

Behavioral Health Action Team (BHAT) – February 10, 2017 from 2:00 PM – 3:30 PM

SUICIDE MEANS SAFETY CAMPAIGN

Local/state data about death by firearm or medication overdose

- BH 6 states we will try to reduce the suicide rate (per 100,000 population) from 12.3 to 11.7; should we also track reduction in death by firearm?
- Our timeframe - one year? More than one year?

Who else should we include?

- identify free consultation in other states, programs already in operation
- identify key participants/partners in the campaign's design (i.e., gun/ammunition sellers, owners)

What are the costs/possible resources?

- campaign budget estimate
- Seek funding sources to cover costs of, e.g., "safe talk" trainings, firearm locks: grants, local business, death review teams (?)

How do we communicate our purpose, message to the public?

- every resource we've contacted stresses the importance of taking a message of firearms safety directly to firearm owners and sellers and stating it in a way that doesn't sound political
- It's a good opportunity to piggy-back securing prescription medications on to the firearm safety message: utilize existing educational resources/materials, e.g., organizations and websites with information/material already developed, enlisting the support of law enforcement, local gun clubs/owners, shooting ranges, vendors, medical community, agencies (e.g., clinics, hospice, and food pantries), etc.
- Publicizing the message: local media, community forums, HSMP meetings, consider website?

What activity might be practical with a limited budget?

- How do we best carry the message to the priority groups of gun owners and sellers?
- Is there school interest in considering curricula for students?
- community forums (such as the panel discussion planned for the spring, HSMP annual meetings)
- Should we consider free safety locks for firearms to be provided in select venues? If so, how do we pay for it - donations? Are grants available?
- Can we/should we offer demonstrations in how to use?
- Funds to duplicate materials others have already designed? Is a website feasible?

Lessons learned (at end of timeframe)?

- Was it effective?
- Revisions in scale?