

# Strategic Plan and Accomplishments for each Coalition Initiative



**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.

**Goal** Decrease the number of suicides.

- 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.

## Accomplishments for each Initiative

<b>be nice.:</b>	2019	2020	2021	2022
Number of students actively engaged in be nice.	17,430	15,212	16,120	12,494
Number of schools actively engaged in be nice.	29	25	26	19
Number of employees at businesses actively engaged in be nice. Action Plan training	650 (32 businesses)	1,263 (23 businesses)	2,300 (28 businesses)	2,300 (28 businesses)
Number of high school athletic coaches trained in Ottawa County	n/a	n/a	n/a	750

<b>QPR training:</b>	2017-2020	2021	2022
Number of people trained in QPR (number reported by Mosaic Counseling)	7,000	806	1,202 (Mosaic) 51 (Arbor Circle)

<b>Blue Envelope training:</b>	2019 Calendar Year	2020 Calendar Year	2021 Calendar Year	2022 Calendar Year
Number of school in Blue Envelope program	8	14	29	54
Number of staff trained	310	717	1,858	1,939
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	31% increase in staff confidence*	46% increase in staff confidence	56% increase in staff confidence
Number of Blue Envelope incidents in Ottawa County schools	82	265	237	596
Number of students impacted by Blue Envelope	4,500	13,000	22,500	31,000

\* 30% of staff trained in 2020 were in year 2 of implementation and had a "refresher" training

# Accomplishments for each Initiative (continued)

## Victim's Advocates follow-up program:

	2019	2020	2021	2022
Number of requests for on-scene support from Victim's Advocates volunteers	55	18	58	96
Number of people requesting follow up calls & support from Mosaic Counseling/Community Access Line of the Lakeshore (Call 2-1-1)	41	41	80	80
Number of community members supported by Mosaic Counseling/Community Access Line of the Lakeshore (Call 2-1-1) follow up program	20	22	37	35
Number of referrals to community agencies and programs as a result of the follow up program	67	43	65	31

## Mental Health First Aid Training:

	2019	2020	2021	2022
Number of people trained in Mental Health First Aid	205 (be nice.)	150 (be nice.)	95 (be nice.)	475 (be nice.)

## Veterans:

	2019	2020	2021	2022
Number of veterans in Ottawa County	n/a	n/a	12,965	12,310
Number of veterans eligible for VA benefits	n/a	n/a	4,588	4,488
Number of veterans assigned VA benefits	n/a	n/a	3,517	3,512

## Momentum Center:

	2019	2020	2021	2022
Number of attendees at Momentum Center town hall and community conversation events	212	466	1,095	361 (town hall) 819 (comm. convos.)
Number of attendees at Momentum Center Inspire! Events	219	178	0 – no events held	146
Number of adult and teen members at Momentum Center	0	0	187 adults, 34 teens	281

## Be Better::

	2019	2020	2021	2022
Number of support groups	n/a	n/a	n/a	84
Number of family consultations	n/a	n/a	n/a	520
Number of community education presentations	n/a	n/a	n/a	6

## Man Therapy:

	2019	2020	2021	2022
Number of visits to Man Therapy website	n/a	n/a	n/a	648
Number of head inspections completed via the Man Therapy website	n/a	n/a	n/a	101

# Accomplishments for each Initiative (continued)

## Other Accomplishments:

- Held quarterly meetings to review deaths by suicide in 2019
- Suicide fatality review team created an annual summary of prevention strategies/ideas for the Coalition to consider in 2019
- 95 health care providers from all 3 health systems trained in suicide prevention education in 2019
- 30 congregations completed the be nice. BN301 liaison training in 2019
- Anti-racism task force convened in 2020
- Momentum Center opened its Holland Center in 2021
- Created a social media campaign, fall support group listing, and updated the resource list on the website in 2021
- 115,000 mental health and suicide prevention mailers distributed in 2021
- 70 people received information on a variety of mental health topics presented by Arbor Circle in 2022

Goals:	2019	2020	2021	2022
Ottawa County's suicide rate per 100,000 residents <sup>1</sup>	8.9	11.1	10.5	7.0
% of Ottawa County adults who reported seriously thinking about attempting suicide in the previous 12 months <sup>2,3</sup>	5% in 2017	4.9% in 2020	n/a	Next update coming in 2023
Among adults who thought about suicide, % of adults who attempted suicide in the previous 12 months <sup>2,3</sup>	20% in 2017	19.6% in 2020	n/a	Next update coming in 2023
% of Ottawa County teens who reported seriously thinking about attempting suicide in the previous 12 months <sup>4</sup>	19% in 2017	19% in 2019	20% in 2021	Next update coming in 2023
% of teens who attempted suicide in the previous 12 months <sup>4</sup>	8% in 2017	8% in 2019	8% in 2021	Next update coming in 2023

## 2023 Emerging Issues:

- Distribute Lock It Up/Safe Home bags
- Explore partnerships with Out on the Lakeshore, Building Resilient Youth, and LGBTQIA+ student groups within the Ottawa Area Intermediate School District that would involve assessing the needs of the LGBTQIA+ population and working to meet those needs.
- Explore a partnership with the State Office for Suicide Prevention and opportunities to share best practices and resources.



### Partners:

Hope Network, OAISD, CMH, Momentum Center, Be Better;, Spectrum Health, Holland Hospital, be nice./Mental Health Foundation of West Michigan, OC Sheriff's Office, VA, Mosaic Counseling, Ottawa Community Schools Network, Coopersville Area Public Schools, Hope College, Forest View Hospital, Health West, OC Medical Examiner's Office, Allegan County Community Mental Health, Arbor Circle, OCDPH

### Sources

1. Ottawa County Suicide Prevention Coalition's "Death by Suicide" fact sheet: <https://www.miottawa.org/health/ochd/pdf/data/Special/2021-Death-by-Suicide.pdf>. 2022 data is preliminary.
2. 2017 Ottawa County Behavioral Risk Factor Survey, pages 17 and 48: [https://www.miottawa.org/Health/OCHD/pdf/BRFS/2017\\_BRFS.pdf](https://www.miottawa.org/Health/OCHD/pdf/BRFS/2017_BRFS.pdf)
3. 2020 Ottawa County Behavioral Risk Factor Survey, pages 32 and 49: [https://www.miottawa.org/Health/OCHD/pdf/BRFS/2020/2020\\_BRFS.pdf](https://www.miottawa.org/Health/OCHD/pdf/BRFS/2020/2020_BRFS.pdf)
4. 2017, 2019, and 2021 Ottawa County Youth Assessment Surveys of grades 8, 10, 12: <https://www.miottawa.org/Health/OCHD/pdf/data/YAS/Depression-Suicide.pdf>; <https://www.miottawa.org/Health/OCHD/pdf/data/YAS/2019-YAS-Depression.pdf>; <https://ottawacountyouth.org/wp-content/uploads/reports/2021/2021-YAS-Infographics-Depression-rev.pdf>