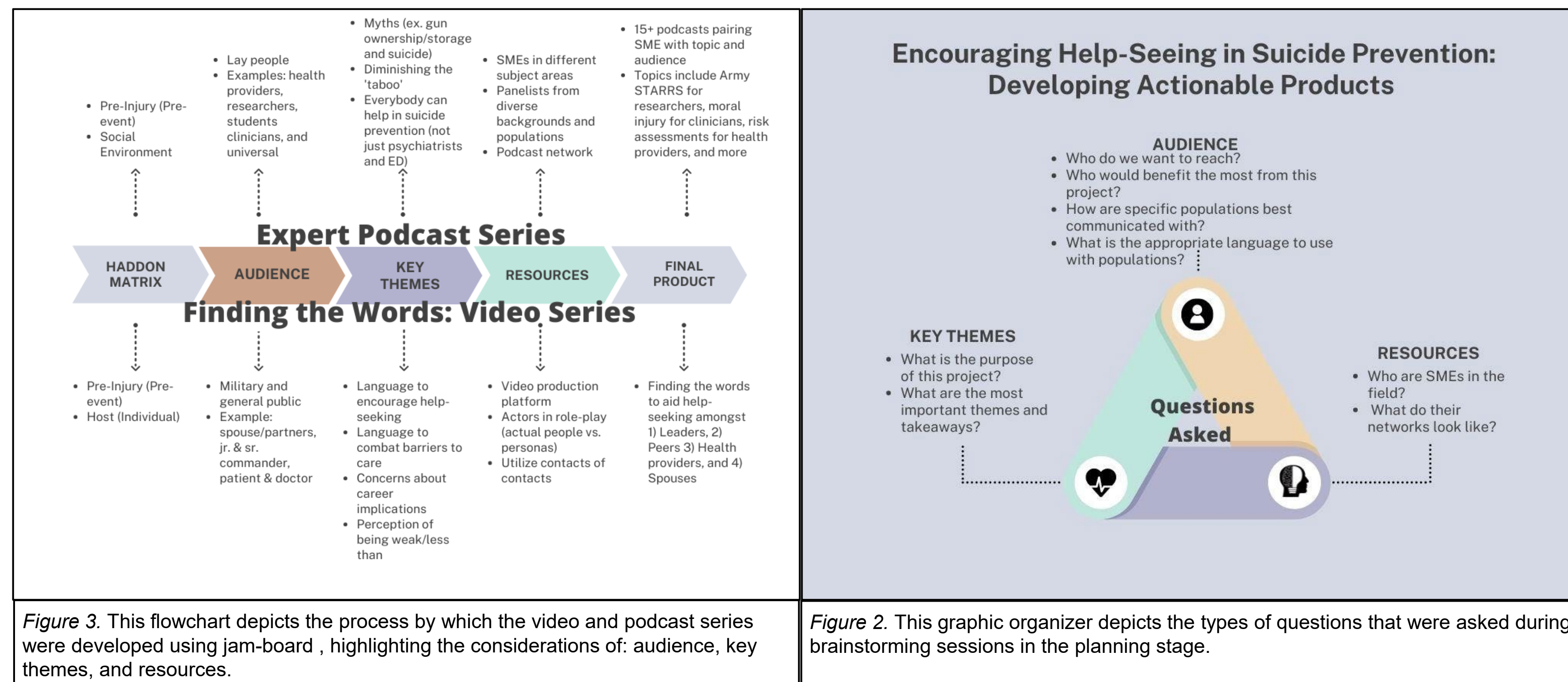
Figure 1. This figure depicts the framework used to identify help-seeking targets, the Haddon Matrix, and where each product falls in the matrix.

TRANSLATIONAL PRODUCTS

- A series of four instructional, role-play videos will be developed to:
 - 1) help leaders choose the best words to encourage help-seeking,
 - 2) teach peers to choose the best words to motivate help-seeking in other peers,
 - 3) instruct health providers how to use the best words and analogies to prompt help-seeking among their patients,
 - 4) Instruct spouses on how to select the best words and approach when encouraging their loved one to seek help.
- Additionally, a series of hosted, expert podcasts will be developed to increase the knowledge of the general public regarding the best set of facts and 'knowledge sound bites' to help friends, colleagues and family members improve their mental health

METHODS

- We utilized a trauma-informed framework to examine suicide prevention, the haddon matrix
 - This revealed key help-seeking targets in the areas of pre-injury, host, and socio-environmental
- We then used the google application 'jam board,' an interactive whiteboard tool, for a series of brainstorming sessions with key stakeholders
 - several actionable products to increase help-seeking and optimal modes of dissemination were selected



CONCLUSION

The challenge of developing strategies to increase help-seeking is commonly mired by a flood of competing and disparate ideas and priorities. By using an interactive, organizational tool such as the Jam board, varying ideas and perspectives were identified and prioritized quickly and judiciously. The result was a consensus on 4 instructional videos that have potential to help many different audiences 'find the words' to increase help-seeking.