

# 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.

- 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.

## Accomplishments for each Initiative

Due to COVID-19, many of the Suicide Prevention Coalition’s Initiatives in 2020 and 2021 looked drastically different than in years past. As a result, 2020 and 2021 data cannot be effectively compared to previous or upcoming years.

be nice.:	2019	2020	2021
Number of students actively engaged in be nice.	17,430	15,212	16,120
Number of schools actively engaged in be nice.	29	25	26
Number of employees at businesses actively engaged in be nice. Action Plan training	650 (32 businesses)	1,263 (23 businesses)	2,300 (28 businesses)
Number of people trained in Mental Health First Aid	205	150	95

QPR training:	2017-2020	2021
Number of people trained in QPR (number reported by Mosaic Counseling)	7,000	790

Blue Envelope training:	2019 Calendar Year	2020 Calendar Year	2021 Calendar Year
Number of school in Blue Envelope program	8	14	29
Number of staff trained	310	717	1,858
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
Number of Blue Envelope incidents in Ottawa County schools	82	265	237
Number of students impacted by Blue Envelope	4,500	13,000	22,500

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

## Accomplishments for each Initiative (continued)

Due to COVID-19, many of the Suicide Prevention Coalition's Initiatives in 2020 and 2021 looked drastically different than in years past. As a result, 2020 and 2021 data cannot be effectively compared to previous or upcoming years.

### Victim's Advocates follow-up program:

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

### Veterans:

	2019	2020	2021
Number of veterans in Ottawa County	n/a	n/a	12,965
Number of veterans eligible for VA benefits	n/a	n/a	8,628
Number of veterans enrolled in VA benefits	n/a	n/a	4,079

### Promotion of other suicide prevention strategies, programs, and initiatives:

	2019	2020	2021
Number of attendees at Momentum Center town hall events	212	466	1,095
Number of attendees at Momentum Center Inspire! Events	219	178	0 – no events held
Number of adult and teen members at Momentum Center	0	0	187 adults, 34 teens
Other accomplishments	n/a	Anti-racism task force convened	Began Holland Center and continued to support 7 support groups

### 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
- 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

## Accomplishments for each Initiative (continued)

Due to COVID-19, many of the Suicide Prevention Coalition's Initiatives in 2020 and 2021 looked drastically different than in years past. As a result, 2020 and 2021 data cannot be effectively compared to previous or upcoming years.

<b>Goals:</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Ottawa County's suicide rate per 100,000 residents <sup>1</sup>	8.9	11.1	10.5
% 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	No update
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	No update
% of Ottawa County teens who reported seriously thinking about attempting suicide in the previous 12 months <sup>4</sup>	20% in 2017	19% in 2019	Spring 2022 update
% of teens who attempted suicide in the previous 12 months <sup>4</sup>	8% in 2017	8% in 2019	Spring 2022 update

### **2022 Emerging Issues:**

- Support the work of Be Better;
- Explore value in bringing back fatality review team and, if valuable, the format for the team
- Explore partnership with With One Voice Michigan, a statewide coalition

#### **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>
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: [http://healthyottawa.org/survey/?report\\_name=2020%20BRFS](http://healthyottawa.org/survey/?report_name=2020%20BRFS)
4. 2017 and 2019 Ottawa County Youth Assessment Surveys of grades 8, 10, 12: [https://www.miottawa.org/Health/OCHD/pdf/data/OCYAS\\_2017.pdf](https://www.miottawa.org/Health/OCHD/pdf/data/OCYAS_2017.pdf) and <https://www.miottawa.org/Health/OCHD/pdf/data/YAS/2019-YAS-Depression.pdf>