




# PREVENTING SUICIDE IN MICHIGAN MEN (PRISMM)

## MDHHS-COMPREHENSIVE SUICIDE PREVENTION

Michigan Premier Public Health Conference  
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Program Coordinator, Preventing Suicide in Michigan Men  
June 16, 2022

- 
- This presentation is supported by cooperative agreement 5 NU50CE002592-02-00 between the Centers for Disease Control and Prevention and the Michigan Department of Health and Human Services. Content is solely the author's responsibility and does not necessarily represent the official views of the CDC.

IN PARTNERSHIP WITH THE CDC

# PLAN FOR TODAY

01

Review Michigan Suicide  
Data

02

Overview of CDC's  
Comprehensive Suicide  
Prevention Grant and  
Technical Package for  
Suicide Prevention

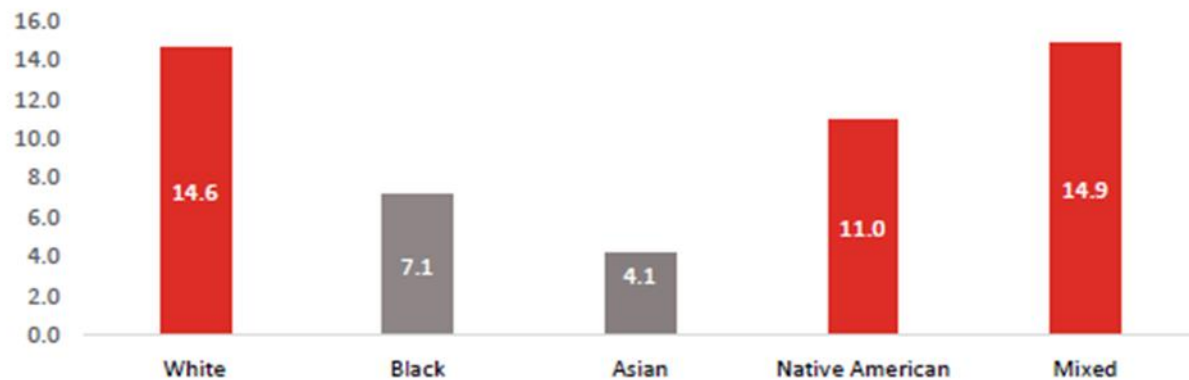
03

Overview of Michigan's  
PRiSMM Project

# MICHIGAN VIOLENT DEATH REPORTING SYSTEM

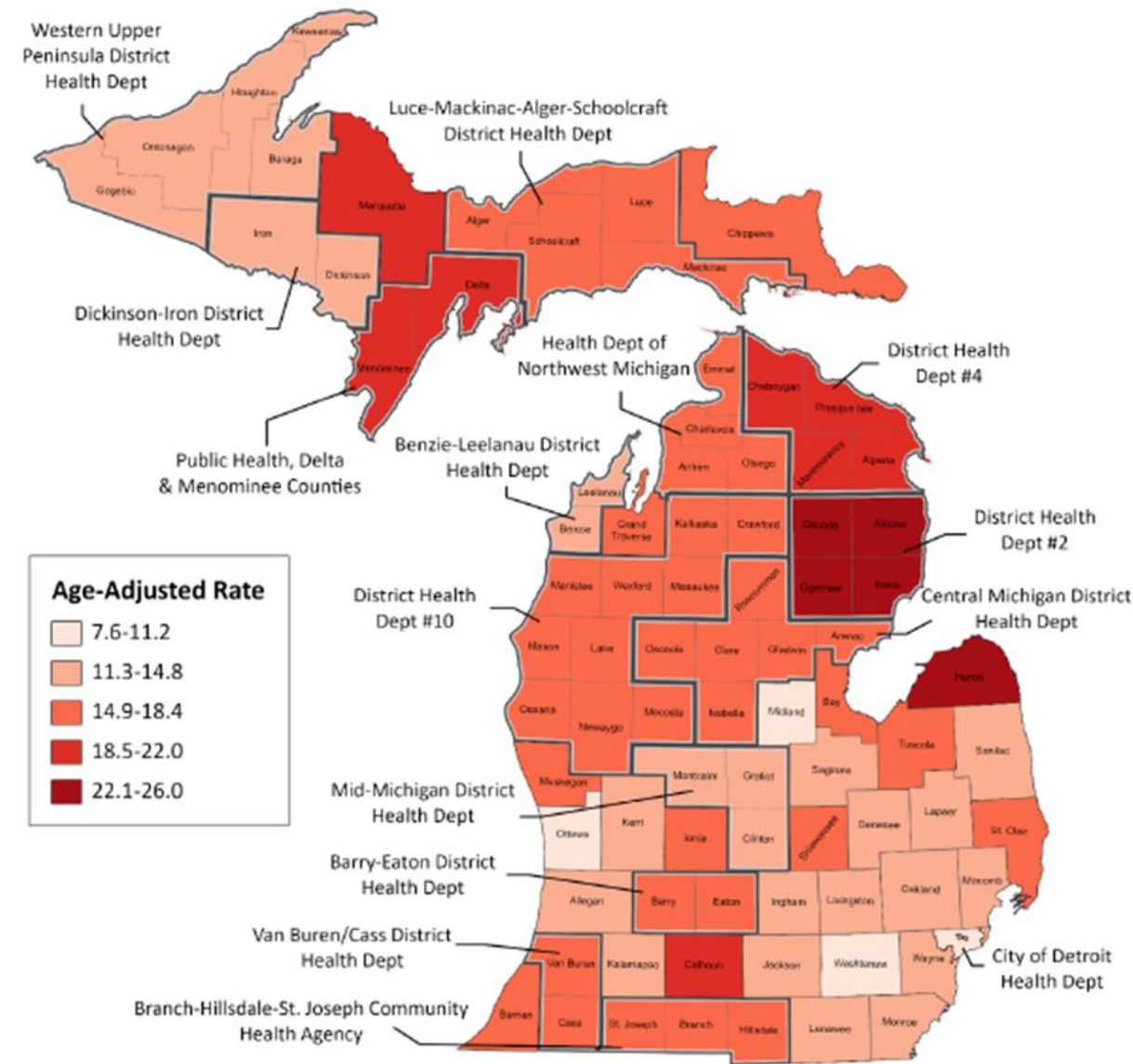
## SUICIDE DEATHS IN MICHIGAN, 2014-2018

Age-adjusted Suicide Rates\* by Race, Michigan 2014-18



\* Deaths per 100,000 population

Age-adjusted Annual Suicide Death Rates\* by Local Health Department, 2014-18



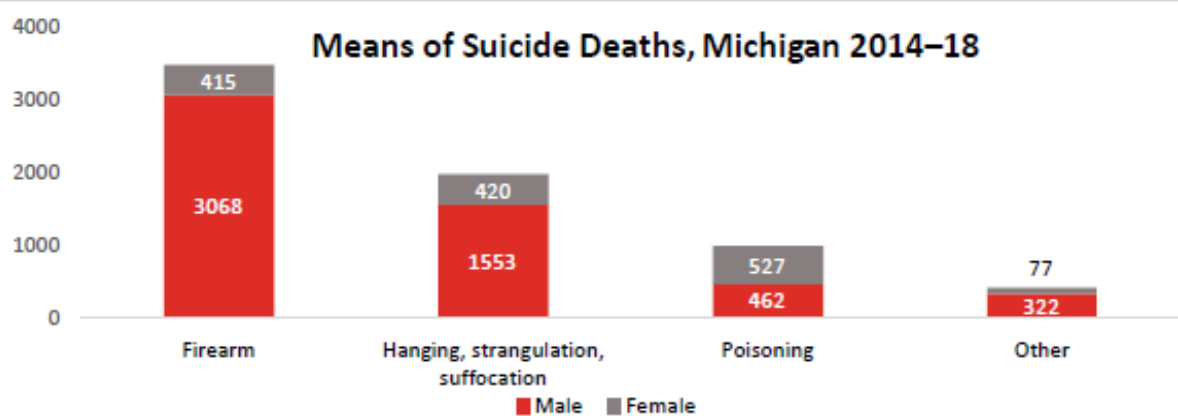
\* Deaths per 100,000 population

# MICHIGAN VIOLENT DEATH REPORTING SYSTEM

## SUICIDE DEATHS IN MICHIGAN, 2014-2018

Firearms were used in half of suicide deaths in Michigan in 2014–18, mostly by men. Women were more likely than men to use poison.

Means of Suicide Deaths, Michigan 2014–18



At every age, men were more likely than women to die by suicide in 2014–18.

Suicide Rates\* by Sex, Michigan 2014–18

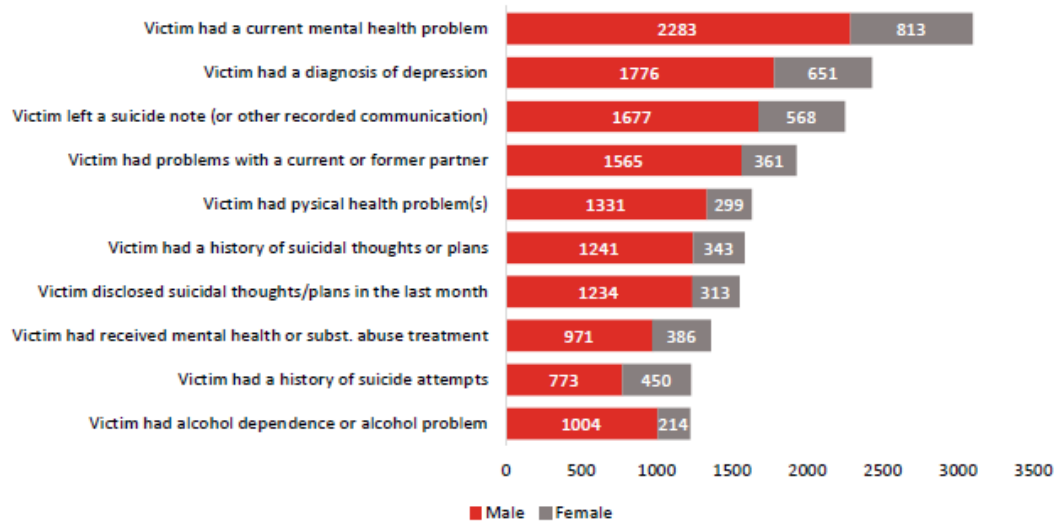


\* Deaths per 100,000 population

# MICHIGAN VIOLENT DEATH REPORTING SYSTEM

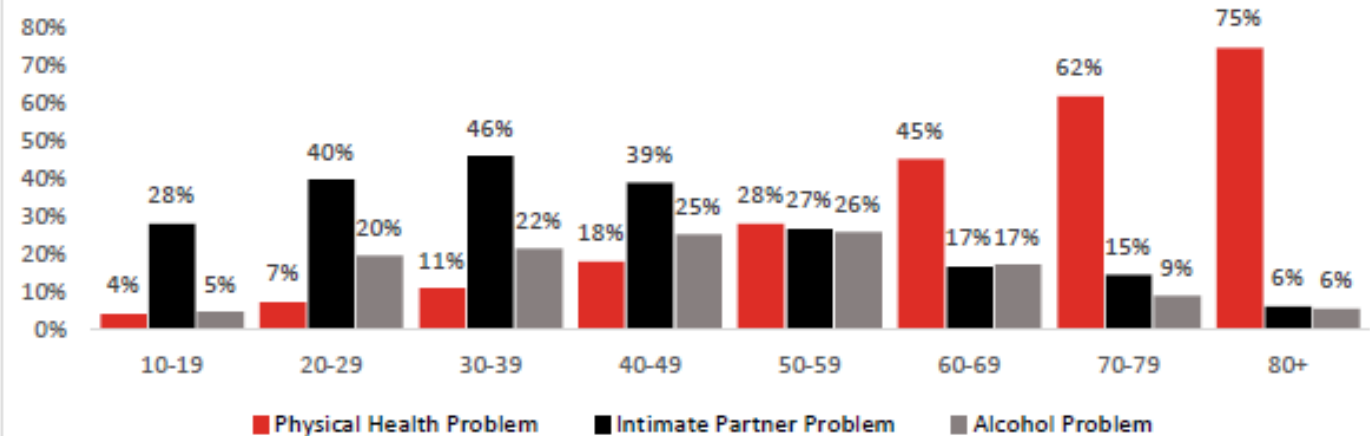
## SUICIDE DEATHS IN MICHIGAN, 2014–2018

Circumstances Known for Suicide Deaths, Michigan 2014–18

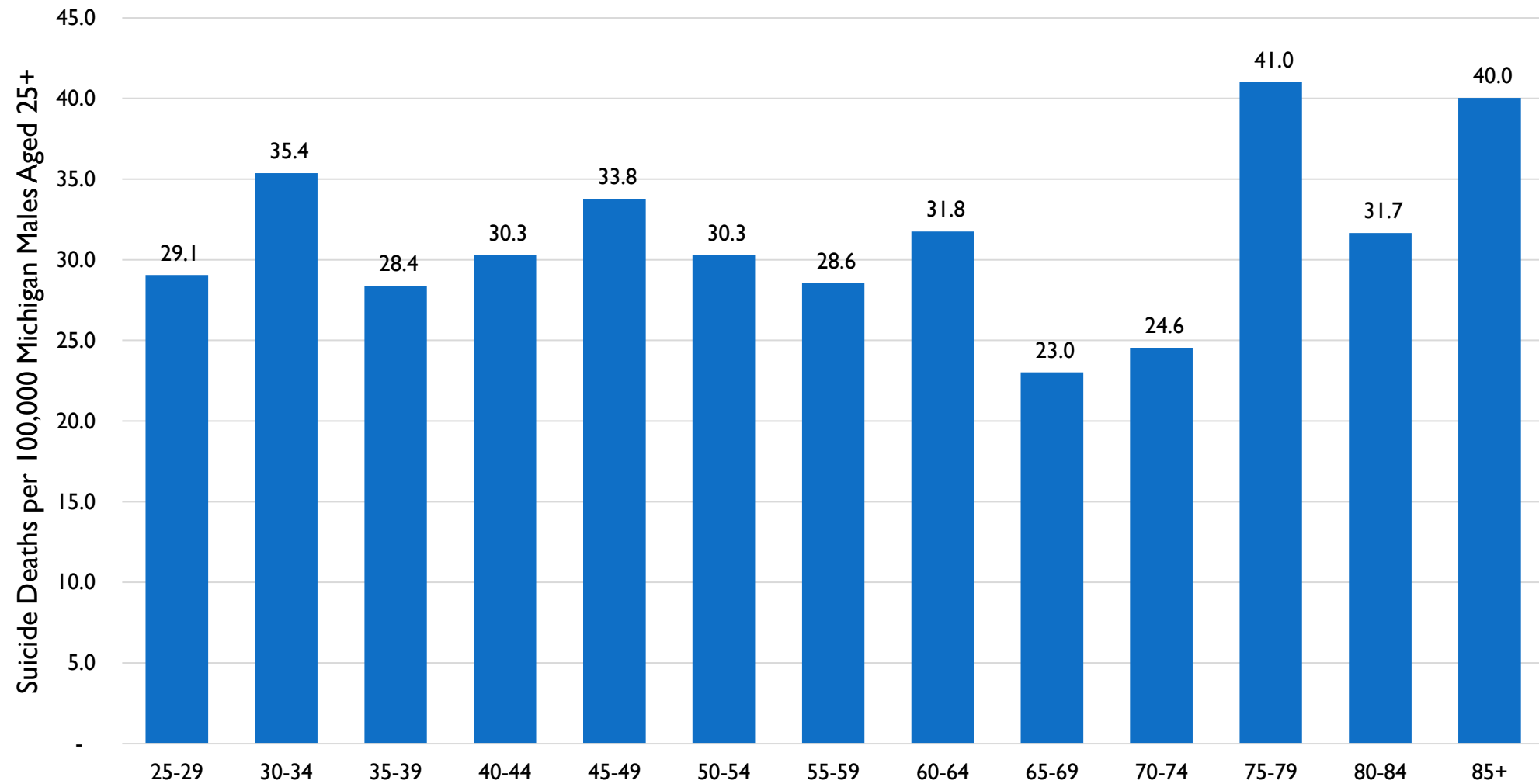


*There may be more than one known circumstance for each death, or no known circumstance. Since more men (5,405) than women (1,438) die by suicide, the number of male suicide victims with a known circumstance may be greater, while the percent of female suicide victims with that circumstance may be greater.*

Circumstances Known for Suicide Deaths by Age Range, Michigan 2014–18

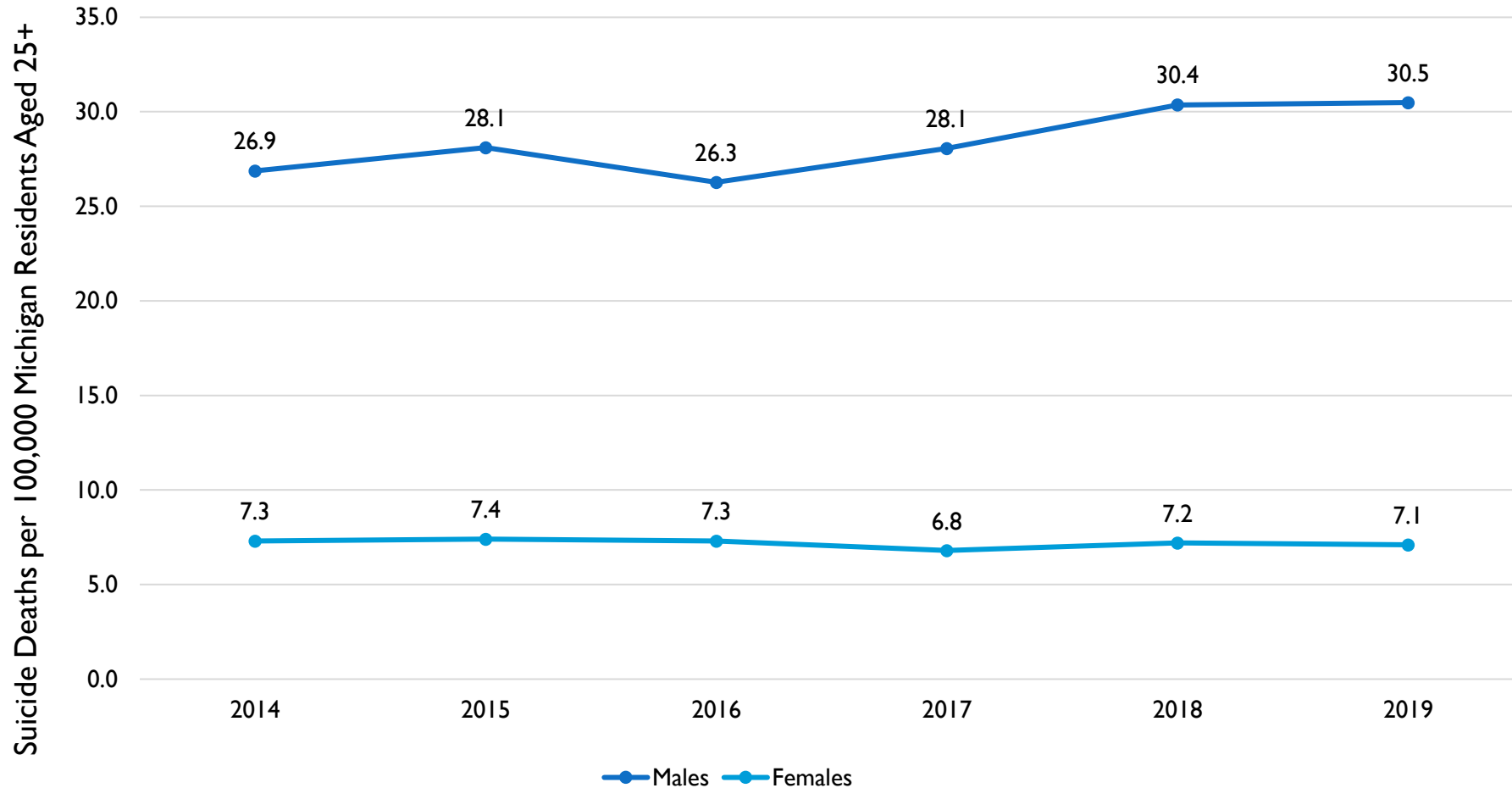


## Suicide Rates<sup>1</sup> by 5-Year Age Group, Michigan<sup>2</sup> Males Aged 25+, 2019<sup>3</sup>



1. Rates per 100,000 male Michigan residents in given age group
2. Fatal injury occurred in Michigan (does not include Michigan residents with fatal injury that occurred outside Michigan)
3. Data from Michigan death certificates

## Annual Suicide Rates<sup>1</sup>, Michigan<sup>2</sup> Residents Aged 25+, 2014-2019<sup>3</sup>



1. Rates per 100,000 Michigan residents of given sex and age group
2. Fatal injury occurred in Michigan (does not include Michigan residents with fatal injury that occurred outside Michigan)
3. Data from Michigan death certificates

## 2020 MALE SUICIDE DATA

Total Michigan male suicides in 2020: 1,130

Means Data
•Gun: 672 (59%)
•Hanging/suffocation: 291 (26%)
•Poisoning: 95 (8%)
Other: 72 (6%)

THE GUIDE FOR THE  
PRISMM WORK PLAN- CDC  
SUICIDE PREVENTION  
TECHNICAL PACKAGE

# CDC COMPREHENSIVE SUICIDE PREVENTION

# PREVENTING SUICIDE IN MICHIGAN MEN: PRISMM

- Comprehensive, multi-component collaboration to reduce suicide morbidity and mortality rates by 10% over five years.
  - Specific focus on adult men age 25+
    - 67% of the suicide deaths annually in MI
- Addresses significant risk factors
  - Rural and urban residence
  - Access to firearms
  - Limited access to behavioral health care
  - Need for high quality interventions tailored for unique needs of men

# PREVENTING SUICIDE IN MICHIGAN MEN: PRISMM 2020-2025

Key Activity #1: Create a coordinated multi-sectoral partnership plan.

Key Activity #2: Use existing data to finalize the selection of the vulnerable population(s) and to understand the circumstances of suicide.

Key Activity #3: Create an inventory of suicide prevention programs and identify prevention gaps and opportunities.

Key Activity #4: Select strategies/approaches from the [CDC suicide prevention technical package](#).

Key Activity #5: Develop, implement, and evaluate a communication and dissemination plan for stakeholders

# PRISMM PARTNERS

- Coalition of organizations and statewide groups pursuing improved mental health amongst men
- Collective impact model
- Target audience: those working primarily men 25+
  - UM's Injury Prevention Center
  - University of Maryland, Baltimore
  - CMU School of Medicine Interdisciplinary Center for Community Health and Wellness
  - Henry Ford Health System
  - Michigan Department of Corrections



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# TARGET POPULATION

- Michigan Men ages 25+
  - High fatality rate
  - High rates of suicidal behavior
  - Goal: decrease deaths and attempts by 10% over 5 years
  - Tracking help seeking behaviors as well

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# STATEWIDE INVENTORY/PARTNERSHIP PLAN

- Inventory:
  - Develop an understanding of statewide programs and efforts
  - Leverage existing programming
  - Identify gaps in programming
  - Tracking programs, coalitions, and legislation
- Partnership Plan
  - Building coalition (multi-sector)
  - Communicate and disseminate resources and findings
  - Use partners to understand population needs
  - Statewide connections

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## STRENGTHEN ECONOMIC SUPPORTS

```
graph LR; A[Strengthen household financial security] --> B[Housing stabilization policies]
```

Strengthen  
household  
financial  
security

Housing  
stabilization  
policies

## STRENGTHEN ACCESS AND DELIVERY OF SUICIDE CARE

Coverage of mental health  
conditions in health  
insurance policies

Reduce provider shortages  
in underserved areas

# SAFER SUICIDE CARE THROUGH SYSTEMS CHANGE

Create protective  
environments

Reduce access to  
lethal means  
among persons at  
risk of suicide

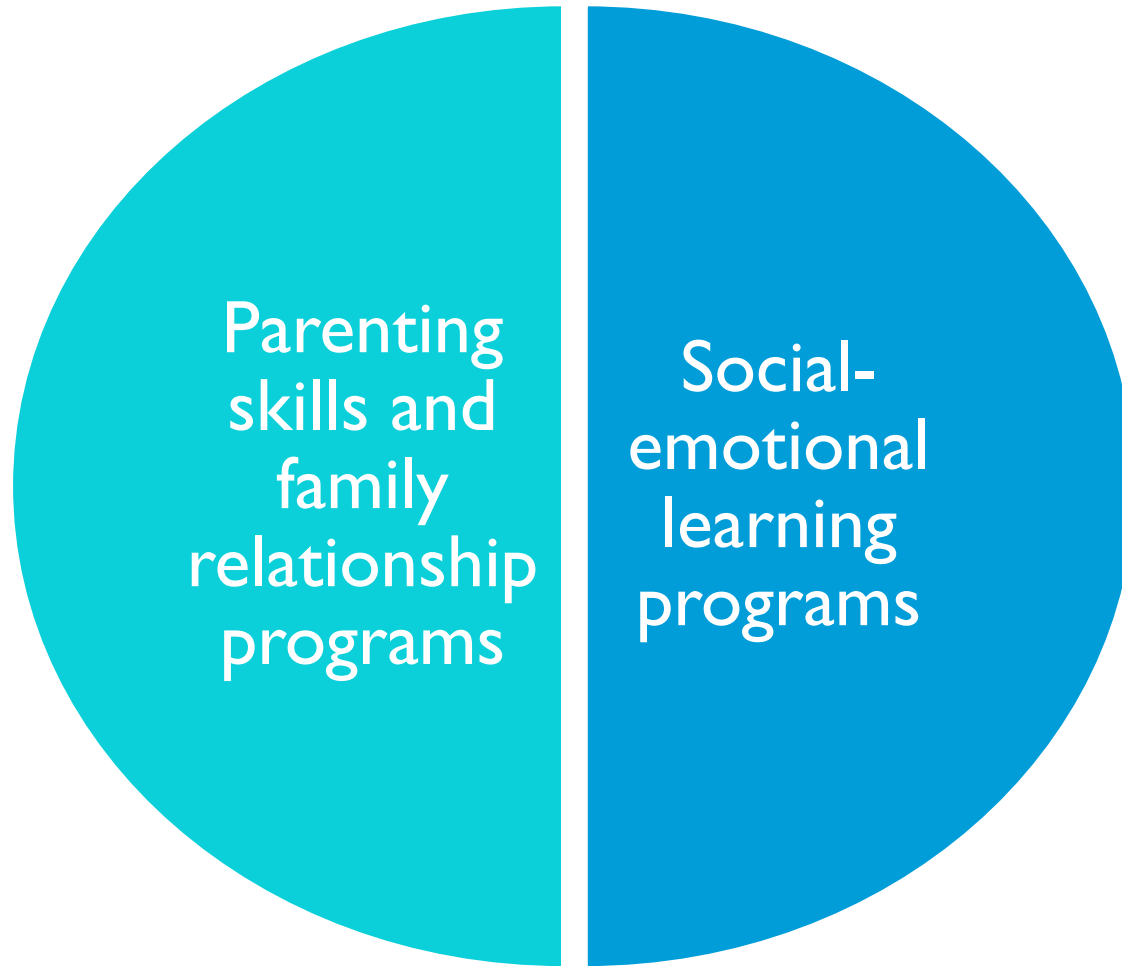
Organizational  
policies and  
culture

Community-based  
policies to reduce  
excessive alcohol  
use



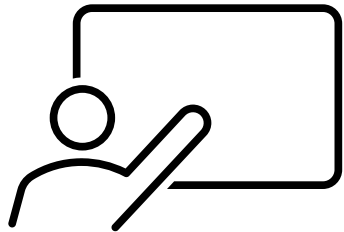
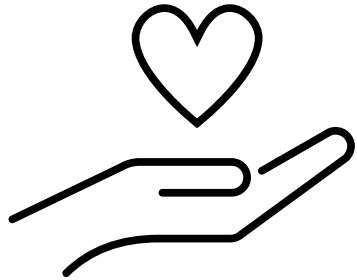
## PROMOTE CONNECTEDNESS

- Peer norm programs
- Community engagement activities



TEACH  
COPING AND  
PROBLEM-  
SOLVING  
SKILLS

# IDENTIFY AND SUPPORT PEOPLE AT RISK



- Gatekeeper training
- Crisis intervention
- Treatment for people at risk of suicide
- Treatment to prevent re-attempts

# LESSEN HARMS AND PREVENT FUTURE RISK

- Postvention
- Safe reporting and messaging about suicide



# PREVENTING SUICIDE IN MICHIGAN MEN



- What's the problem?
- What is “Preventing Suicide in Michigan men (PRiSMM)”?
- What are the goals over the next 4-5 years?

# STRATEGY SELECTION

## ■ Tier 1: Community

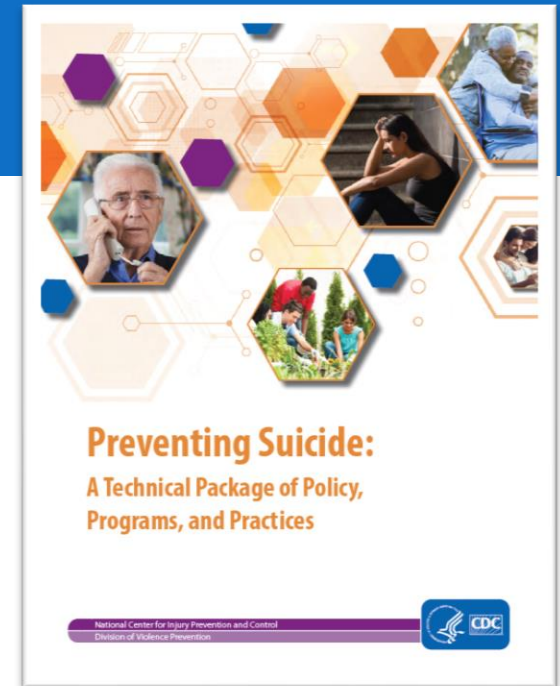
- Create Protective Environments: Reduce Access to Lethal Means via CALM and gun lock distribution
- Organizational Policies/Culture: Michigan Department of Corrections
- Identify and Support People at Risk: Community Gatekeeper Training
- Identify and Support People at Risk: Man Therapy Michigan
- Lessen Harms and Prevent Future Risk: Safe Messaging

## ■ Tier 2: Healthcare

- Strengthen Delivery and Access to Care: Safe Suicide Care through Systems Change/ Healthcare-Community Suicide Prevention Quality Improvement Collaborative (SPQIC)
- Identify and Support People at Risk: Provider Training:AMSR

## ■ Tier 3: Upstream Prevention

- Strengthen access and delivery of suicide care/Telemental Health



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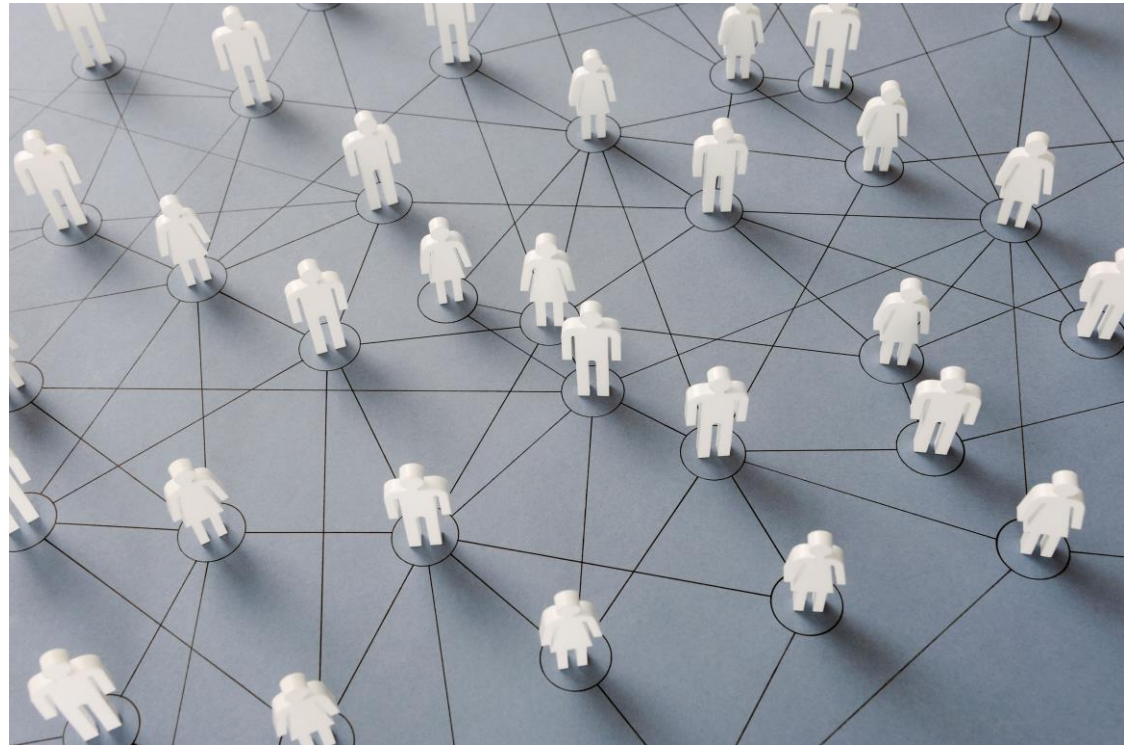
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# COMMUNICATION AND DISSEMINATION PLAN

- Communication strategies:
  - Toolkits
  - Factsheets
  - Resource sharing
  - Outreach
  - Community engagement



# EVALUATION PLAN



- Evaluating as we implement:
  - Implementation planning guided by desired outcomes
  - Regular participation from evaluation team in strategy meetings
  - Process, short term, and long term outcomes recorded



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Implementation and monitoring of  
subcontracted projects



Keep Partnership updated on data and  
statewide programming



Connect to organizations and programs  
statewide

ONGOING  
PRISMM  
OBJECTIVES

[WWW.MICHIGAN.GOV/SUICIDEPREVENTION](http://WWW.MICHIGAN.GOV/SUICIDEPREVENTION)



[Assistance Programs](#)[Adult & Children's Services](#)[Safety & Injury Prevention](#)[Keeping Michigan Healthy](#)[Doing Business with MDHHS](#)[Inside MDHHS](#)

[Safety & Injury Prevention](#)[Children's & Adult Protective Services](#)[Children's Trust Fund - Abuse Prevention](#)[Domestic & Sexual Violence](#)[Injury & Violence Prevention](#)[Public Safety & Environmental Health](#)[Safe Delivery](#)[Safe Sleep](#)

MDHHS / SAFETY & INJURY PREVENTION / INJURY & VIOLENCE PREVENTION



**NATIONAL  
SUICIDE  
PREVENTION  
LIFELINE™**  
**1-800-273-TALK**  
[www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org)

If you are in crisis, or know someone who needs help, contact the National Suicide Prevention Lifeline NOW at:

**1-800-273-TALK (8255)**  
[www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org)

We are a public health prevention program that does not offer crisis intervention or mental health services. If you need help now, call 911, go to the nearest emergency room, or call the National Suicide Prevention Lifeline immediately.



**Coalitions & Crisis  
Lines**



**Communications  
Tools**



**Fact Sheets**



**Resources**



**Trainings &  
Trainers**



**Calendar of  
Events**

# MDHHS SUICIDE PREVENTION WEBSITE

# SPOTLIGHT ON: MAN THERAPY MICHIGAN

- [www.mantherapy.org](http://www.mantherapy.org)
  - Free and important piece of the puzzle
  - Connect men to care who aren't otherwise connected
- Resources Available to Michigan:
- Google drive
  - Get connected to promotional material and creatives
- Dashboards
  - Data for your regions
- [ManTherapyMI@gmail.com](mailto:ManTherapyMI@gmail.com)
  - Connect to the team for research questions and how to get involved

*Sometimes life's  
dog takes a*  
**DUMP ON  
YOUR LAWN.**

**mantherapy.org**  
*Therapy. The way a man does it*

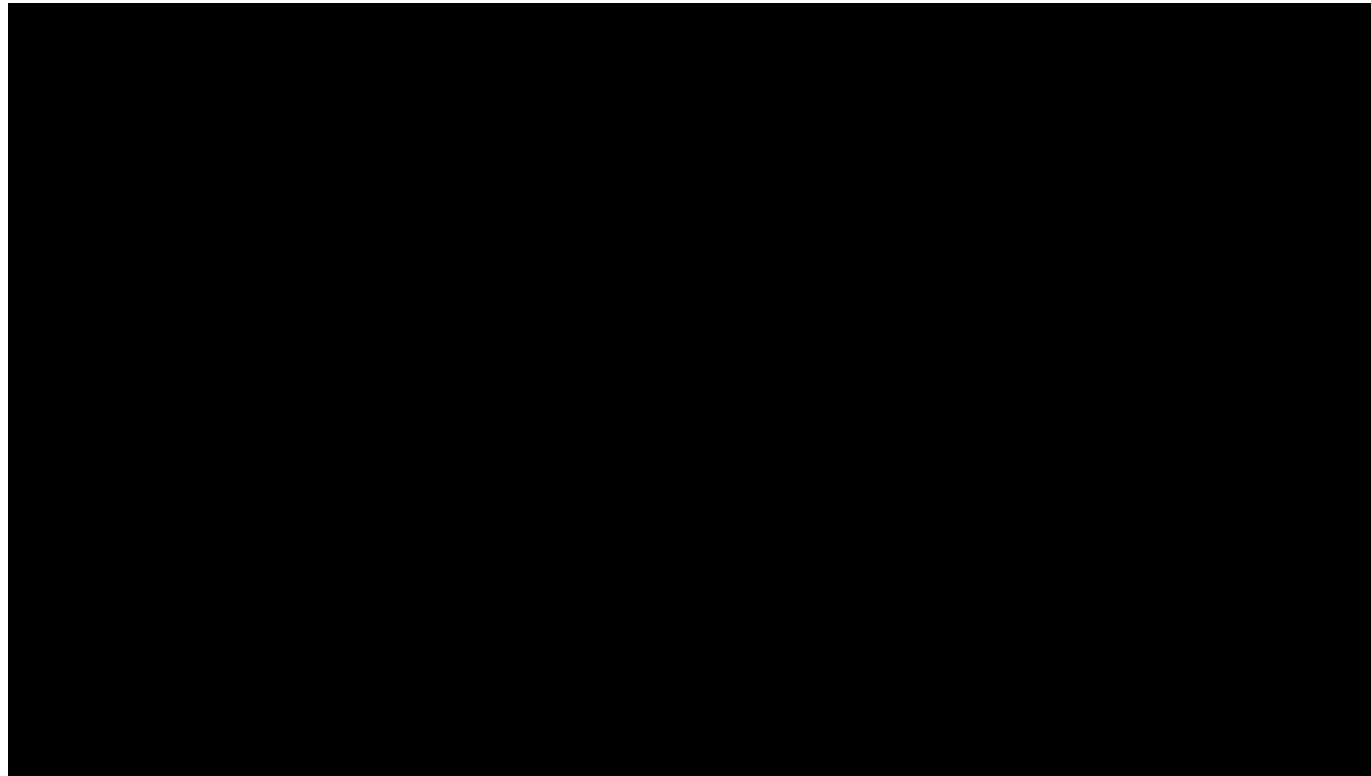


THANK YOU  
FOR BEING  
HERE-  
QUESTIONS?

KRISTEN SMITH-  
SMITHK134@MICHIGAN.GOV



# MAN THERAPY MICHIGAN



***You can't fix  
your mental  
health with  
duct tape.***

**mantherapy.org**  
*Therapy. The way a man does it*

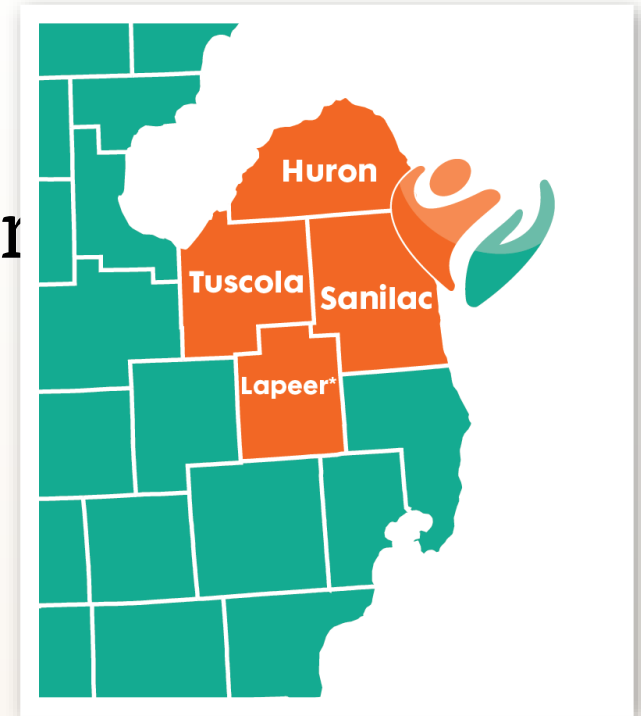


# Man Therapy

Thumb Community Health  
Partnership

# What is the Thumb Community Health Partner

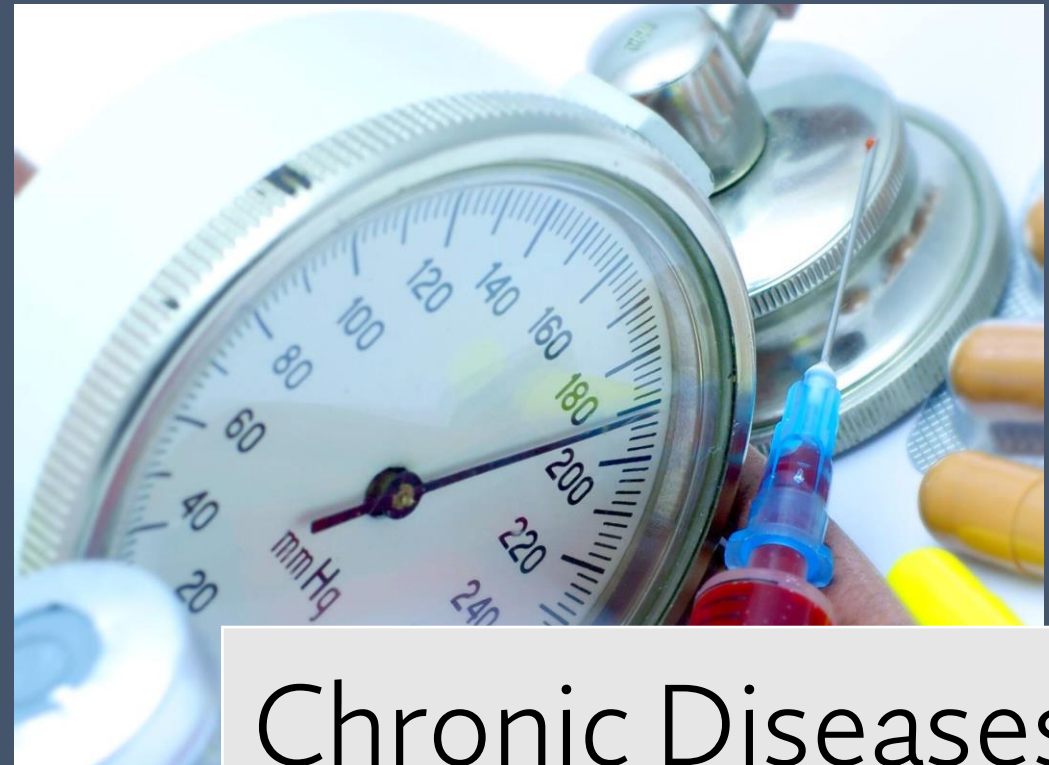
Deckerville Community Hospital	Marlette Regional Hospital
Great Lakes Bay Health Centers	McKenzie Health System
Harbor Beach Community Hospital	McLaren- Bad Axe
Hills & Dales General Hospital	McLaren Hospital-Caro
Human Development Commission	McLaren Hospital- Lapeer
Huron Behavioral Health	Sanilac County Health Department
Huron County Health Department	Sanilac Community Mental Health
Lapeer County Health Department	Scheurer Health
Lapeer Community Mental Health	Tuscola Behavioral Health Systems
List Psychological Services	Tuscola County Health Department



# Thumb Community Health Partnership Priority Areas



Behavioral Health



Chronic Diseases

# Addressing Men's Mental Health



27 of 31

...deaths by suicide in the  
Thumb Region were men  
in 2020.

# Goals of Man Therapy Campaign

Reduce stigma  
around mental  
health for men

Increase male  
help-seeking  
behavior &  
connecting them to  
local resources

Reach men  
where they are

# Strategies to Promote Man Therapy

- Man Therapy Video Production
- Events/ Presentations
- Billboards
- Newspaper Advertisement
- Radio Advertisements
- Man Therapy Collectibles
- Email Campaigns
- Social Media Campaign
- Partnering with Local Businesses
- Website Advertisements
- Radio Interviews
- Posters & Fliers
- Stickers on Take-Out Boxes
- Snapchat Advertisements
- Google Advertisements
- Movie Theatre Advertisements



# Local Events and Personal Presentations



Health Expos



Golf Outings



Suicide Awareness Walks



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*Therapy. The way a man does it.*



**mantherapy.org**

*Therapy. The way a man does it.*

# Paid Advertising

Page 10B

Sanilac County News

October 6, 2021 Contact us: 810-648-4000 www.mihomepaper.com \$1.00

**County Medical Care Facility struggles with labor shortage**

BY HANNAH BRYAN Reporter

The Sanilac County Medical Care Facility may have survived a global pandemic, but their worries are far from over. Like many medical facilities and businesses across the country, they are struggling to retain employees.

On Sept. 27, the MCF board met with Sanilac County Commissioners to discuss the labor shortages affecting the facility and their application for the Employee Retention Tax Credit.

According to the Medical Care Facility administrator, Jill Harding, the facility has lost around 50 employees since the start of the pandemic.

Two years ago, Harding said, the facility would have had somewhere around 200 to 210 employees. Now they have about 160.

Employees are leaving for many reasons, Harding said. Some have retired or moved out of the area, others have quit to find higher wages elsewhere, still others have left due to Covid restrictions and vaccine mandates, while some are leaving the profession all together.

"Covid restrictions have a big impact on the facility," Harding said. "From PPE testing, vaccination, required as well as a high level of protocol in place. She said, 'As a medical facility, Harding said that there are tight protocols in place. She said, 'Prior to the vaccination, it was all employees. . . Some really good employees left the industry all together or went to a setting other than long-term care.'

**Some have retired or moved out of the area, others have quit to find higher wages elsewhere, still others have left due to Covid restrictions and vaccine mandates, while some are leaving the profession all together.**

**"Covid restrictions have a big impact on the facility," Harding said. "From PPE testing, vaccination, required as well as a high level of protocol in place. She said, 'Prior to the vaccination, it was all employees. . . Some really good employees left the industry all together or went to a setting other than long-term care.'**

**SERVICE CENTER Open to the Public!**

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**SANDUSKY AUTO SALES**

sanduskyautosales.com 810-648-9778

PERIODICAL

**You can't fix your mental health with duct tape.**

Check out mantherapy.org

**Fall harvest in full swing**

All Sanilac crops looking good

BY PHIL KAATZ MSU Extension Educator

There aren't many summers you can say the crops didn't have a day of significant stress during the growing season. 2021 is one of those years.

The crops were planted on time into fields with adequate moisture and good soil.

Craig Stone of Deckerville transfers his harvested soybeans into a truck.

So, the recipe for happy farmers is to have a good start at planting, add a good amount of rain at things continue through the final harvest.

As a recap of the weather, the region was above average in

Soybeans are harvested on the Craig Stone farm.

It's also a measure of accumulated heat units during the growing season. The region averaged +325 units in the entire Thumb

Photos by Sharon Rich

**You can't fix your mental health with duct tape.**

**mantherapy.org**

Sponsored by: Thumb Community Health Partnership

67899

# Radio Advertisement



# Man Therapy Collectibles



T-shirts & Hats



Drink Koozies

# Email Campaigns

**Sometimes life's dog takes  
a dump on your lawn.**

Clean it up at [mantherapy.org](http://mantherapy.org)



# E-Card

**REACH OUT**  
TO YOUR MUSTACHE GROWING FRIEND  
#SuicidePreventionMonth

Hello All Man Therapy Partners!

As we continue to ramp up our efforts, we wanted to thank everyone who has made our launch a success by sharing, reposting and spreading the word about Man Therapy across the Thumb.

This month is Suicide Prevention Month, and specifically on World Suicide Prevention Day we encourage you to help bring awareness about suicide and the many resources that we have available in the community. We will be dedicating the entire month then to share Man Thi

# Newsletter

# Newsletter

# Social Media Ads

**Thumb Community Health Partnership**  
Published by Kari White · November 15, 2021

Keep your mind top of mind. Take the 20-point head inspection and make sure you're not about to drop the ball.

*Get a few things  
off your*  
**HAIRY  
CHEST.**

---

**mantherapy.org**  
*Therapy. The way a man does it*



MANTHERAPY.ORG  
**Therapy, but for men.**  
MANTHERAPY.ORG

Learn more

**Thumb Community Health Partnership**  
Sponsored

Sometimes life can dump unexpected and unwelcome stress into our lives. To help with YOUR unpleasant surprises, check [...See more](#)

**POOPING.**  
*Meditation. The way  
a man would do it.*

---

**mantherapy.org**  
*Therapy. The way a man does it*




MANTHERAPY.ORG  
**Therapy, but for men.**  
Man Therapy is a place where me...

LEARN MORE

Like Comment Share

# Partnering with Local Businesses

- Car Dealerships
- Farm Equipment Dealerships
- Taxidermists
- Farm Agencies
- Jails
- Factories



*You can't fix your mental health with duct tape.*

mantherapy.org

## DID YOU KNOW?

Men are 4x more likely to die by suicide than women.

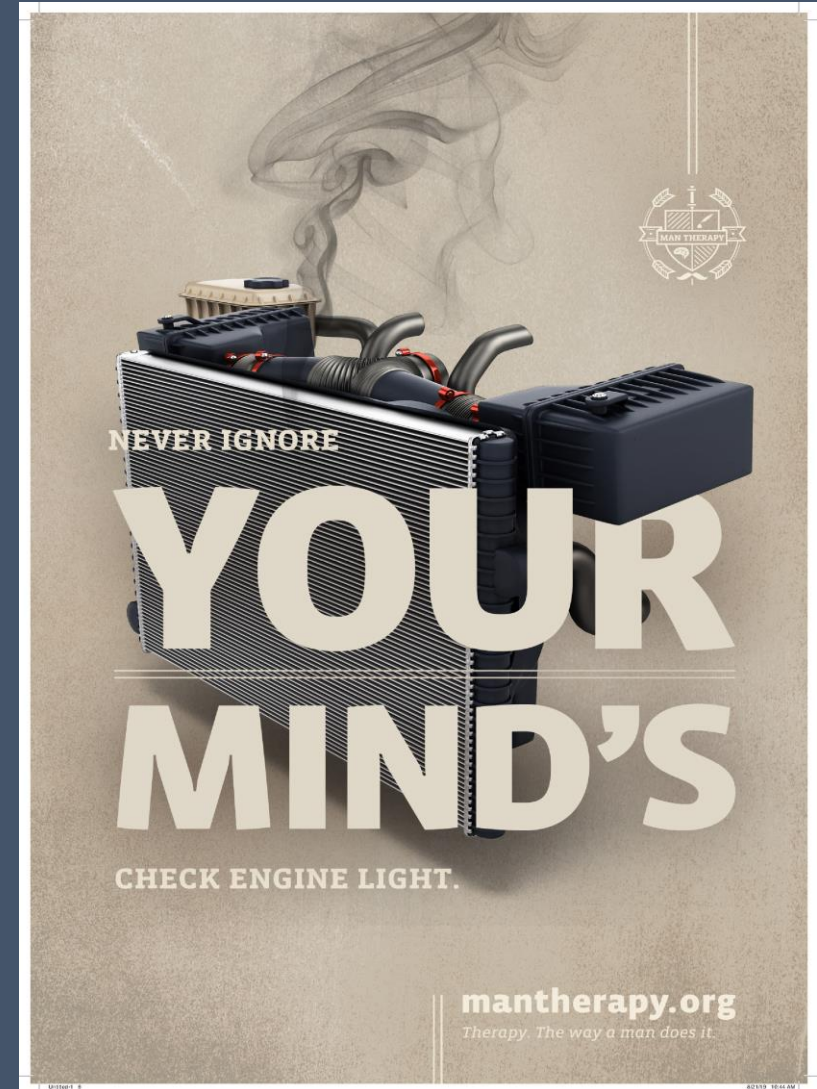

**&**

In 2019 there were 36 deaths by suicide in the Thumb. 92% were men.

Men are less likely to receive any kind of support.

They hesitate to talk about it with friends or family, or seek professional help.

That's why the Thumb Community Health Partnership launched mantherapy.org



NEVER IGNORE

# YOUR MIND'S

CHECK ENGINE LIGHT.

mantherapy.org

*Therapy. The way a man does it.*

# Evaluating Marketing Strategies



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

- Tracking events and promotions with user trends on data dashboard
  - Organic Search- billboards and radio ads
  - Unique Users- Promotional Videos
- Social Media Advertisements
  - Engagement
  - Unique clicks
- Community Feedback
  - Total Reach
  - Target Audience

# Feedback

***“This has been a beyond-excellent resource that I have shared with many people in my life. Most recently, we have been utilizing it with students here at the HATC. It has been well-received.”***

- Theresa Hessling, Assistant Principal

# Additional Feedback

Like · Hide · 21w



Super funny way to get the message out on a serious topic! Without the humor, I honestly would have scrolled past without looking. And, whether people approve or disapprove, this posting is doing it's job of getting people to talk about men's mental health. Thank you Thumb Community Health Partnership for taking on this challenge!

But, to the guy who says he speaks for all men, I'm sorry but you do not. At the least, you do not speak for me. I will speak for myself, thank you! That is just an illustration of yet another problem in today's society, too many people think that everyone should/must have the same opinion as they do!

Like · Hide · 21w



# Challenges & Lesson Learned

## Challenges:

- Reluctance to promote Man Therapy in response to its humor being perceived as making light of mental health issues.
- COVID-19 restrictions making it difficult to place marketing materials in businesses and meet with some groups due to closures/limited hours.
- Discovering the best way to use Social Media

# Challenges & Lesson Learned

## Lessons Learned:

- Having information available regarding Man Therapy's evidence-based designation is important.
- Alerting potential partners and answering questions about Man Therapy's use of humor is key to its successful promotion,
- Man Therapy is A tool, not the ONLY tool to help address men's mental health issues.
- Search Engine Optimization (SEO)

# Stay Connected

TCHP Website:

<https://www.thumbhealth.org/mantherapy>

TCHP Facebook:

[www.facebook.com/ThumbHealth](http://www.facebook.com/ThumbHealth)

YouTube Channel: More Man Therapy Videos

[Thumb Community Health Partnership - YouTube](#)

For additional information or questions about how your organization can start promoting Man Therapy or about the Partnership please contact me!



Contact Information:  
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989-553-2927  
thumbhealth@gmail.com



Contact Information:  
Kari Granz, Program Coordinator  
810-895-2918  
tchpinfo@gmail.com